Oct. 29, 1935. G. R. MAY 2,018,732

MERCHANDISING DISPLAY LIGHTING FIXTURE

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Fig. 1

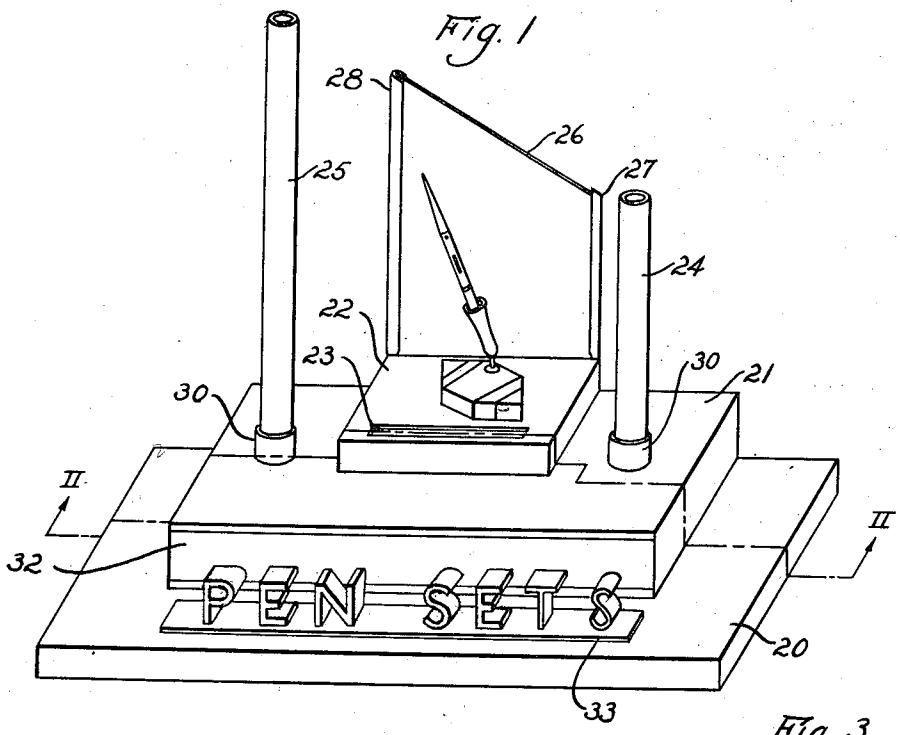


Fig. 2

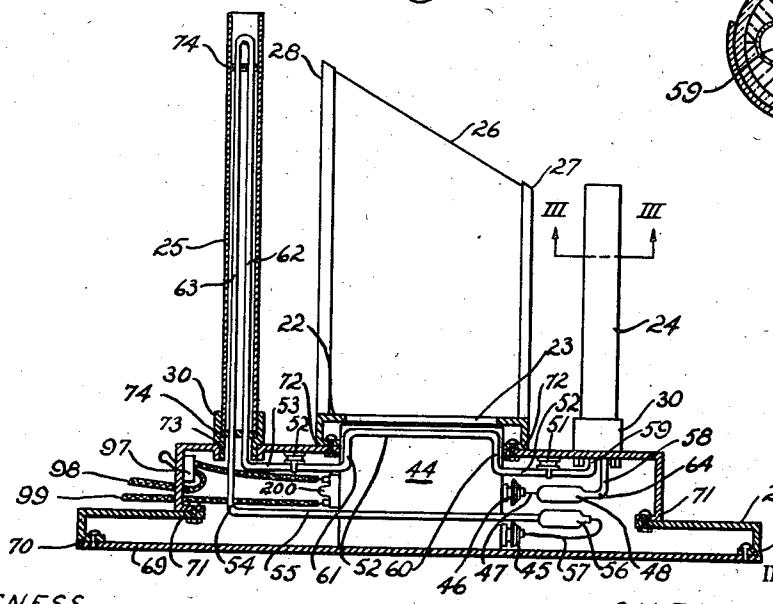
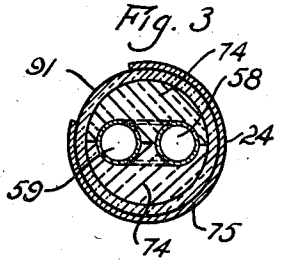


Fig. 3



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MERCHANDISING DISPLAY LIGHTING FIXTURE

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Fig. 4

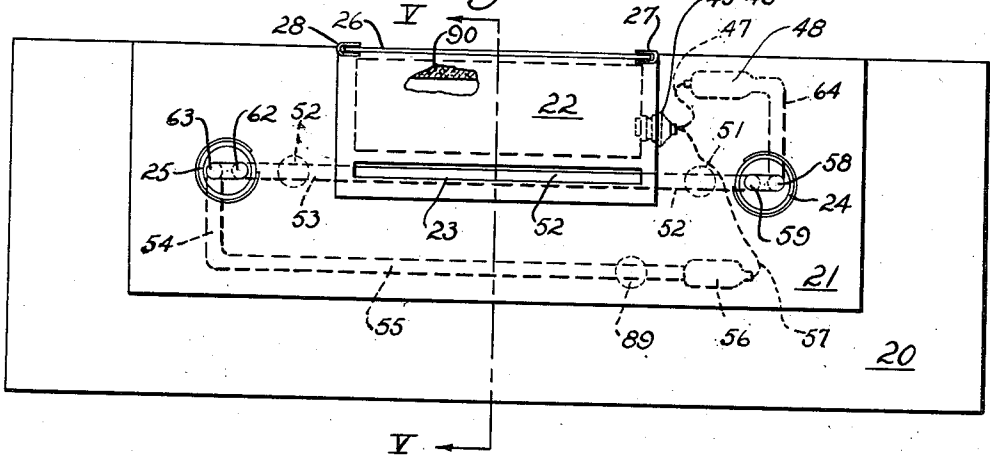
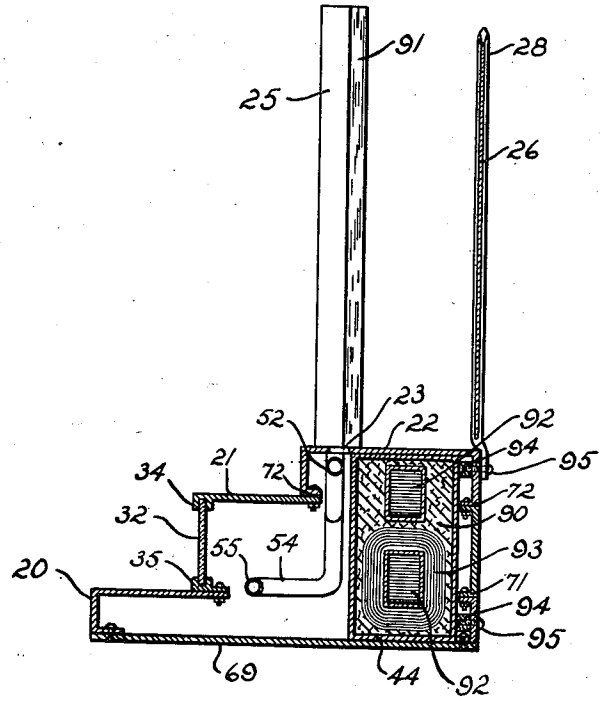


Fig. 5



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MERCHANDISING DISPLAY LIGHTING FIXTURE

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Fig. 6

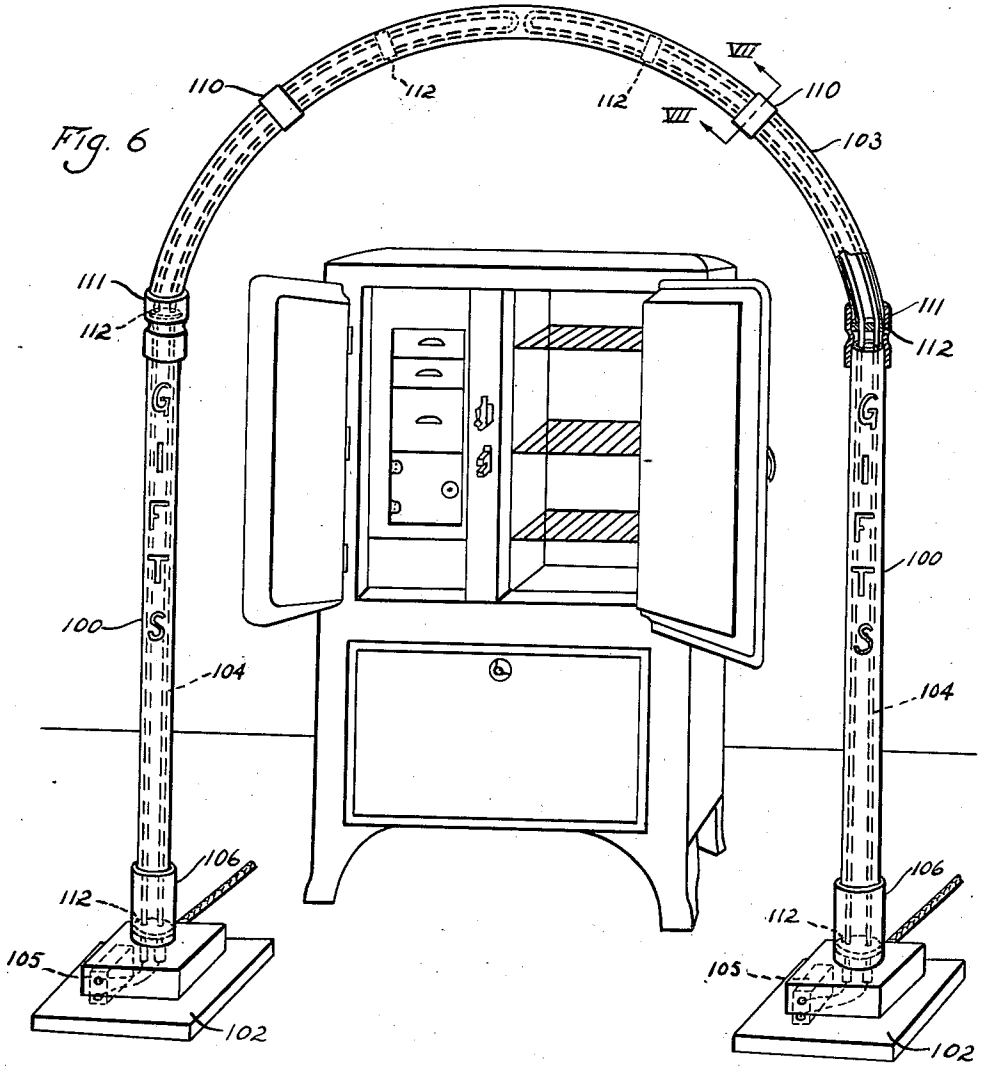
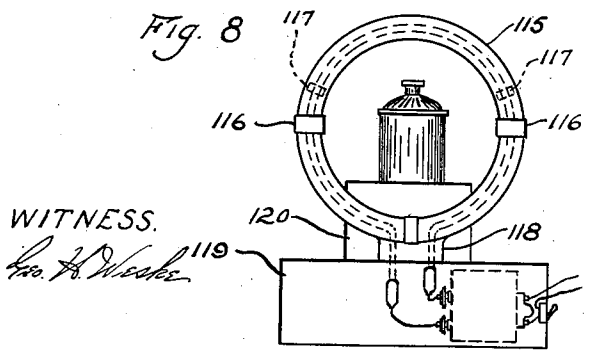
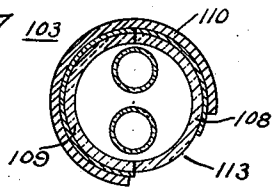


Fig. 8



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Fig. 7



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MERCHANDISING DISPLAY LIGHTING FIXTURE

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Fig. 12

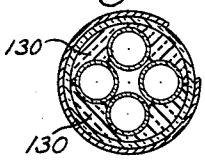


Fig. 10

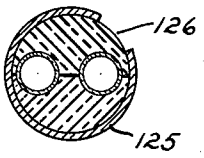


Fig. 11

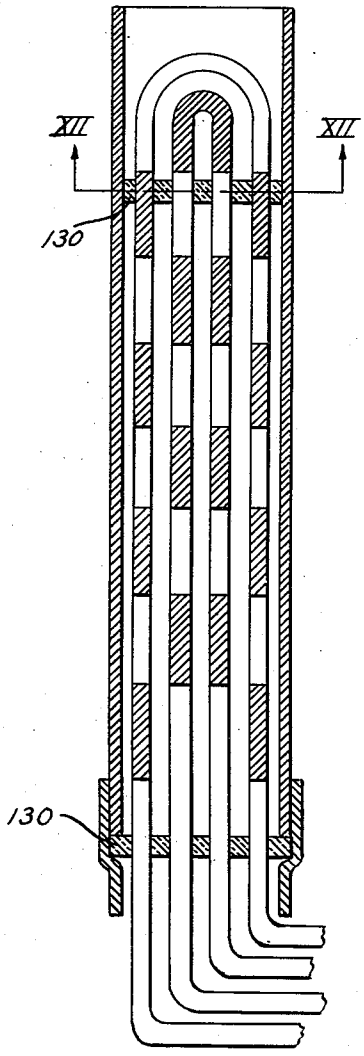
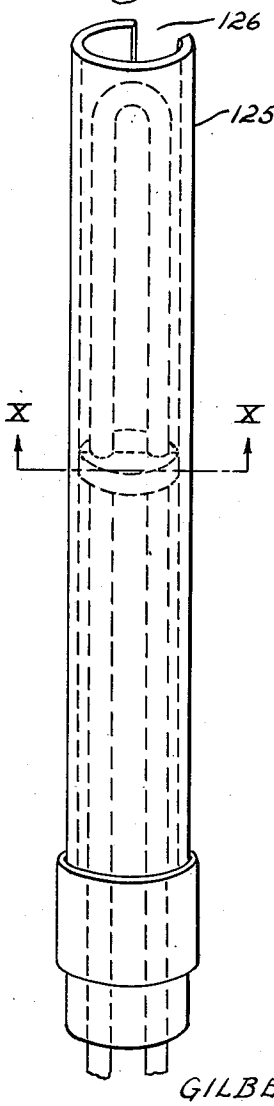


Fig. 9



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Patented Oct. 29, 1935

2,018,732

UNITED STATES PATENT OFFICE

2,018,732

MERCHANDISING DISPLAY LIGHTING FIXTURE

Gilbert R. May, Cleveland, Ohio, assignor to Bruce B. Krost

Application May 22, 1933, Serial No. 672,200

14 Claims. (Cl. 240—4)

My invention relates generally to merchandising display lighting fixtures and more particularly to merchandising display lighting fixtures illuminated by gaseous tubes of one or more combinations of colors.

An object of my invention is a provision of a merchandising display lighting fixture that casts a pleasing or a soft mellow light upon the article of merchandise that is to be displayed, thus creating an alluring, esthetic atmosphere about the article of merchandise to accentuate its sales appeal.

Another object of my invention is to provide for causing a gaseous tube to give a broader light than the width or diameter of the gaseous tube.

Another object of my invention is a provision of a merchandising display lighting fixture having a gaseous tube inserted within a translucent tube having a transparent longitudinal portion through which the light emanating from the gaseous tube is transmitted and then is cast upon the article of display.

A still further object of my invention is a provision of a merchandising display lighting fixture having two spaced upright gaseous tubes shielded by a translucent or metallic portion for casting a velvety or mellow light upon the article of merchandise that is disposed between the two spaced upright gaseous tubes.

It is also an object of my invention to provide for transmitting the light from a gaseous tube through a slender or narrow transparent medium.

Another object of my invention is a provision of a merchandising display lighting fixture in which the gaseous tubes are mounted within a translucent member having a narrow transparent portion and in which the translucent member is arranged to form an archway or other pleasing configuration to harmonize with the article displayed, thus giving the article displayed a very pleasing appearance.

Another object of my invention is a provision of a merchandising display lighting fixture in which a gaseous tube is mounted within a circular or other shaped translucent member having a transparent portion, and in which the translucent member is so arranged that the light which emanates from the transparent portion may be cast upon an article of display that is mounted near the translucent member.

It is also an object of my invention to provide for shielding a gaseous tube in a manner such that the light rays from the gaseous tube are cast upon the article of merchandise, but not into the eyes of the customer or person viewing the article of merchandise.

Another object of my invention is the provision of inserting a plurality of colored gaseous tubes within a shield or within a translucent member having a transparent portion so that the light which emanates from the gaseous tubes produces light rays having bands of different blending colors.

Other objects and a better understanding of my invention may be had by referring to the following description taken in conjunction with the accompanying drawings, in which corresponding parts are designated by like reference characters, and in which:

Fig. 1 is a perspective view of my merchandising display lighting fixture embodying features of my invention;

Fig. 2 is a cross-sectional and elevational view of my merchandising display lighting fixture, taken along the line II—II of Fig. 1;

Fig. 3 is a cross-sectional view of one of the spaced upright translucent tubes of my merchandising display lighting fixture, taken along the line III—III of Fig. 2;

Fig. 4 is a plan view of my merchandising display lighting fixture;

Fig. 5 is a cross-sectional and an elevational view of my merchandising display lighting fixture, taken along the line V—V of Fig. 4;

Fig. 6 is a modified and an enlarged form of my merchandising display lighting fixture, in which the translucent tubes having longitudinal or narrow transparent portions are arranged in the form of an arch under or near which the article of display may be placed;

Fig. 7 is a cross-sectional view of the arched portion of the modified form of my merchandising display lighting fixture, taken along the line VII—VII of Fig. 6;

Fig. 8 is a still further modified form of my merchandising display lighting fixture in which a gaseous tube is mounted within a circular translucent shield having a narrow transmitting portion and in which the article of display may be mounted within, or immediately in the rear of, the circular translucent shield;

Fig. 9 is a metallic shield opening which may be utilized upon my merchandising display lighting fixtures instead of the translucent tubes;

Fig. 10 is a cross-sectional view of the metallic shield, taken along the line X—X of Fig. 9;

Fig. 11 illustrates a plurality of gaseous tubes which may be of different colors and which may be taped or otherwise blocked off, so as to cast

a light composed of bands of different colors; and

Fig. 12 is a cross-sectional view of the plurality of gaseous tubes taken along the line XII—XII of Fig. 11.

With reference to Figs. 1 to 5, inclusive, the preferred embodiment of my merchandising display lighting fixture comprises, in general, a cabinet having stepped portions 20, 21 and 22, two upright translucent tubes 24 and 25, an upright panel 26 disposed in the rear of the upper stepped portion 22 of the cabinet, a transformer mounted within an enclosed box 44, and a gaseous tube which is looped or mounted within both the upright translucent tubes 24 and 25, and the cabinet.

The three stepped portions 20, 21 and 22 of the cabinet may be stamped and formed separately out of suitable sheet metal, and subsequently assembled to form the complete cabinet. To facilitate the assembling of the stepped portions of the cabinet, the lower peripheral edges of the stepped portions may be formed or bent inwardly to provide a ledge. As illustrated best in Figs. 2 and 5, a ledge 71 is formed along the lower peripheral edge of the stepped portion 21. In this manner, when the stepped portion 21 is mounted upon the upper surface of the stepped portion 20, there are provided two engaging surfaces through which screws or rivets may be inserted for rigidly securing the stepped portions 21 to the stepped portion 20. Similarly, the lower peripheral edge of the top stepped portion 22 is provided with an inwardly projecting ledge 72. In this manner, when the top stepped portion 22 is mounted upon the upper surface of the stepped portion 21, there are provided two engaging surfaces through which screws or rivets may be mounted for securing the top stepped portion 22 upon the stepped portion 21. In a like manner, the lower peripheral edge of the stepped portion 20 may be provided with an inwardly projecting ledge 70 to which the base 69 may be suitably secured by the illustrated screws or rivets. The fabrication of the cabinet, in the manner that I have just described, lends itself very readily to an economical design, both from the standpoint of forming the separate stepped portions and of subsequently assembling the stepped portions to form the complete cabinet.

The front of the stepped portion 21 of the cabinet, as viewed in Fig. 1 of the drawings, is provided with translucent plate member 32. This translucent plate member 32 may be constructed of colored glass or of clear glass, which may be either sand-blasted or otherwise prepared to effect, when illuminated, a soft or mellow light. As illustrated best in Fig. 5, the translucent plate 32 may be suitably secured in position by means of two engaging grooves 34 and 35.

Projecting upwardly from the stepped portion 21 of the cabinet, and disposed on opposite sides of the stepped portion 22, are two translucent tubes 24 and 25. Any suitable means may be utilized for mounting the two upright translucent tubes 24 and 25 to the stepped portion 21 of the cabinet. Such a means may comprise a duplex-stepped collar 30 having one portion adapted to receive the lower ends of the translucent tubes 24 and 25 and having another portion adapted to be received by a suitable opening provided within the top surface of the stepped portion 21 of the cabinet. In forming the two holes in the upper surface of the stepped portion 21 of the cabinet, the internal peripheral edge may be provided with a downwardly projecting flange, so as to snugly receive the lower stepped portion of the duplex-stepped collar 30. Therefore, when the lower end of the duplex-stepped collar 30 is pressed within the holes, a good connection is made for securely holding the translucent tubes 24 and 25 in an upright manner. The upper end of the duplex-stepped collar 30 is slightly larger than the lower end, and is adapted to snugly receive the lower end of the translucent tubes 24 and 25. The duplex-stepped collar 30 is simple, but yet provides a strong mounting for securing the two translucent tubes 24 and 25 in a fixed upright manner.

The transformer for lighting the gaseous tube, see Fig. 5, is mounted within a box 44 that is disposed within the cabinet substantially directly below the stepped portion 22. The transformer is preferably designed so as to have a leakage between the primary and the secondary windings in order to give a substantially constant secondary current for energizing the gaseous tubes. The illustrated transformer is of the core type and comprises a magnetic core 92, around which are mounted the primary and secondary windings, the primary winding of which being designated by the reference character 93. The transformer is sealed by a suitable compound 90 within the box 44.

As shown in Fig. 5, lugs 94 may be welded or otherwise suitably connected to the rear of the transformer box 44. These lugs are threaded to receive screws 95 for holding the transformer box 44 in a fixed box within the cabinet. The upper screws 95 may be also utilized to hold the upright channel members 27 and 28 to the cabinet. The channel members 27 and 28 may be suitably stamped out of sheet material and they form, when mounted upon the cabinet, two slidably engaging members to receive the panel 26, which likewise may be stamped from suitable sheet material.

On the right-hand end of the transformer box 44 (see Fig. 2), there are provided two high-tension insulated bushings 45 and 46. These high-tension bushings are electrically connected to the secondary windings of the transformer. On the left-hand end of the transformer box 44, there is provided a terminal block 200, which is electrically connected with the primary winding of the transformer. As illustrated in Fig. 2, one of the low-tension supply conductors 99 is directly connected with one terminal of the terminal block 200, and the other low-tension supply conductor 98 is connected through means of a snap switch 97, before it is connected to the other terminal of the terminal block 200. In this manner, when the snap switch 97 is actuated to its "ON" position, the transformer is energized, and when the switch 97 is actuated to its "OFF" position, the transformer is de-energized.

The electrodes 48 and 56 that are provided on the ends of the gaseous tube are electrically connected to the high tension bushings 45 and 46 by means of conductors 47 and 57, respectively. The configuration or travel of the gaseous tube may be defined or traced in the following manner:

Starting with the electrode 48, the gaseous tube is bent forward along a portion 64 to a point directly below the translucent tube 24, then upward along a portion 58 within the translucent tube 24 to a level slightly below the level of the top of the tube 24, then downward within the tube along a portion 59 to a point within the cabinet directly below the translucent tube 24, then to the right along a portion 52 to a point

below the right-hand side of the upper stepped portion 22 of the cabinet, then upward along a portion 60 to a point near the lower surface of the upper stepped portion 22 of the cabinet, then to the right along a portion 52 that it disposed adjacent to or slightly below the under surface of the stepped portion 22 of the cabinet, then downward along a portion 61 to a point below the level of the under surface of the stepped portion 21 of the cabinet, then further to the right along a portion 53 to a point directly below the translucent tube 25, then upward along a portion 62 within the translucent tube 25 to a point slightly below the level of the top of the tube, then downward along a portion 63 to a point directly beneath the translucent tube 25, then forward along a portion 54 to a point that is near or slightly in the rear of the translucent plate 32, then to the left along a portion 55, which is disposed near or slightly in the rear of the translucent plate 32, to the electrode 56 on the opposide end of the gaseous tube.

The gaseous tube may be securely mounted within the cabinet and within the translucent tubes 24 and 25 in any suitable manner. As illustrated, the mounting within the cabinet comprises the utilization of spaced insulators 51, 52 and 89 (see Fig. 4). The upper end of the insulators 51, 52 and 89 are suitably connected to the inner surface of the cabinet, and the lower ends thereof are adapted to engage the gaseous tube. The insulators are also provided with resilient metal clips which engage the gaseous tube and secure it to the insulators 51, 52 and 89. As for the mounting of the gaseous tube within the translucent tubes 24 and 25, I preferably utilize split insulating washer 74 (see Figs. 2 and 3). The lower split insulating washer 74 is inserted within the upper portion of the duplex-stepped collar 30, before the lower end of the translucent tubes 24 and 25 and pressed into the duplex-stepped collar 30. The upper split insulating washer 74 is placed near the upper end of the gaseous tube, so as to keep the gaseous tube from striking or chattering against the inner walls of the translucent tubes 24 and 25.

For the purpose of casting light upon the article of display, such for example as the illustrated fountain pen holder and the fountain pen, the translucent tubes 24 and 25 are provided on the rearward side thereof with a longitudinal transparent portion 91 (see Fig. 3). The translucent tubes 24 and 25 may be constructed of transparent glass having a translucent coating, such as sand blasting, painting or the like, thus leaving a narrow transparent portion. In Figure 3 the sand blasting or the painting, as the case may be, is represented by reference character 75.

The transparent portion 91 of the translucent tubes 24 and 25 is such that the light which emanates from the gaseous tube is directed toward the article of display and the panel 26, thus creating an alluring, esthetic atmosphere about the article of display to accentuate its sales appeal. For further lighting the article of display, the front of the upper stepped portion 22 of the cabinet is provided with a longitudinal opening 23, which allows light from the portion 52 of the gaseous tube to illuminate the article of display, as well as the light emanating from the transmitting portion 91 of the translucent tubes 24 and 25. In this manner, the light from the gaseous tube is cast upon the article of display from three different positions, thus giving a uniform and mellow lighting effect upon the article of display. This eliminates all glare that may be otherwise present if the light were not properly cast upon the article of display. In total effect, my merchandising display lighting fixture, when illuminated, creates an atmosphere about the article of display that cannot be possibly duplicated by utilizing incandescent lamps, because by so doing, the velvety and mellow tone of the light is lacking and the accompanying sales appeal is lost.

The purpose of supporting the portion 55 of the gaseous tube in the rear of the translucent plate 32, is to illuminate the translucent portion 32 for creating a good illuminous background to the block letters that are placed in front of the translucent plate 32. As illustrated, the block letters may be suitably connected to a base plate 33, which keeps the name that the letters spell intact. The block letters may be arranged to spell any suitable name such as the merchandise or the company handling the merchandise that is displayed.

In Fig. 6, I show a modified form of a merchandising display lighting fixture which may be utilized for lighting relatively large articles of merchandise, such as household refrigerators, radios, automobiles and the like. The modified form of my merchandising display lighting fixture comprises, in general, two upright translucent tubes 100 mounted upon separate suitable bases 102, an arched translucent semi-circular split tube 103 for connecting the two upper ends of the translucent tubes 100, and two separate gaseous tubes 104 energized by two separate transformers 105 mounted within the bases 102. As illustrated somewhat diagrammatically, the transformers 105 are similar and each may be sealed within a box that is suitably mounted within the bases 102. The mounting of the transformers 105 within the bases 102 may be similar to that of the preferred embodiment of my invention, shown in Figures 1 to 5, inclusive. Also, the duplex-stepped collars 106 which engage the lower ends of the two upright translucent tubes 100 may be constructed in a similar manner to the duplex-stepped collars 30 shown and described in the preferred embodiment of my invention.

The arched translucent portion 103 is preferably constructed of molded glass and is preferably constructed of two separate semi-circular parts 108 and 109 that are secured together by resilient snap clips 110 (see Figs. 6 and 7). The ends of the arched portion 103, when assembled, are adapted to snugly fit within the upper half of duplex-sleeves 111 that are mounted upon the upper end of the translucent upright tubes 100. The central portion of the duplex-sleeves 111 are somewhat reduced, so as to provide a stepped shoulder to engage the upper end of the translucent tubes 100. The lower end of the duplex-sleeves is adapted to snugly engage the upper end of the translucent tubes 100, and the upper end of the duplex sleeves is adapted to snugly engage the ends of the arched portion 103, thus providing a strong connection for holding the arched portion 103 in a fixed and rigid position.

The gaseous tubes 104 are similar and they each comprise a loop that extends up through the translucent tubes 100 and the arched portion 103 to a point that is substantially mid-way of the arch. In the assembly of the gaseous tubes, they are first mounted within the upright translucent tubes 100. This then leaves the upper arched portion of the gaseous tube 104 exposed. The exposed arcuate portions of the gaseous tubes are then enclosed by the arched translucent semi-cir-

cular split members 108 and 109. In mounting the two arcuate translucent semi-circular split members 108 and 109, they are first brought together, thus enclosing the upper arcuate portion of the gaseous tube and then the two semi-circular portions are secured together by the two resilient snap clips 110. After this, the two ends of the arcuate translucent member 103 are firmly pressed into the upper engaging portion of the duplex sleeve 111. To maintain the gaseous tubes from vibrating or chattering, I utilize a number of split insulating washers 112 disposed at various convenient places along the gaseous tubes. These split washers are similar to those described with reference to the preferred embodiment of my invention shown in Figs. 1 to 5, inclusive.

The translucent tubes 100 and the arched translucent portion 103 are provided with a narrow transparent portion 113 which allows the light from the gaseous tubes to illuminate the article of merchandise that is on display. The narrow transmitting portion 113 is disposed on the rearward side of the translucent tubes 100 and the translucent arched portion 103, so that no direct rays of the light emanating from the gaseous tubes impinge upon the eyes of an observer, when viewing the article of display. The light cast upon the article of display accentuates the beauty and attractiveness of the article on display, so that the total atmosphere surrounding the display is one that is alluring and attractive to the buying public.

While I have shown a substantially uniform arcuate portion 103, it is apparent that, since this arcuate portion 103 is composed of two parts securely held together by resilient snap clips 110, the arched portion may assume any attractive and alluring configuration. Thus the arched translucent portion 103 may have a shape simulating the characteristic design of the front end of a Packard automobile. Other designs and configurations may be suitably imitated to harmonize with general features of the articles of display.

In Fig. 8, I illustrate a further modification of my invention, in that the gaseous tube may be enclosed within a complete circular translucent shield 115. This shield 115 may be constructed of clear glass having either a sand-blasted or a painted surface. The shield 115 may be formed with two semi-circular portions secured together by resilient snap clips 116, in a manner similar to that described with reference to Fig. 6. The shield 115 may be suitably mounted upon an engaging block 120 that is supported on top of a suitable cabinet 119 in which is contained a transformer for energizing the gaseous tubes. To prevent the gaseous tubes from vibrating or chattering within the shield 115, I utilize split washer 117, in the same manner as that described with reference to the previous forms of my invention. The shield 115 is provided, on its rearward side, with a circular transmitting portion so that the light rays from the gaseous tubes are cast upon the artcle of display, mounted upon a suitable raised portion 120 located slightly in the rear of the circular shield 115. As illustrated, the article of display, as viewed from the front, may be substantially centrally positioned within the circular shield 115, so as to give a symmetrical and pleasing appearance. This third form of my invention is preferably designed for small articles of merchandise, such as perfume bottles and other small attractive containers.

In Figs. 9 and 10, I show a shield 125, preferably constructed of sheet material, and which may be ultiized to replace the translucent members that shield the gaseous tubes. The shield 125, while shown somewhat in a circular form having an opening 126 through which the light rays emanate, may be of any suitable design other than that shown in the drawings. For example, the shield 125 may include any attractive modernistic design having perforations through which the light rays from the gaseous tubes may emanate. This shield, when utilized with reference to the preferred form of my invention, would replace the two translucent tubes 24 and 25; and when used in conjunction with the form of my invention shown in Figs. 7 and 6, would replace the translucent tubes 100 and the arched portion 103, and when used in connection with the third form of my invention shown in Fig. 8, would replace the circular shield 115.

In Figs. 11 and 12, there are shown a plurality of gaseous tubes mounted within a shield that may be utilized in all the three forms of my invention. For the purpose of illustration only, the gaseous tubes are shown mounted, in Fig. 11, in the same plane, but in actual construction, the gaseous tubes are mounted in a manner shown by the cross-sectional view of Fig. 12. When four gaseous tubes, or two loops of tubes, are utilized, a split washer 130 in the form of that shown in Fig. 12 may be utilized. These split washers keep the tubes from striking each other, as well as from striking the internal wall of the translucent tubes on the metallic shield. These tubes may be of different colors, and, as illustrated in Fig. 11, they may be taped, or otherwise blocked off, at various stepped portions, so that the light emanating from the translucent tube or the metallic shield casts luminous bands of light of different blending colors. The beautifying effect of this color blending, when cast upon an article of display, gives the article a very pleasing and attractive surrounding.

Although I have described my invention with a certain degree of particularity, it is understood that the present disclosure has been made only by way of example, and that numerous changes in the details of construction and the combination and arrangement of parts may be resorted to without departing from the spirit and scope of the invention, as hereinafter claimed.

I claim as my invention:

1. A display lighting fixture illuminated by a gaseous tube comprising, in combination, a cabinet, having three stepped portions, the uppermost stepped portion being the one upon which the article displayed is mounted, a panel mounted rearwardly of the uppermost stepped portion, two spaced translucent shielding members mounted upon the intermediate stepped portion, each of said shielding members having a longitudinal light transparent portion, a translucent plate member disposed on the front edge of the intermediate stepped portion, a gaseous tube having looped portions extending within the shielding members and having another portion disposed to illuminate the translucent plate member, the light rays emanating from the looped portions of the gaseous tube being disposed to pass through the longitudinal light transmitting portions and illuminate the thing displayed, and a transformer for energizing the gaseous tube, said transformer being mounted within the said cabinet.

2. A display lighting fixture illuminated by a gaseous tube comprising, in combination, a cab-

inet having a portion upon which an article may be displayed, said cabinet having an opening through which light may be transmitted for illuminating the article displayed, a gaseous tube having portions extending upwardly from the cabinet and another portion disposed beneath the opening of the cabinet, said portions of the gaseous tube illuminating the article displayed, a shield for each of the upwardly extending portions of the gaseous tube for directing light upon the article displayed, and a transformer mounted within the cabinet for energizing the gaseous tube.

3. In a display lighting fixture, in combination, an enclosure, said enclosure constituting a support, a plurality of elongated light sources extending from the enclosure, said elongated light sources being disposed to emanate light of different colors, means for blocking off in an alternate manner a portion of the light rays emanating from each of the elongated light sources, thus creating alternate bands of different colored light rays, and a shield for shielding the plurality of elongated light sources.

4. A lighting fixture for illuminating a display comprising, in combination, an elongated light source, a support for the elongated light source, said support constituting an enclosure, an electrical device mounted within the support for energizing the elongated light source, and a shield disposed around the elongated light source, said shield having a transparent portion and a translucent portion, said transparent portion being relatively narrow and disposed longitudinally of the shield so that the light emanating from the elongated light source may be transmitted therethrough and cast upon the display.

5. A lighting fixture for illuminating a display comprising, in combination, a cabinet having a lower base portion and an elevated display portion adapted to support a display, the front of said cabinet having a portion adapted to be illuminated internally of the cabinet, means externally of the cabinet for illuminating the display and means internally of the cabinet for illuminating the said front portion of the cabinet, and an electric device for energizing the illuminating means, said electric device being mounted under the elevated display portion of the cabinet in order to provide space for the electric device and thus keep the lower base portion of the cabinet as low as possible.

6. A lighting fixture for illuminating a display comprising, in combination, a translucent shield having two spaced portions bridged together at their top, an elongated light source for the shield, the said translucent shield having a relatively narrow transparent portion disposed longitudinally thereof, so that the light emanating from the elongated light source may be transmitted through said transparent portion and cast upon the display.

7. A lighting fixture for a display comprising, in combination, an elongated light source, an electrical device for energizing the elongated light source, a base for the elongated light source, said base constituting an enclosure for the electrical device, the said elongated light source having two portions interconnected by a third portion, the two portions extending upwardly from the base and being spaced relatively close together, the third portion being disposed to branch outwardly from the two spaced portions and thence inwardly to form a relatively large open spaced portion for accommodating a display, and a support carried by the base for supporting the display.

8. A lighting fixture for a display comprising, in combination, an elongated light source, an electrical device for energizing the elongated light source, a base for the elongated light source, said base constituting an enclosure for the electrical device, the said elongated light source having two portions interconnected by a third portion, the two portions extending upwardly from the base and being spaced relatively close together, the third portion being disposed to branch outwardly from the two spaced portions and thence inwardly to form a relatively large open spaced portion for accommodating a display, a support carried by the base for supporting the display, and a shield for the elongated light source, said shield having a transparent and a translucent portion, said transparent portion being disposed on the rearward side of the shield so that the light emanating from the elongated light source may be transmitted through the transparent portion and cast upon the display.

9. A lighting fixture for a display comprising, in combination, an elongated light source having a looped portion, an electrical device for energizing the elongated light source, a base for the elongated light source, said base constituting an enclosure for the electrical device, said looped portion of the elongated light source being of such shape that each side of the said looped portion, beginning at the base, projects from the base and thence expands to define a relatively large open spaced portion for accommodating a display, and a support carried by the base for supporting the display in cooperative relationship with the looped portion of the elongated light source.

10. A lighting fixture for a display comprising, in combination, an elongated light source having a looped portion, an electrical device for energizing the elongated light source, a base for the elongated light source, said base constituting an enclosure for the electrical device, said looped portion of the elongated light source being of such shape that each side of the said looped portion, beginning at the base, projects from the base and thence expands to define a relatively large open spaced portion for accommodating a display, and a support for supporting the display in cooperative relationship with the looped portion of the elongated light source.

11. A lighting fixture for a display comprising, in combination, an elongated light source having a looped portion, an electrical device for energizing the elongated light source, a base for the elongated light source, said base constituting an enclosure for the electrical device, said looped portion of the elongated light source being of such shape that each side of the said looped portion, beginning at the base, projects from the base and thence expands to define a relatively large open spaced portion for accommodating a display, a support for supporting the display in cooperative relationship with the looped portion of the elongated light source, and translucent means for reducing the intensity of the emanated light.

12. A lighting fixture for illuminating a display comprising, in combination, a display cabinet having a light transmitting portion adapted to be illuminated internally of the cabinet, an elongated light source arranged partly externally of the cabinet for illuminating the display, and extending from the cabinet in such a position as to be visible to an observer while facing

the said light transmitting portion and partly internally of the cabinet for illuminating the said light transmitting portion of the cabinet, and means for supporting the display rearwardly of and in cooperative relationship with the externally arranged portion of the elongated light source.

13. A lighting fixture comprising, in combination, a cabinet having a light transmitting portion adapted to be illuminated internally of the cabinet, an electrical device mounted within, and supported by, the cabinet, lighting means supported by the cabinet, incoming electrical connections for energizing the electrical device, electrical connections mounted within the cabinet for interconnecting the electrical device and the lighting means, a part of the said lighting means being arranged internally of the cabinet for illuminating the said light transmitting portion of the cabinet and another part of the said lighting means being arranged externally of the cabinet for external illumination the arrangement of the light transmitting portion and the lighting means which is arranged externally of the cabinet being such that an observer may view both the light transmitting portion and said lighting means which is arranged externally of the cabinet while facing the said light transmitting portion.

14. A lighting fixture comprising, in combination, a cabinet having a light transmitting portion adapted to be illuminated internally of the cabinet, an electrical device mounted within, and supported by, the cabinet at a distance from the light transmitting portion, lighting means supported by the cabinet, incoming electrical connections for energizing the electrical device, electrical connections mounted within the cabinet for interconnecting the electrical device and the lighting means, a part of the said lighting means being arranged internally of the cabinet and between the electrical device and the light transmitting portion for illuminating the said light transmitting portion of the cabinet and another part of the said lighting means being arranged externally of the cabinet for external illumination, the arrangement of the light transmitting portion and the lighting means which is arranged externally of the cabinet being such that an observer may view both the light transmitting portion and said lighting means which is arranged externally of the cabinet while facing the said light transmitting portion.

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