April 10, 1951 M. E. SHOLKIN 2,548,126

LUMINOUS DISPLAY DEVICE

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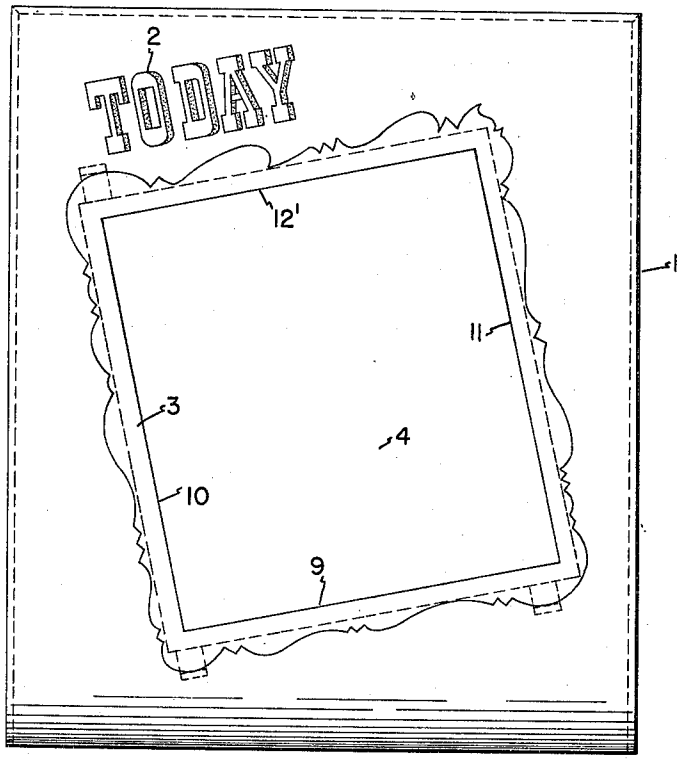


FIG. 1

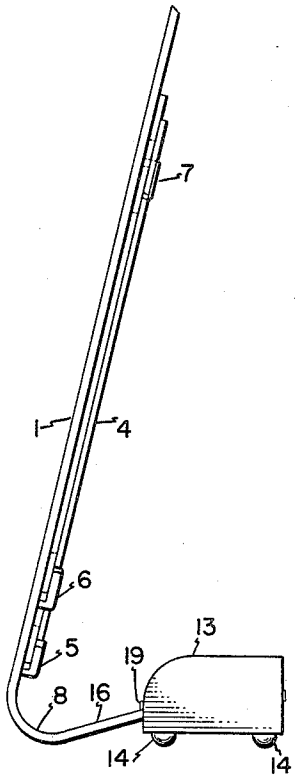


FIG. 2

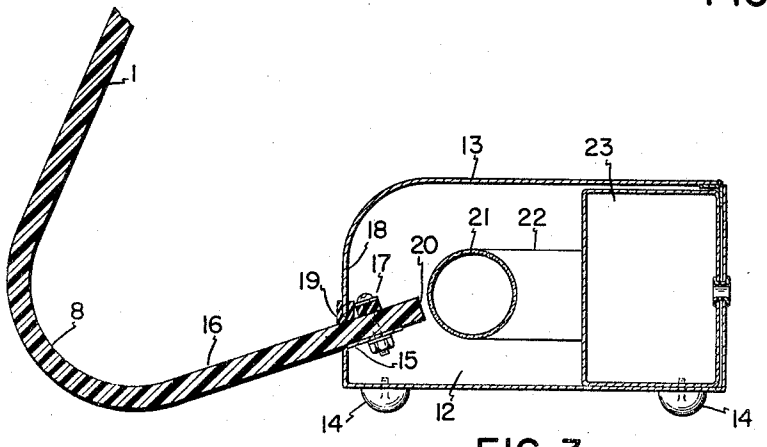


FIG. 3

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## LUMINOUS DISPLAY DEVICE

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2 Claims. (Cl. 40—130)

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The present invention relates to a display device and more particularly to such a display device by means of which a design and letters or words, illuminated, if desired, may be displayed.

The present invention more particularly relates to such a device in which a transparent plastic which readily conducts light may be used to transmit the light from a source to the vicinity of the elements to be illuminated. Various plastics of this nature have in recent years been developed among which that known by the trade name "Lucite" is commonly employed.

In the present invention the display stand and the illuminating element form the part of a unitary structure with the illuminating element, however, independent of the display device. Further, in accordance with the present invention, the display device is constructed in such a manner that it stands in a firmly balanced position on a flat surface with the portion forming the display board extending upwardly considerably higher than the base of the device.

These features and other features of construction will be more readily understood from a description of the present invention in the specification below taken in connection with the drawing showing an embodiment of the same in which:

Figure 1 shows a front elevation of the invention.

Figure 2 shows a side elevation as viewed from the right of Figure 1, and

Figure 3 shows an enlarged sectional view taken through Figure 1.

In the arrangement shown in the drawings, the device comprises a transparent light conducting and light illuminating plate 1 of an efficient light transmitting plastic such as "Lucite" or other known plastic materials having similar properties. This plate 1 may have etched into it or embossed on it or cemented to it letters or signs 2 such as shown by the word "Today" which may become luminous through reflection or transmission of light through the plate 1. The plate 1 may be provided with an open window such as shown at 3 behind which or into which a special display board 4 may be placed. This display board may extend backward of the plate 1 and be supported at the rear by means of angle elements 5, 6 and 7 cemented or attached to the plate 1 so that the display board 4 may be slipped into place and removed at will.

Since illumination travels upward through the bend 8 at the base of the plate 1 into the plate 1,

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it will enter the display board 4 through the edges 9, 10, 11 and 12' and illuminate any letters, signs or insignia, etc. which may be on the display board 4. The plate 1 and the bent section 8 at the base are formed as a single element. The other end of the base section 8 extends into the cabinet 12 in which the light source is contained. The cabinet 12 is formed with a hinged cover 13 covering the cabinet 12 and is provided with base rests 14, 14, etc. which are at the same level as the curved surface of the section 8 so that these rests and the curved surface form the base for the stand or plate 1.

The cabinet or case 12 has an inwardly bent flange 15 to which the terminal end 16 of the base section 8 is attached by being bolted or riveted by the clamping member 17, as indicated in Figure 3. The lip 18 of the cover 13 bears down against the face of the terminal end 16, under which lip may be a rubber guard 19 which will act as a protection for the member 16 and also prevent light from being seen through the edge of the case. Light from the fluorescent tube 21 passes into the end 20 of the element 16, travels around the bend 8 and upward through the plate 1. The fluorescent tube 21 which may be as long as the width of the plate 1 (or some other light source may be used) is mounted by means of a fixture at each end, one of which, 22, is shown in Figure 3. These mounting fixtures may be of the usual type and may be used in connection with a ballast 23, if desired.

The unit as a whole may be placed upon a table or board with the plate 1 extending upward and backward and completely balanced and steadied by the base consisting of the bend 8 and the cabinet or casing 12 containing the ballast 23 at its rear furnishing additional weight so that the display stand will not be easily toppled over.

The light coming up through the plate 1 and shining through the window edges in the window 4 will illuminate the sign to the rear of the stand or within the window itself.

Having now described my invention, I claim:

1. A luminous display stand comprising a plastic, transparent light transmitting and illuminating plate adapted to provide illumination of letters on the surface thereof and mounted therein, said plate curving at its bottom in an arch to provide a base and then continuing upwards from the base and terminating in a straight end section and spaced above the base, a cabinet positioned beside said base with one of its surfaces substantially coextensive therewith and with a slot

therein at a level to receive the end section of said plate, means securing the end section in said cabinet and a light source in the cabinet adapted to illuminate the edge of the plate in said end section whereby light is transmitted throughout the whole plate.

2. A device as set forth in claim 1 in which the plate is formed with a window adaptable for receiving a sign illuminated from the edge of the window in said plate.

MURRAY E. SHOLKIN.




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