

Sept. 4, 1928.

1,683,117

H. L. YOAS

ADVERTISING DEVICE

Filed April 4, 1927

Fig. 1.

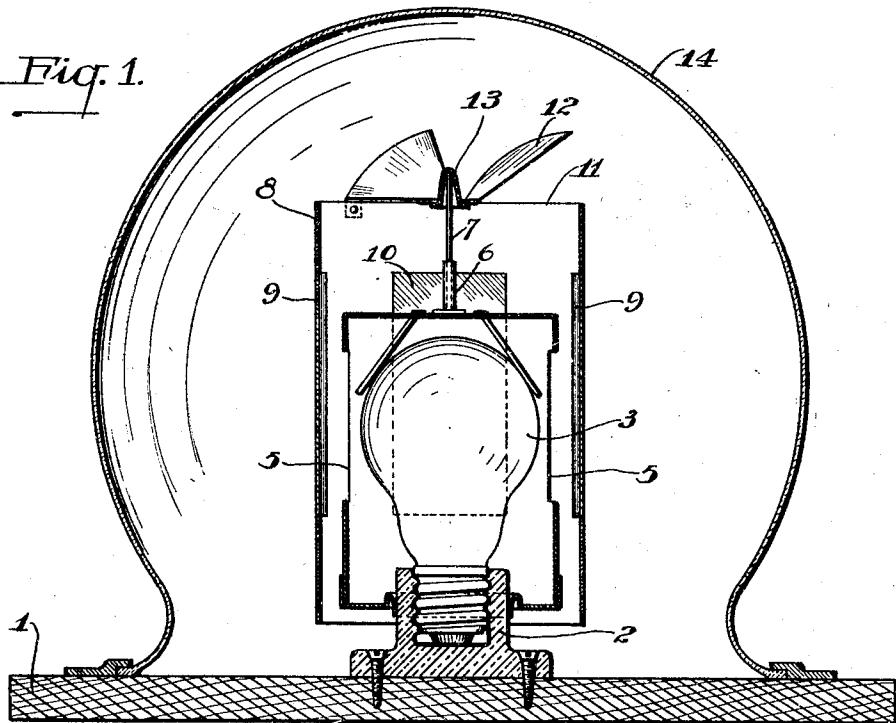


Fig. 2.

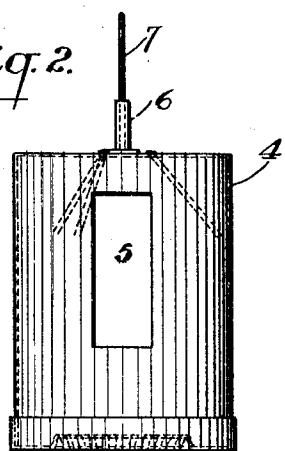
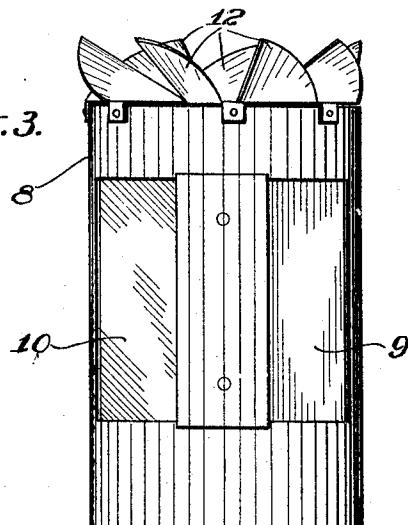


Fig. 3.



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UNITED STATES PATENT OFFICE.

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ADVERTISING DEVICE.

Application filed April 4, 1927. Serial No. 180,656.

The invention relates to a device for advertising or for attracting attention by reason of an on and off light effect, which may be produced in any desired color or in varying colors, such as, red and green, or red, green and yellow. Such a device is useful in various relations as in show windows, where an on and off or winking effect in one or more colors is desired, or in connection with filling stations, which may be located and identified by the peculiar light effect, as above described. The device belongs to the class in which both the light and motor effect necessary are produced from an incandescent lamp, the heat from the lamp being utilized to rotate a cylinder, which gives the shifting light effect. Briefly stated, the invention in its preferred form utilizes a construction of the kind specified, in which the cylinder is located in a bowl or globe which will diffuse the light, and is provided with walls which are provided at spaced intervals with colored windows. Inside the cylinder is a fixed casing surrounding the light and provided with one or more windows or slots through its side walls. As the cylinder revolves its colored windows are brought opposite the slots in the casing, and the globe is brightly illuminated in the color of the window, this being followed by a cessation of the illumination as the colored windows are moved out of line with the slots. Preferably there are two slots in the walls of the casing at 180 degrees from each other, and the windows in the cylinder are four in number colored alternately red and green, but it will be understood that the number of slots and windows may be more or less than the number specified and that the colors may be widely varied. One embodiment of the invention is illustrated in the accompanying drawings, wherein:

Figure 1 is a vertical section through the apparatus. Fig. 2 is a side elevation of the fixed casing. And Fig. 3 is a side elevation of the cylinder having the colored windows.

Referring to the drawings, 1 is a suitable base provided with a socket 2 carrying the incandescent lamp 3, preferably 50 watt or more, and having a frosted glass. Firmly seated upon the socket or the lamp itself, although readily removable therefrom, is the casing 4 of light sheet metal, provided with the slots 5, 5. Soldered or otherwise secured to the top plate of the casing is the socket

member 6, which carries the removable bearing pin 7 of hardened steel.

Mounted for rotation around the casing 4 is the cylinder 8, preferably of thin sheet aluminum, provided with the four colored windows 9, 9 and 10, 10, of celluloid or mica; the windows 9, 9 which are opposite each other being colored green, and the windows 10, 10, which oppose each other being colored red. The top wall of the cylinder is cut and bent as illustrated to provide the spaces 11 and fan blades 12, and in the center is removably fitted the bearing cap 13, which rests upon the bearing pin 7.

This bearing cap is preferably of glass, and the entire weight of the cylinder is carried upon the bearing, as thus provided, so that the frictional resistance to turning is reduced to a minimum.

The glass member 14 which surrounds the cylinder and rests upon the base may be of any desired shape. It is preferably in the form of a globe, and is preferably of the light diffusing type, ordinarily being either of white or opal glass or of transparent glass, which has been frosted. It might also be made of colored glass, in which case, the windows 9, 9 and 10, 10 might be made of clear uncolored material, or omitted, although the presence of closures in the openings in the cylinder walls improves the driving effect of the heat from the lamp upon the fan blades, as in such case, the heated air is prevented from escaping laterally through the windows.

In operation, the cylinder is rotated at the rate of about fifteen revolutions per minute. When the two red windows come opposite the slots 5, 5, the light from the lamp shines through the windows and the globe 14 is given a red illumination. This is followed by a cutting off of the illumination as the blank spaces of the walls of the cylinder come opposite the slots, after which the green windows come in line with the slots, giving the globe a green illumination. The device thus gives an intermittent flashing or winking effect of red and green alternating in rapid succession, thus providing an attractive and distinctive signal, or attention directing means. The cost of operation is low and the device will operate indefinitely without attention. The same effect is, of course, secured regardless of whether the casing 4 is fixed and the cylinder 8 rotated, or whether the cylinder is fixed and

the casing rotated, and it will be understood that the invention contemplates either arrangement.

What I claim is:

The combination with a globe of light transmitting material, of an illuminating device therefor comprising a lighting fixture, including a socket and incandescent lamp, an inner opaque casing surrounding said fixture, and having a base portion fitting around and engaging said socket and a top portion fitting over and engaging said lamp, said casing being provided with a slot

through its side wall, an outer opaque casing surrounding the inner casing and supported for rotation thereon, and means carried by the outer casing whereby it is rotated by heat from the lamp, said outer casing having its side wall provided with a window which registers with said slot at each revolution of said outer casing.

In testimony whereof, I have hereunto subscribed my name this 2nd day of April, 1927.

HARVEY L. YOAS.