Feb. 17, 1925.

1,526,707

B. N. JEFFERSON

ADVERTISING SIGN

Filed March 31, 1924

Fig. 1.

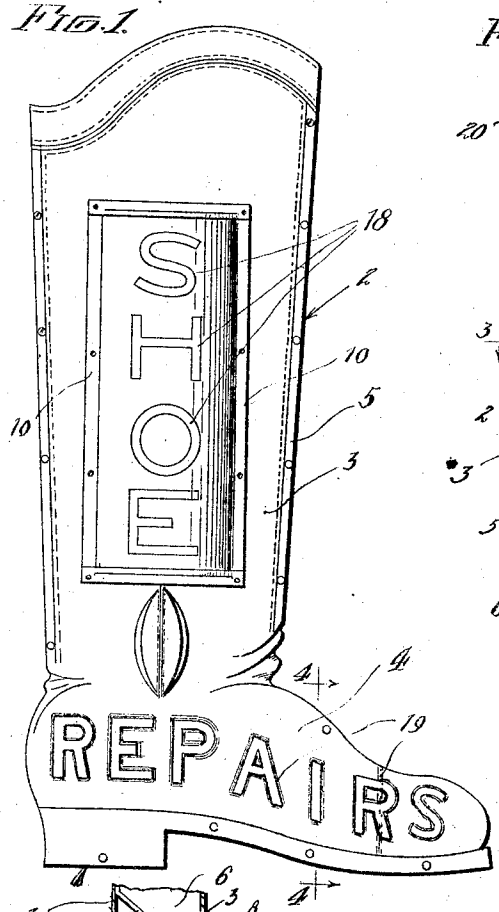
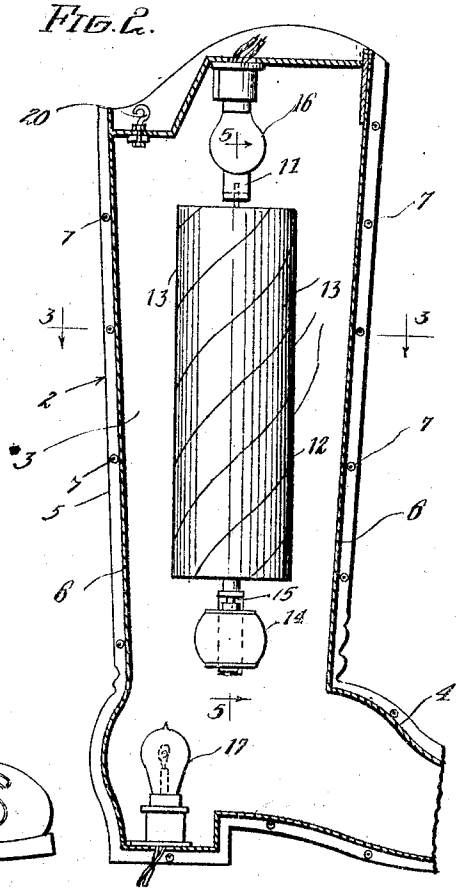


Fig. 2.



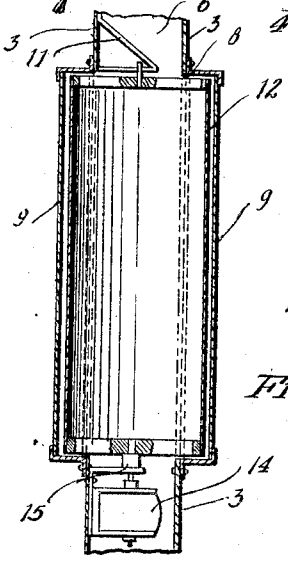


Fig. 4.

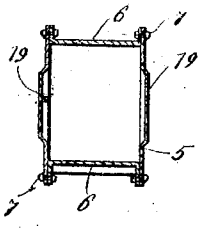


Fig. 3.

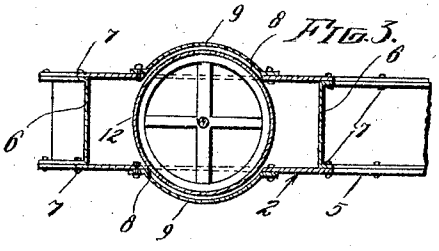


Fig. 5.

Inventor

Bertram N. Jefferson

By Lyon & Lyon

Attorneys

Patented Feb. 17, 1925. 1,526,707

UNITED STATES PATENT OFFICE.

BERTRAM N. JEFFERSON, OF LOS ANGELES, CALIFORNIA, ASSIGNOR TO LICHTENBERGER-FERGUSON CO., OF LOS ANGELES, CALIFORNIA, A CORPORATION OF CALIFORNIA.

ADVERTISING SIGN.

Application filed March 31, 1924. Serial No. 703,275.

To all whom it may concern:

Be it known that I, BERTRAM N. JEFFERSON, a citizen of the United States, residing at Los Angeles, in the county of Los Angeles, State of California, have invented a new and useful Advertising Sign, of which the following is a specification.

This invention relates to advertising signs, and refers particularly to an advertising sign adapted to point out the location of a store selling a certain class of goods.

An object of this invention is to provide a sign which will direct attention to a store or repair shop, and which will indicate the nature of such store or repair shop even where a party is unable to read the characters or letters upon the sign.

Another object of the present invention is to provide an advertising sign of novel formation and construction which may be produced at a relatively low cost.

Various other objects and advantages of the present invention will be apparent from the following description of an advertising sign embodying the invention, for which purpose reference is made to the accompanying drawings, which illustrate one form or example of such an advertising sign.

In the drawings:

Figure 1 is an elevation of an advertising sign.

Fig. 2 is a similar elevation, partially in vertical section.

Fig. 3 is a horizontal section on the line 3—3 of Figure 2.

Fig. 4 is a vertical section on the line 4—4 of Figure 1; and

Fig. 5 is an elevation at right angles to Figure 2 and mainly in vertical section.

Referring to the drawings, the advertising sign there illustrated comprises a body or casing 2, made up of two similar side plates 3 formed in the requisite shape to portray the character of a repair shop or goods repaired or sold therein, in this case generally resembling a boot having a shoe portion 4 and leg portion 5. The side plates 3 of the body are preferably formed of a material such as galvanized iron or tin and are connected together by plates 6 following the marginal edge of the plates 3 and riveted or bolted thereto, as indicated by rivets or bolts 7.

Each of the side plates 3 of the body are provided with rectangular openings 8 aligning one with the other and preferably disposed in the leg portion 5 of the plates, when the body is formed to portray a boot, as in the sign illustrated. Such openings 8 are covered by outwardly arched, transparent members 9, preferably of glass; the curvature of such members 9 being such that, if continued, the members would be joined together to form an upright cylindrical transparent body. The members 9 are preferably held to the plates 3 of the body by retaining strips 10, riveted to the body.

11 indicates a bracket secured to the body 2 and extending inwardly to the center of the body at a point just above the top of the transparent members 10, which bracket suspends a hollow cylinder 12 which is positioned behind the transparent members 9 and closely adjacent thereto, said cylinder 12 being preferably of a material such as parchment paper and having helically curving strips 13 of different colors. Below the cylinder 12 a motor 14 is supported by the body 2 and is connected as indicated at 15 to the cylinder 12, so that in operation the cylinder 12 may be slowly rotated by the motor to vary the lighting effect produced on the transparent member 9.

The electric bulbs 16 and 17 are supported by the body 2 in position to throw light down or up inside the cylinder 12 so that such light may be transmitted through the vari-colored parchment lining thereof or through the transparent member 9 of the sign; one of such members, 16, being shown above the cylinder and the other, 17, below. Characters 18 may be painted upon the members 9 if desired.

19 indicates transparent letters in the boot section 4 of the body, which may be illuminated by the lower bulb 17. The sign in use may be supported by any suitable means, such as a hook 20.

In operation, the sign is intended to be attached to the front of a store or repair shop, with the opposed sides 3 of the body 2 positioned to be viewed in opposite directions along the street. The bulbs 16 and 17 are burned continually and the cylinder 12 is continually rotated by the motor 14. In this manner attention of the passers-by is directed to the sign, the light emitted from the outwardly arched members 9 also illuminating the side plates 3 of the sign so that

the general form of the sign portrays to the passer-by the character of the store or repair shop at the sign.

While the advertising sign herein described is well suited for the purposes of this invention, it is not intended to limit the invention to details of construction or arrangement of parts, but the invention is of the scope set forth in the appended claims.

I claim:

1. A sign adapted to be placed in front of a store or repair shop to indicate the character of goods sold or repaired therein, such sign comprising, in combination, a body formed to portray such goods and having openings on opposed sides, outwardly arched transparent members closing the openings, a vari-colored cylinder mounted within the body and behind the transparent members, means for projecting light through the cylinder and transparent members, and means for slowly rotating the cylinder.

2. An advertising sign comprising, in combination, a body formed to portray an object and having rectangular openings in opposed sides of the object, transparent members outwardly arched and covering the openings, a vari-colored cylinder mounted within the body and behind the transparent members, means for projecting light through such members, and means for rotating the cylinder.

3. An advertising sign comprising a combination of a casing formed to portray an object, openings in such casing, outwardly arched transparent members closing the openings, a cylinder mounted within the casing to rotate behind such members, means for projecting light through said cylinder and members, and means for slowly rotating the cylinder.

Signed at Los Angeles, California, this 24th day of March, 1924.

BERTRAM N. JEFFERSON.