C. H. MacQUESTEN.

DISPLAY DEVICE.

APPLICATION FILED OCT. 17, 1916.

1,236,196. Patented Aug. 7, 1917.

Fig. 1.

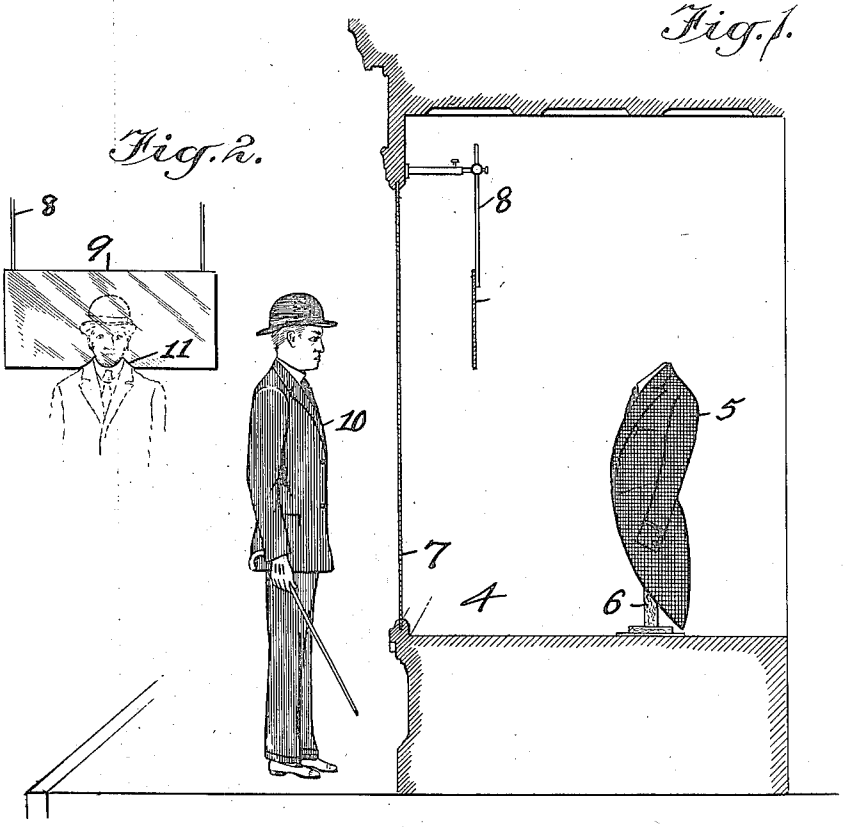


Fig. 2.

WITNESSES

Geo. W. Naylor

J. E. Larsen

INVENTOR

C. H. MacQuesten

BY Munn & Co

ATTORNEYS

UNITED STATES PATENT OFFICE.

CHARLES H. MacQUESTEN, OF BLOOMFIELD, NEW JERSEY, ASSIGNOR OF ONE-HALF TO FREDERIC G. MacQUESTEN, OF BLOOMFIELD, NEW JERSEY.

DISPLAY DEVICE.

1,236,196. Specification of Letters Patent. Patented Aug. 7, 1917.

Application filed October 17, 1916. Serial No. 126,102.

To all whom it may concern:

Be it known that I, CHARLES H. MacQUESTEN, a citizen of the United States, and a resident of Bloomfield, in the county of Essex and State of New Jersey, have invented certain new and useful Improvements in Display Devices, of which the following is a specification.

My invention relates to merchandise on display, particularly merchandise intended for personal wear, and the main object thereof is to provide means whereby a person may view himself as in the act of wearing the article or articles on display, from the exterior of a show window or case, and a further object is to provide means whereby an observer of the merchandise on display may accurately position himself with respect to said merchandise to produce the desired effect.

My invention is fully described in the following specification, of which the accompanying drawings form a part, in which like characters refer to like parts in each of the views, and in which:—

Figure 1 is a vertical section taken through a show window or case provided with my invention and showing a man viewing clothing; and

Fig. 2 is a front view of the device with the reflection of a man indicated thereon and articles of clothing indicated thereunder in proper relationship with the face of the man.

Referring to the drawings, a show window or case 4 has a coat 5 arranged therein upon a suitable stand or other fixture 6, with a collar and tie preferably, and set well back from the plate glass 7.

Arranged at a convenient point in the window or case 4 is a support 8 for a mirror 9 having its reflecting surface toward the plate glass 7, said support being shown adjustable as to the desired vertical and horizontal position of the mirror the preferred position of which is in a vertical plane equidistant from the merchandise 5 and an observer 10 with the lower edge of the mirror on a line approximately even with the observer's chin, and I preferably provide a cut-out 11 in the mirror's lower edge conforming to the shape of the top of the merchandise and to the observer's chin, Fig. 2.

The observer sees the reflection of his head in the mirror and the merchandise thereunder in proper relationship with his head, the cut-out 11 being located to insure such relationship and thus aids the observer in properly positioning himself, and he apparently sees himself wearing the merchandise 5, with the mirror itself to all intents invisible.

The mirror might be adjusted so as to have its top edge on a line with the observer's forehead and a hat be the merchandise displayed, with the result that he would apparently see himself with a hat on display and not with the one he was actually wearing, and the mirror may be so placed as to adapt itself to desired results with other merchandise than mentioned.

With the mirror equidistant from observer and merchandise the relative sizes of both are equalized, but I do not desire to limit myself to any specific location of the mirror, or of the merchandise, provided that it is so located as to produce the desired results.

My device may be modified to meet many different conditions, the intent thereof being to reflect only so much of the observer as will bring out the desired relationship between observer and merchandise, and I reserve the right to make any desired changes provided that such changes come within the scope of the appended claims.

Having fully described my invention, what I claim as new, and desire to secure by Letters Patent, is:—

1. As an article of manufacture, for use with merchandise on display, an element having a reflecting surface and means for supporting the same so as to reflect a desired portion of an observer of the merchandise to compound with the merchandise, whereby the observer will see himself as wearing the merchandise on display.

2. As an article of manufacture, for use with merchandise on display, an element having a reflecting surface and means for supporting the same so as to reflect a desired portion of an observer of the merchandise to compound with the merchandise, whereby the observer will see himself as wearing the merchandise on display, and means for aiding the observer in establishing a proper relationship between the reflected portion of his person and the merchandise on display.

CHARLES H. MacQUESTEN.