

913,048.

J. W. PHELPS.
ADVERTISING DEVICE.
APPLICATION FILED MAR. 9, 1908.

Patented Feb. 23, 1909.

Fig. 1.

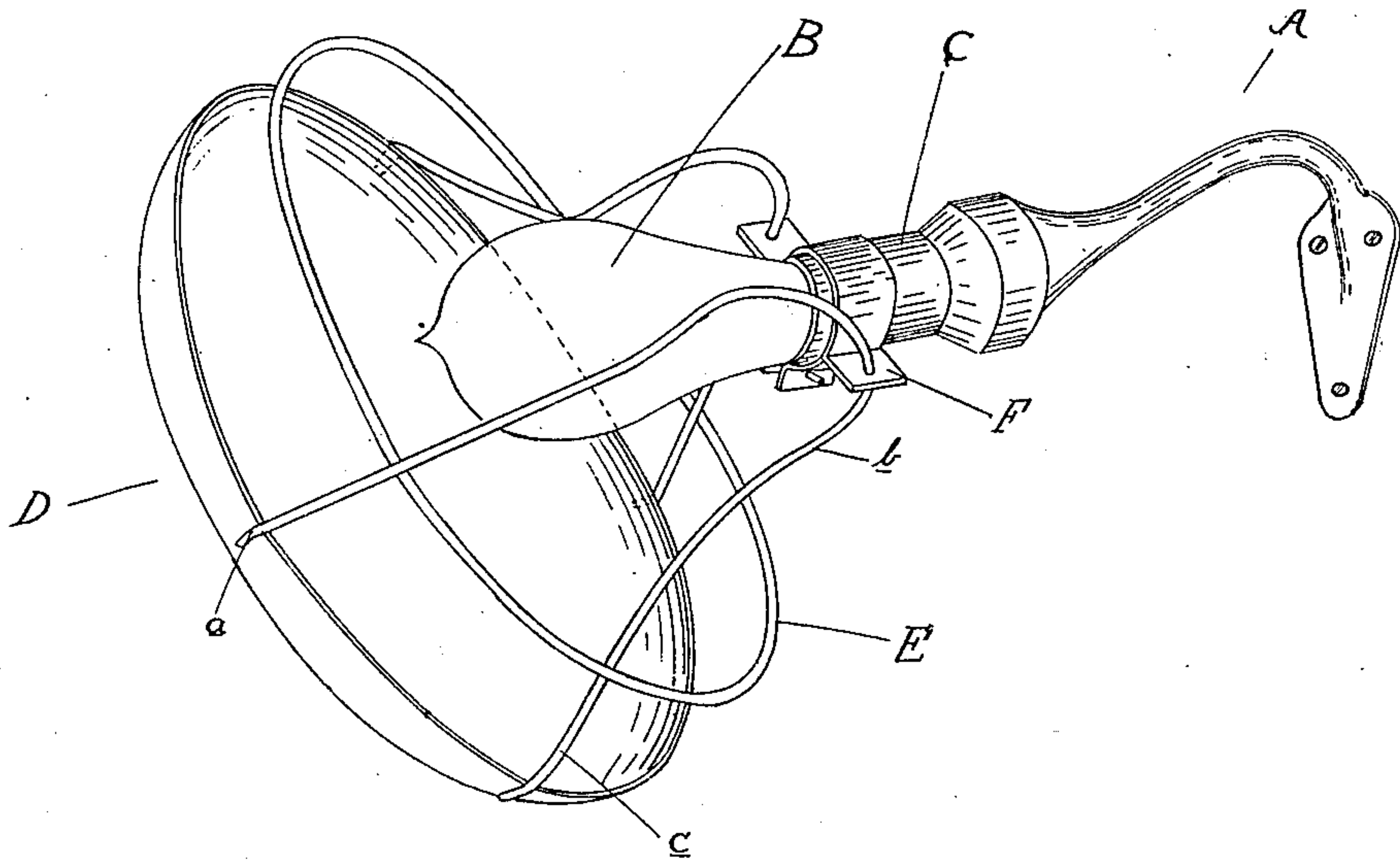


Fig. 2.

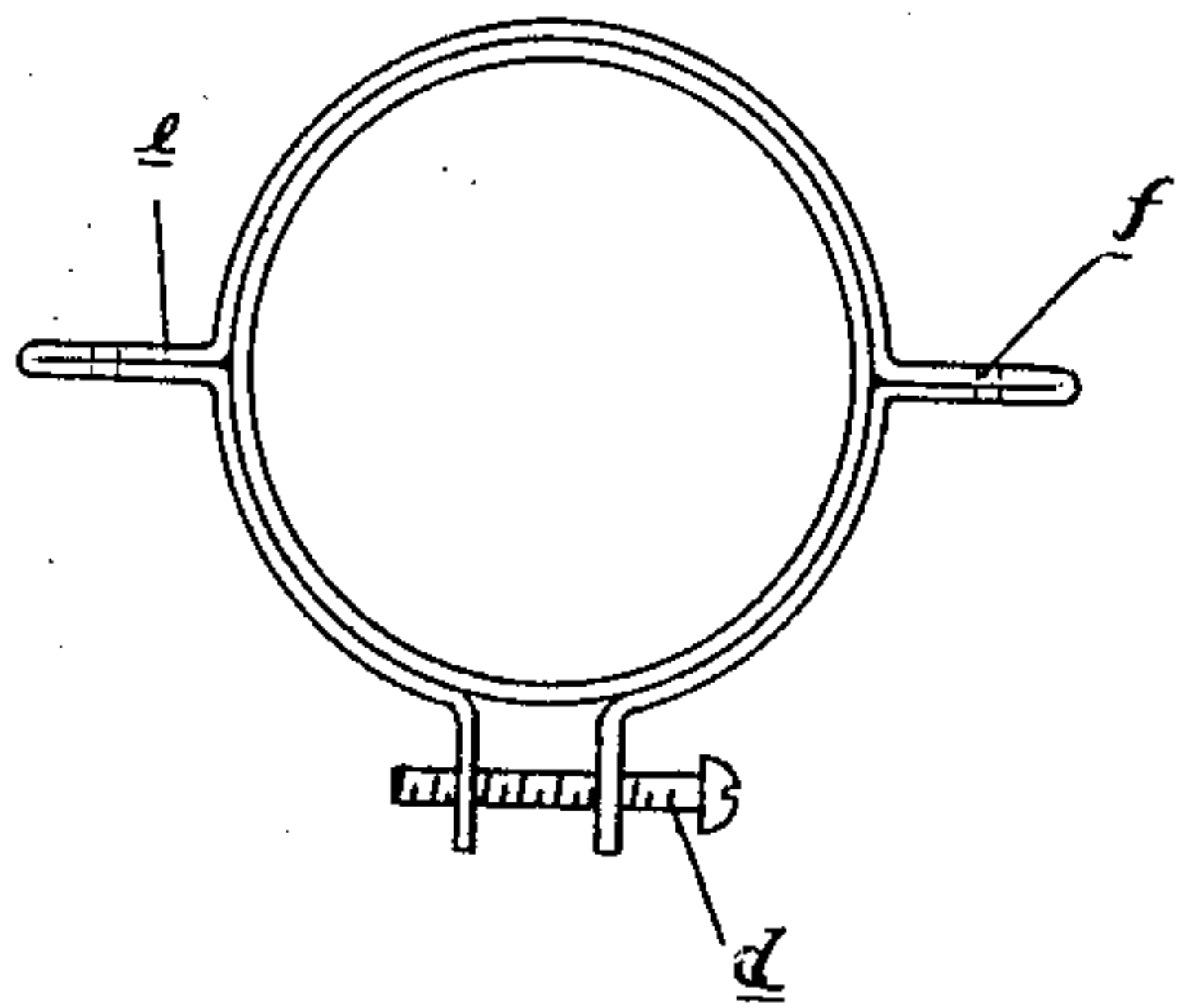
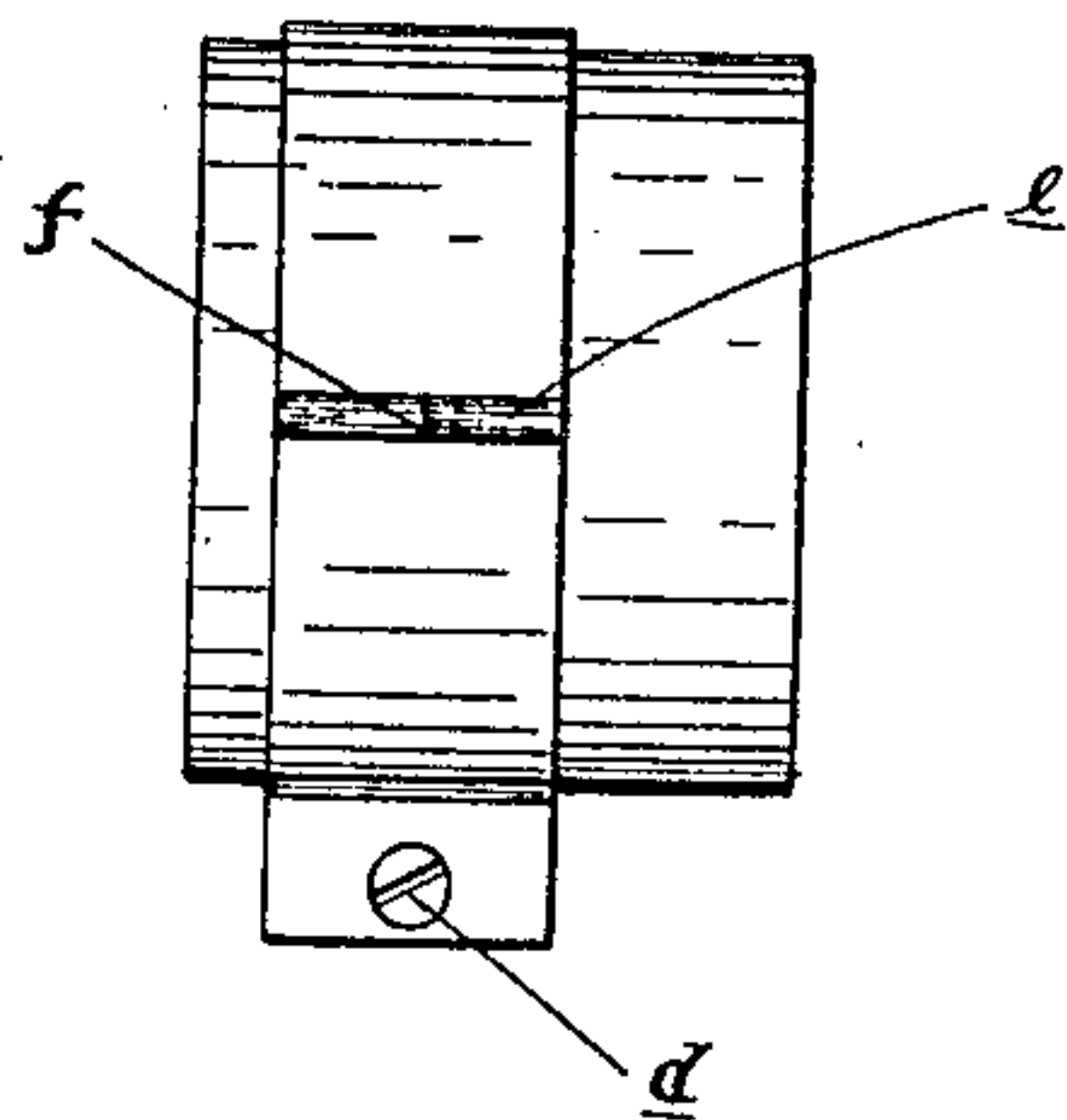


Fig. 3.



Witnesses
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UNITED STATES PATENT OFFICE.

JAMES WILEY PHELPS, OF DETROIT, MICHIGAN.

ADVERTISING DEVICE.

No. 913,048.

Specification of Letters Patent.

Patented Feb. 23, 1909.

Application filed March 9, 1908. Serial No. 420,004.

To all whom it may concern:

Be it known that I, JAMES WILEY PHELPS, a citizen of the United States of America, residing at Detroit, in the county of Wayne and State of Michigan, have invented certain new and useful Improvements in Advertising Devices, of which the following is a specification, reference being had therein to the accompanying drawings.

10 The invention relates generally to an advertising medium especially designed for use in connection with gas or electricity, and it consists of a member preferably though not necessarily of transparent or translucent material
15 on which advertising matter may be placed arranged in operative relation to the illuminant, and further consists in providing a rocking connection for the member permitting the relative positions of the member and
20 illuminant to be varied, whereby the advertising matter may be brought into the proper position for reading.

25 The invention further consists in the peculiar arrangement and combination of the various parts, and in certain details of construction as will be more fully hereinafter set forth.

30 In the drawings,—Figure 1 is a perspective view of my improved advertising device as applied to an electric light fixture; Fig. 2 is a detached plan view of the clamp; and Fig. 3 is a side elevation of the clamp, showing its application to the fixture.

35 In the drawings thus briefly described, A represents a fixture either for gas or electric light, and in this instance the illuminant is in the form of electricity, B representing the usual electric light bulb and C a socket portion.

40 D represents the member upon which the advertising matter is adapted to be placed, preferably though not necessarily a circular glass plate, having apertures *a* formed in its periphery. This is supported in operative
45 relation to the light by means of a suitable frame E and a clamp F, the connection between the frame and clamp being such as to permit the member D to be adjusted in relation to the illuminant, either up or down as
50 may be desired, for the purpose of bringing the advertising matter that appears thereon in proper position to be seen or read.

The frame E is preferably of wire, having inwardly-extending loop-shaped arms *b*, and

at its outer end single arm portions or mem- 55
bers *c* that engage the apertures *a* in the marginal portion of the member D.

The clamp may be of any suitable construction. I have here shown the same as a split ring, the clamping being effected by 60
means of a screw *d*. The ring is provided with laterally-extending arms or portions *e*, apertured, as at *f*, to receive the loop-shaped arms *b*.

The construction of advertising device as 65
set forth is particularly serviceable for fixtures arranged on the walls of the building. As the height of the fixture varies from the floor, a change in the relative positions of the advertisement and the illuminant is neces- 70
sary, and this is effected as previously set forth through the rocking connection between the parts. To vary the position of the plate D in relation to the bulb it is merely
75 required to draw the arm portions of the frame through the clamp arms, thereby raising or lowering the plate or advertising medium, the weight of the plate holding the parts in the adjusted position.

80 It will be obvious from the description of the invention that the advertising device is as applicable to gas as to electric light fixtures, and further that the member or surface on which the advertisement appears may be
85 of any desired material, but preferably translucent or transparent.

What I claim as my invention is,—

1. In an advertising device, the combination with an electric light fixture, of oppositely apertured members associated therewith, a transparent plate, and a support 90
having parallel loop-shaped arms passing through the apertured member and having adjustable and locking connections therewith. 95

2. In an advertising device, the combination with a light fixture, of a clamp connected thereto, oppositely disposed apertured members upon the clamp, a member adapted to bear advertising matter, and 100
a supporting frame for said member having curved portions or sections extending through the apertures of the clamp.

3. In an advertising device, the combination with an electric light fixture, of a 105
clamp detachably connected thereto, oppositely disposed apertured members upon the clamp, a member adapted to bear advertising

matter thereon, and means for supporting said member having an adjustable engagement with the said apertures.

4. In an advertising device, the combination with a light fixture, of a clamp connected thereto, a member adapted to bear advertising matter, and a supporting frame for said member adjustable in relation to said clamp and having connections therewith adapted to automatically lock the supporting frame in its different positions of adjustment.

5. In an advertising device, the combination with a light fixture, of a clamp detachably connected thereto having apertures therein, a transparent member, and a supporting frame for said member having arms passing through the apertures and adjustable

in relation to the fixture, the connection between said frame and fixture being adapted to automatically lock the former in its different positions of adjustment.

6. In an advertising device, the combination with a light fixture, of a clamp connected thereto, an illuminant, a transparent member, and a supporting frame for said transparent member adjustable in a plane transverse to the longitudinal axis of said illuminant.

In testimony whereof I affix my signature in presence of two witnesses.

JAMES WILEY PHELPS.

Witnesses:

NELLIE KINSELLA,
JAMES P. BARRY.