July 28, 1931. F. GOSSART 1,816,524

ILLUMINATED SHOW CASE

Filed Dec. 6, 1929

Fig. 3

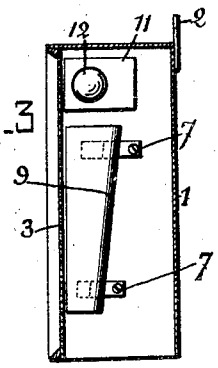


Fig. 1.

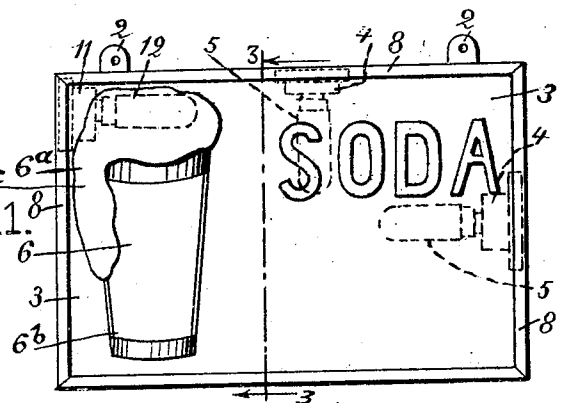


Fig. 4

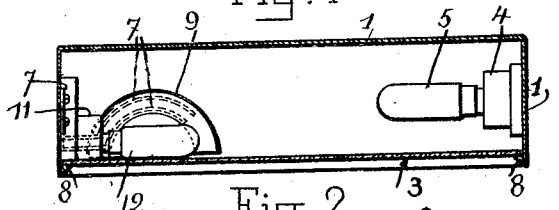


Fig. 2

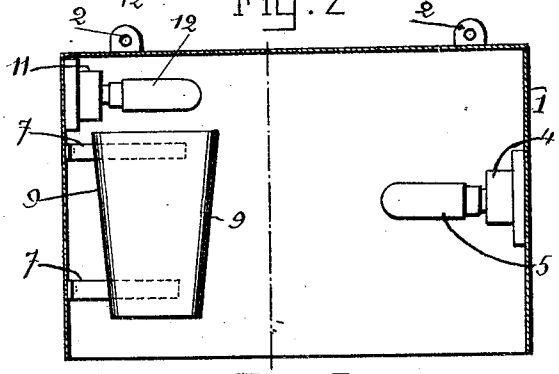


Fig. 6

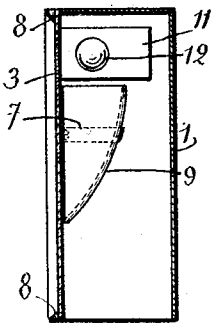
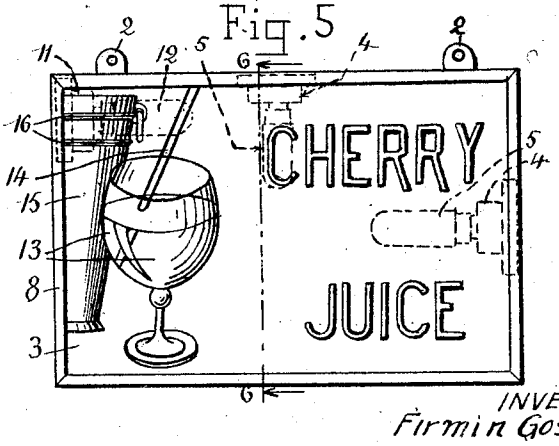


Fig. 5



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UNITED STATES PATENT OFFICE

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ILLUMINATED SHOW CASE

Application filed December 6, 1929, Serial No. 412,192, and in Great Britain September 27, 1929.

The present invention relates to show cases of the illuminated type and has particular reference to an illuminated show case of improved construction and operation, its primary object being to provide a show case utilizable as a box sign while giving the onlookers a realistic illuminated representation of transpart or translucent articles such as bottle, flagons, jars, tumblers, drinking glasses or similar vessels containing liquids or other transparent or translucent food stuffs or commodities.

A further object of the invention is to provide an illuminated show case adapted to display transparent or translucent vessels containing transparent or translucent food stuffs or commodities while also displaying the words, signs, trademarks or like matter having reference to such food stuffs or commodities so as to ensure a highly efficient advertising effect.

A still further object of the invention is to provide an illuminated show case of simple, rugged, cheap and portable construction for use either indoors for instance in a shop window or outdoors for instance as a box sign overhanging a street pavement.

The accompanying drawings illustrate two practical embodiments of the invention, the constructions therein shown having to be understood as illustrative only, and not as defining the limits of the invention.

Fig. 1 is a front elevation of the show case represented as adapted to display a tumbler full of soda, a part of the foam overflowing the upper edge of the tumbler, and the portions of the glazed front panel about the tumbler representation being translucent or partly opaque while the remaining portion is transparent.

Fig. 2 is a front elevation of the show case case represented in Fig. 1, assuming the glazed front panel thereof to have been removed or broken away for the sake of better illustration of the inner structure.

Fig. 3 is a transverse section on the line 3—3 of Fig. 1, looking in the direction of the arrows.

Fig. 4 is a top plan view of the show case represented in Fig. 1, assuming the top panel to have been removed or broken away for illustrating the inner structure in a clearer way.

Fig. 5 is a view similar to Fig. 1 showing a modification of the realistic representation, the portions of the glazed front panel bearing hatchings being translucent or partly opaque while the remaining portion is transparent.

Fig. 6 is a transverse section on the line 6—6 of Fig. 1, looking in the direction of the arrows.

Reference being first had to the embodiment shown in Figs. 1 to 4, the show case 1 of rectangular shape in cross-section is fitted at its top part with apertured suspension lugs 2 and open at its bottom end. In this embodiment, the front side 3 of the case only is glazed and may for example bear any advertising matter such as words, sentences, mottos, signs, a trade-mark, etc. (represented diagrammatically by the mere word "Soda"). Inside the case made for example of wood, metal or another opaque substance are mounted at right angles to each other in sockets 4 of conventional shape connected to a suitable electric source two electric bulbs 5 adapted to illuminate said advertising matter so as to render it clearly visible from without, for example by an onlooker or passer-by.

Laterally of the space occupied by the advertising matter there is painted or otherwise delineated on the glazed front panel 3, conveniently on its inner surface to be weatherproof, the outline or representation 6 of a tumbler full of soda, the latter being shown overflowing the upper edge of the tumbler as at 6^a. Inside the show case and at a position registering with the tumbler representation 6 is fixedly and if required removably held by means of brackets 7 screwed or otherwise secured to the side wall 8 of the case a curved or arched background or rear member 9 having a bright or reflecting surface, conveniently of such a color or tint corresponding to that of soda as contained in the tumbler and as advertised on the right hand portion of the glazed front panel 3 of the show case. The longitudinal edges of this

background member 9 are substantially flush with the longitudinal border lines of the tumbler representation 6.

At a small distance above the background member 9 and opposite the curved channel or gap 10 formed between the latter and the glazed front panel 3 of the case is mounted in a socket 11 of usual shape connected to the aforesaid electric source an electric bulb 12. The side wall of this bulb remote from the channel 10 is advantageously made reflecting, for instance silvered, for concentrating the light beam toward said channel or gap.

In order to enhance the displaying effect, the lower part of the representation 6 of the tumbler is shaded as at 6^b to make it look more like a perfectly shaped inverted frustum, said part 6^b being translucent or semi-opaque, while the upper part of the said representation is so painted as at 6^c as to simulate the upper layer of soda foam, as aforesaid.

The background member 9 is conveniently made of metal, thick cardboard or other stiff material and its reflecting surface is produced by coating said sheet on the concave or display side with a bright layer of paint or varnish of known composition, said paint or varnish being of such a color, for example by the addition of known dyestuffs, as to give the required effect of soda as seen through the tumber indicated at 6. If required, the layer of paint or varnish may be applied upon an underlying metal foil. The reflecting surface of the background member may also be built up of a facing of cellophane and a backing of metallized stuff.

Moreover in order to further enhance the displaying effect, the reflecting background may bear such matter as to imitate marks formed in the glass or labels stuck thereon, for instance printed or painted matter imitating such labels or the very labels if they are sufficiently transparent or translucent or else articles contained in the vessel as for example in the case of the representation of a bottle containing pickles.

Reference being now had to the modification represented in Figs. 5 and 6, the structure of the show case 1 open at its bottom end is substantially similar except that it contains only one electric bulb 5 instead of two as in the first embodiment and that instead of a tumbler being displayed, there is painted or otherwise designed on the glazed front panel 3 of the box an ordinary drinking glass 13 partly filled with such a drink as for example cherry juice, the representation being completed by the picture of a straw suction pipe 14 and of an ice-pail 15 fitted with ferrules 16 both painted on the glazed panel. Advertising matter (diagrammatically shown by the mere words "Cherry juice") may also be provided on the right hand portion of the glazed front panel 3. In this embodiment, the background member 9 merely corresponds in size to the transparent portion of the glass representation i. e. the part of the glass 13 actually containing the cherry juice.

Numerous other embodiments of the invention might of course be devised without departing from the spirit thereof and without sacrificing its advantages. Thus for example the show case instead of having suspension lugs might be supported by a suitable stand of known construction. Moreover any vessel or container other than a tumbler or a drinking glass might be represented on the glazed side or sides of the show case, it being understood that two opposite panels of the case might be similarly glazed with a view to obtaining a double display to be perceived by passers-by walking in two opposite directions.

What I claim is:

1. An illuminated show case comprising, in combination, an opaque box having a translucent side a portion of which is transparent, the outline of this transparent portion delineating a partial representation of a transparent commodity-containing vessel, an opaque arched background member supported inside the box opposite the vessel representation so as to inwardly bulge therefrom and having a reflecting concave surface so patterned and tinted as to simulate the commodity, and a source of light located in the box in alignment with the gap between the background member and the vessel representation.

2. An illuminated show case comprising, in combination, an opaque box having a glazed translucent side bearing advertising matter, a portion of this side being transparent, the outline of this transparent portion delineating a partial representation of a transparent commodity-containing vessel and being bordered by an opaque selvage, an opaque arched background member supported in the box opposite the vessel representation so as to inwardly bulge therefrom and having a reflecting concave surface so patterned and tinted as to simulate the commodity, and a source of light located in the box in alignment with the gap between the background member and the vessel representation.

3. An illuminated show case comprising, in combination, an opaque box having a glazed translucent side bearing advertising matter, a portion of this side being transparent, the outline of this transparent portion delineating a partial representation of a transparent commodity-containing vessel and being bordered by an opaque selvage, an opaque arched background member supported in the box opposite the vessel representation so as to in-

wardly bulge therefrom and having a reflecting concave surface so patterned and tinted as to simulate the commodity and made up of a layer of paint applied upon an underlying metal foil, and a source of light located in the box in alignment with the gap between the background member and the vessel representation.

4. An illuminated show case comprising, in combination, an opaque box having a glazed translucent side bearing advertising matter, a portion of this side being transparent, the outline of this transparent portion delineating a partial representation of a transparent commodity-containing vessel and being bordered by an opaque selvage, an opaque arched background member supported in the box opposite the vessel representation so as to inwardly bulge therefrom and having a reflecting concave surface so patterned and tinted as to simulate the commodity and made up of a facing of cellophane and a backing of metallized material and a source of light located in the box in alignment with the gap between the background member and the vessel representation.

5. An illuminated show case comprising, in combination, a rectangular opaque box having at least one glazed transparent side bearing advertising matter, a portion of this side being transparent, the outline of this transparent portion delineating a partial representation of a translucent commodity-containing vessel and being bordered by an opaque selvage, a source of electric light located inside the box at one side of the vessel representation, and cooperating with a portion of said advertising matter an opaque arched background member supported in the box opposite the vessel representation so as to inwardly bulge therefrom and having a reflecting concave surface so patterned and tinted as to simulate the commodity, a second source of electric light located in the box in alignment with the gap between the background member and the vessel representation, and reflecting means throwing the beam of light from said latter source through said gap.

6. An illuminated show case comprising, in combination, a rectangular opaque box open at one end and having at least one glazed translucent side bearing advertising matter, a portion of this side being transparent and delineating the representation of a portion of a commodity-containing vessel, the rest of said vessel being designed on the glazed panel, an opaque arched background member supported in the box opposite the transparent portion of the vessel representation so as to inwardly bulge therefrom and having a reflecting concave surface so patterned and tinted as to simulate the commodity, a source of electric light located in the box in alignment with the gap between the background member and the vessel representation, and reflecting means throwing the light beam from said source through said gap.

In testimony whereof I affix my signature.

FIRMIN GOSSART.