

N. STIPKOWITSCH.
ADVERTISING DEVICE.
APPLICATION FILED SEPT. 21, 1908.

950,309.

Patented Feb. 22, 1910.

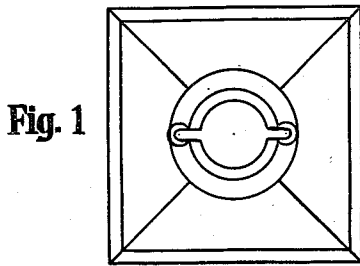


Fig. 1

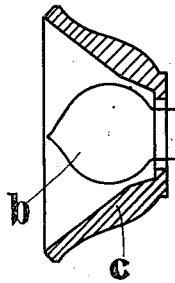


Fig. 2

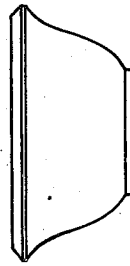


Fig. 3

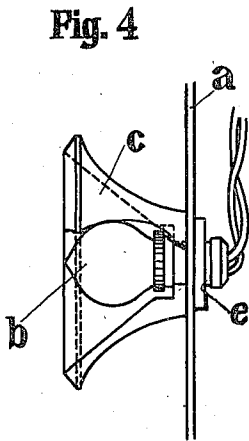


Fig. 4

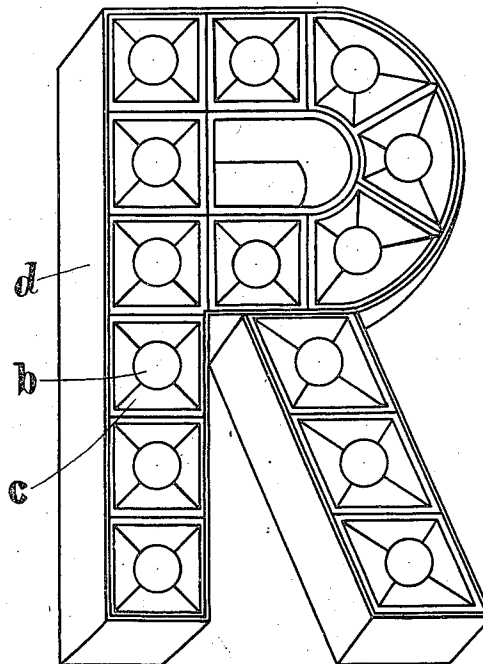


Fig. 5

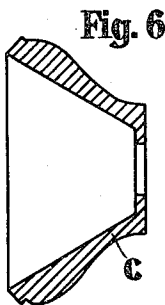


Fig. 6

WITNESSES:

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UNITED STATES PATENT OFFICE.

NIKOLAUS STIPKOWITSCH, OF BERLIN, GERMANY.

ADVERTISING DEVICE.

950,309.

Specification of Letters Patent.

Patented Feb. 22, 1910.

Application filed September 21, 1908. Serial No. 454,010.

To all whom it may concern:

Be it known that I, NIKOLAUS STIPKOWITSCH, painter, a subject of the King of Hungary, and a resident of Berlin, Germany, have invented certain new and useful Improvements in Advertising Devices, of which the following is a specification.

The subject-matter of the present invention is an advertising device preferably in the form of letters for signs and the like which is formed of individual deep prismatic reflectors provided with sources of light, so that advertising signs and the like are produced which are almost equally effective both by day and night.

In order that the invention may be clearly understood, reference will be made to the accompanying drawing in which two embodiments are represented by way of example and in which:

Figure 1 represents in front elevation a deep prismatic reflector of glass. Fig. 2 is a sectional elevation through the same. Fig. 3 illustrates same in side elevation. Fig. 4 is a side elevation partly broken away showing the combination of the reflector with an incandescent lamp and its attachment on a plate. Fig. 5 represents in slightly perspective view a finished letter composed of a plurality of reflectors with incandescent lamps and a casing, and Fig. 6 illustrates in sectional elevation a modified form of reflector.

Similar characters of reference denote like parts in all the figures.

Each individual device or letter is composed of single deep prismatic reflectors having an inner hollow space which is adapted to lodge a small incandescent lamp and outside a multiple of refracting surfaces of which for instance four are shown in the device illustrated in Fig. 5. These single prismatic members are suitably supported in frame work conforming in shape to the desired devices. By virtue of these deep prismatic reflectors the daylight is as well reflected producing then a shining and attractive appearance. At night the artificial light, that is the small incandescent lamp

within the cavity of each prismatic reflector is likewise reflected whereby an attractive device is produced. Thus the device forming the subject matter of this invention is highly effective both in day time as well as at night, a peculiarity which has heretofore, to the knowledge of applicant, not been produced.

Referring to the drawing, advertising letters are made in the following manner: A letter which is of like form and size as the advertising letter which is to be made is cut out of a thin plate *a* of iron, for example, and is provided with the holes necessary for attaching it to a support, whereupon the reflectors *c* each provided with a lamp *b* in a holder *e* are mounted on the plate in such manner that the desired letter is made. The whole device is finally attached in a casing *d*, as clearly shown in Fig. 5.

The letter R of Fig. 5 is shown as a specimen because in it the shapes of the deep prismatic four-sided reflectors occur which are necessary for composing straight, round and slanting parts of letters.

As a rule the glass reflectors are colored or provided with a thin layer of metal, preferably gold, on their exterior.

The advertising letters comprising deep prismatic glass reflectors and sources of light in the same have the following advantages:—
a. During the day they appear as shining glass letters, look superior and are very striking on account of the many reflecting surfaces. *b.* When illuminated by their sources of light they appear as sharply defined, highly illuminating and readily legible letters. *c.* The number of incandescent lamps required is about half that necessary when letters are demarcated by incandescent lamps only.

What I claim as my invention and desire to secure by Letters Patent is:

1. An advertising letter composed of a multiple of deep prismatic hollow glass reflectors having straight inner surfaces and curved outer surfaces, and a covering of shining metal on said curved outer surfaces

whereby both daylight and artificial light are reflected so that the letter appears brilliant at all times.

2. An advertising letter composed of a frame conforming in shape to said letter, a multiple of deep prismatic hollow glass reflectors having each four straight reflecting inner surfaces and curved outer surfaces covered with gold, and an incandescent lamp

in each of said reflectors, said arrangement reflecting both day light and artificial light so that the letter is brilliant at all times.

Signed at Berlin, Germany, this 2nd day of September, 1908.

NIKOLAUS STIPKOWITSCH.

Witnesses:

HENRY HASPER,
WOLDEMAR HAUPT.