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R. LANCELOT

2,170,641

ILLUMINATED ADVERTISING DISPLAY

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FIG. 1.

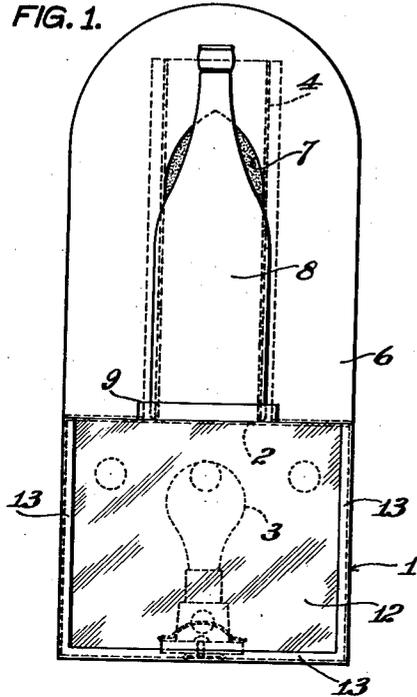


FIG. 2.

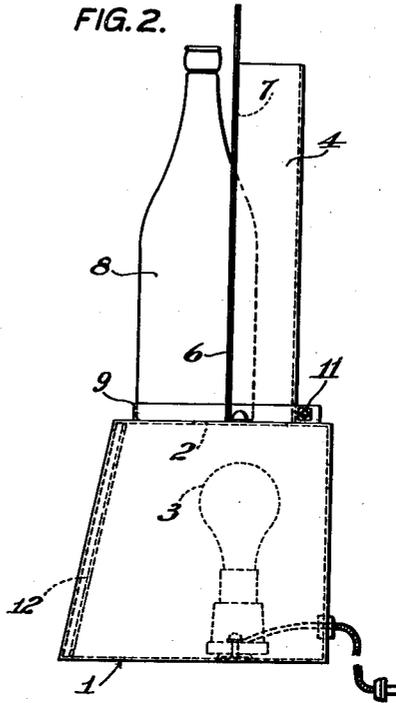


FIG. 3.

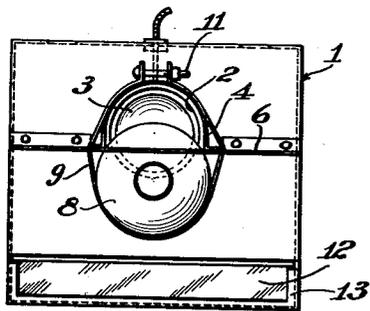


FIG. 4.

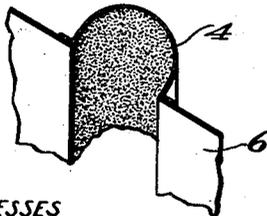
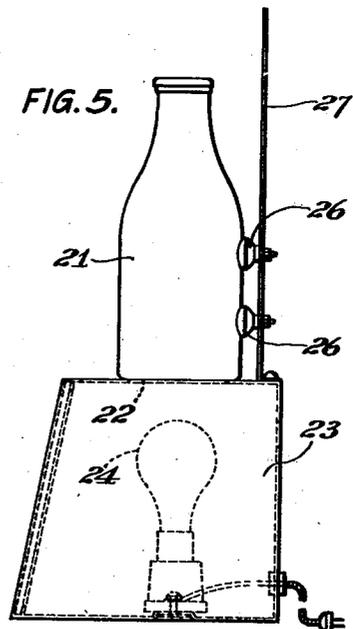


FIG. 5.



WITNESSES

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UNITED STATES PATENT OFFICE

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ILLUMINATED ADVERTISING DISPLAY

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2 Claims. (Cl. 40—126)

This invention relates to illuminated advertising displays, and has among its objects the provision of an advertising display for diaphanous articles which is attractive and which imparts a highly realistic and inviting appearance to the article displayed.

Accordingly, a diaphanous article, such as a bottle, hollow parchment-like object or other transparent or translucent object, is mounted on a box where it is associated with an opening in the box. A light in the box shines through the opening and illuminates the diaphanous article from the inside. In one form of the invention, which is particularly suitable for advertising translucent liquids such as milk, a bottle is made translucent and caused to look as if it contained a given liquid by coating its side wall with a paint of the desired color. The bottom of the bottle is preferably left free of paint. This bottle is set on a box over an opening in its top. In the box there is an electric light bulb which projects its rays upwardly through the opening and the bottom of the bottle into the bottle from which the rays are diffused substantially uniformly in all directions. The effect is that of a filled bottle illuminated from the inside. The front panel of the box may be translucent and provided with suitable advertising matter. In another form of the invention a similar light-containing box is provided on which is mounted a transparent bottle preferably containing a liquid. A reflector is also mounted on the box behind the bottle with its body portion spaced from the bottle. The opening in the top of the box opens into the space between the bottle and reflector whereby light from the bulb in the box is reflected forwardly through the bottle. The surface of the reflector is formed in such a manner that it breaks up the light rays that it reflects and makes the contents of the bottle appear to be full of tiny bubbles, whereby a sparkling and cool appearance is imparted to the bottle. In any form of the invention the light is diffused and is not just a concentrated spot as would be the case if the light were placed directly behind a bottle or the like.

The invention is illustrated in the accompanying drawing, in which Fig. 1 is a front view of one embodiment of my invention; Fig. 2 is a side view thereof; Fig. 3 is a plan view; Fig. 4 is a fragmentary perspective view of the reflector; and Fig. 5 is a side view of a modification of this invention.

Referring to Figs. 1, 2 and 3, a box 1 is provided in its top with an opening 2 below which

an electric light bulb 3 is mounted. Mounted on the top of the box at the edge of opening 2 is a transversely or horizontally curved reflector 4 the front side edges of which are secured to an upright background panel or shield 6 rigidly mounted on the box transversely thereof. The major portion of this shield directly in front of the reflector is cut away to form an opening 7 (Fig. 1) in front of which is disposed a transparent container or bottle 8 preferably filled with a liquid. The bottle may merely rest on the box, or it may be secured in position, so that it can not be accidentally knocked off, by means of a strap 9 which extends around the front of the bottle and through slots in the shield at the base of the bottle. As shown in Figs. 2 and 3, the ends of the strap are drawn together by a nut and bolt 11, whereby the bottle is held tightly against shield 6 which in turn is secured to the box.

The front of the box may be provided with a translucent panel 12 of glass or other suitable material adapted to receive advertising matter. By providing the front side and bottom edges of the box with channels 13, such as shown in Fig. 3, different panels containing various advertisements may be interchangeably mounted in the front of the box where they are illuminated from behind by the light inside of the box.

It is a feature of this invention that the light rays from light bulb 3 which travel upwardly through opening 2 in the top of the box into the space between the bottle and the reflector are not only reflected forward through the bottle, but are also broken up in such manner as to give the bottle the appearance of being full of tiny bubbles whereby an attractive effervescent or cool sparkling effect is imparted to the bottle. Accordingly, the reflecting surface of reflector 4 is roughened in such a manner as to give this desired effect, as shown in Fig. 4. This may be done in various ways, the surface being stippled, pebbled, pitted or otherwise roughened. A convenient way of doing this is to use a reflecting surface formed of pebbled aluminum foil. Liquid in the bottle magnifies the bubbles and thereby increases the effectiveness of the display. If desired, a flasher element may be placed in the light socket so that the bulb will flash on and off instead of burning continuously.

In the modification shown in Fig. 5, a milk bottle 21 or the like is mounted directly over the opening 22 in the top of the box 23 so that the light rays from bulb 24 will shine upwardly into the bottle. To make the bottle appear to be full of milk and to uniformly diffuse the light through

its side wall, the latter is coated with white translucent paint, but the bottom is preferably left clear so as not to diminish the light shining upwardly into the bottle. If desired, the bottle may be secured in place on the box by attaching it to rubber vacuum cups 26 secured to a background or shield 27 rigidly mounted on the box behind the bottle. It is not necessary that the article displayed be a bottle, because it may be any other translucent article such, for example, as a translucent simulation of any desired object.

According to the provisions of the patent statutes, I have explained the principle and construction of my invention and have illustrated and described what I now consider to represent its best embodiment. However, I desire to have it understood that, within the scope of the appended claims, the invention may be practiced otherwise than as specifically illustrated and described.

I claim:

1. An advertising display comprising a box, a translucent panel in the front of the box adapted to receive an advertisement, the top of the box being provided with an opening, a bottle mounted

on the box over said opening, an upright shield rigidly mounted on the box behind the bottle, a vacuum cup secured to the shield and detachably connected to the bottle to hold it in place, and a light in the box below said opening for projecting light rays up into the bottle, the side wall of the bottle being translucent to thereby diffuse the light rays substantially uniformly.

2. An advertising display comprising a box provided in its top with an opening, a bottle mounted on the box over said opening, an upright member mounted on the box behind the bottle, a vacuum cup secured to said upright member and detachably connected to the bottle to hold it in place, and a light in the box below said opening for projecting light rays up into the bottle, the bottom of the bottle being transparent whereby it offers negligible resistance to the passage of said light rays into the bottle, and the side wall of the bottle being translucent to thereby diffuse the light rays substantially uniformly.

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