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1,647,014

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COMBINED BUMPER AND ADVERTISING MEDIUM

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Fig. 1.

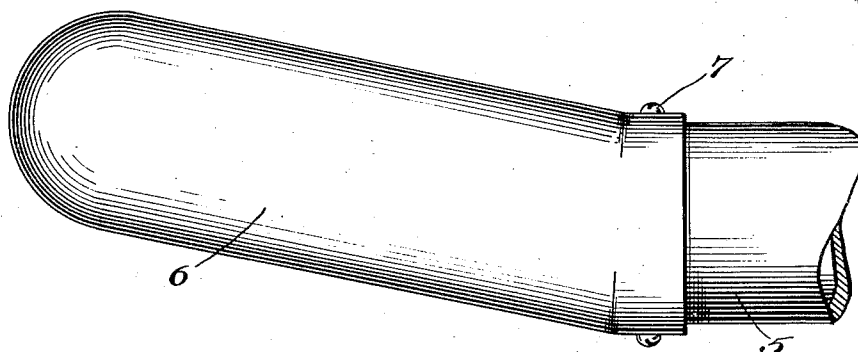
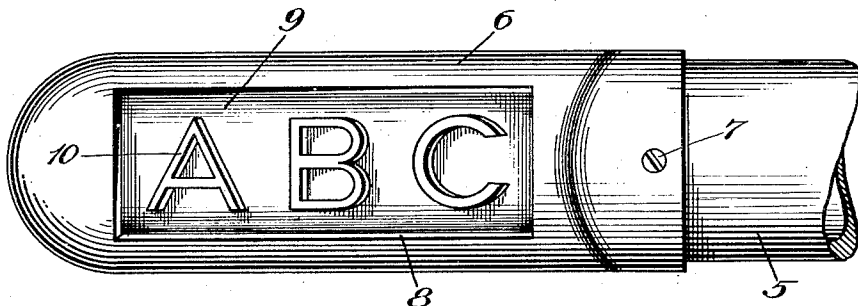


Fig. 2.

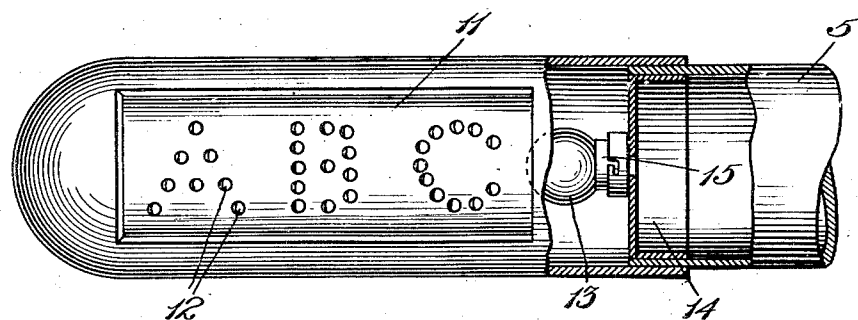


Fig. 3.

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COMBINED BUMPER AND ADVERTISING MEDIUM.

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The purpose of this invention is to provide a combined automobile bumper and advertising medium in which the bumper serves as a carrier for the advertisements.

5 A further object of the invention is to provide a device of this character which shall be simple and inexpensive in construction and which includes provision for rendering the advertisements visible by night
10 as well as by day.

Other purposes and advantages of the invention as well as the detailed construction of the preferred embodiment herein disclosed will be more readily understood from
15 the following description and accompanying drawings, in which,

Figure 1 is a fragmentary front elevation showing one end of the bumper constructed in accordance with my invention.

20 Figure 2 is a top plan view of the construction shown in Figure 1 and

Figure 3 is a view similar to Figure 1 but showing a modification and partly broken away to disclose interior construction.

25 The combined bumper and advertising medium shown in the accompanying drawings comprises a straight tubular impact member 5 to each end of which is applied a separately formed tubular terminal cap
30 6. Each cap is closed and rounded at its outer end and is made large enough so that the inner end may be fitted over the end of the member 5 and secured thereto by screws 7 or other equivalent fastening screws
35 shown to advantage in Figure 1. Each terminal cap 6 is formed with a front opening 8 herein shown as of rectangular shape but this is not essential as the shape of the opening as well as the shape of the terminal
40 cap may be varied to suit individual taste. Secured in each opening 8 is a suitable advertising medium which, as shown in Figure 1, may consist of a panel 9 carrying letters or other advertising indicia 10. Preferably,
45 the body of the panel and the letters may be contrastingly colored so as to increase the visibility of the letters or other advertising indicia that may be substituted therefor. It will also be apparent that the letters may be made transparent and the body of the panel
50 translucent or vice-versa in the event that it is desired to mount a lamp or other illuminating element within the terminal cap or bumper for illuminating the letter at night.

55 Figure 3 shows one modification of the invention in which the panel 11 is provided

with letters or other advertising indicia outlined by openings 12 formed in the body of the panel. With this form of invention I provide a suitable lamp 13 housed within
60 the terminal cap 6 and carried by a base 14 inserted in the end of the tubular impact member 5 and to which the said lamp is secured by the conventional plug and socket connection 15. It will be understood how-
65 ever that the use of an illuminating lamp is not confined to the form of invention shown in Figure 3 but may be used with the form shown in Figure 1 as previously intimated.

In order that the advertisements displayed through the openings 8 of the terminal caps may be visible to persons at the sides as well as to persons directly in front of the automobile to which the bumper is attached, I prefer to have the said terminal
70 caps inclined rearwardly with respect to the impact member 5 as shown to advantage in Figure 2.

Having thus fully described my invention I claim:

1. A combined bumper and advertising medium comprising an impact member, a removable hollow cap applied to each terminal of said member and having an opening formed therein, advertising matter secured in and closing said opening, and a lamp contained in said cap and serving to illuminate said advertising matter.

2. A combined bumper and advertising medium comprising an impact member having a straight body portion and rearwardly inclined hollow terminal caps equipped with front-openings, advertising matter secured in the front openings of said terminal caps in angular relation to the aforesaid straight
90 portion of the impact member so as to be visible at the sides as well as at the front of an automobile to which the bumper is attached, and a lamp mounted in each of said terminal caps.

3. A combined bumper and advertising medium comprising a tubular impact member, hollow tubular terminal caps applied to the ends of said member and rearwardly inclined with respect thereto, said caps being formed with front openings and advertising matter secured over and closing said openings.

4. A combined bumper, road lamp and advertising medium comprising a tubular impact member open at each end, lamp supports mounted in the open ends of said mem-
110

ber, lamps carried by said supports, and hollow end caps fixed to the ends of said impact member and enclosing said lamps, said caps being formed with transparent portions including advertising indicia.

5 5. A device of the character described comprising a hollow tubular impact member open at each end, lamp supports secured in the open end of said member, lamps car-

ried by said supports and projecting outwardly beyond the ends of said member, hollow caps applied to the ends of said member and enclosing said lamps, said caps being apertured for the admission of light rays emanating from the lamps.

15 In testimony whereof I hereunto affix my signature.

ALBERT W. PATTISON.