

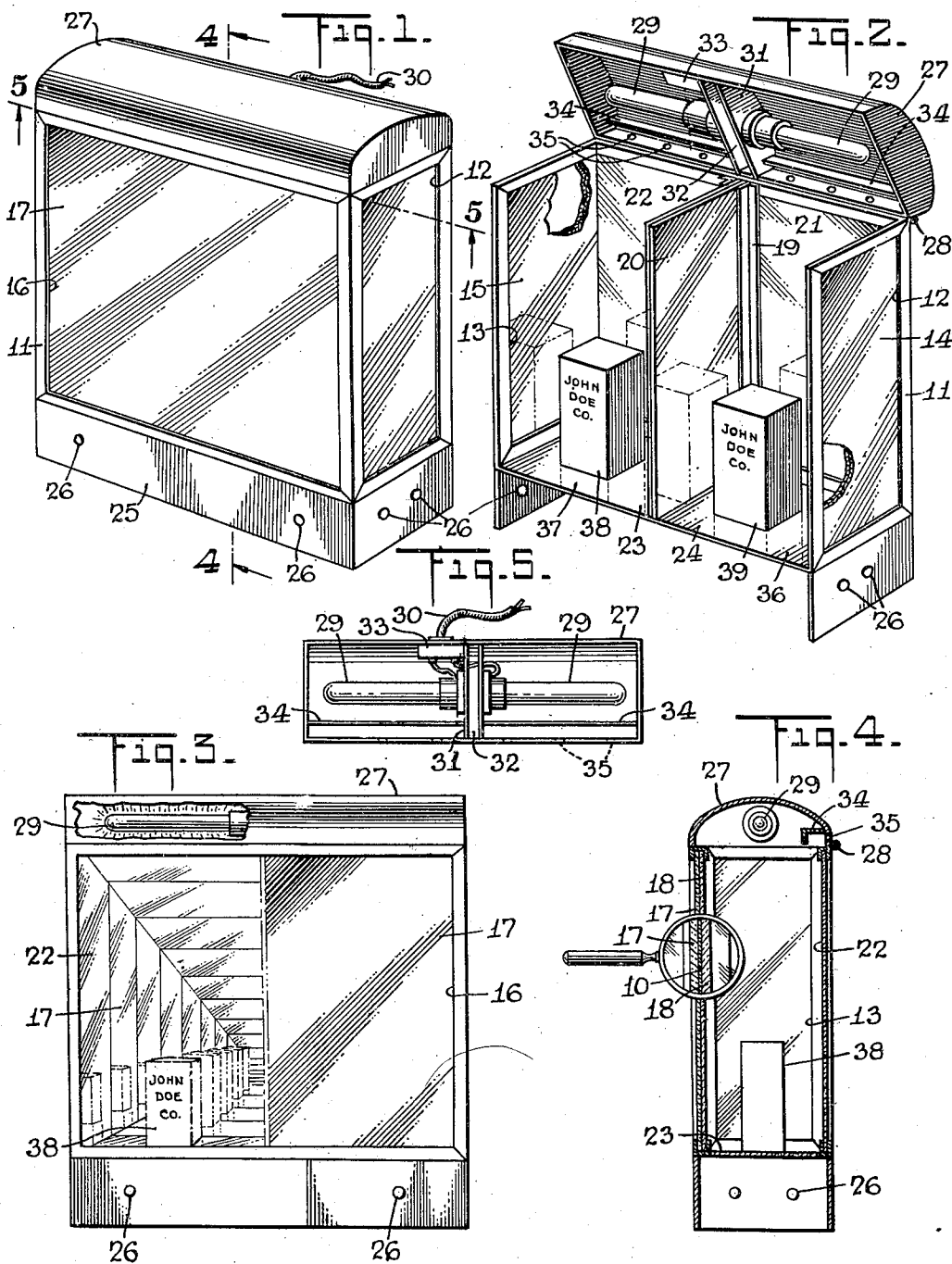
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ADVERTISING DISPLAY DEVICE

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ADVERTISING DISPLAY DEVICE

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1

This invention relates to improvements in advertising display devices, and more particularly to a device adapted for the display of merchandise in a novel manner to attain unique optical effects.

Embodiments of structures employing the invention are shown in the accompanying drawings and described in detail in the ensuing specification. Such embodiments are merely by way of example; the invention is not limited thereto but includes all other forms which would come within the scope of the appended claims. In the drawings,

Fig. 1 is a perspective view of a display device embodying my invention,

Fig. 2 is a similar, partly fragmentary view, showing the front wall of the device removed, and the cover member in raised position,

Fig. 3 is a front elevational, partly fragmentary view of the device,

Fig. 4 is a transverse sectional view thereof, taken on line 4-4 of Fig. 1, and

Fig. 5 is a horizontal plan view taken on line 5-5 of Fig. 1.

In Figs. 1-4 there is shown a display device embodying my invention, comprising a frame 11 provided with end openings 12 and 13 for the reception of end mirror units 14 and 15, and with a front opening 16 for reception of a front mirror unit consisting of glass or other preferably transparent panes 17, 18 with a silver or other light reflecting coating 10 therebetween (see Fig. 4). The frame 11 is provided with a medial vertical partition member 19 to receive partition unit 20 dividing the interior of the device into compartments 36, 37, for the reception of articles of merchandise 38 and 39 or the like to be displayed therein.

The frame 11 is further preferably provided with a depending casing 25 having openings 26 or the like to facilitate securing the device to a suitable base, such as the top of a cash register or other support, it being desirable to so position the device that the same is on the eye level of the observer. A cover 27 is hingedly secured to the frame by means of hinge 28 or the like, and is provided with an internal light source, such as the electric bulbs 29, which may be connected to electric outlets by means of the usual cable 30 or the like. The cover 27 is medially divided by a bracket 31, the latter preferably having a channel 32 to permit it to be telescoped over the double-mirror partition unit 20. A thermostatic or other time control unit 33 is preferably cut into the cable 30 so that the bulbs 29 will be automatically

2

and alternately turned on and off when the cable 30 is connected to an electric line outlet. If desired, a conventional switch unit may also be cut into the cable 30 in the usual manner. The cover 27 may be further provided with baffle plates 34 to serve as light shields for vent openings 35. The device is so constructed that the cover 27 closes down on the end, front and partition wall units, effectively shutting out all exterior sources of light so that compartments 36, 37 of the device will normally be dark; at such times, the front wall unit 17 and end wall units 14, 15 will serve as conventional external mirrors. This optical effect is indicated in Fig. 1 and in the non-illuminated right hand or compartment 36 half of the front wall unit 17 as shown in Fig. 3. Thus the interior of the device is normally effectively shielded from external sources of light.

The bottom wall of the display device is preferably formed of internal mirrors 23 and 24, internal mirrors 21 and 22 preferably also forming the rear walls of the device. The bottom, rear and partition unit mirrors are preferably of the conventional reflecting type, the partition unit 20 being preferably a double mirror inserted into the partition channel 19. Each of the end wall units 14 and 15, and the front wall unit 17 of the device, being the walls which are exposed to view, are preferably formed of two panes of glass or other transparent material with a light reflecting coating 10 therebetween (see Fig. 4).

The light reflecting coating is not applied in such thickness as to present a relatively solid or dense surface which would be opaque to passage of light therethrough, but is preferably so finely applied as to be semi-porous or slightly light-conducting or translucent so that it normally serves in the nature of a semi-opaque or translucent reflecting mirror coating. Thus, the device, as shown in Fig. 1, normally presents the external appearance of a mirrored housing. The intermediate coating 10 is sufficient, when the device is internally dark, as in Fig. 1, to reflect objects external to the device in the manner of a conventional mirror, but when the device is internally illuminated, the objects therein, and the reflections of such objects, are visible through the viewed walls 17, 14 and 15, in the manner indicated in Fig. 3, wherein the bulb for compartment 37 is illuminated. (If the rear wall of the device is also exposed to view, the same would likewise be of the form of the front wall 17 and the end walls 14-15, above described.)

In using the device, articles of merchandise 38 and 39 to be displayed are positioned within

the device. While the circuit through bulbs 29 is broken, the interior of the device is dark, the viewed front and end walls of the device exteriorly appear to be conventional mirrors which will reflect the image of the observer. However, upon the internal illumination of the device, the optical effect noted in Fig. 3 is obtained. In the representation of Fig. 3, the lamp 29 in registry with compartment 36 is not lit, so that the portion of front wall 17 registering with said compartment serves as an external mirror. The lamp 29 in registry with compartment 37 however, is lit, so that the left half of the front wall unit 17 of the device will display the image of the article of merchandise 38 therein repeated in projected three dimensional form to infinity in the compartment 37.

As above mentioned, by means of the thermostatic control 33, the bulbs for compartments 36 and 37 will be alternately illuminated to present alternately the optical effects above referred to, in a striking fashion.

One of the many uses to which the device may be put is that of advertising selected articles of merchandise which may be readily inserted into the device and removed therefrom to provide for frequent changes of articles displayed, if desired, by simply tilting the cover 27, as shown in Fig. 2.

The device may be undivided or divided into any desired plurality of compartments, using appropriate partition members and appropriate internal light source and control units as will be apparent from the disclosure herein. The light sources for the compartments of the device may selectively, alternately, internally illuminate the compartments or may light all compartments in unison by use of appropriate time control units. The alternate, internal lighting of the device, presenting the optical effect of articles of merchandise projected in repetition to infinity and, alternately, a conventional reflecting mirror reflecting the observer's image, is unique and novel, and renders the device highly desirable from an advertising standpoint.

While I have shown in Figs. 1-4 a frame 11 which is generally open at the ends and front thereof, it will be apparent that frames of other cross-section may be used with equal efficacy carrying out my invention.

While I have shown partition members 19-20, as being disposed in a generally vertical plane, said members may be disposed in a generally horizontal or other plane, if desired, to present compartments of similar plane. The rear, end or front wall members of the device may be hinged or otherwise separably secured to the frame for facility of insertion and removal of articles of merchandise, if so desired.

While I have shown in the drawings and described in the above specification, convenient forms of structure embodying my invention, it will be apparent from such disclosure that the invention is capable of many modifications without department from the spirit and scope thereof, as set forth in the appended claims.

Having thus described by invention what I claim as new and desire to secure by Letters Patent is:

1. An advertising display device comprising a frame member, said frame member having a bottom wall, a back wall, an open top, a cover therefor, and end and front openings, a mirror unit in each of said end and front openings, each said mirror unit comprising panes of transparent material, and a light-reflecting coating intermediate said panes, an internal mirror on the back wall of said frame, a transverse partition member carried by the cover internally thereof, an internal light source secured to said cover and including light means on either side of said partition accessible when the cover is open, and a vertical partition member within said frame member internally dividing said device into a plurality of compartments abutting said front opening and mirror in side by side relation, for the display of articles of merchandise, and means for alternately energizing and de-energizing said light means individually, so that one of said compartments is illuminated while the other compartment is not illuminated, and vice versa, the partition member in the cover and the partition member in the frame having interfitting features which, when the cover is closed, telescopically engage to define a continuous partition member between said compartments.

2. An advertising display device comprising a frame member, said frame member having a bottom wall, a back wall, end walls, an open top, a cover therefor, and a front opening, a mirror unit in said front opening, said mirror unit comprising panes of transparent material, and a light-reflecting coating intermediate said panes, an internal mirror on the back wall of said frame, a transverse partition member carried by the cover internally thereof, an internal light source secured to said cover and including light means on either side of said partition accessible when the cover is open, and a vertical partition member within said frame member internally dividing said device into a plurality of compartments abutting said front opening and mirror in side by side relation, for the display of articles of merchandise, and means for alternately energizing and de-energizing said light means individually, so that one of said compartments is illuminated while the other compartment is not illuminated, and vice versa, the partition member in the cover and the partition member in the frame having interfitting features which, when the cover is closed, telescopically engage to define a continuous partition member between said compartments.

ALEXANDER G. HARRIS.

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