

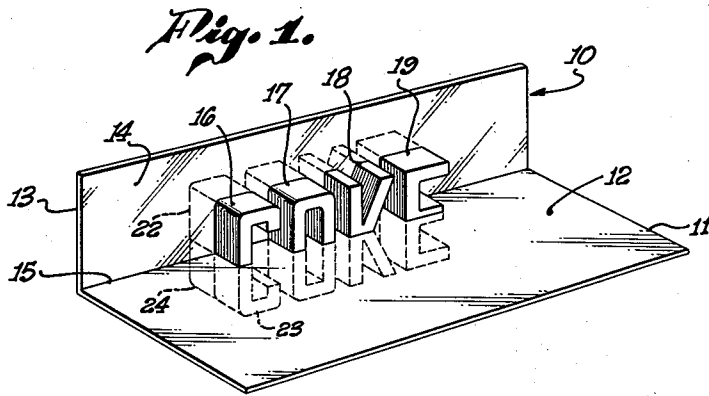
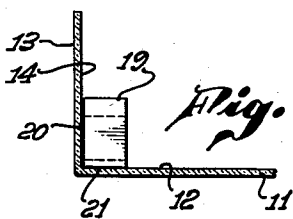
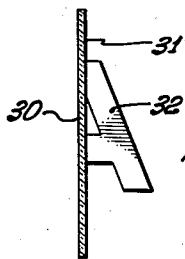
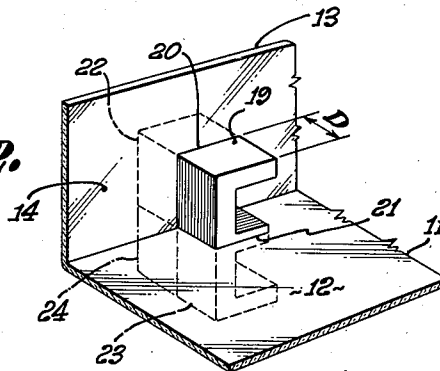
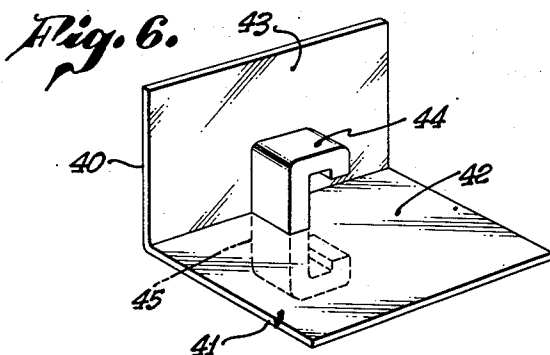
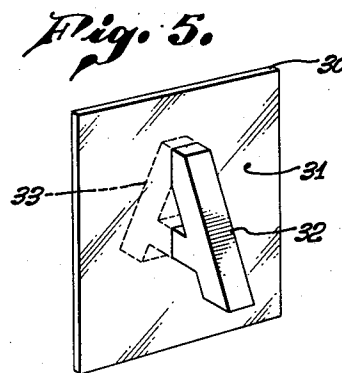
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2,607,142

DISPLAY REFLECTING DEVICE

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DISPLAY REFLECTING DEVICE

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3 Claims. (Cl. 40—125)

1

This invention relates to a novel advertising display device and more particularly to an illusory display device for counters, display windows or the like, wherein the device may be observed from several angles.

The primary object of this invention is to design and provide a novel illusory display device capable of creating an unusual, unique effect which will produce a stimulated interest in an observer resulting in his close examination of the display.

Another object of this invention is to provide a novel display device wherein three dimensional indicia, markings or symbols are displayed in unusual manner to produce an unique, attractive effect.

Still another object of this invention is to design and provide a novel display device wherein a reflecting surface and a symmetrically divided indicia mark or artistic arrangement is disposed with respect to the reflecting surface so as to create an attractive display.

A further object of this invention is to design and provide a novel advertising device capable of creating an interesting illusory effect wherein two contiguous reflecting surfaces are provided in planes angularly disposed to provide a plurality of virtual images of a real indicia.

This invention, generally speaking, contemplates a novel display device for producing an illusory effect wherein two panels, each provided with a reflecting surface, are arranged at right angles to each other and wherein halves of symmetrically divided three dimensional indicia are positioned against said reflecting surfaces so as to produce three virtual images of the half indicia in close assembled relation for forming a complete, understandable indicia, such as a word or mark. The combination of a symmetrical half of an indicia, together with three virtual images thereof formed by the two reflecting surfaces, creates an illusion having interesting depth.

Other objects and advantages of this invention will be readily apparent from the following description of the drawings:

In the drawings:

Fig. 1 is a perspective view of an advertising display device embodying this invention, illustrating formation of an exemplary word "Coke."

Fig. 2 is a fragmentary perspective view of the device in Fig. 1 showing only an indicium or letter "E" of the alphabet.

Fig. 3 is an end view taken from the left of Fig. 2.

Fig. 4 is a fragmentary view of a different modification of the display device illustrating a letter "A" of the alphabet symmetrically divided along a vertical plane.

Fig. 5 is a perspective view of the device shown in Fig. 4.

2

Fig. 6 is a perspective view of an indicium arranged in still another modification of the display device.

Generally speaking, in Fig. 1 is illustrated an illusory advertising display device, indicated at 10, capable of producing an unusual illusory effect to the eyes of an observer when displayed on counters or in display windows where the observer may view the device at several angles. The device in Fig. 1 illustrates an exemplary advertising word "Coke" and is shown in perspective so as to more clearly indicate the illusory effect produced by the device.

The display device 10 may comprise a horizontally disposed fiat panel 11 provided with a top reflecting surface 12. A vertical fiat panel 13 having a forwardly directed reflecting surface 14 merges with one edge of panel 11 at 15. Preferably, panels 11 and 13 may be formed from a single sheet of suitable metal or plated metal having one surface finely polished, said sheet then being bent to form the panels 11 and 13 at right angles to each other with reflecting surfaces 12 and 14 contiguous. Preferably, the line of intersection 15 between the two reflecting surfaces is accurately and sharply defined. While in the example shown a polished metal sheet is employed, it will be understood that panels 11 and 13 may be formed of suitable glass or plastic material capable of reflecting in varying degree virtual images from at least one surface thereof. In the event a glass mirror is employed it is preferable that the silvered reflecting surface be formed immediately adjacent the top surface of the mirror so as to avoid pronounced wide lines separating virtual images of the indicium used.

A plurality of grouped configured exemplary three dimensional indicia means identified by reference numerals 16, 17, 18 and 19 are mounted in the included angle between the panels 11 and 13. Each indicia means 16, 17, 18 and 19 is formed by symmetrically dividing in a horizontal plane letters C, O, K and E respectively, thus forming upper and lower half indicium. In the illustration, only the upper half of the letters are employed inasmuch as they will be viewed from above.

In mounting the indicia means with respect to panels 11 and 13 one configured edge as, for example, 20 on indicium 19 of Fig. 2 is seated in tight contact against the reflecting surface 14 on panel 13. An edge 21 formed by the symmetrical division of the indicium 19 is seated in tight contact against the reflecting surface 12 on panel 11. The edges 20 and 21 are cut so as to form a right angle corner which accurately corresponds to the included angle between panels 11 and 13 so that the edge of the corner is accurately fitted against the line of intersection

15. The panels and reflecting surfaces thereon extend beyond the edges of the indicia lying thereagainst and also extend laterally outwardly from each end of the grouped indicia means.

The depth D of each indicium may be of any selected depth although it has been found that a more balanced symmetrical effect is provided when the depth D varies between approximately that of the width of the letter and one-half of the letter. Obviously, an indicium of any depth may be used, as desired, to create bizarre effects.

A consideration of Fig. 2 which illustrates virtual images formed by mounting the upper half of the letter E of the alphabet against panels 11 and 13 will illustrate the unusual effect obtained by this display device. It will be noted that three virtual images are formed by the reflecting surfaces 12 and 14. One virtual image 22, when viewed as in Fig. 2, lies wholly on reflecting surface 13, and virtual image 23 lies wholly on reflecting surface 12. The virtual images 22, 23, and the real indicium 19 are completed by the formation of a virtual image 24 lying partially on reflecting surface 14 and partially on reflecting surface 12, virtual image 24 being diagonally disposed with respect to the real indicium 19 and completing the illusory effect of a letter E of the alphabet. It will be noted that indicium 19 is thus used in combination with the reflecting surfaces 12 and 14 so as to present an enlarged letter E of the alphabet having twice the depth D of the half indicium 19 and in which three-fourths of the completed letter E is formed by virtual images.

The reflecting surfaces 12 and 14 may be selected so as to produce clear, accurate, non-colored or non-tinted virtual images of the half indicia so that the eye may barely discern the difference between the real half indicium and the virtual images thereof. A great variety of unusual effects may be created by employing reflecting surfaces of different shades or hue of colors for either or both of the reflecting surfaces. When a different color is selected for use on reflecting surface 14, than on reflecting surface 12 an unusual background effect may be produced. This is particularly true when panel 13 is formed of a plastic having reflecting qualities of a soft and dim nature.

It will be readily apparent that any arrangement of letters of the alphabet which may be symmetrically divided either longitudinally or transversely may be employed in combination in this novel display device. Likewise, any marks, symbols, or artistic arrangements which are capable of being symmetrically divided either transversely or longitudinally may be used.

In Figs. 4 and 5 a different modification of this invention is illustrated wherein a single flat panel 30 is provided with a reflecting surface 31 on one side thereof. A half indicium formed by symmetrically dividing an exemplary letter A of the alphabet along a longitudinal or a vertical line, may be seated against a central portion of the surface. A virtual image 33 of the half indicia is reflected in surface 31 to complete the indicia so that an observer will see a complete letter A. The virtual image 33, together with the half indicia 32, produces a unique effect because of their different appearance to the eye of an observer.

In Fig. 6 is illustrated still another modification of the display device contemplated by this invention wherein a vertical panel 40 is disposed at right angles to a horizontal panel 41,

said panel 41 having a reflecting surface 42. In this modification panel 40 is not provided with a reflecting surface and instead the surface 43 may be opaque and non-reflecting. The half indicia 44, illustrated as the upper half of the letter C of the alphabet, may be mounted between the included angles of panels 41 and 40 as described in the first modification. It will be readily apparent from Fig. 6 that only one virtual image 45 is formed by this display device and the effect created is similar to that created by the device shown in Figs. 4 and 5.

Various modifications and arrangements may be made of the panels and the reflecting surfaces provided thereon to create an interesting illusion capable of stimulating interest in the display. It is understood that any modification or change coming within the scope of the appended claims are embraced thereby.

I claim:

1. An advertising illusory display device comprising: two flat panels lying in angularly disposed intersecting planes merging with each other along the line of intersection of said planes, each panel having a reflecting surface contiguous with the reflecting surface of the other panel along the line of intersection; a plurality of three dimensional indicia means, each having a configuration of one-half of a symmetrically divided understandable indicium, one configured edge lying against the reflecting surface of one panel and the edge formed by symmetrical division lying against the reflecting surface of the other panel, said panels and reflecting surfaces extending beyond edges of the indicia lying thereagainst whereby reflection of the indicia means in the reflecting surfaces forms an understandable word in which three virtual images of each half indicium are formed in relation thereto for completing an understandable indicia.

2. A device as defined in claim 1 wherein the reflecting surfaces of one panel are provided with different reflecting characteristics than that of the other panel.

3. An advertising illusory display device comprising: two panels lying in angularly disposed intersecting planes merging with each other along the line of intersection of said planes, each panel having a reflecting surface contiguous with the reflecting surface of the other panel along the line of intersection; a plurality of three-dimensional indicia means, each having a configuration of one half of a symmetrically divided understandable indicium, the edge formed by symmetrical division and an adjacent configured edge lying in the same angular relation as the reflecting surfaces and against said surfaces, said panels and reflecting surfaces extending beyond edges of the indicia lying thereagainst whereby reflection of the indicia means in the reflecting surfaces forms an understandable expression in which three virtual images of each half indicium are formed in relation thereto for completing an understandable expression.

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