April 14, 1953 R. BURDICK 2,634,529

SELF-CONTAINED ADVERTISING DIORAMA

Filed March 29, 1950 2 SHEETS—SHEET 1

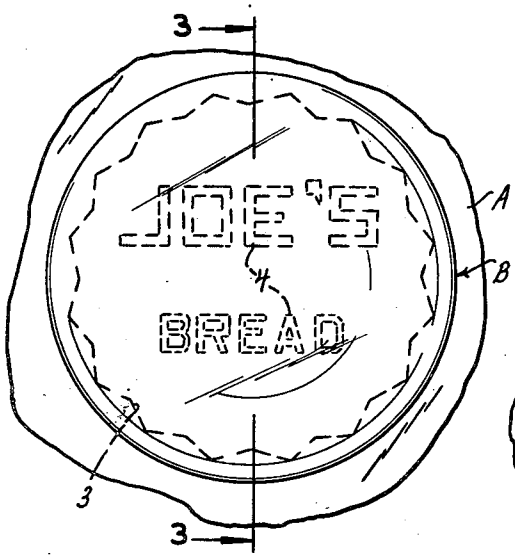
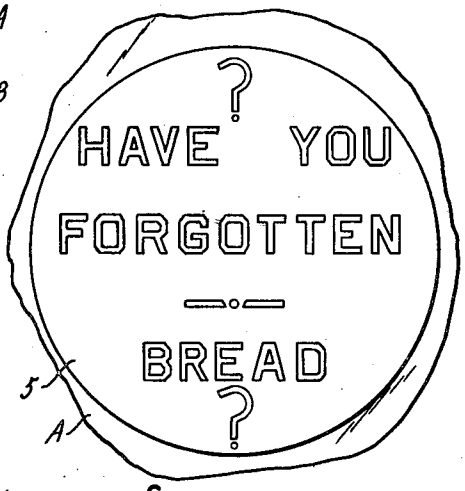


FIG. 1.

FIG. 2.



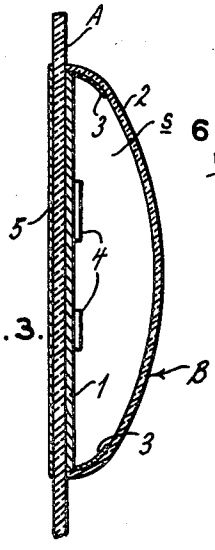


FIG. 3.

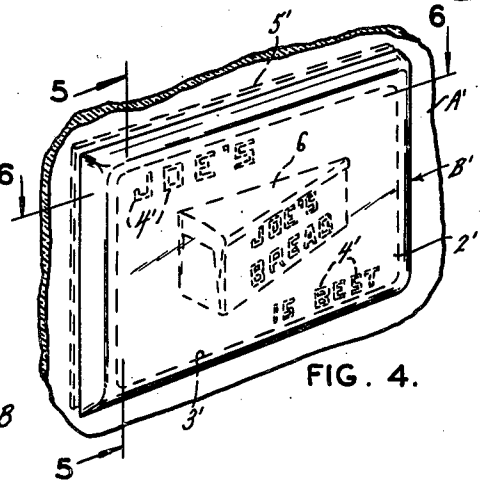


FIG. 4.

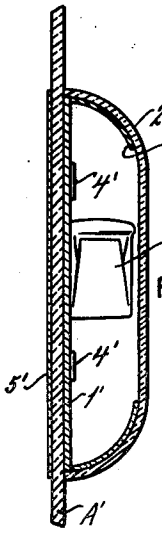
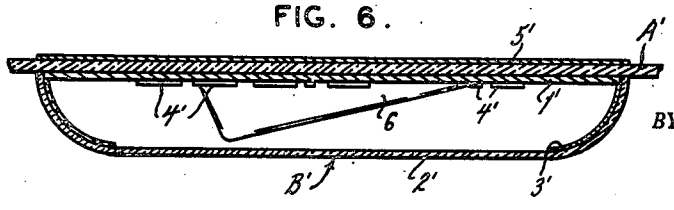


FIG. 5.

FIG. 6.



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SELF-CONTAINED ADVERTISING DIORAMA

Filed March 29, 1950 2 SHEETS—SHEET 2

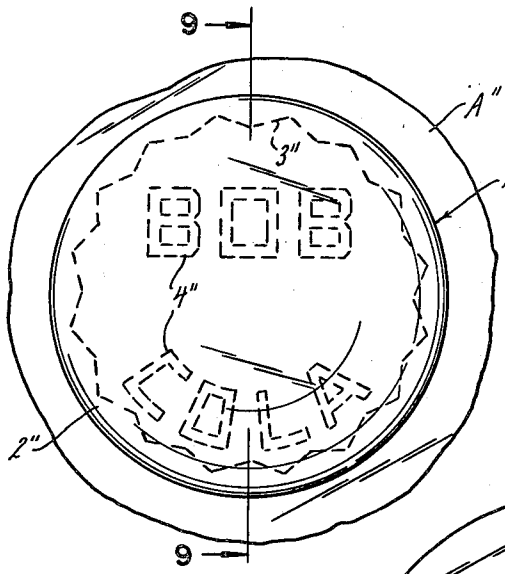


FIG. 7.



FIG. 8.

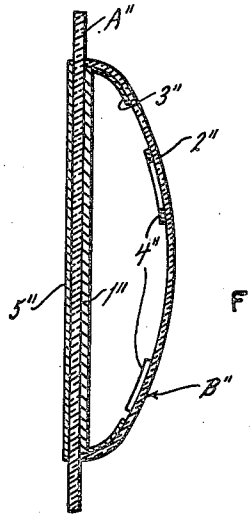


FIG. 9.

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SELF-CONTAINED ADVERTISING DIORAMA

Richard Burdick, Dallas, Tex.

Application March 29, 1950, Serial No. 152,738

4 Claims. (Cl. 40—125)

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This invention relates in general to certain new and useful improvements in advertising display devices and, more particularly, to compact, self-contained advertising diorama adapted for mounting directly on store doors, store windows, and the like, and is a companion application to my copending application Serial No. 152,739, filed contemporaneously herewith. It is the primary object of the present invention to provide a sign or display device of the type stated which can be securely mounted directly upon a store door or store window and will always be visible to customers coming in and out of the store or passing by.

It is a further object of the present invention to provide a sign or display device which affords a highly attractive, startlingly realistic, three-dimensional effect in the nature of a diorama.

It is also an object of the present invention to provide a sign or display device which is simple and economical in construction and can be installed with a minimum of time and effort.

It is an additional object of the present invention to provide an advertising sign which picks up a maximum amount of light from surrounding sources, such as sunlight in the daytime or street lights, show-window lights, and the like at night, to create an effect of self-illumination and brilliance which is unusually attention-arresting and striking in appearance.

With the above and other objects in view, my invention resides in the novel features of form, construction, arrangement, and combination of parts presently described and pointed out in the claims.

In the accompanying drawings (two sheets),

Figure 1 is a front elevational view of a glass door panel equipped with an advertising display device constructed in accordance with and embodying the present invention, illustrating in particular the advertising device as viewed from the front;

Figure 2 is an elevational view of the advertising display device as viewed from the rear;

Figure 3 is a transverse sectional view taken along line 3—3 of Figure 1;

Figure 4 is a perspective view of a section of a glass door panel provided with a modified form of display device constructed in accordance with and embodying the present invention;

Figures 5 and 6 are vertical and horizontal sectional views taken along lines 5—5 and 6—6, respectively, of Figure 4;

Figure 7 is a front elevational view of a glass door panel equipped with a further modified form

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of advertising display device constructed in accordance with and embodying the present invention;

Figure 8 is an elevational view of such further modified form of advertising device as viewed from the rear; and

Figure 9 is a vertical sectional view taken along line 9—9 of Figure 7.

Referring now in more detail and by reference characters to the drawings, which illustrate practical embodiments of the present invention, A designates a section of a glass door panel which obviously may represent a section of a show-window, store window, or, for that matter, a plate-glass section in a display case or wall case within the store.

Provided for disposition upon the outwardly presented face of the glass panel A is a display device or advertising sign B comprising a circular or disk-like base wall 1 formed of transparent material, such as methyl methacrylate plastic or a heavy sheet of cellulose acetate. Marginally secured by adhesive cement or similar material to the base wall 1 is a dome-shaped member 2 formed also of suitable transparent material of similar nature to the base wall 1. Upon its interior face, adjacent its outer margin, the dome 2 is provided with a marginal coating, the inner marginal edge of which is fluted or scalloped in the provision of a frame-forming design 3. Also formed from any suitable material, either transparent or non-transparent, as may be desired, is a series of letters 4 arranged to spell out any desired advertising message. These letters are of substantial thickness and may be in any selected contrasting color to achieve the desired artistic effect.

In assembling the advertising device B, it is preferable to fill the interior space *s* with a very dry atmosphere to prevent accumulation of moisture therein, since moisture condensation in cool or cold weather would materially detract from the advertising value of the device and would furthermore tend to destroy the efficacy and durability thereof. This may be achieved with commercial feasibility and practicability by constructing the advertising device B in a properly dehumidified room or by incorporating in the coating material 3 a suitable dehumidifying agent.

Provided for securement upon the reverse side of the glass panel A in precise marginal registration with the peripheral margin of the device B is a backing panel 5 formed of substantially opaque material and being adapted for tight ad-

hesive securement to the surface of the glass panel A. In mounting the advertising device B and the backing panel 5 upon the glass panel A, care must be observed to apply the adhesive in a smooth thin layer without bubbles or ripples and roll or otherwise press the inside face of the base wall 1 and the inside face of the backing panel 5 smoothly against and into the adhesive, so that there will be no appreciable degree of optical distortion due to dirt or dust particles, excess thickness of adhesive, air bubbles, and the like. When properly installed upon the glass panel A, the rays of light from the street in daytime, or from any source of artificial light after dark, will enter the transparent dome 2 and will be partially reflected by the forwardly presented polished surface of the base wall 1. Some of the light will, however, pass through the base wall 1 and will be reflected from the outwardly presented surface of the glass panel A. Additional rays of light, which are not reflected at the surface of the glass panel A, will pass through and be reflected from the inside face of the glass panel A against the backing panel or sheet 5. Thus, the light entering the dome 2 will be reflected at various different layers or levels and will create an illusion of great depth and dimension around the letters 4. In addition to this, the plurality of reflective surfaces produce a very high reflective efficiency, so that a great portion of the light, which enters the advertising device, will be reflected into the eye of the observer, creating an illusion of great brilliance and actually having the effect of arresting the attention of the passer-by.

It is also possible to provide a modified form of advertising device B', which is substantially similar in construction and arrangement to the previously described advertising device B except that the advertising device B' comprises an oblong-rectangular base wall 1', an oblong-rectangular dome 2', and a correspondingly shaped oblong-rectangular backing sheet or panel 5'. The dome 2' is adhesively secured to the peripheral margins of the base wall 1' and, around its interior periphery, the dome 2' is provided with a frame-forming coating 3', which is shown as having a more or less straight edge, although it should be understood that the edges of this frame-forming coating may be scalloped or contoured in any artistic configuration. As a matter of fact, the frame-forming coating 3' may be omitted entirely if desired.

Adhesively secured upon the interior face or forwardly presented surface of the base wall 1' are letters 4' and a highly stylized, perspective representation of the article being advertised, in the present instance a bread-loaf simulating section 6. This bread-loaf simulating section 6 may be artistically decorated in a suitable fashion, such as, for example, a representation of the actual bread-wrapper appearing upon the bread-loaf itself. It will be understood, in this connection, that, if the product being advertised is a bottle of milk or a soft drink, the article-simulating sections could be fashioned in the shape of a bottle of milk or a soft drink bottle and decorated in the same manner as the actual container of the product being advertised so as to present the product in dramatic attention-arresting fashion. It has been found that the rearwardly presented or visible surface of the backing panels or sheets 5 and 5' may be imprinted with a suitable message which can be read by the customer upon leaving the store through the door. In the present embodiment and by way of illustration, the drawings show the message "Have you forgotten bread?" although it should be understood that any other suitable message, such as "Have you forgotten milk?" could be used instead.

It is also possible to provide a further modified form of advertising display device B'', which is substantially similar in construction and arrangement to the previously described advertising display device B and comprising a circular or disk-like back wall 1'' formed of transparent material and being substantially similar to the previously described corresponding base wall 1 of the advertising display device B. Marginally secured by adhesive cement or similar material to the back wall 1'' is a dome-shaped member 2'', also formed of suitable transparent plastic material and provided on its interior face, adjacent is outer margin, with a frame-forming design or band 3''. On the interior face of the clear or window-like area of the dome-shaped member 2'' framed by the design 3'' is a series of letters 4'' arranged to spell out any desired advertising message. In the present embodiment, as in the previously described embodiments, the letters 4'' may be of substantial thickness and may be of any contrasting colors to achieve the desired artistic effect.

The display device B'' is adhesively secured upon the front or forwardly presented face of a glass panel A'' substantially in the manner previously described and provided with a marginally registering backing sheet 5'' identical with the previously described backing sheet 5. Of course, it will be understood in this connection that the rearwardly presented or visible face of the backing sheet 5'' may be provided with any desired advertising message, such as "Thank you—Come again" as shown in Figure 8.

The light traveling inwardly through the dome-shaped member 2'' will produce a shadow-like background image of the letters 4'' in the polished surface of the glass panel A'', providing an attractive, attention-getting display effect.

The advertising displays constructed in accordance with the present invention are extremely attractive in appearance and it is possible to achieve, upon store fronts and store doors, a wide range of diorama effects which have exceptional advertising value, being located in the direct line of traffic into and out of the store. The advertising devices of the present invention, furthermore, have been found to be extremely durable and long-lasting, and, finally, the advertising devices of the present invention are comparatively economical and can be installed quickly and conveniently by the route man of the bakery, milk company, or beverage company desiring to advertise its products, thereby eliminating expensive installation costs and special handling costs.

It should be understood that changes and modifications in the form, construction, arrangement, and combination of the several parts of the self-contained advertising diorama may be made and substituted for those herein shown and described without departing from the nature and principle of my invention.

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

1. For use in combination with a transparent glass panel, an advertising display device comprising a transparent flat base panel, a transparent dome-shaped member marginally secured to and extending outwardly over and around

the base panel for enclosing a space of substantial depth between the under side of the dome and the base panel, advertising indicia mounted upon and extending outwardly in relief from the interior face of the base panel within the space under the dome, said device being secured flatwise upon one face of the glass panel, and a backing sheet adhesively secured immediately upon the opposite face of the glass panel in spaced relation to the base panel and visible through the base panel and dome.

2. For use in combination with a transparent glass panel, an advertising display device comprising a transparent flat base panel, a transparent dome-shaped member marginally secured to and extending outwardly over and around the base panel for enclosing a space of substantial depth between the under side of the dome and the base panel, advertising indicia mounted upon and extending outwardly in relief from the interior face of the base panel within the space under the dome, said device being secured flatwise upon one face of the glass panel, and a backing sheet adhesively secured immediately upon the opposite face of the glass panel in registration with the advertising device and in spaced relation thereto, said backing sheet being provided with a light-reflective face presented against the glass panel for additively illuminating the interior of the dome.

3. For use in combination with a transparent glass panel, an advertising display device comprising a transparent flat base panel, a transparent dome-shaped member marginally secured to and extending outwardly over and around the base panel for enclosing a space of substantial depth between the under side of the dome and the base panel, advertising display indicia

mounted upon and extending outwardly in relief from the interior face of the base panel within the space under the dome, said dome being provided upon an inner face adjacent its outer periphery with an opaque coating of contrasting colors in the formation of a frame-forming border, and a backing sheet adhesively secured immediately upon the opposite face of the glass panel in registration with the advertising device and in spaced relation thereto, said backing sheet being provided with a light-reflective face presented against the glass panel for additively illuminating the interior of the dome.

4. For use in combination with a transparent glass panel, an advertising display device comprising a transparent flat base panel, a dome-shaped member marginally secured to and extending outwardly over and around the base panel for enclosing a space between the under side of the dome and the base panel, advertising indicia mounted upon the interior face of the dome-shaped member, said device being secured flatwise upon one face of the glass panel, and a backing sheet secured immediately upon the opposite face of the glass panel in registration with the advertising device.

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