No. 707,205. Patented Aug. 19, 1902.

W. D. BUTT.

ADVERTISING DEVICE.

(Application filed July 22, 1901.)

(No Model.) 2 Sheets—Sheet 1.

Fig 1.

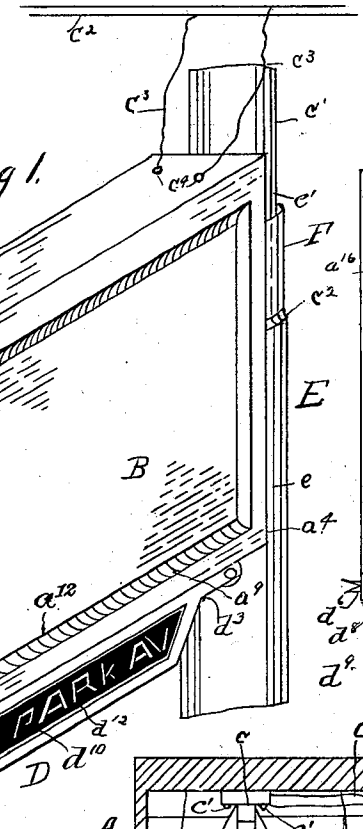


Fig 2.

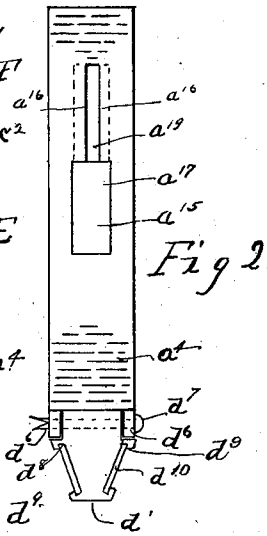


Fig 5.

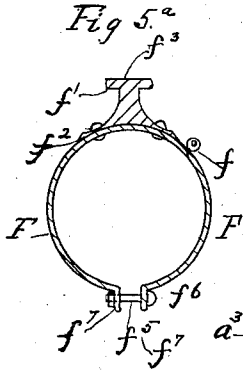


Fig 3.

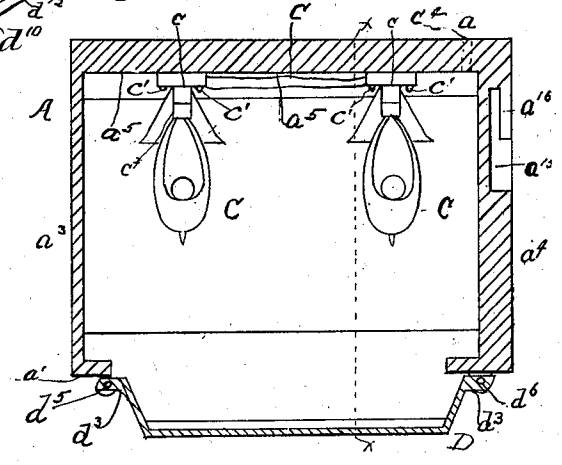
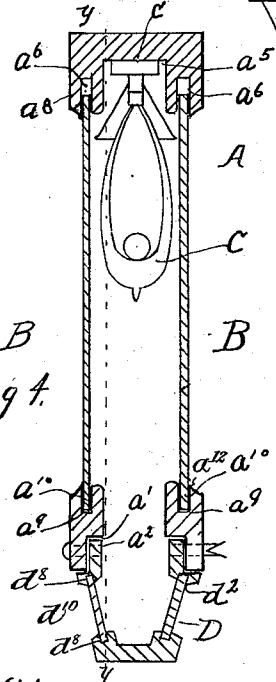
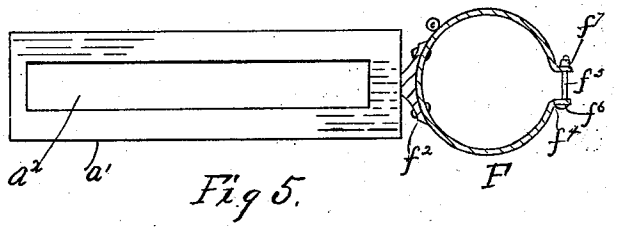


Fig 4.





Witnesses.
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THE NORRIS PETERS CO., PHOTO-LITHO., WASHINGTON, D. C.

No. 707,203. Patented Aug. 19, 1902.

W. D. BUTT.

ADVERTISING DEVICE.

(Application filed July 22, 1901.)

(No Model.) 2 Sheets—Sheet 2.

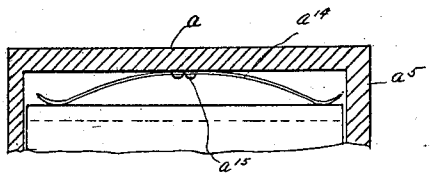


Fig 6.

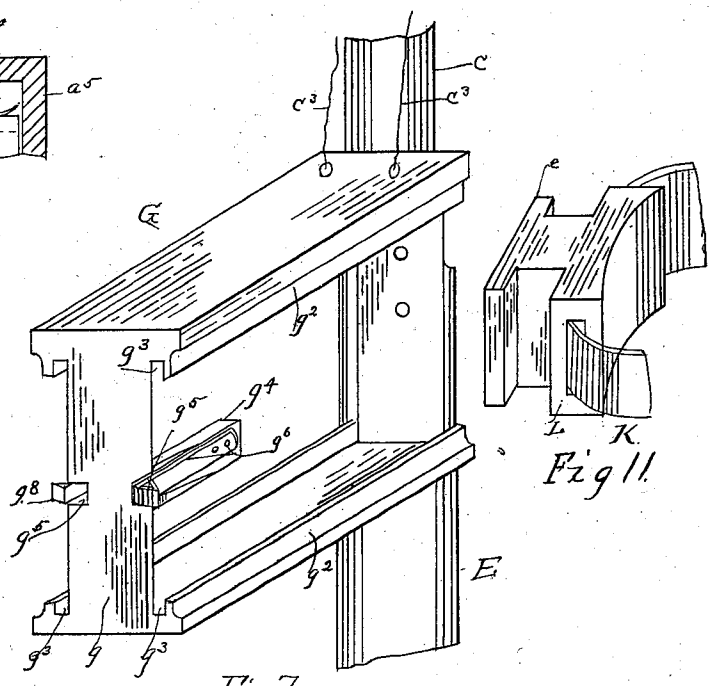


Fig 7

Fig 11

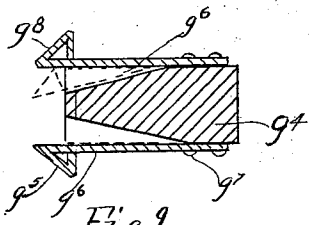


Fig 9.

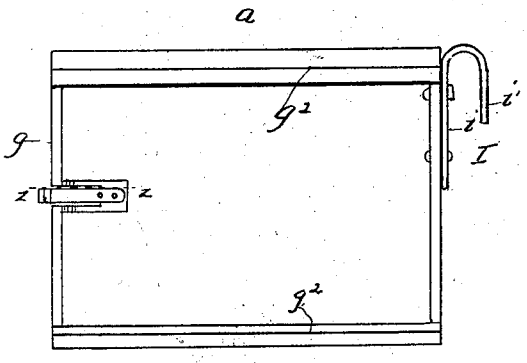


Fig 8.

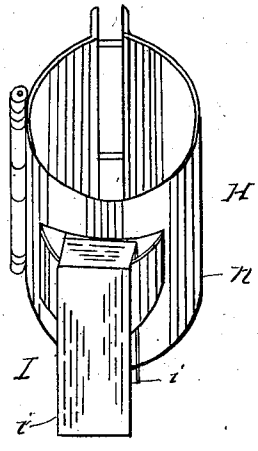


Fig 10.

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THE NORRIS PETERS CO., PHOTO-LITHO., WASHINGTON, D. C.

UNITED STATES PATENT OFFICE.

WILLIAM D. BUTT, OF KANSAS CITY, MISSOURI.

ADVERTISING DEVICE.

SPECIFICATION forming part of Letters Patent No. 707,205, dated August 19, 1902.

Application filed July 22, 1901. Serial No. 69,251. (No model.)

To all whom it may concern:

Be it known that I, WILLIAM D. BUTT, a citizen of the United States of America, residing at Kansas City, in the county of Jackson and State of Missouri, have invented certain new and useful Improvements in Advertising Devices; and I do hereby declare that the following is a full, clear, and exact description of the invention, such as will enable others to make and use the same, reference being had to the accompanying drawings, forming a part of this specification.

The object of the invention, primarily, is an illuminated street-sign for attachment to posts supporting the electric wires in electric light and power transmission; second, to accomplish the withdrawal and replacement of the transparent panels to the light-holding frame; third, to illuminate the sign by the deflected rays of light from the illuminator; fourth, to support the frame upon the post so as to resist lateral vibration.

The invention consists in the novel construction and combination of parts, such as will be first fully described and then specifically pointed out in the claims.

In the drawings, Figure 1 is a view in perspective of the novel illuminating case or frame and sign removably connected with a broken portion of post and showing the branch electric wires for the incandescent lights within the case or frame, also showing a portion of the outer end broken away to show the panels. Fig. 2 is a view in elevation of the inner end of the illuminated frame, showing the recess and slot for the T connection on the post-clamping band and means for securing the inner end of the hinged body to the frame. Fig. 3 is a vertical sectional view of the case or frame and its hinged body as seen in Fig. 1, showing the illuminating-lamps and the recessed inner end of the frame for the T connection. Fig. 4 is a vertical sectional view of the frame and the hinged body, taken upon the line $x\ x$ of Fig. 3. Fig. 5 is a view of the under side of the illuminated frame looking upward. Fig. 5^a is a detail view of post-coupling. Fig. 6 is a vertical sectional view of the illuminated frame, showing the slots for the panels and the spring, taken upon the line $y\ y$ of Fig. 4. Fig. 7 is a view in perspective of the illuminated frame, showing an alternate form for effecting the retention of the transparent panels and also shown connected with the post, as in Fig. 1, the transparent panels being removed. Fig. 8 is a side view of the illuminated frame as seen in Fig. 7, showing the alternate fastening for the frame to the post and the fastening for the transparent panels in the frame. Fig. 9 is a horizontal sectional view in detail of the outer end of the frame, taken upon the line $z\ z$ of Fig. 8, showing the panel-securing spring-plates. Fig. 10 is a view in perspective of the alternate device for securing the illuminated frame to the post, and Fig. 11 is a modified form of fastening to that seen in Fig. 10.

Similar letters of reference indicate corresponding parts in all the figures of the drawings.

Referring to the drawings, A represents the illuminated case or frame for illuminating-signs, which is rectangular in form and of the requisite dimensions to be connected with a permanent structure upon the line of a street or other thoroughfare, and, preferably, with a jointed post usually erected for supporting the electric wires for electric power and light transmission. The frame A is composed of a flat top a, bottom a', having a longitudinal opening a^2, and an outer vertical end a^3 and an inner vertical end a^4 of a corresponding width. The frame A is preferably made of cast metal and of sufficient thickness to sustain the effect of climatic changes and hard usage, and from the outer surface of the top a to the inner surface a^5 is of considerable thickness in cross-section. The sides $a^6\ a^6$ of the top section a, which form an integral part thereof, extend downwardly a short distance below the line of the inner surface a^5, and from the outer to the inner surface are also of considerable thickness in cross-section, the lower outer edges $a^7\ a^7$ of which are curved inwardly. In the under surface of the sides $a^6\ a^6$ of the top are the longitudinal grooves $a^8\ a^8$, which extend upwardly a considerable distance to secure the upper edge of the transparent panels to the frame and also from the under surface of the outer end a^3 to the inner surface of the inner end a^4 of the frame, the said inner end a^4 being twice the thickness

of that of the end a^2 for the purpose hereinafter described. The bottom a', which is also integral with the outer and inner ends of the frame, is of less thickness than the top a. The sides a^9 a^9 of the bottom a' extend upwardly a short distance above the inner surface of the bottom and are of the same thickness as between the outer and inner surfaces of the sides a^6 a^6 of the top of frame A. In the upper surface of the sides a^9 a^9 of the bottom a' of the frame are longitudinal grooves a^{10}, which extend the same distance as the grooves a^8 in the sides a^6 of the top a. The outer upper edges of the sides a^9 a^9 are curved inwardly, as at a^{12}. In the bottom a' of the frame A, between the sides a^9 a^9, is the longitudinal opening a^2 for the insertion of the panels, as hereinafter described, and which is the same length as the grooves a^{10}. In the grooves a^8 a^8 in the sides a^6 of the top are curved spring-plates a^{14} a^{14}, which are secured by the screws a^{15} to the inner surface of the grooves at a point intermediate the ends of said grooves, the outer curved ends of the spring-plates extending downwardly a short distance in the said grooves.

B B represent the transparent panels, which are made of glass and are of the requisite length to extend within the opening a^2 in the bottom a' of the frame, and also in width from the inner surface of the grooves a^{10} to the arms of the spring-plate a^{14}.

Within the frame A are incandescent lamps C C, which are of the well-known description. Upon the inner surface a^5 of the top a are secured the insulated or porcelain sockets c c, which are secured thereto by the screws c' c' and in which are inserted the screw-threaded portions c^2 of the lamps, from which lamps, near the inner end of the frame, extend the branch wires c^3 c^3, which extend upwardly through insulated openings c^4 in the top a of the frame and connected with the main electric wires C^2, the lamp C near the outer end of the frame being in the same circuit and connected by the wires c^5 c^6.

D represents the pendent member of sign-carrying body upon the lower surface of the bottom a' of frame A, which consists of a hollow box, preferably of cast-iron, in one piece, and considerably shorter in length than the sides of the frame A and nearly of the same width. The sides of the box or body D extend from their upper to their lower edges in inwardly-inclined planes, and in said sides are longitudinal openings d^2 d^2, extending from the line of the inner surface of the end d of the box to the line of the inner surface of the end d' of said box. Extending horizontally from the outer surface of the ends of the box in the plane of the upper edges of said ends and in opposite directions from each other are the extensions d^3 d^3, which are narrower than the said ends. One of said extensions d^3 is pivotally connected at d^4 with the lugs d^5 d^5, extending downwardly from the surface of the bottom a' of the frame A a short distance inwardly from the outer end a^3 of frame A. The other extension is perforated in a transverse direction and is secured removably from the frame between the perforated lugs d^6 d^6, extending downwardly from the under side of the bottom a' of frame A upon both sides of said extension and a short distance inwardly from the inner end of said frame, through which lugs and the said extension d^3 extends a keybolt or cotter d^7. The upper and lower edges of the longitudinal openings d^2 d^2 of the sides of the box D, which are of considerable thickness, are grooved at d^8 in the longitudinal direction of the box, and in the inner end d' of the box are openings d^9 d^9, in line with the grooves d^8 d^8 and inclined at the same angle with the sides of the box, through which openings are inserted the glass panels d^{10} d^{10}, which also extend within the grooves d^8 d^8, which panels are provided with the sign or open letters d^{12}, the rest of the panels being non-transparent.

In order to couple the frame A and its hinged body B with the pole or standard E, in the outer surface of the inner end of the frame A is a recess or depression a^{15} of sufficient depth to admit of the T connection on the post, which extends from a point nearly equidistant from the top and bottom of said frame upwardly as far as the line of the inner surface of said top. The upper half of the recess a^{15} is provided with the flanges a^{16} a^{16}, extending from the sides of the recesses toward each other in line with the surface of the end a^4 of the frame, between the inner sides of which flanges is a vertical opening a^{19}. The post E is composed of the lower section or end e and the upper section e', which is smaller in circumference than section e and extends within said section, thus providing a shoulder e^2 for the fastening device to rest upon. Said device consists of a collar F of considerable width and of the proper size to extend around the section e' of the post and rest upon the shoulder e^2 of the section e'. Said collar or band is in two parts of unequal length, which are hinged together by a hinged joint f upon the outer side of the collar. Upon the outer side of the collar F is an extension f', which has an inner flanged portion f^2, riveted to the collar, and an outer transverse or T-shaped end f^3, which extends within the recess a^{15} of the end a^4 of the frame A and also within the slot a^{17} between the flanges a^{16} a^{16}. Upon the free ends of the collar F are outwardly-bent portions f^4 f^4, through which extends a clamping-bolt f^5, upon one end of which is a head f^6 and upon the other end a nut f^7. The frame A being secured to the post E, as described, the end a^4 is brought into contact with the outer surface of the section e of the post and its weight sustained thereby and also lessening the weight upon the collar F.

In order to insert the panels B B within the frame A, the cotter or keybolt is first removed from the lugs d^6 d^6 and the projection

d^3 of the end of the box D and the said keyed end of the box lowered in position, exposing the opening a^3 in the bottom a' of the box. The panels B are then inserted within the opening a^2 and within the grooves a^8 and against the ends of the spring-plate a^{14}, forcing said spring-plate upwardly within the slot and at the same time the lower edge of the panels are permitted to enter the grooves a^{10} in the sides of the bottom of the frame A, in which position the spring-plates exert a downward pressure upon the panels and prevent accidental removal. The end of box D is then raised in position and secured, as before described. The current through wires c^3 c^3, which are connected with the ordinary electric wires C^2 upon the pole E, also pass through the filaments in the lamps C, and the illumination or light from the lamps is deflected through the opening a^3 in the bottom a' of the frame within the box D and the rays pass through the open letters or sign. In this manner when light from the lamps, which in certain seasons of the year draws the insects in large numbers to the panels, the sign remains unobstructed. The panels B B may also bear perforated lettering or advertising inscriptions or nearly covered by the designs of such matter, and the deflected light will be thrown through the open or perforated letters or panels in the body or member D.

I may employ other means for lighting the case or frame instead of the incandescent lamps when preferred and non-transparent panels and secure the panels from removal by any form of locking device upon the body D in place of the cotter or key.

Instead of introducing the panels through the bottom of the frame, as in Fig. 1, I may introduce them at the outer end of the frame, as seen in Fig. 7, in which the general construction of the frame is similar to that in Fig. 1. In this construction the grooves g^3 g^3 in the sides g^2 g^2 of the top and bottom of the frame A are extended through the outer end g of the frame, the outer vertical edges of the said end being made to extend in a vertical line with the inner sides of the grooves g^3 g^3. In order to secure the panels within the grooves, a narrow plate or lug g^4 is connected with the inner surface of the end g of the frame at a point intermediate the top and bottom of the frame and which extends a short distance horizontally toward the inner end g' of the frame. In the edges of the outer end g of the frame on each side of the plate or lug g^4 are recesses g^5 g^5. On both sides of the plate or lug g^4 are recesses $g^\times$ $g^\times$, in which are spring-plates g^6, secured at one end by the rivet g^7 to the inner end of the lug g^4, the other end of which spring-plate is extended through the recesses g^5 and a short distance beyond the outer surface of the end g of the frame, and upon said ends are wedge-shaped locking projections or barbs g^8, which extend over the outer ends of the panels. The barbed projections are first drawn toward each other and the panels released when it is desired to withdraw the panels from the frame. In securing the frame to the post or standard I employ an alternate fastening device to that seen in Fig. 1 and as clearly seen in Fig. 10. In this construction the collar H is formed in two parts of unequal length and hinged together, as in Fig. 1. On the outer edge of the collar H is a narrow curved strip h, extending beyond the outer surface of the collar and is formed by cutting the collar at two points in its circumference upon a horizontal line and at short distances apart, having a strip h, which is forged outwardly to form a socket downwardly, in which socket extends one end i of a flat plate I, which is bent at right angles, and the other end i' extended downwardly in a parallel line with the end i, said end i' being connected rigidly with the inner end g' of the frame G. The free ends of the collar H are secured by clamping-bolts, as seen in Fig. 1.

In place of securing the T connection to the collar, as in Fig. 1, it may be formed separate, as in Fig. 11, the collar K being extended transversely through a slotted plate L, upon which the T extension l is formed integral therewith and the collar secured to the post in the manner shown in Fig. 1.

In the various details of construction it is intended to make the frame A one of the structural adjuncts to an electric-light pole in which the strength or continuity of the electric-light circuit may be observed and with which pole the frame may be held in rigid connection. Any street-sign or other devices of an advertising nature may be employed upon the panels B B. The illuminated frame may be secured to other standards or supports and employed for street-lighting, and upon the removable body of which the names of the streets are lettered and the sign changed without disturbing the frame and such modifications employed as are within the scope of the invention.

Having fully described my invention, what I now claim as new, and desire to secure by Letters Patent, is—

1. An advertising frame or case having a longitudinal opening in the bottom thereof and transparent sides, a luminous body within said case and an auxiliary box removably secured to the under surface of the bottom of said case.

2. An advertising-case having a longitudinal opening in the bottom thereof, a luminous body within said case, and an auxiliary box hinged at one end to the under surface of the bottom of said case and securing devices upon said frame and box for the other end of said box.

3. In an advertising-frame having removable panels, and an opening in the bottom of said frame for the insertion of said panels, a pendent member of said frame covering said

opening, having longitudinal openings in the sides of said pendent member and grooves in the sides of said openings, and openings in one end of said pendent member and removable signs adapted to be inserted through the openings in the end of said pendent member.

In testimony whereof I have signed my name to this specification in the presence of two subscribing witnesses.

WILLIAM D. BUTT.

Witnesses:
FRANCIS A. LEACH,
C. D. DARNALL.