April 20, 1926. 1,582,006

J. W. GUINN ET AL

ILLUMINATED ADVERTISING DEVICE

Filed June 15, 1925

Fig. 1.

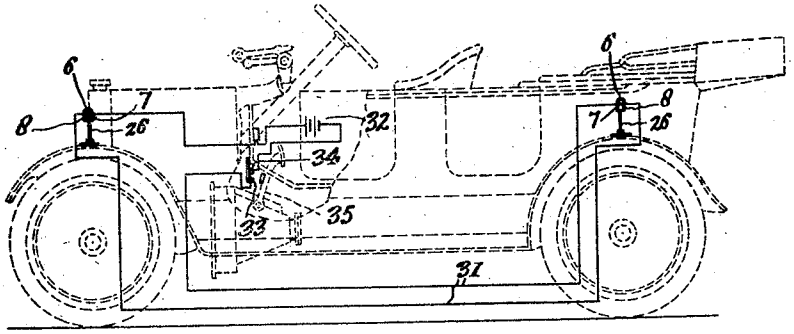


Fig. 2.

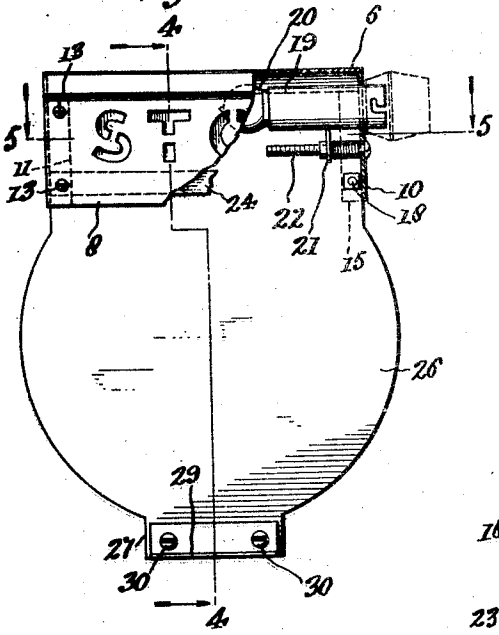


Fig. 3.

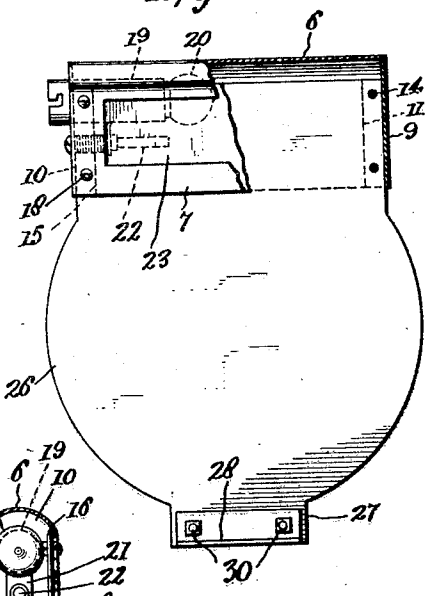


Fig. 5.

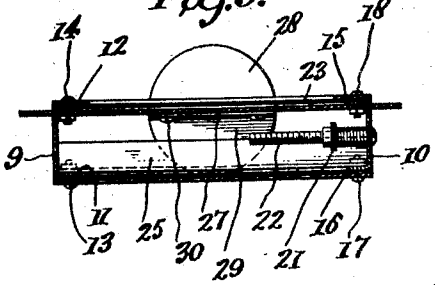
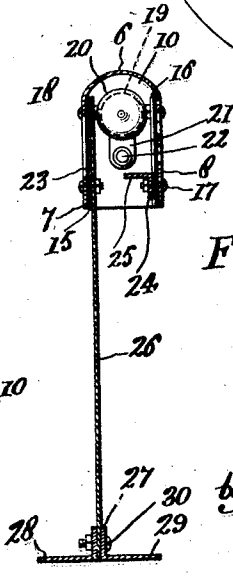


Fig. 4.



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UNITED STATES PATENT OFFICE.

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ILLUMINATED ADVERTISING DEVICE.

Application filed June 15, 1925. Serial No. 37,283.

To all whom it may concern:

Be it known that we, JOHN W. GUINN and LAWRENCE HILL STEELE, citizens of the United States, residing at Lagrange, Troup County, and Vaughn, Clayton County, Georgia, respectively, have invented certain new and useful Improvements in Illuminated Advertising Devices; and we do hereby declare the following to be a full, clear, and exact description of the invention, such as will enable others skilled in the art to which it appertains to make and use the same.

The present invention relates to improvements in illuminated advertising devices, and has for an object to provide a vehicle accessory for embodiment with a signal light of the type in which such light is illuminated by the application of the brake or the disengagement of the clutch; and the invention contemplates the use of a support for the signal lamp and its casing presenting a panel on which advertising matter may be displayed in position to be illuminated by the lamp when lighted.

Another object of the invention resides in combining an advertising device in conjunction with a signal lamp and its casing and in so constructing and arranging the parts that the lamp will subserve the two-fold function of displaying both the signal and the advertising matter.

With the foregoing and other objects in view, the invention consists in the construction, combination and arrangement of parts more fully described hereinafter and more particularly pointed out in the appended claims.

In the drawings, wherein like symbols refer to like or corresponding parts throughout the several views:

Figure 1 is a diagrammatic side view of a vehicle equipped with the improved device;

Figure 2 is an elevation with parts in section of the device;

Figure 3 is a similar view taken from the opposite side of the device;

Figure 4 is a vertical section taken on the line 4—4 in Fig. 2, and

Figure 5 is a horizontal section taken on the line 5—5 also in Fig. 2.

Referring more particularly to Figs. 2 to 5 inclusive, 6 designates the casing or housing for the usual signal lamp. In this instance the casing is composed of sheet metal bent substantially U-shaped to provide the front and rear walls 7 and 8, which are disposed transversely of the vehicle. The top connecting portion of the casing is preferably rounded upwardly to better provide a reflecting surface. The ends of the casing are closed by the walls 9 and 10. The end wall 9 is provided with the flanges 11 and 12 turned inwardly and fitted within the front and rear walls 7 and 8 to which such flanges are attached as by the bolts or other fastenings 13 and 14. In a similar way, the opposite end wall 10 is provided with the flanges 15 and 16, fitted between the front and rear walls and secured as by the fastenings 17 and 18 to said walls. The end wall 10 provides for holding the lamp socket 19 carrying the lamp 20. The socket is preferably elongated and projects for an appreciable distance within the lamp casing, in order to bring the lamp 20 to approximately a central point therein. The elongated lamp socket 19 is supported on the bracket arm 21 carried by the bolt 22 threaded through said arm and engaging through the end wall beneath said socket. In the rear wall 8 is cut the signal, usually consisting of the word "Stop", although this may be any other word or symbol. Behind this signal is a colored panel 23, usually red, and this panel is held in place by the bolts 13 and 17, and the lower edge of said panel, which is preferably of mica or celluloid is kept smooth by an angle strip 24. The horizontal web 25 of this angle strip projects toward the opposite wall 7 and serves as a mask to cut off the projection of the light rays from the lamp away from the sign or advertising board 26. This board acts as a support for the lamp casing 6 and extends beneath the lower open portion of the lamp casing. The signboard is fitted at its upper end within the lamp casing 6, and its side edges are fitted flush against the end walls 9 and 10 of the casing in order to prevent relative rocking movement of the signboard and the lamp casing. The bolts 14 and 18, four in number, are used to affix the signboard to the front wall 7 of said casing. The signboard is fitted against the flanges 12 and 15, which space it slightly to the rear of the front wall 7 of the casing. The signboard may be of any form, but it is preferably bulged outwardly at opposite sides, the end walls 9 and 10 of the casing throwing the rays from the lamp to the bulged portion. The lower end of such sign-

board is provided with the reduced extension 27 fitted between the angle clips 28 and 29 and affixed thereto as by the bolts or other fastenings 30. The horizontal flanges of the clips 28 and 29 are shaped to conform to the fender of the vehicle indicated in dotted lines in Fig. 1, or these horizontal flanges may be shaped to other form, in accordance with the part of the vehicle to which the device is attached. It will be found convenient, however, to place one or more of the devices on the fenders, as indicated in Fig. 1. The lamp sockets 19 of the devices are included in a circuit 31 with the battery 32, which may be the storage battery of the vehicle. The contacts 33 and 34 are normally open but are arranged to be closed by the foot brake or clutch pedal 35, or other means.

In the operation of the invention, the parts being mounted and arranged substantially as indicated in Fig. 1, whenever the driver acts to stop the vehicle, either by disengaging the clutch or thrusting the brake pedal forward, the circuit 31 will be closed by bringing the normally open contacts 33 and 34 together. As a consequence, the lamp 20 will be illuminated, the stop sign displayed in red for the advantage of following vehicles and at the same time the rays from the lamp 20 will shine upon the advertising board 26 and illuminate the advertising matter borne thereby. This advertising matter may be painted or enameled directly upon the signboard or it may be attached thereby by paper or other posters. The signboard will effectually support the lamp casing and at the same time it enters and forms a structural part of the casing to reinforce it and to prevent its canting laterally upon the vehicle, whereby to preserve the alinement of the stop signal.

While we have shown the lamp chamber at the top of the advertising device thrusting the light downward on the plate, it will be obvious that the lamp chamber may be placed at the bottom of the device or at any other desired position, so long as the light is thrown on the advertising plate.

We desire it to be understood that the drawings only show one embodiment of which the invention is susceptible, and those skilled in the art will, of course, be enabled to change the size and proportion of the device and parts thereof and to make other constructional changes therein, but we reserve the right to alter such changes and modifications as come within the scope of the following claims.

What is claimed is:

1. A combined signal light and advertising device comprising a lamp casing having front and rear walls and an open bottom, said rear wall having signal perforations, flanged end walls secured to said front and rear walls, a lamp in the casing, an advertising board having its upper end fitted close to the front wall and against flanges of said end walls, means to secure the flanges and board to said front wall, the edges of the board fitting against said side walls, and means at the lower portion of the board to attach same to the vehicle.

2. A combined signal light and advertising device comprising a lamp casing closed at its top, sides and ends and open at its bottom and having its rear wall perforated, a color panel fitted to the rear wall, an advertising board secured to the casing and extending down from the open bottom thereof, and an angle strip secured to the rear wall along the lower edge of the color panel.

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