Nov. 17, 1936. E. L. KING 2,061,309

ADVERTISING DEVICE

Filed Feb. 3, 1936

Fig. 1.

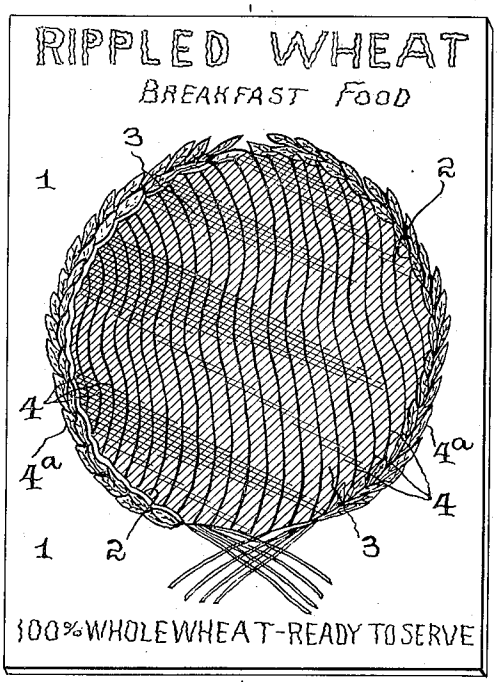


Fig. 3.

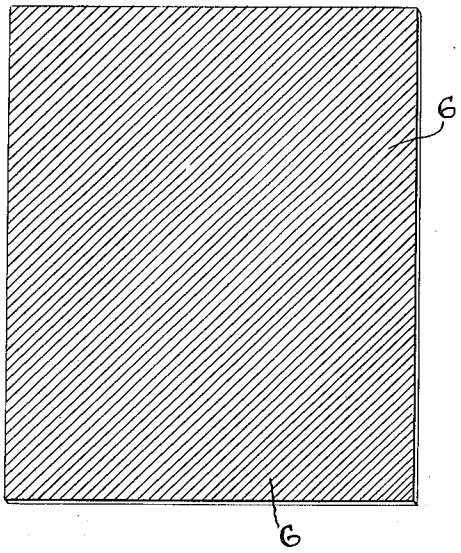


Fig. 2.

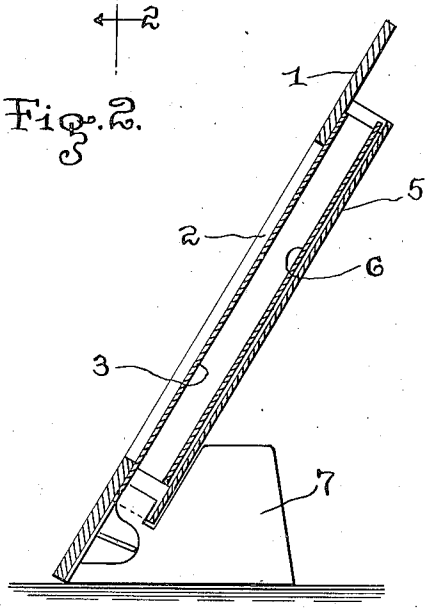
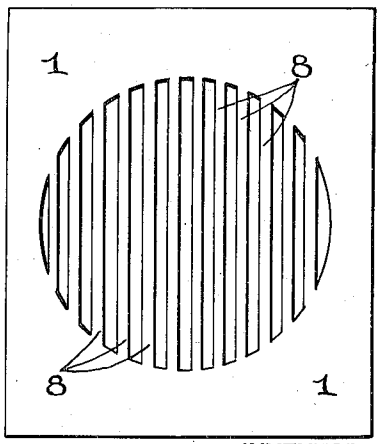


Fig. 4.



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ADVERTISING DEVICE

Elmore L. King, New York, N. Y.

Application February 3, 1936, Serial No. 62,012

3 Claims. (Cl. 40—137)

The invention relates to improvements in display and advertising devices.

The object of the invention is to provide an advertising device which is very attractive in appearance and economical and simple in construction.

Another object of the invention is to provide a new and novel display or advertising media for attracting the eye of the public and causing them to look the second time at same in that it produces an animate illusionary effect on the eye of an observer.

The invention also consists in certain other features of construction and in the combination and arrangement of the several parts, to be hereinafter fully described, illustrated in the accompanying drawing and specifically pointed out in the appended claims.

Fig. 1 is a perspective view showing my invention.

Fig. 2 is a cross section on the line 2—2 of Fig. 1.

Fig. 3 is a perspective view of a back plate showing a diagonally lined background, and

Fig. 4 is a front view showing a modification of the face plate.

In the drawing I have shown a supporting frame, or face plate 1, having an opening 2, and on the back of frame 1 covering the opening 2 is a sheet of transparent material 3. On the face of the transparent material 3 are lithographed irregular or wavy lines 4, and an ornamented figure or advertising design 4a. Attached to the back of frame 1 is a pocket 5 in which is placed a background or plate 6 with diagonally disposed lines or cross hatching thereon.

With this combination a passerby or observer gets a moving or animate effect which is new and very attractive to the eye.

On the bottom and rear portion of frame 1, is a standard or easel frame 7 which acts as a support for the structure. In Figure 4, I have shown strips 8 integral with face plate 1.

What I claim and desire to secure by Letters Patent of the United States is:

1. A device of the character described comprising a supporting face member provided with an aperture, a sheet of transparent material having lithographed thereon an ornamented design and a series of vertically disposed irregular lines, a housing mounted on the back of said face member, a background with angular lines discernible through the lined transparent material, and the printed advertisement of an article indicated on the face of said supporting member.

2. A device of the character described comprising a face supporting and advertising card member having centrally formed therein an aperture, a sheet of transparent material mounted on the underside of said card member spanning said aperture and having lithographed thereon an ornamental design and a series of irregularly disposed lines, a housing mounted on the back of said card member to give depth to the structure through said aperture, and a cross-hatched background card mounted in said housing and discernible through said transparent material, the interposition of the varying interlineations on said transparent material and said background card effecting an illusionary animation of the designations employed as advertising data thereon.

3. A device of the character described comprising a face card provided with a centrally disposed aperture, a sheet of transparent material mounted on the underside of said face card across said aperture, a housing mounted on and spaced away from the back of said face card to effect depth behind said transparent material, an ornamentation and a series of waving interlineations designated on said sheet of transparent material, a background card member having indicated thereon lines disposed on a diagonal plane with relation to the waving lines on said transparent material and discernible through said transparent material and the ornamentation thereon arranged to produce an illusionary animated effect upon an observer thereof.

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