

Feb. 9, 1937.

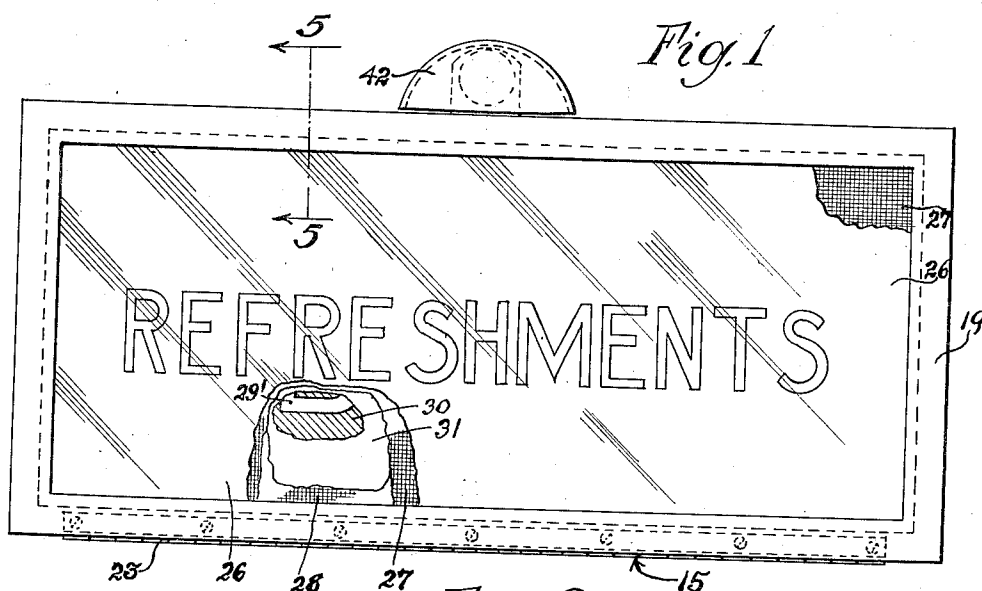
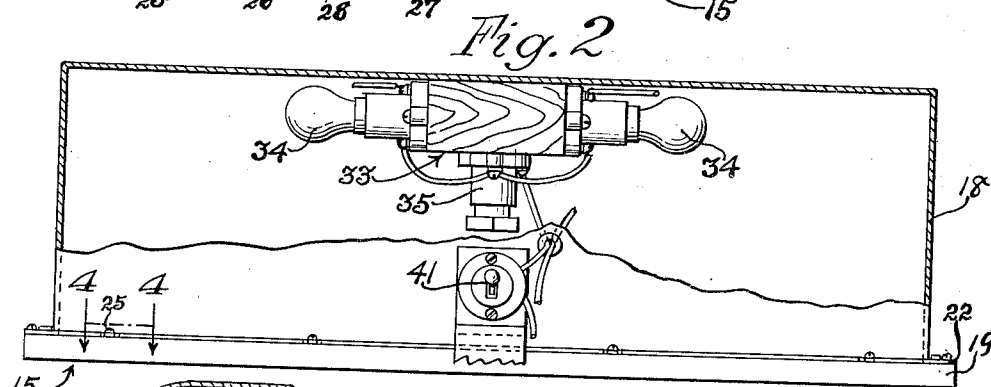
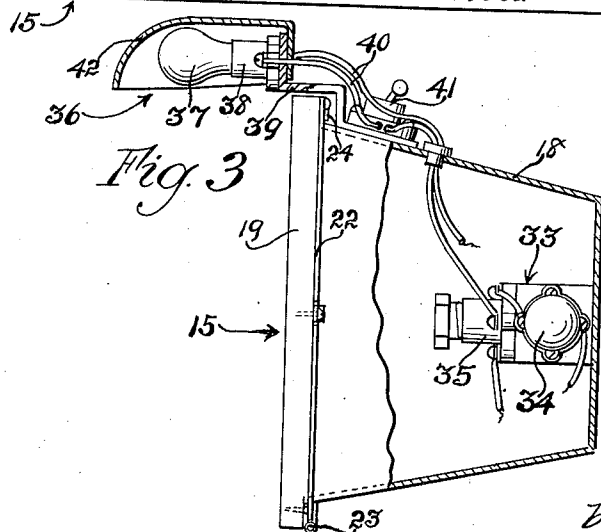
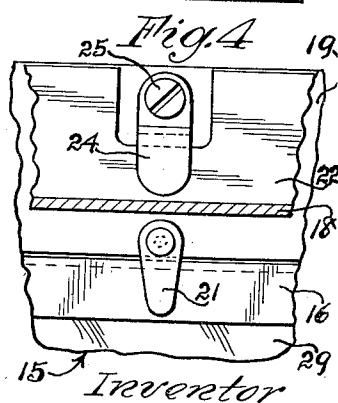
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2,070,132

ELECTRIC FLASH SIGN

Filed Aug. 26, 1936

2 Sheets-Sheet 1



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2 Sheets-Sheet 2

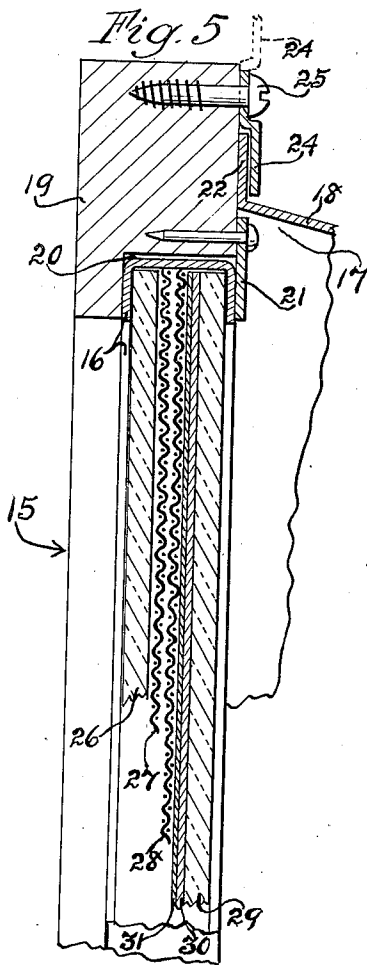
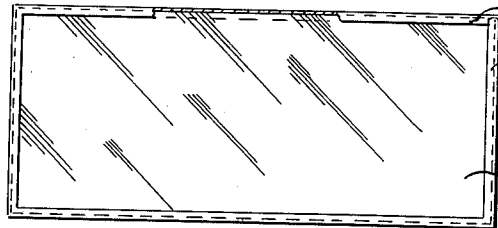
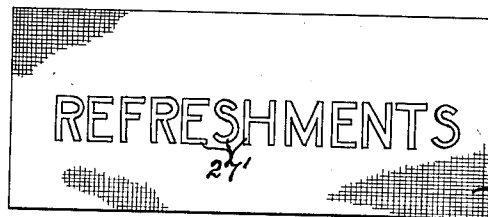
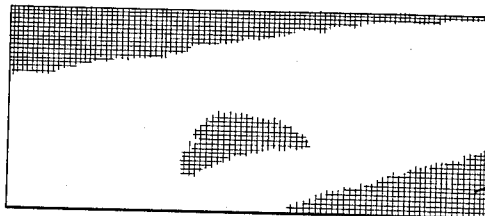
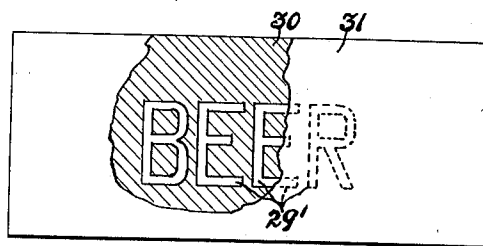
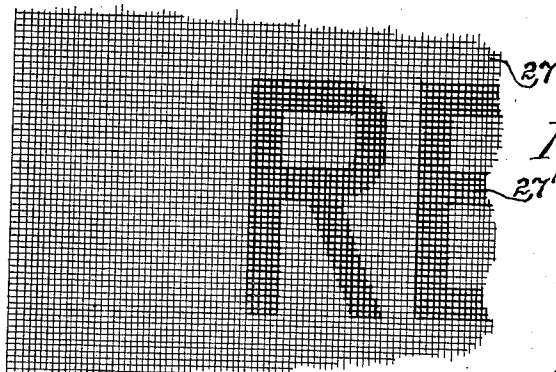


Fig. 10

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UNITED STATES PATENT OFFICE

2,070,132

ELECTRIC FLASH SIGN

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4 Claims. (Cl. 40—132)

This invention relates to new improvements in an electric flash sign.

In the former flash signs of this type that are found on the market, wherein two or more portions of the sign are alternately displayed from the same device, such former signs have not been properly effective in making each sign portion distinctly visible by itself while the others remained invisible at the same time; but it frequently occurred that when one sign portion was made visible by the device, that the other sign portion was also slightly visible; in other words, that the several sign portions in being flashed alternately by the device, would appear intermingled and would thus obscure each other. I have found that such defect was chiefly due to the lack of the use of proper separating means or screening means between the several sign portions of the multiple flash device.

It is one of the main objects and purposes of this invention to provide such a multiple flash device having alternate flash sign portions, wherein proper separating means is provided so that one sign portion is alone clearly and distinctly visible at a time while the alternate sign portion or portions remain entirely invisible, until said first sign portion thereupon becomes invisible, and the succeeding sign portion alone shows clearly and distinctly by the device.

A more particular object of this invention is to provide an illuminated flash sign of this type which includes front means bearing one sign portion, and rear means bearing another sign portion, which sign portions are alternately made visible; and to provide such flash sign with separating means interposed between the two sign means, so as to effectively render one sign portion entirely invisible, while the other sign portion alone is clearly and distinctly visible.

These and various other objects and advantages will become apparent from the following description, taken in connection with the accompanying drawings in which the invention is shown in its preferred form, it being understood that this is illustrative only and that other arrangements and forms of construction may be resorted to for carrying out the objects and purposes of this invention.

In the drawings:

Fig. 1 is a front elevational view of a flash sign embodying my invention, parts being broken away.

Fig. 2 is a top plan view thereof, partly broken away and partly in section.

Fig. 3 is an end elevational view thereof, partly broken away and partly in section.

Fig. 4 is an enlarged detail rear view, taken on line 4—4 of Fig. 2.

Fig. 5 is an enlarged vertical sectional view, taken on line 5—5 of Fig. 1.

Figs. 6, 7, 8, and 9 are front elevational views, respectively, of the front panel with the binding means around its edge; the forward screen bearing the front sign portion thereon; the intermediate shielding screen; and the rear panel bearing the rear sign portion thereon, also bearing a shielding or separating coat over the front face of said rear sign portion and panel.

Fig. 10 is an enlarged fragmentary elevational view of the forward screen bearing the front sign portion thereon.

The drawings illustrate this invention in its preferred form of construction, and as being particularly adapted for a window display device or the like. The device comprises my improved multiple sign member 15 which is in the form of a compound sign plate consisting of a plurality of layers or members, herein shown in the form of panels and screens, as indicated in Fig. 5. The several members of this compound sign plate 15 are preferably bound together by a marginal channel-shaped binding member 16 and are therewith mounted removably across the open front end 17 of a casing or housing 18.

This mounting of sign member 15 across the front opening of said casing is preferably accomplished by providing a frame 19 which has a rear channel 20 wherein sign member 15 is removably mounted, as by latch elements 21 swingable on the frame, adapted to engage against the rear of binding member 17; and furthermore providing a marginal flange 22 on casing 18, which extends laterally from opening 17; and mounting said frame 19 openably against the front of said flange, as by the use of hinge means 23 on flange 22 and frame 19, and by latch elements 24 held swingably by screws 25 on frame 19, adapted to be swung into engagement with the rear of flanges 22, as indicated in Figs. 3 and 4.

In the form illustrated in this application the sign member 15 is arranged to function as a double flash sign, comprising two sets of words or expressions which are alternately displayed thru the front of the sign. For this reason, and as best disclosed in Fig. 5, this sign member 15 comprises a front panel 26, illustrated in Fig. 6, which is transparent and preferably consists of glass; and against the rear of said panel 26 a front sign bearing member 27 is placed, as illus-

trated in Fig. 7, which is in the form of a screen and has placed thereon the front sign expression or front sign wording, indicated at 27', preferably by painting said wording on the screen, as best shown in Fig. 10. Against the rear face of said member 27 with sign portion 27', I place a separating member 28, as illustrated in Fig. 8, which member is preferably of screen material fairly closely woven, adapted to form a background for the front sign portion 27', and at the same time to permit a strong light ray from the rear to penetrate therethru. At the rear of member 28 I mount a rear sign bearing member 29 as illustrated in Fig. 9, and said member is preferably in the form of a glass panel having the rear sign portion or wording 29' provided thereon, which is preferably done with a coat of suitable paint 30 applied to said glass panel leaving the sign wording 29' unpainted and thus transparent, so that the rays of light will be transmitted thru said unpainted sign portion, while the rays are at the same time shut-off by the paint 30 on the surrounding portion.

The above outlined arrangement including my novel separating member 28 is not always sufficient to completely separate the two portions of the sign and to render them individually clearly distinct; and I furthermore use an additional translucent separating element or means 31 between the front sign portion 27' and the rear sign portion 29', and for this element I preferably use a thin coat of paint of a light color, for example, a thin coat of white lead, which is applied over the front face of member 29 and over its coat of paint 30 thereon with its sign wording 29', as shown in Figs. 5 and 9.

During the bright hours of the day the front sign portion 27' will be clearly visible and will show distinctly thru the front panel 26, while the separating means, which includes the screen 28 and the coat of paint 31, completely conceal the rear sign portion 29' from view. For illuminating the rear sign portion 29' illuminating means 33 is provided in the casing, and the form illustrated herein includes a pair of electric light bulbs 34 operatively connected with a flash element 35.

For producing the proper lighting effect in this flash sign device, the light bulbs used herein approximately equal between 40 watts and 60 watts for each square foot of area of the sign member 15.

In order to provide proper illumination during darkness, for the front sign portion 27', illuminating means 36 is also provided to throw its rays upon the front of sign member 15. In the form shown herein this comprises a light bulb 37 which is mounted by a socket 38 and a bracket 39 upon the casing 18, and is operatively connected with flash element 35, as by circuit wires 40. A switch device 41 is preferably also interposed in circuit wires 40, so as to enable light 37 to be switched off during the light hours of the day if desired, while the usual daylight renders the front sign portion 27' distinctly visible when the strong rear illuminating means 33 is turned off. A shield 42 is provided over bulb 37.

Double flash signs, including a front glass panel and a front screen at the rear thereof bearing a front sign portion, and also a rear panel bearing the rear sign portion and mounted against the rear face of said screen which carries the front sign portion, have been known and in use heretofore. However, such signs have proved to be unsatisfactory and deficient, since the sign

portions would be shown somewhat intermingled instead of each being shown alone at a time, while the alternate portion was intended to remain invisible.

It has been found in actual practice that with my improved separating means, between the two sign portions, especially when the improved sign includes both the shielding means like the screen 28, and also the shielding and reflecting means like the coat of paint 31 which is provided across the front face of the rear sign portion, that with this compound shielding means interposed between the front sign portion 27' and the rear sign portion 29', I provide a translucent separating means or screening means between said two sign portions, whereby my improved sign device will positively display alternately and distinctly the front sign portion, and then the rear sign portion, each at a time, while the other portion is retained completely hidden from view. When hereby the strong rear light 33 is illuminated, the rear sign portion 29' will alone be displayed; while the front sign portion 27' will then be invisible, as it is carried on the front sign screen, and as the shielding screen 28 and the paint layer 31 then provide a complete shielding means for the front sign portion 27' on the front screen 27. Thereafter, when the bright daylight occurs, or when the front light 37 is illuminated, while the rear light 33 is off, the front sign portion 27' alone is distinctly displayed, and is fully and clearly reflected especially by the separating coat 31, while the rear sign portion 29' is thereby fully hidden from view.

While I have disclosed certain preferred embodiments of my invention, these are to be taken as illustrative only, as it is capable of change and variation to meet differing conditions and requirements, and I contemplate such modifications as come within the spirit and scope of the appended claims.

I claim:

1. A sign device comprising a sign member including a transparent front panel, a meshed member at the rear thereof bearing means providing the front sign portion, a transparent rear member bearing opaque means providing the rear sign portion, screening means positioned to the rear of said front sign portion, and thin translucent and reflective means positioned in front of said rear member with its rear sign portion, thereby providing translucent shielding and separating means between the two sign portions to make each sign portion distinctly visible at a time while the other is entirely invisible.

2. An electric sign device comprising a multiple sign member and illuminating means rearward thereof, said sign member comprising a transparent front protecting member, means rearward thereof bearing the front sign portion, screening means rearward of said sign portion, a rear member bearing the rear sign portion thereon, and a thin translucent and reflective sheet of material positioned between said rear sign portion and said screening means, whereby to make each sign portion distinctly visible at a time.

3. An electric flash sign comprising a casing having an open end, a sign member mounted removably across said open end and comprising a transparent front panel, a screen member at the rear thereof bearing the front sign portion thereon, a rear transparent panel bearing an opaque coat of material providing a rear sign portion, and separating means interposed between the two sign portions and including a screen member

rearward of the front sign portion, also thin translucent and reflective means positioned across the front face of said rear panel with its rear sign portion, thereby providing a translucent shielding
5 and separating means between the two sign portions, and electric illuminating means for the sign member provided with a flash element for alternately actuating said illuminating means.

4. An electric flash sign comprising a casing
10 having an open front end, a sign member mounted removably across said open end, electric illuminating means including light means in the casing rearward of the sign member, also light means on the casing forward of the sign member and a
15 flash element for alternately actuating said light means, said sign member comprising a front transparent panel, a screen member at the

rear thereof having the front sign portion painted thereon, a rear transparent panel having an opaque coat of paint thereon and leaving parts unpainted to provide a rear sign portion, and separating means interposed between the two sign
5 portions and consisting of a screen member placed at the rear of the front sign portion, also a thin coat of light paint positioned across the front face of said rear panel with its rear sign portion,
10 thereby providing a translucent shielding and separating means between the two sign portions and a reflecting means for the forward sign portion, whereby to make each sign portion distinctly
15 visible.

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