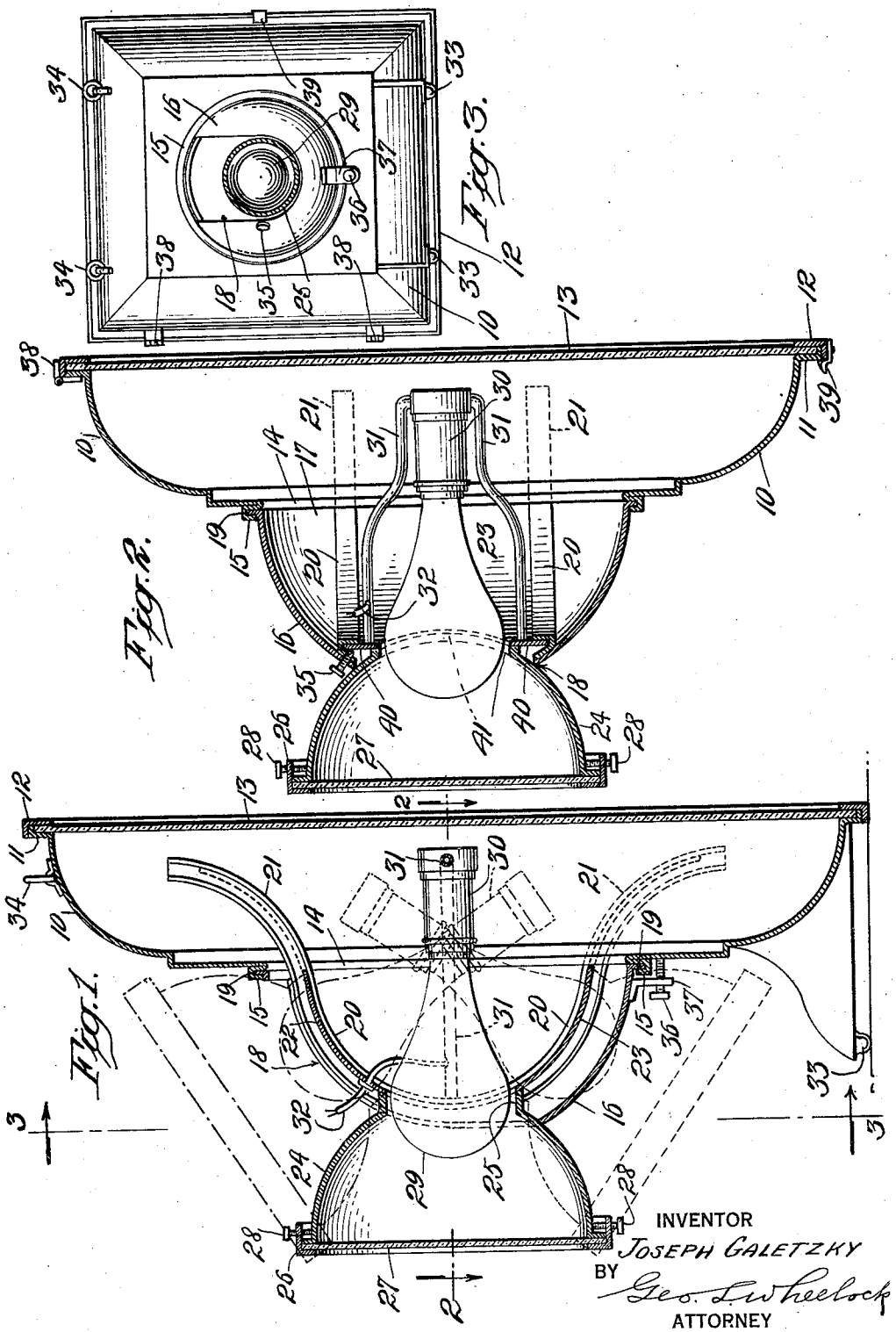
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ELECTRIC ADVERTISING DEVICE

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ELECTRIC ADVERTISING DEVICE

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The present invention relates to an electric advertising device or the like, whereby a spot light is enabled to throw its light in opposite directions. One object of the present invention is to provide an illuminable sign member or the like at the front of the device and a reflector facing rearwardly at the back of the device, between which sign member and reflector an electric lamp is arranged, the construction and operation of the device being such that one and the same lamp may be used to illuminate the sign member and to act as a spot light whose rays are cast rearwardly by the reflector upon goods which may be on display in a show window for example.

Further objects of the present invention are, to provide means for so mounting the lamp and reflector that the rays of light may be cast in many directions rearwardly, this being desirably accomplished by so mounting the lamp and the reflector that they may be inclined with reference to their fixed axial position, the reflector and lamp being also mounted so that they may be rotated about the main axis of the device.

These being among the objects of the present invention the same consists of certain features of construction and combinations of parts to be hereinafter described and then claimed, with reference to the accompanying drawings illustrating a preferred embodiment of the invention and in which

Fig. 1 is a diametrical sectional elevation of an electric advertising device constructed according to the present invention;

Fig. 2 is a sectional elevation thereof on the line 2—2 Fig. 1; and

Fig. 3 is a sectional elevation of Fig. 1 on the line 3—3, but on a smaller scale.

Referring to the drawings, a circular enclosing frame 10 of sheet metal is provided, the inner surface of the frame being preferably formed as a reflecting surface. Frame 10 is provided with an outward annular rim 11 upon which is adapted to be movably or permanently fitted an annular auxiliary frame 12 formed of angle metal and providing a front opening for the device. Between the rim 11 and the auxiliary frame 12 there is fitted a glass plate 13 which may have any desired advertisement written or placed upon it, so that it constitutes a sign holder or sign member, the sign being illuminable by means of light rays projected forwardly. The frame 10 is provided with a rear opening 14 which is quite small, relatively to the size of the front opening, and, at the opening for the back, the frame 10 is provided with an outwardly and inwardly spun flange 15. Between the sign holder 13 and the back of the frame, considerable space is desirably provided.

Bulging rearwardly from frame 10 there is a substantially hemispherical shield 16 of sheet metal, the larger diameter of which is approximately equal to the diameter of the opening 14 in frame 10. Shield 16 is provided with a front opening 17 and at its rear, with a relatively smaller opening or aperture 18. Preferably the aperture 18 extends from the central portion of the shield to a point adjacent to the edge, that is in a radial direction as clearly shown in Fig. 3. Shield 16 is also provided with an outward annular flange 19 at front which flange is received in a groove formed by the outwardly and inwardly extending flange 15 of the frame 10. While the fit between the flanges 15 and 19 is not a tight one, the fit should be fairly snug but loose enough so as to permit the turning or rotation of the shield about its major axis, for reasons to be hereinafter explained.

The shield 16 is provided with preferably four guide members 20, 20 of which two of them extend in one direction and the other two in the opposite direction, that is to say, these guide members extend radially along the inner surface of shield 16. One member of one pair of guide members extends along one edge of the radial aperture 18 while the other member extends along the other edge of such aperture. Each pair of guide members 20, 20 is preferably composed of angle metal which may be welded, brazed or soldered to the shield 16. One pair of the guide members 20, 20 is provided with forward prolongations 21, which will be seen in Fig. 1 to extend into the space within the casing frame 10. Preferably each of the guide members

is formed on a compound curve, one end of the curve following the inner curvature of shield 16 and the other end of the curve, and hence said prolongations, extending forwardly and outwardly into the space of frame 10. The purpose of these prolongations will appear hereinafter.

An apron 22 of flexible sheet metal is guided at its lateral edges in the guides formed by one pair of guide members 20, while another similar apron 23 is guided in the guides formed by the other pair of guide members. When the parts of the lamp are adjusted to the position shown in full lines in Fig. 1 the two aprons 22, 23 will be so set that apron 22 closes the outer half of the radial aperture or slot 18 in the shield.

A reflector 24 is provided which is preferably of less dimensions than the shield 16, the reflector being made of sheet metal and of substantially hemispherical shape. By means of a neck 25 on the reflector it is so set and assembled with the other parts of the device as to face rearwardly. At the rear edge of the reflector is an annular frame 26 of angle metal fitted thereover. Between the edge of the reflector 24 and the annular frame 26 there is fitted a glass plate or lens 27, which is retained in place by means of one or more set screws 28. The neck 25 of the reflector is set in the rear end of the radial aperture 18 of the shield and it is welded, brazed or soldered to both aprons 22, 23 at the inner edges thereof, so that said aprons may extend diametrically opposite each other. In some such way the reflector 24 and the aprons are united together to form a unit.

An electric lamp 29 is set within the forward opening formed by the neck 25, the bulb extending rearwardly, while the socket member or neck 30 of the bulb is located in the space within the main frame 10. Lamp 29 is supported in a fixed position relatively to the reflector 24 by means of tubular supports 31 which are rigidly fixed to lateral guiding portions 40 which connect the two aprons 22, 23, there being an opening 41 formed between the two aprons and the flanges 40, through which opening the electric lamp 29 extends. The forward ends of these supports 31 are rigidly attached to socket portion or neck 30 of the lamp.

The conductors for the lamp are led through one of the tubular supports 31 in the form of a cable 32 which is passed through and secured in the apron 22, so that the cable 32 may pass through the aperture 18 to the source of current. The electric advertising device may be provided with feet 33 so that it may be rested upon a counter or in a show window and with hangers 34 whereby it may be suspended if desired behind a plate glass window.

The preferred general construction and arrangement of the assembled parts of the device having been described, the method of operation and adjustment of the parts will now be described. Adjacent to the rear opening 18 of the shield, there is provided a set screw 35 the terminal of which is adapted to be brought into binding engagement with or released from one of the connecting parts 40 of the two aprons. The purpose of this set screw 35 is to permit the aprons to be adjusted in the guide members 20. In the position shown in Fig. 1 it will be seen that the axis of the reflector and the lamp extend along the major axis of the device, as shown in the full lines. Now by loosening the set screw 35 of the aprons, the reflector and the lamp may be adjusted so that the axis of the lamp and reflector will stand at an inclination to the position shown in Fig. 1 in full lines. That is to say, the reflector and lamp may be adjusted to the position shown in broken lines in the upper part of Fig. 1, in which position the flexible apron 22 will have been shifted forwardly and outwardly into the prolongations 21 of the guide members. In such position the flexible apron 23 will have been moved across the rear one-half of the radial aperture 18 so as to cover it.

A set screw 36 passes through a bracket 37 fixed to the outer surface of the shield 16 and near the forward edge of the shield. By means of set screw 36 the shield 16 and the parts carried thereby may be loosened to permit their rotation, the terminal of the set screw 36 being adapted to rigidly bear upon the back of the frame 10 whereby to set the said parts against rotation. Now with the reflector and lamp set in an inclined position shown in the upper part of Fig. 1 it is perfectly obvious that by loosening the set screw 36 the reflector and lamp together with the shield 16 may be rotated for a half turn to bring the lamp and reflector from the broken line position referred to to the broken line position shown in the lower part of Fig. 1.

By reason of the two-fold adjustment of the reflector and lamp it will be seen that rays of light from the lamp may be cast rearwardly in any desired direction into a show window so as to more prominently illuminate certain goods in such window in contrast with other goods. It will also be seen that while the lamp acts as a spot light for such display purposes it also illuminates the sign member or the like 13 which is at the front of the device. The members are so constructed that no matter what the adjustment of the lamp with reference to the stationary parts may be, it is adapted to cast its rays forwardly without obstruction which might be incidental to the many possible adjusted positions of the lamp. It will be seen that the apron 22 being guided forwardly into the space of frame 10 and being deflected outwardly by reason of the outward extension of the prolongations 21, the apron, when so

adjusted, cannot interfere with the rays of light cast forwardly by the lamp. If there be any interference at all it is so slight as to be unworthy of consideration.

Whatever may be the form of the sign or the like which is mounted at the front of the display device it is preferable to removably mount the same in position and to this end the annular auxiliary frame 12 may be mounted on hinges 38 and the frame held in position by a catch 39.

It will be obvious to those skilled in the art that the invention as described and illustrated is susceptible to more or less modification without departing from the real spirit of the invention as defined in the appended claims.

What I claim as new is,—

1. In an electric advertising device, the combination of a frame, an illuminable sign-holder at the front of the frame, a substantially hemispherical shield rotatably mounted at the back of the frame and protruding rearwardly, the shield having an aperture, an apron movably guided on the shield so as to partially cover the aperture, and a spot light mounted on the apron to throw its light in opposite directions through the uncovered part of the aperture and on to the sign-holder.

2. In an electric advertising device, the combination of a frame, an illuminable sign-holder at the front of the frame, a substantially hemispherical shield rotatably mounted at the back of the frame and protruding rearwardly, the shield having an aperture, means for fixing the shield in an adjusted rotated position, an apron movably guided on the shield so as to partially cover the aperture, and a spot light mounted on the apron to throw its light in opposite directions through the uncovered part of the aperture and on to the sign-holder.

3. In an electric advertising device, the combination of a frame, an illuminable sign-holder at the front of the frame, a substantially hemispherical shield rotatably mounted at the back of the frame and protruding rearwardly, the shield having an aperture extending radially thereof, an apron movably guided, radially of and on the shield so as to partially cover the aperture, and a spot light mounted on the apron to throw its light in opposite directions through the uncovered part of the aperture and on to the sign-holder.

4. In an electric advertising device, the combination of a frame, an illuminable sign-holder at the front of the frame, a substantially hemispherical shield rotatably mounted at the back of the frame and protruding rearwardly, the shield having an aperture, means for fixing the shield in an adjusted rotated position, an apron movably guided on the shield so as to partially cover the aperture, and a spot light mounted on the apron to throw its light in opposite directions through the uncovered part of the aperture and on to the sign-holder, and means for fixing the apron and spot light in an adjusted position.

5. In an electric advertising device, the combination of a dished sheet metal frame, having a large front opening and a relatively small rear opening, an illuminable member fixed at the large front opening, a substantially hemispherical shield rotatably mounted at its outer rim upon the frame at the smaller opening, the shield having an aperture extending radially thereof, an outwardly and rearwardly flaring reflector set in the inner end of the radial aperture of the shield, to extend rearwardly of the shield and having a forward opening, means for guiding the reflector along the aperture, movable means for closing that portion of the aperture which is beyond the reflector, and a spot light mounted on the reflector and located in the forward opening of the reflector to throw its light in opposite directions, respectively through the forward opening in the reflector and on to the illuminable member.

6. In an electric advertising device, the combination of a dished sheet metal frame, having a large front opening and a relatively small rear opening, an illuminable member fixed at the large front opening, a substantially hemispherical shield rotatably mounted at its outer rim upon the frame at the smaller opening, the shield having an aperture extending radially thereof, an outwardly and rearwardly flaring reflector set in the inner end of the radial aperture of the shield, to extend rearwardly of the shield and having a forward opening, means for guiding the reflector along the aperture, movable means for closing that portion of the aperture which is beyond the reflector, the guiding means including guide members fixed to the inner surface of the shield, at and substantially parallel with the radial aperture, and an apron fixed to the reflector and having its opposite edges guided by the guide members, and a spot light mounted on the reflector and located in the forward opening of the reflector to throw its light in opposite directions, respectively through the forward opening in the reflector and on to the illuminable member.

7. In an electric advertising device, the combination of a dished sheet metal frame, having a large front opening and a relatively small rear opening, an illuminable member fixed at the large front opening, a substantially hemispherical shield rotatably mounted at its outer rim upon the frame at the smaller opening, the shield having an aperture extending radially thereof, an outwardly and rearwardly flaring reflector set in the inner end of the radial aperture of the shield, to extend rearwardly of the shield

and having a forward opening, means for guiding the reflector along the aperture, movable means for closing that portion of the aperture which is beyond the reflector, the guiding means including guide members fixed to the inner surface of the shield, at and substantially parallel with the radial aperture, and an apron fixed to the reflector and having its opposite edges guided by the guide members, and a spot light mounted on the reflector and located in the forward opening of the reflector to throw its light in opposite directions, respectively through the forward opening in the reflector and on to the illuminable member, the guide members having forward prolongations extending into the dished frame.

8. In an electric advertising device, the combination of a frame, a shield rotatably mounted on the frame and bulging in a direction away from the frame, the shield having an aperture, an apron movably guided on the shield, so as to partially cover the aperture, and a spot light mounted on the apron to throw its light through the uncovered part of the aperture.

9. In an electric advertising device, the combination of a frame, a shield rotatably mounted on the frame and bulging in a direction away from the frame, the shield having an aperture, means for fixing the shield in an adjusted rotated position, an apron movably guided on the shield, so as to partially cover the aperture, and a spot light mounted on the apron to throw its light through the uncovered part of the aperture.

10. In an electric advertising device, the combination of a frame, a shield rotatably mounted on the frame and bulging in a direction away from the frame, the shield having an aperture, extending radially thereof, an apron movably guided, radially of and on the shield, so as to partially cover the aperture, and a spot light mounted on the apron to throw its light through the uncovered part of the aperture.

11. In an electric advertising device, the combination of a frame, a shield rotatably mounted on the frame and bulging in a direction away from the frame, the shield having an aperture, means for fixing the shield in an adjusted rotated position, an apron movably guided on the shield, so as to partially cover the aperture, and a spot light mounted on the apron to throw its light through the uncovered part of the aperture and means for fixing the apron and spot light in an adjusted position.

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