F. D. CUMMINGS.

ILLUMINATED ADVERTISING DEVICE.

APPLICATION FILED AUG. 3, 1921.

1,427,678. Patented Aug. 29, 1922.

Fig. 1

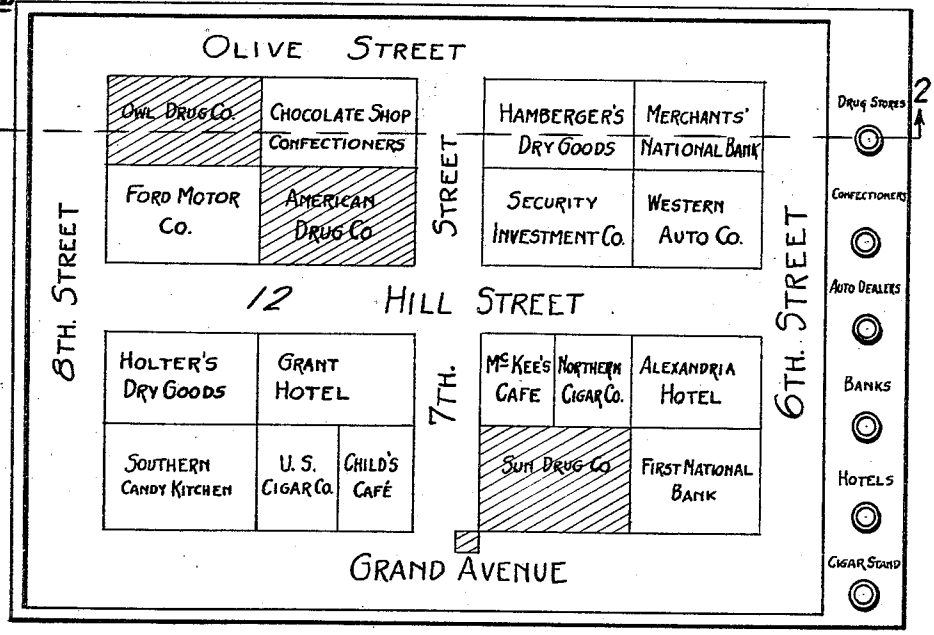


Fig. 2.

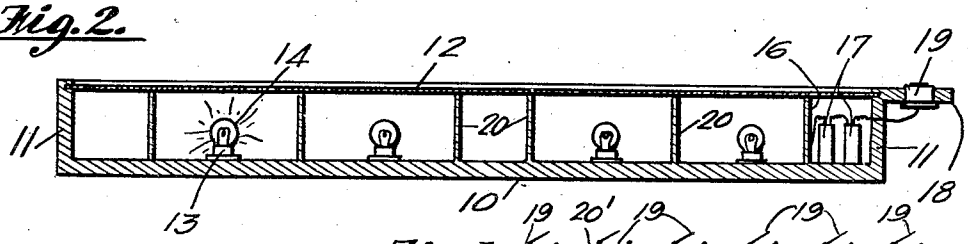


Fig. 3.

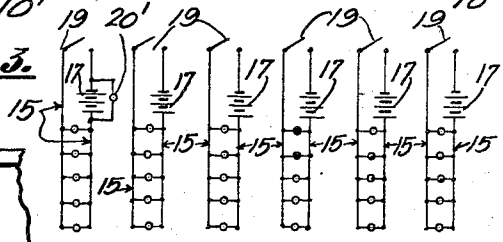


Fig. 4.

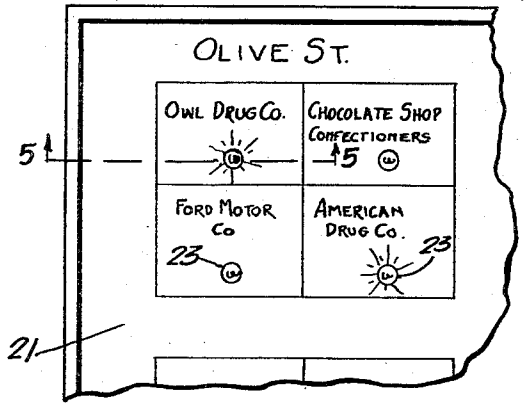
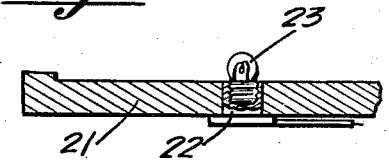


Fig. 5.



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ILLUMINATED ADVERTISING DEVICE.

1,427,678. Specification of Letters Patent. Patented Aug. 29, 1922.

Application filed August 3, 1921. Serial No. 489,462.

To all whom it may concern:

Be it known that I, FRANK D. CUMMINGS, a citizen of the United States, residing at Los Angeles, in the county of Los Angeles and State of California, have invented new and useful Improvements in Illuminated Advertising Devices, of which the following is a specification.

My invention relates to an illuminated advertising device, and has for its object the provision of a relatively simple and practical apparatus that is adapted to be placed in the lobbies of hotels and office buildings, or in stores, or on the outer walls of a building, and which device, by a simple operation, will indicate the location of all similar stores or business houses within a certain area or portion of a city, thereby enabling a stranger or person unfamiliar with the locality of different stores or business houses to readily ascertain the location of a number of similar stores or business houses, and particularly the store or business house nearest to the point where the device is located.

Further objects of my invention are to provide an illuminated advertising device that is of relatively simple structure, capable of being easily and cheaply produced, and which will be very effective in performing its intended functions.

With the foregoing and other objects in view, my invention consists in certain novel features of construction and arrangement of parts that will be hereinafter more fully described and claimed and illustrated in the accompanying drawings, in which—

Figure 1 is a plan view of an illuminated advertising device of my improved construction.

Fig. 2 is a cross section taken on the line 2—2 of Fig. 1.

Fig. 3 is a diagrammatic view illustrating the electric circuits utilized in my improved advertising device.

Fig. 4 is a plan view of a modified form of the advertising device.

Fig. 5 is a detail section taken on the line 5—5 of Fig. 4.

In the construction of my improved advertising device I employ a relatively shallow box-like structure including a back panel 10 that is preferably square or rectangular in shape and provided at its edges with walls 11. Supported by these walls in any suitable manner and occupying a position parallel with the back panel 10, is a section 12 of translucent material. The inner face of this translucent section 12 is painted or marked so as to provide a map or diagram of a portion of the business district of the city in which the device is to be used, and such map or diagram includes portions of the streets and the ground plan of the business buildings that occupy the blocks or squares between said streets. The portions of the translucent section 12 that represent the streets are painted or marked with the names of said streets, and the various spaces or sections within the blocks and which represent the stores or business houses, have marked or painted thereupon the names of said stores or business houses.

An advertising device of my improved construction does not contemplate indicating on the map or diagram all of the business houses and stores within the district covered by the apparatus, but on the other hand only a certain number of business houses or establishments, and particularly those that are most generally patronized by the public, for instance, drug stores, banks, hotels cafés, cigar stores, confectioners, motor vehicle dealers, and the like. Thus each device is intended to cover a certain area or portion of the business district of a city, and the location of all of the principal business houses and establishments within the district is clearly indicated upon the translucent member 12.

Located on the panel 10 immediately below each section on the translucent member 12 that represents a store or business establishment, is an electric lamp socket 13, and positioned in each socket is a small electric lamp 14. All of the lamp sockets beneath the sections which represent similar lines of business are electrically connected by suitable conductors 15, and which latter extend to a suitable pocket or compartment 16 at one side or end of the box-like body of the device, and located in each circuit or in the connections between each set of lamps is a source of electric current supply, preferably one or more dry batteries, such as 17.

The box-like body portion of the device is provided on one side with the panel 18, and arranged thereon is a series of push button switches 19, there being one of such switches located in each of the circuits of

the device. The respective push buttons 19 are properly marked or designated so as to guide the person making use of the device in the proper manipulation thereof. If desired, suitable partitions 20 may be arranged between the panel 10 and the translucent section 12, which partitions are arranged at the edges of the various designated sections on said member 12, and as a result of such an arrangement, each lamp 14 will be located in a separate compartment.

In the operation of my improved apparatus a person desiring to ascertain the location of all of the stores or business houses engaged in a particular line of business, for instance, banking establishments and the like, the push button marked "BANKS" is pushed, and such action closes the circuit in which are located all of the lamps that are positioned beneath the sections on translucent member 12 that indicate banks and similar institutions.

In order to indicate to the user of the device the location thereof with respect to the section of the business district represented on the translucent member 12, an electric lamp 20' is located on the panel 10 directly beneath the point on the member 12 that corresponds with the location of the device, and this lamp is connected to one of the batteries of the apparatus so that it burns continuously. Thus a person making use of the device may readily locate his position in the district covered by the device, and after the proper switch button has been pressed, the location of all of the business houses in a certain line may be readily ascertained.

In Figs. 4 and 5 I have shown the modified construction wherein the translucent panel 12 is eliminated and the location of various business establishments within a certain district are indicated directly upon the surface of a plate or panel 21. Where such construction is employed, lamp sockets 22 are located in the plate or panel, said sockets receiving small electric lamps, such as 23, and the sockets being connected as hereinbefore described and illustrated in Fig 3.

In some instances it may be found desirable to locate the main body portion of the device in a show window and to arrange the push button switches in a suitable panel on the exterior of the building in which the device is located, and thus the plat or diagram may be readily observed by persons on the exterior of the building and the device may be operated to ascertain the location of the various establishments in different lines of business.

An advertising device of my improved construction is comparatively simple, may be easily and cheaply produced, and affords a convenient guide to all institutions in certain lines of business throughout a definite area or portion of the business district of a city.

It will be understood that minor changes in size, form and construction of the various parts of my improved illuminated advertising device may be made and substituted for those herein shown and described without departing from the spirit of my invention, the scope of which is set forth in the appended claims.

I claim as my invention:

1. In an illuminated signal device, a housing having a translucent section forming a cover for the housing, said section being marked to represent streets and business institutions of the definite section of a given district in a city, electric lamps arranged in respective association with the marked portions of the cover section, and electric circuits for said lamps and which circuits each include a normally open switch, all business institutions of a kind being specially indicated by concurrently displayed signs when a selected switch of a given index as to kind of institution, is closed.

2. In an illuminated advertising device, a shallow box-like structure, a section of translucent material forming the top of said box-like structure, said translucent section having predetermined portions of its surface provided with signal indicia, a series of partitions arranged within the box-like structure between the base thereof and the section of translucent material, which partitions divide the space within said housing into a series of compartments corresponding in shape to the shape of the marked portions of the translucent section of material, a plurality of electric circuits within said box-like structure, lamps located within said circuits and disposed within said compartments, a normally open switch located in each lamp circuit, a single lamp located at a predetermined point within the housing, and said lamp being connected to a source of electrical energy so as to burn continuously.

In testimony whereof I have signed my name to this specification.

FRANK D. CUMMINGS.