

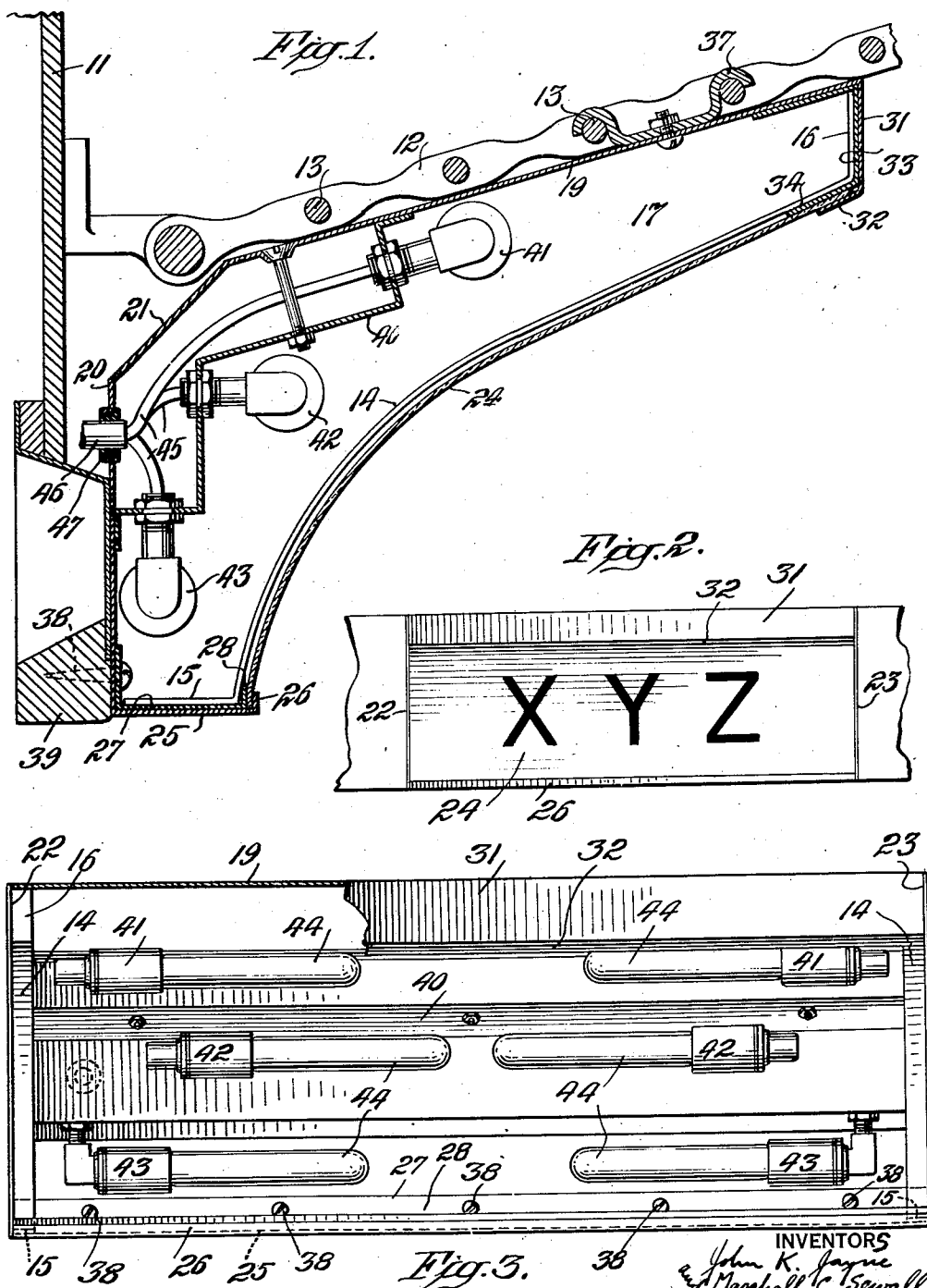
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ADVERTISING DEVICE

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ADVERTISING DEVICE

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2 Claims. (Cl. 40—132)

This invention relates to advertising devices.

It is an object of the invention to provide a distinctive advertising sign particularly adapted for use in railroad coaches, buses and other public vehicles.

With this general object in view, as well as others which will be apparent from the ensuing description, the invention consists in the features, combinations, details of construction and arrangements of parts which will be first described in connection with the accompanying drawing and then more particularly pointed out.

In the drawing:

Figure 1 is a cross sectional view of an advertising device constructed in accordance with the invention;

Figure 2 is a view in front elevation (reduced); and

Figure 3 is a view in front elevation with parts removed.

The invention is here described, for convenience, in connection with a certain type of railroad coach now in use but it is to be understood that the invention is not limited to the specific arrangement described nor to any particular vehicle.

In coaches of the type referred to, a curved molding of sheet metal is customarily placed beneath the baggage racks on opposite sides of the coach. Clipped to these moldings are ordinary printed cards bearing advertising matter.

The present invention relates to a unit which can be substituted for such a card and which enables special advertising matter to be displayed in a particularly distinctive manner.

Referring to the drawing, in the embodiment here illustrated as an example, 11 indicates a portion of the side wall of a railroad coach near the top. Suitably secured to this side wall is a baggage rack comprising transverse bars 12 and longitudinal rods 13. Below this baggage rack is a curved sheet metal molding 14. This molding in the usual equipment, i. e. prior to installation of the unit of the present invention, extends from end to end of the coach and may, for convenience, be considered as made in one piece. At the bottom, the molding has an upturned, horizontal flange 15. At the top is an upturned vertical flange 16. Thus, behind the molding is a longitudinal space 17 bounded roughly, by the molding, the side wall of the coach and the baggage rack.

The invention in its entirety includes an advertising unit comprising a translucent or partially translucent advertising sign and a source

of artificial light. This unit, when a length of molding 14 is removed, is insertible in the space thus made available.

As here shown as an example, the unit comprises a housing having a top wall 19 which lies underneath the baggage rack; a rear, vertical wall 20; and a slanting connecting portion 21. At the ends are end walls 22, 23.

At the front, the housing is closed by a sheet 24 of translucent material bearing advertising matter as is hereinafter more fully referred to.

There is provided means whereby sheet 24 may be removably held in place in a curve generally corresponding to the curve of molding 14. To this end, as here shown as an example, rear wall 20 of the housing has an outwardly extending horizontal flange 25 terminating in an upturned lip 26. Set in the channel formed by wall 20, flange 25 and lip 26 is a channel piece 27, one leg 28 of which parallels lip 26. Leg 28 and lip 26 are spaced apart and form a socket or groove for receiving the bottom edge of sheet 24. Top wall 19 of the housing has a downwardly extending vertical flange 31, terminating in an inwardly slanting lip 32. Set in the channel formed by top wall 19, flange 31 and lip 32 is a channel piece 33, the lower leg 34 of which parallels lip 32. Leg 33 and lip 32 are spaced apart to form a socket or groove for receiving the upper edge of sheet 24.

The housing may be secured in place in any suitable manner. As shown here as an example, one or more double-ended hooks 37 are hooked over adjacent rods 13 of the baggage rack and bolted to the top wall of the housing. At the bottom, screws 38 secure the back wall 20 to a wooden strip 39 forming part of the equipment of the coach here described as an example. As appears in Figure 1, these same screws 38 serve to hold channel piece 26 in place. Channel piece 33 may be secured in place in any suitable manner.

The invention in its entirety includes a light source and in carrying out the invention to what is now considered the best advantage the light will be diffused so as to provide a substantially even light for the entire area of the sheet. To this end, as here shown as an example, bolted to and spaced from the top and rear walls of the housing, is a zig-zag bracket 40. This bracket carries, near one end of the housing, upper, middle and lower angle sockets 41, 42, 43. Inserted in these sockets are elongated electric light bulbs 44 extending lengthwise of the housing. The conductors 45 from sockets 41, 42, 43 pass through

an insulating thimble 46 located in a grommet 47 in rear wall 20 and are connected to the usual lighting mains of the coach (not shown) or other suitable source of power. A duplicate set of sockets and bulbs, reversely faced, is provided at the other end of the housing, as appears in Figure 3.

Sheet 24 may be formed of any suitable translucent material but preferably it should be stiff enough to support itself. For this purpose the translucent material sold under the trade name "Lamilux" has been found suitable. Sheet 24 carries advertising matter as is exemplified by the letters X Y Z in Figure 2. Such advertising matter may be printed directly on sheet 24 or on a thin separate sheet superimposed thereon. The lettering may be opaque, leaving the background translucent; or the background may be opaque, leaving the letter translucent. In either case, the diffused light source behind sheet 24 causes the advertising matter to be boldly and distinctively displayed. Thus, there is provided an advertising medium which stands out sharply and compels the attention of the observer.

It will be understood that as many units as desired may be inserted at suitable intervals along the length of the coach and on either side thereof.

Once a unit has been put in place, the advertising matter may be changed from time to time as may be desired since sheet 24 can be readily removed and a new sheet substituted. Sheet 24 will normally take the curve illustrated, when its upper and lower edges are inserted in the sockets described. If necessary, however, spring clips or the like may be added to hold the sheet in place.

It is to be understood that the invention is not limited to use in railroad coaches nor to the particular type of coach here illustrated and described. It will be apparent that the device may

be adapted to other types of coach and other vehicles and the like without departure from the spirit of the invention or the terms of the appended claims.

What is claimed is:

1. An advertising display device comprising a housing having top, rear and end walls, the lower end of the rear wall having an outwardly extending flange terminating in an upturned lip, a channel piece secured within said housing adjacent said flange and with one leg of the channel piece spaced from and paralleling said lip to form a groove, said top wall having a downwardly extending flange terminating in an inwardly slanting lip, a channel piece secured within said housing adjacent said last named flange and with one leg of said last named channel piece spaced from and paralleling said slanting lip to form a groove, a sheet of translucent material bearing advertising matter and having its opposite edges removably inserted in said grooves, and a light source within said housing.

2. An advertising display device comprising a housing having a substantially vertical rear wall and an upwardly slanting top wall, said housing being provided with upper and lower grooves, a sheet of translucent material bearing advertising matter and having its opposite edges removably inserted in said grooves, a zigzag bracket secured to and spaced from the top and rear walls of the housing, angled lamp sockets carried by said bracket adjacent one end of the housing and at different levels, oppositely facing angled lamp sockets carried by said bracket adjacent the other end of the housing, and electric light bulbs in said sockets.

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