May 9, 1950 A. B. RUSSELL, JR 2,507,350

COMBINATION ADVERTISING AND ILLUMINATING FIXTURE

Filed Feb. 3, 1947

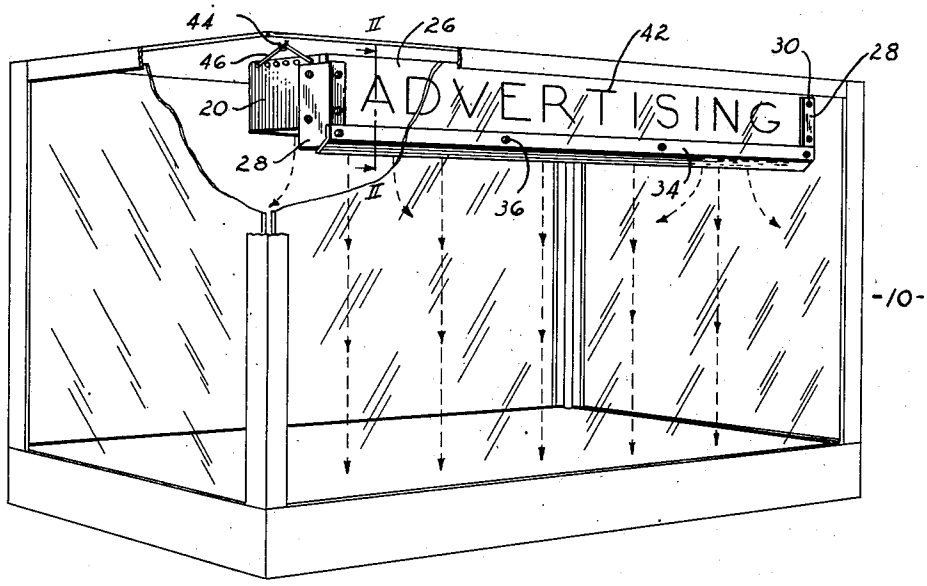



Fig. 1

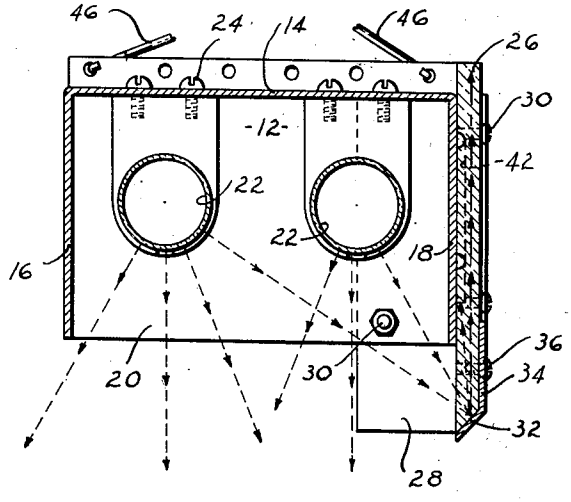



Fig. 2.

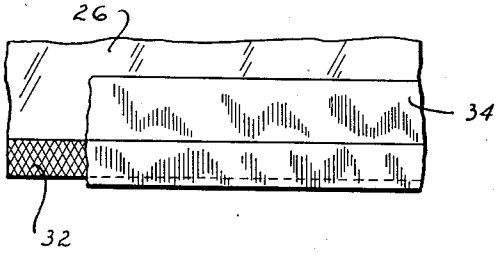



Fig. 3.

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Patented May 9, 1950

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# UNITED STATES PATENT OFFICE

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## COMBINATION ADVERTISING AND ILLUMINATING FIXTURE

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Application February 3, 1947, Serial No. 726,065

3 Claims. (Cl. 40—130)

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This invention has to do with a fixture for illuminating merchandise on display and simultaneously advertising or otherwise indicating to prospective purchasers the kind of goods being displayed and has for its primary object a provision of a device that is inexpensive to manufacture and exceedingly attractive.

The most important object of this invention is to provide a combination advertising and illuminating fixture having a shielded electric lamp provided with a plate of transparent material, having advertising indicia thereon and disposed to receive a portion of the rays of light emanating from said electric lamp.

Another object of this invention is to provide a combination advertising and illuminating fixture having an electric lamp partially surrounded by an open bottom reflector upon one side whereof is disposed an illuminated plate of plastic material, which plate depends a distance below the lowermost edge of the reflector to receive rays of light directed thereto by the electric lamp, whereby the plate and advertising indicia thereon is illuminated simultaneously with an illumination of goods on display below the fixture.

Other objects of this invention include the manner in which the aforesaid plastic plate is beveled along one longitudinal edge thereof; the manner in which a shield entirely covers the beveled edge of the plate to direct rays of light transversely through the plate; and the said advertising indicia is molded into one face of the plate for receiving such transversely directed rays of light.

Many minor objects of this invention will be made clear or become apparent during the course of the following specification, reference being had to the accompanying drawing, wherein:

Fig. 1 is a perspective view of a display case showing therewith a combination advertising and illuminating fixture made in accordance with my present invention.

Fig. 2 is a cross sectional view of the fixture per se taken on line II—II of Fig. 1, and

Fig. 3 is a fragmentary front elevational view thereof, a portion of the shield being broken away to reveal the roughened beveled edge of the plastic plate.

In the field of merchandising, it is usually desirable to illuminate the goods on display, particularly when the same are housed within a glass case therefor and at the same time make known to purchasers the character of the goods in said case. The device about to be described makes such simultaneous illumination of the goods and

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advertising of the same possible through the medium of a single lighting structure and in the illustrations shown, this fixture is illustrated as being mounted within a display case broadly designated by the numeral 10. The form and construction of case 10 forms no part of this invention and may well have a number of supporting shelves for the goods, all to the end that the same may be well lighted by the device forming a part of my present invention. A reflector, generally designated by the numeral 12, has a top wall 14 and a pair of downwardly extending side walls 16 and 18, as well as end walls 20. This reflector 12, when so formed, presents a polygonal structure, having an open bottom and a pair of fluorescent lamps 22 are mounted within this reflector 12 by affixing the same to the innermost face of top wall 14 through the medium of screws or the like 24. These fluorescent lamps 22 are of the usual type and have connection to a suitable source of electrical energy (not shown), to the end that rays of light emanating therefrom will be directed downwardly in the direction of the arrows indicated in Figs. 1 and 2.

A plate of transparent material 26 is mounted upon the outermost face of side wall 18 of reflector 12 through the medium of a pair of L-shaped brackets 28 at each end thereof. These brackets 28 each have one leg thereof overlapping the plate 26 and the opposite leg thereof extending rearwardly from wall 18 and overlapping end wall 20 of reflector 12. A number of screws or the like 30 serve to mount brackets 28 upon the plate 26 and end walls 20 respectively.

This plate 26 extends the entire length of reflector 12 and depends a distance below side wall 18, as is clear in Fig. 2. The lowermost longitudinal edge of plate 26 is inclined inwardly from the innermost face thereof as at 32 and a shield 34 mounted upon plate 26 covers the entire length of the inclined edge 32 of plate 26. This shield 34 is mounted upon plate 26 through the medium of screws or the like 36 and one leg 38 thereof overlaps a portion of the outermost face of plate 26.

It is preferable that plate 26 be formed from plastic inasmuch as such material has the peculiar characteristics of not only being transparent and permeable to rays of light but is capable of directing such rays of light transversely through its body. In other words, rays of light emanating from lamps 22, as indicated by arrows in Fig. 2, strike the innermost face of plate 26 extending below wall 18 and as the same move against the shield 34, such rays of light will move

upwardly through plate 26 in the direction of the arrows, shown in Fig. 2.

Suitable advertising indicia 42 is molded or otherwise embossed within the plate 26 and preferably in the innermost face thereof. As rays of light travel upwardly through plate 26, the same will come in contact with the molded letters or other indicia 42, causing the same to be brightly illuminated and distinctly set out. It is this peculiar light transmitting quality of plastic material which presents the attractive appearance that is desired since other types of transparent material failed to illuminate such molded indicia in distinctive patterns.

A pair of loops 44 upon end walls 20 of reflector 12 engage hooks 46 upon the uppermost wall of case 10, to serve as a medium of hanging the fixture in a position where the rays of light will illuminate merchandise on display as the indicia 42 is also lighted. While two lamps 22 have been shown as mounted within the shield 12, it is understood that only one is necessary to attain the desired results or more than two may be used is such is desired. While the inclined edge 32 of plate 26, combined with the shield 34, will produce the effect of directing the rays of light upwardly through plate 26, as above explained, Fig. 3 of the drawing illustrates the manner in which this beveled edge 32 may be roughened or left in a rough condition when the plate 26 is formed, to further assure that such rays of light will not escape in an undesired direction. In other words, such roughened condition of longitudinal edge 32 will additionally divert the rays of light toward the indicia 42, where the same, upon striking the molded letters, will cause bright illumination.

Many advantages arising through the use of the device just described will be apparent to those experienced in the field and it is, therefore, desired to be limited only by the spirit of this invention and scope of the appended claims.

Having thus described the invention, what is claimed as new and desired to be secured by Letters Patent is:

1. A combination advertising and illuminating fixture comprising a housing open only at its bottom and formed from opaque material, said housing having at least one elongated, vertical wall; illuminating means in said housing spaced above said open bottom; a plate, co-extensive in length with said wall and formed from material permeable to rays of light, said plate having advertising indicia moulded in one face thereof, the opposite face of the plate being secured flatly to the outermost face of said wall, said plate extending downwardly beyond the lowermost edge of said wall and having its lowermost edge inclined inwardly as said one face thereof is approached; and means having parts covering said inclined edge of the plate for directing rays of light emanating from said illuminating means vertically through said plate toward said indicia.



2. A combination advertising and illuminating fixture comprising a housing open only at its bottom and formed from opaque material, said housing having at least one elongated, vertical wall; illuminating means in said housing spaced above said open bottom; a plate, co-extensive in length with said wall and formed from material permeable to rays of light, said plate having advertising indicia moulded in one face thereof, the opposite face of the plate being secured flatly to the outermost face of said wall, said plate extending downwardly beyond the lowermost edge of said wall and having its lowermost edge inclined inwardly as said one face thereof is approached; and means having parts covering said inclined edge of the plate for directing rays of light emanating from said illuminating means vertically through said plate toward said indicia.

3. A combination advertising and illuminating fixture comprising a housing open only at its bottom and formed from opaque material, said housing having at least one elongated, vertical wall; illuminating means in said housing spaced above said open bottom; a plate, co-extensive in length with said wall and formed from material permeable to rays of light, said plate having advertising indicia moulded in one face thereof, the opposite face of the plate being secured flatly to the outermost face of said wall, said plate extending downwardly beyond the lowermost edge of said wall and having its lowermost edge inclined inwardly as said one face thereof is approached; and means having parts covering said inclined edge of the plate for directing rays of light emanating from said illuminating means vertically through said plate toward said indicia, and opaque end panels for the plate, said panels terminating at one end thereof adjacent said inclined edge of the plate and projecting laterally from said opposite face of the plate in overlapping relationship to proximal walls of the housing.

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