Jan. 31, 1939. N. L. ASKEW 2,145,747

ADVERTISING APPARATUS

Filed July 12, 1938 2 Sheets-Sheet 1

Fig. 1.

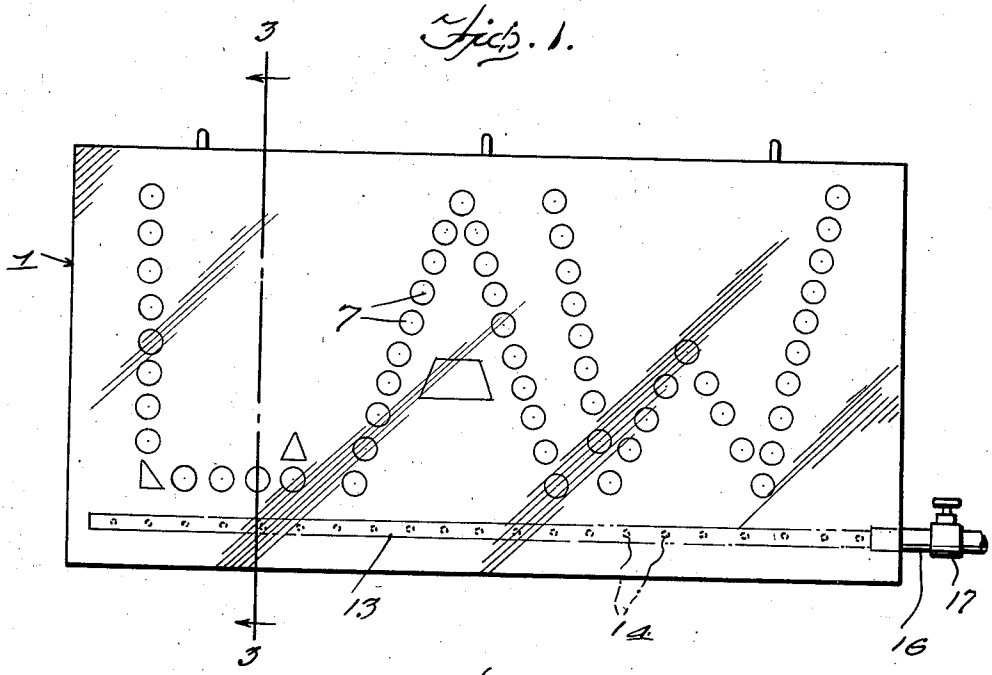
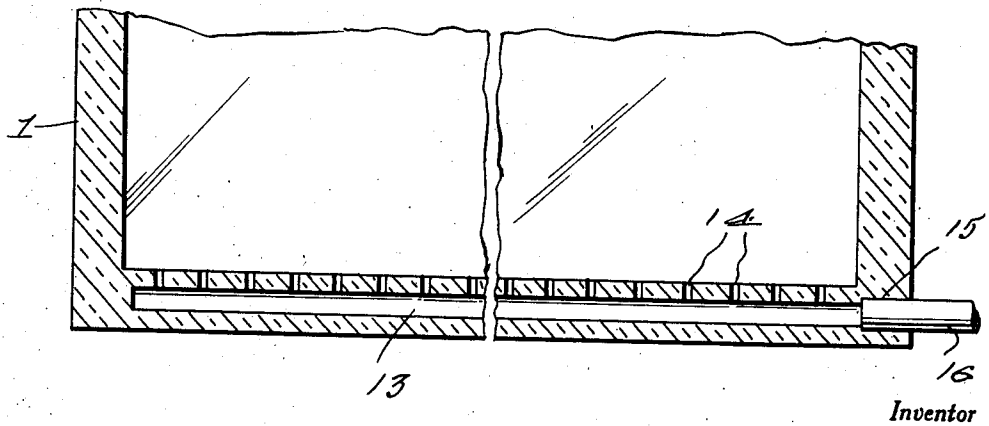


Fig. 4.



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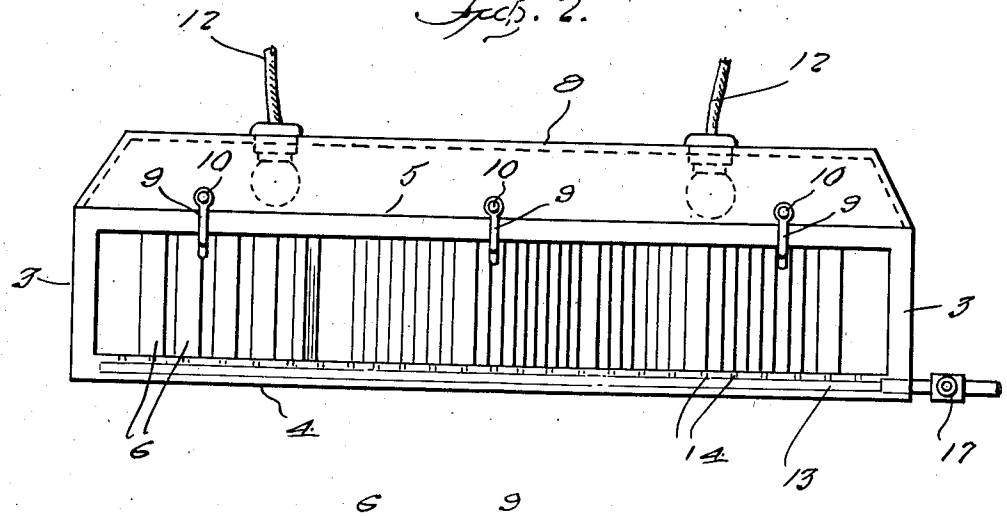
Attorneys

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ADVERTISING APPARATUS

Filed July 12, 1938 2 Sheets-Sheet 2

Fig. 2.



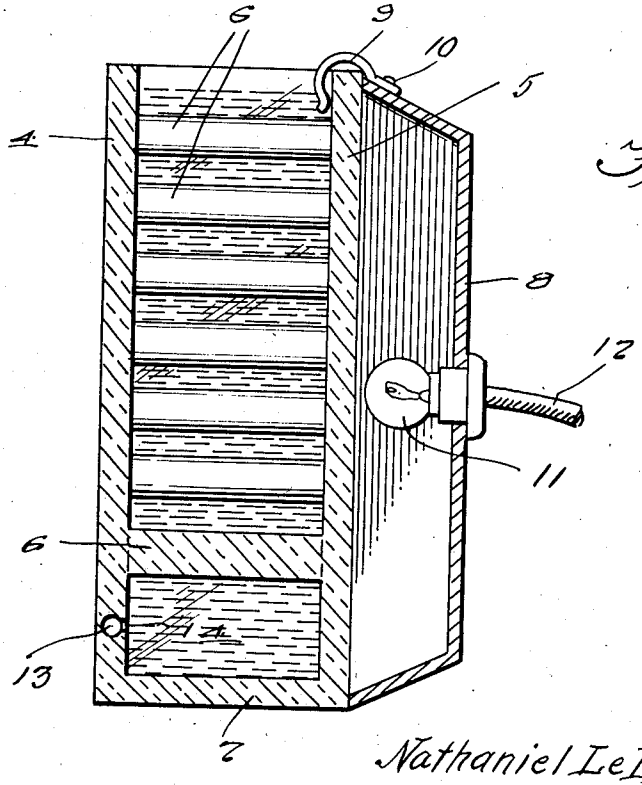


Fig. 3.

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Patented Jan. 31, 1939

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UNITED STATES PATENT OFFICE

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ADVERTISING APPARATUS

Nathaniel L. Askew, Werner, N. Dak.

Application July 12, 1938, Serial No. 218,867

4 Claims. (Cl. 40—132)

My invention relates to improvements in advertising apparatus for use particularly in window display advertising although, as will presently appear, it may be otherwise used if desired.

The principal object of the invention is to provide a striking vari-colored advertising display of the illuminated type having a sparkling background and which is inexpensive to manufacture, install and operate.

Other objects of a more or less subordinate nature, are also comprehended by my invention, all of which together with the precise character of my improvements will be readily apparent when the succeeding description and claims are read with reference to the accompanying drawings.

In said drawings:—

Figure 1 is a view in front elevation of a preferred embodiment of my invention,

Figure 2 is a view in top plan,

Figure 3 is a view in vertical transverse section taken on the line 3—3 of Figure 1 looking in the direction indicated by the arrows, and

Figure 4 is a fragmentary view in horizontal section, partly broken away, taken on the line 4—4 of Figure 3 looking downwardly and drawn to an enlarged scale.

Referring to the drawings by numerals, the apparatus of my invention comprises an elongated, narrow, open top tank 1 of rectangular form constructed of molded glass, or similar transparent material, and including a flat bottom 2, ends 3 and front and rear sides 4 and 5. Extending transversely between the sides 4 and 5 and preferably molded therewith are laterally spaced parallel bars 6 of glass which may be either cylindrical or otherwise formed as desired. The bars 6 are arranged and designed so that the opposite ends thereof at the front and rear sides 4 and 5 form darkened preferably duplicate designs at said front and rear sides readily visible through the latter. In the present instance, a letter design designated 7, has been shown for the purpose of illustration.

Covering the rear side 5 of the tank 1 is a dished reflector 8 of suitable material, for instance, cardboard, having its open side opposed to said side 5. The reflector 8 is detachably secured to the top edge of the side 5 by means of hooks 9 affixed to said reflector as at 10 and taking over said edge. In the longitudinal center of the reflector 8, a plurality, two being shown, of electric light bulbs 11 are mounted, in the back of said reflector, to be connected in the usual manner to the house circuit as by means of cable connections, represented at 12.

The front side 4 of the tank 1 has formed therein, adjacent the bottom 2, a conduit 13 extending from one end through to the other and opening onto one end of the tank. Branching laterally from the conduit 13 and opening into the interior of the tank 1 is a plurality of ports 14 equi-distantly spaced apart along said conduit. The open end of the conduit 13 is socketed as at 15 for the attachment of an airline 16 to the tank 1 in communication with the conduit. The airline 16 is designed to admit air under pressure, from a suitable source, not shown, into the conduit 13 and a suitable valve 17 is interposed in said line to regulate the flow of air therethrough.

In the use of the invention, the tank 1 is filled with any suitable liquid, of any desired color, and air is admitted to the conduit 13 by opening of the valve 17, such air aerating the liquid in the tank by way of the ports 14 thereby forming bubbles and creating a colored sparkling background for the design 7, the light bulbs 11 illuminating the design by way of the bars 6 in a manner which will be clear.

In connection with the use of the apparatus it may be explained, that my invention comprehends making the bars 6 of different colors, utilizing differently colored light bulbs, and coloring the reflector 8, so that by substituting differently colored light bulbs 11 in the reflector 8 a wide variety of color combinations may be produced for illuminating the design or display.

For instance, when using a full set of variously colored glass bars 6 and red light bulbs 11, yellow bars will show as orange in the design and light blue bars will show violet. If amber light bulbs 11 are used, red bars will show dark orange, dark blue bars gray and violet colored bars will show a maroon color. If blue light bulbs are used, red bars will show violet and yellow bars show green and orange bars show as brown. By using a green light bulb 11 white bars show as green and orange bars as yellow.

If desired the bars 6 may be coated with silver nitrate which improves the reflection of the light rays therethrough.

My invention will, it is believed, be readily understood from the foregoing without further explanation.

Manifestly, the invention as described, is susceptible of modification without departing from the inventive concept and right is herein reserved to such modifications as fall within the scope of the subjoined claims.

What I claim is:—

1. Advertising apparatus comprising a tank of

rectangular form and transparent material and including front and rear sides, a plurality of spaced apart transparent bars extending between said sides and forming at the juncture therewith designs visible through said sides, and means on the rear side of the tank for illuminating said rear side.

2. Advertising apparatus comprising a tank of rectangular form and transparent material and including front and rear sides, a plurality of spaced apart transparent bars extending between said sides and forming at the juncture therewith designs visible through said sides, a reflector on the rear side of said tank spaced therefrom, and electric light bulbs mounted on said reflector intermediate the same and said tank.

3. Advertising apparatus comprising a liquid containing tank of rectangular form and transparent material and including front and rear sides, a plurality of spaced apart transparent bars extending between said sides and forming at their juncture therewith designs visible through said sides, means on the rear side of the tank for illuminating said side, and means to introduce air under pressure into said tank at spaced apart points along the lower part of the tank.

4. Advertising apparatus comprising a liquid containing tank of rectangular form and transparent material and including front and rear sides, a plurality of spaced apart transparent bars extending between said sides and forming at their juncture therewith designs visible through said sides, means on the rear side of the tank for illuminating said side, and means to introduce air under pressure into said tank at spaced apart points along the lower part of the tank and including a conduit in one side of the tank extending horizontally along said side and open at one end, said side of the tank having ports therein spaced along said conduit and establishing communication between the same and the interior of the tank, and a pressure line secured in the open end of said conduit.

NATHANIEL L. ASKEW.