

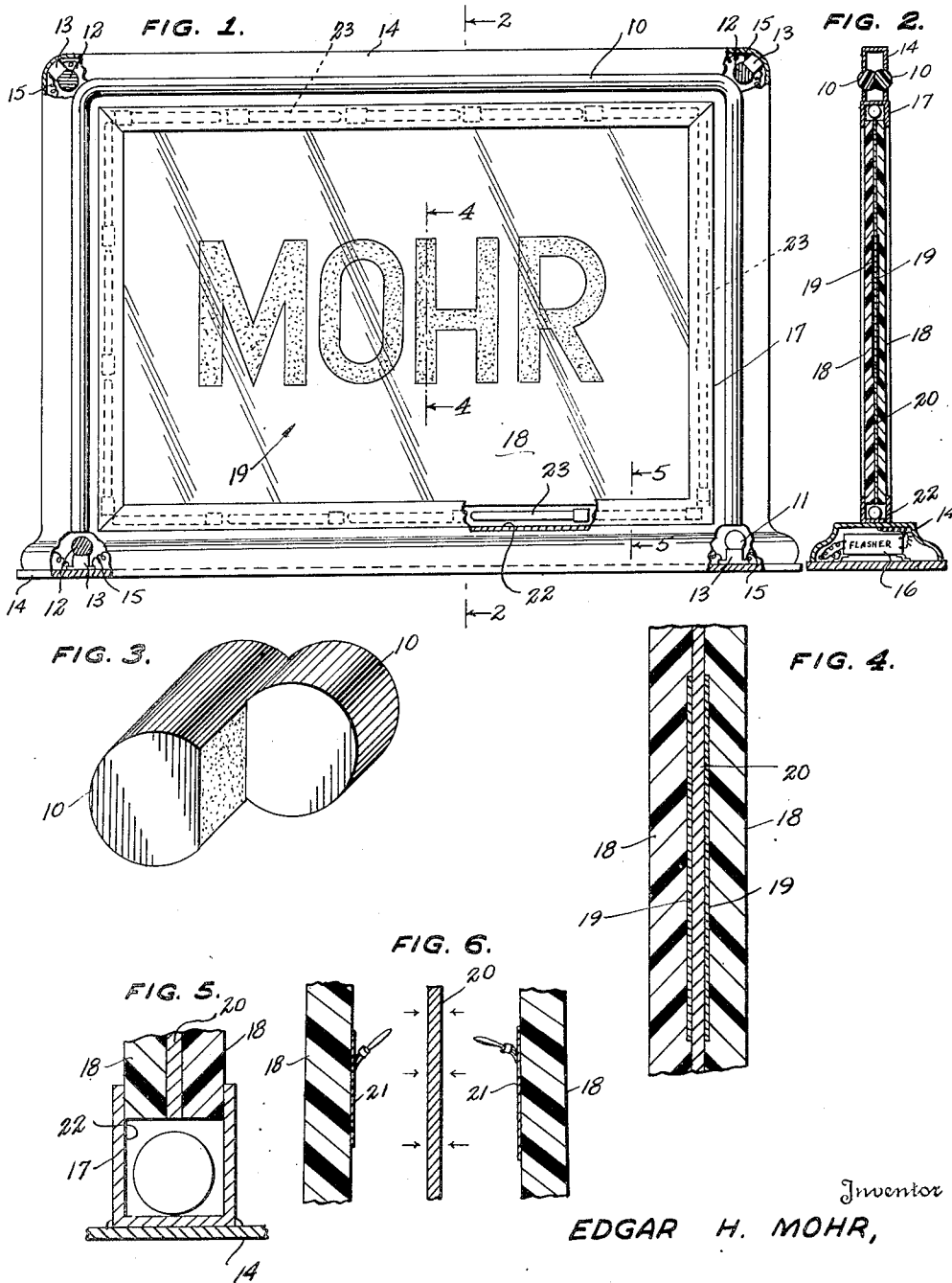
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ILLUMINATED PLASTIC ADVERTISING MEDIUM

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ILLUMINATED PLASTIC ADVERTISING MEDIUM

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My invention relates to advertising signs and more particularly to advertising signs illuminated by electric lights of any kind and construction, such as incandescent lights, fluorescent lights, arc lights, or neon tubes.

The object of my invention is to transmit the light of an electric lamp through a solid bar or sheet of clear translucent thermo-plastic compound from one end of said bar or sheet to the other end thereof, or from one point intermediate the ends to said ends.

Another object of my invention is to provide a border made from a solid rod of the character indicated above about an advertising sign and pipe or convey light from an electric source located at any desired point alongside the border through this border.

A further object of my invention is to impart light from an electric source to an advertising sign made from sheet material consisting of translucent thermo-plastic material.

Other objects of my invention may appear in the following specification describing my invention with reference to the accompanying drawings illustrating a preferred embodiment of my invention.

It is, however, to be understood that my invention is not to be limited or restricted to the exact construction and combination of parts described in the specification and shown in the drawings, but that such changes and modifications can be made, which fall within the scope of the claims appended hereto.

In the drawings:

Figure 1 is an elevational front view of an advertising sign according to my invention.

Figure 2 is a sectional view taken on line 2—2 in Figure 1.

Figure 3 is a fractional perspective view of the border surrounding the advertising sign proper.

Figure 4 is a fragmentary sectional view similar to the central portion of Figure 2 but shown in a larger scale.

Figure 5 is a sectional view taken on line 5—5 in Figure 1, and

Figure 6 is an exploded fragmentary sectional view similar to the center portion of Figure 4, but indicating the application of translucent, colored laquer or the like on the worked surfaces of the sign.

Referring now in detail to the drawings, the advertising sign forming the subject matter of my invention has a border 10 made from a solid bar of a clear thermo-plastic compound, the physical properties whereof enable it to "pipe" or convey

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light from the point of light entry to the uttermost extremities, so that it can be used in place of the popular neon-type of illumination or the like.

This border rod 10 is shaped to fit about the desired advertising message. It is illuminated from either end of the border rod by means of an electric light 11 of any desired and preferred type, such as incandescent, fluorescent, arc or neon type. The light produced by these electric illumination means is readily transmitted by the border rod 10 and illuminates the advertising message.

If it is desired to use multi-colored illumination different colored bulbs 12 or illuminating tubes are placed at either end of the border rod or at any place along said border rod, permitting the border rod to pick up the light issuing from said bulbs or the like.

The bulbs 11 and 12 are arranged in sockets 13, which are secured inside a hollow frame 14 supporting the border rod 10. The sockets 13 are electrically connected with each other by means of a wire 15 adapted to be energized by a source of electricity (not shown).

An electric flasher 16, or an equivalent therefor such as a circuit breaker or a commutator is inserted in the circuit formed by the wire 15 and the sockets 13 to time the flash duration of each color used. The wire 15 and the flasher 16 are located also inside the hollow frame 14.

Attention is called to the fact, that only one plastic rod in the border is needed to afford multi-colored flash illumination, whereas the use of the neon gas tubing limits the illuminating properties to only one color in each tube.

The life of such tubes is a comparatively short one, since they are very fragile and the neon gas content burns out. This would make the replacement by new tubes necessary. By using solid clear plastic rods the only repair process would be the replacing of an illuminating bulb or tube.

Inside the border 10 and secured on and in the frame 14 a second frame 17 is provided, which has a channel shaped cross section, as clearly shown in Figures 2 and 5.

This second frame 17 surrounds two sheets 18 of the same material, from which the border 10 is made. The advertising message 19 is etched into the reverse side of each plastic panel or sheet 18. The process of etching is accomplished by the use of abrasives or cutting tools or instruments.

Between the two plastic panels a sheet 20 of opaque material is arranged, preferably made from thin galvanized sheet metal, which may be

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painted white. This arrangement will prevent visibility from one side of the advertising sign to the other, so that each message etched in one of the sides of the plastic panels 18 abutting the opaque sheet 20 will be readable only from one side of the assembled sign.

It should be understood, that the etched surface of the transparent panels can be colored by applying paints or lacquers of any desired color as indicated at 21 in Figure 6. In all cases transparent lacquers are to be used.

The three panels forming the body of the advertising sign do extend only partways into the channel shaped frame 17, leaving a space 22 therein, in which a plurality of electric light 23 is arranged in an electric circuit (not shown) the light of which is picked up and transmitted by the panels 18, and showing the advertising message etched in these panels clearly and prominently.

Having described my invention, I claim as new and desire to secure by Letters Patent:

1. A sign comprising a frame comprising a channel whose opening faces inwardly, a sign body set in said channel with its edges spaced from the web of said channel to define a space extending around the edges of said sign body, light emitting means in said space adjacent at least one edge of said sign body, said sign body comprising a translucent material panel adapted to be edge-lighted by and to transmit diffused light therethrough from said light emitting means, said panel having surface indentations on its reverse side defining the sign message contrastingly illumined by light transmitted through said panel, said frame further comprising a second channel surrounding the first mentioned channel, the interior space of said second channel constituting a light chamber, a continuous bar of translucent material capable of transmitting light therethrough when end-lighted, said bar being mounted on said second channel to extend around said first channel and having a side portion projecting forwardly from said second channel so as to afford surface illumination of the forward side of said panel when end lighted, and second light emitting means within said light chamber for lighting said bar, said second light emitting means comprising a light in end lighting relation to an end of said bar.

2. A sign comprising a frame comprising a channel whose opening faces inwardly, a sign body set in said channel with its edges spaced from the web of said channel to define a space extending around the edges of said sign body, light emitting means in said space adjacent at least one edge of said sign body, said sign body comprising a translucent material panel adapted to be edge-lighted by and to transmit diffused light therethrough from said light emitting means, said panel having surface indentations on its reverse side defining the sign message contrastingly illumined by light transmitted through said panel, said frame further comprising a second channel surrounding the first mentioned channel, the interior space of said second channel constituting a light chamber, a continuous bar of translucent material capable of transmitting light therethrough when end-lighted, said bar being mounted on said second channel to extend around said first channel and having a side portion projecting forwardly from said second channel so as to afford surface illumination of the forward side of said panel when end lighted, and second light emitting means within said light chamber for lighting said bar, said sec-

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ond light emitting means comprising a light in end lighting relation to an end of said bar, and a light of a different color in side lighting relation to an intermediate part of said bar.

3. A sign comprising a frame comprising a channel whose opening faces inwardly, a sign body set in said channel with its edges spaced from the web of said channel to define a space extending around the edges of said sign body, light emitting means in said space adjacent at least one edge of said sign body, said sign body comprising a translucent material panel adapted to be edge-lighted by and to transmit diffused light therethrough from said light emitting means, said panel having surface indentations on its reverse side defining the sign message contrastingly illumined by light transmitted through said panel, said sign body further comprising an opaque backing plate coextensive with the reverse side of said panel, and a second similar translucent material panel coextensive with the opposite side of said backing plate and edge lighted by said light emitting means, said frame further comprising a second channel surrounding the first mentioned channel, the interior space of said second channel constituting a light chamber, a continuous bar of translucent material capable of transmitting light therethrough when end-lighted, said bar being mounted on said second channel to extend around said first channel, said bar having side portions projecting beyond the sides of said second channel and reaching to the front and back sides of said sign body so as to produce surface illumination of said first and second panels when said bar is end-lighted, and second light emitting means within said light chamber for lighting said bar, said second light emitting means comprising a light in end lighting relation to an end of said bar.

4. A sign comprising a frame comprising a channel whose opening faces inwardly, a sign body set in said channel with its edges spaced from the web of said channel to define a space extending around the edges of said sign body, light emitting means in said space adjacent at least one edge of said sign body, said sign body comprising a translucent material panel adapted to be edge-lighted by and to transmit diffused light therethrough from said light emitting means, said panel having surface indentations on its reverse side defining the sign message contrastingly illumined by light transmitted through said panel, said sign body further comprising an opaque backing plate coextensive with the reverse side of said panel, and a second similar translucent material panel coextensive with the opposite side of said backing plate and edge lighted by said light emitting means, said frame further comprising a second channel surrounding the first mentioned channel, the interior space of said second channel constituting a light chamber, a continuous bar of translucent material capable of transmitting light therethrough when end-lighted, said bar being mounted on said second channel to extend around said first channel, said bar having side portions projecting beyond the sides of said second channel and reaching to the front and back sides of said sign body so as to produce surface illumination of said first and second panels when said bar is end-lighted, and second light emitting means within said light chamber for lighting said bar, said second light emitting means comprising a light in end lighting relation to an end of said bar, and a light of a different color in side lighting relation to an intermediate part of said bar.

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5. A sign comprising a hollow horizontal base having a top wall, an inverted U-shaped hollow frame having vertical legs resting upon said top wall and opening at their lower ends into the interior of said base, a rectangular sign body comprising a rectangular channel positioned within and supported in said hollow frame, said channel having its open side facing inwardly, a translucent panel having indentations on its rear side with its edges supportably set into the open side of said channel in spaced relation to the web of said channel, a continuous translucent inverted U-shaped bar arranged on the front of said hollow frame and framing said sign body, said bar having vertical legs having lower ends exposed within the interior of said base, first light emitting means within said base in end-lighting relation to the lower ends of said bar whereby said bar is illumined, and second light emitting means within said channel in edge-lighting relation to said panel whereby said panel and its indentations are illumined in contrast to the illumined bar.

6. A sign comprising a hollow horizontal base having a top wall, an inverted U-shaped hollow frame having vertical legs resting upon said top wall and opening at their lower ends into the interior of said base, a rectangular sign body comprising a rectangular channel positioned within and supported in said hollow frame, said channel having its open side facing inwardly, a translucent panel having indentations on its rear side with its edges supportably set into the open side of said channel in spaced relation to the web of said channel, a continuous translucent inverted U-shaped bar arranged on the front of said hollow frame and framing said sign body, said bar having vertical legs having lower ends exposed within the interior of said base, first light emit-

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ting means within said base in end-lighting relation to the lower ends of said bar whereby said bar is illumined, and second light emitting means within said channel in edge-lighting relation to said panel whereby said panel and its indentations are illumined in contrast to the illumined bar, said U-shaped bar having other portions exposed within the interior of said hollow U-shaped frame, and other light emitting means within said hollow frame in side-lighting relation to said other portions of said bar, said other light emitting means being different in color from said first light emitting means whereby portions of said U-shaped bar are illumined in color contrast to other portions.

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