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A. R. BOTHAM

1,935,764

DISPLAY CARD

Filed Dec. 28, 1932

Fig. 1

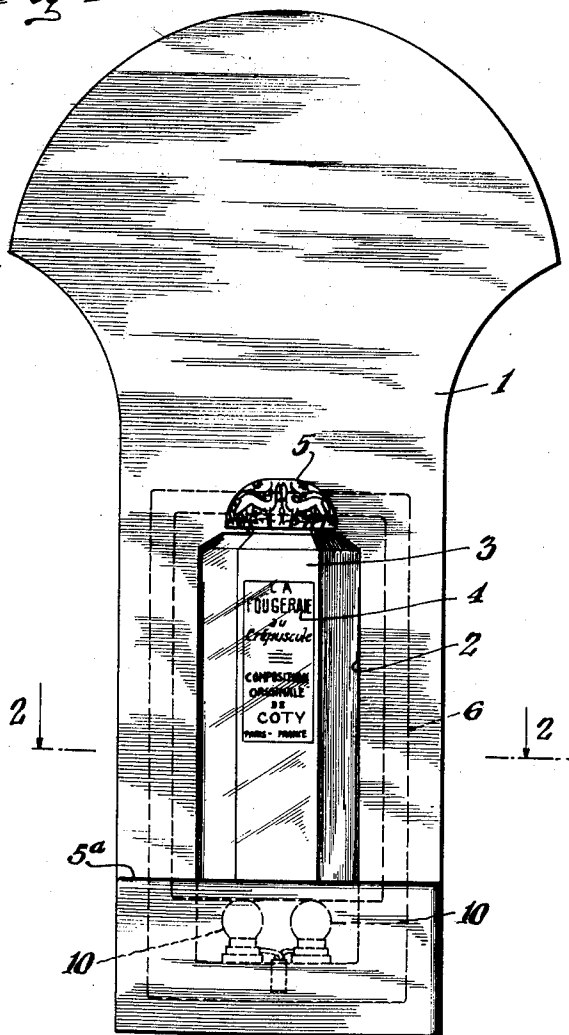


Fig. 3

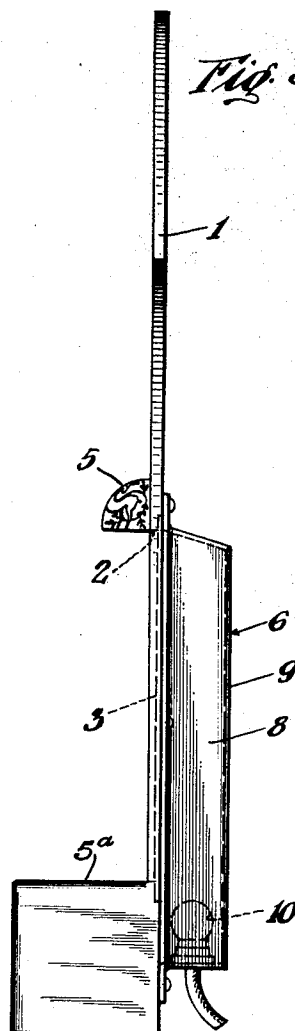
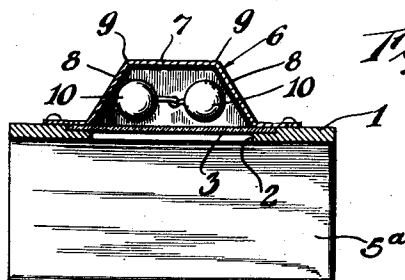


Fig. 2



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UNITED STATES PATENT OFFICE

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DISPLAY CARD

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Serial No. 649,134

3 Claims. (Cl. 40—126)

This invention relates to a display device.

It has been the practice in the past to simulate, as nearly as possible, a transparent or translucent bottle or container containing a colored liquid such as perfume, toilet water or the like, for display purposes, by printing a simulation of the same on a display card. This method has proved unsatisfactory because of the impossibility of producing a close simulation due to the difference in character between the simulation and the actual product, and yet where relatively large display cards are to be used it has been necessary to simulate in this manner because it has not been practicable to produce a large bottle or container filled with colored liquid for display purposes.

It has also been the practice to exhibit a small bottle or container on a display card but this has the disadvantage that it cannot be observed from any considerable distance. However, the use of the actual bottle has the advantage of appearance and for that reason the actual bottles have been used sometimes in the place of printed simulation.

The principal object of this invention is to create a display device in which the simulation of the bottle or container will be such that it will create the illusion of an actual bottle or container and will be of such size that it may be observed from any distance desired.

In the drawing, Figure 1 is an elevation of an embodiment of the invention;

Figure 2 is a horizontal sectional view; and

Figure 3 is an edge view of the same.

The invention consists essentially of a background or panel having a transparent or translucent area of a configuration simulating the elevation of the body of a bottle or container and simulations in bas-relief at the top and bottom of this area to effect the appearance of a stopper and a supporting surface for the bottle or container. A backing for this area is arranged to simulate certain of the inside faces of the body of the bottle. A source of light is arranged between the backing and the transparent or translucent area of the panel and a color producing medium is arranged so as to impart color to the said area.

The embodiment of the invention illustrated in the drawing includes a panel 1 which in this instance is made of opaque material. An opening 2 is formed in the panel 1 and is of a shape similar to an elevation of the body of the bottle which is to be simulated. A transparent facing 3 is arranged to cover this opening which may

carry a legend 4 relating to the contents of the bottle. Above the bottle body in bas-relief is a simulation of the stopper 5 and below also in bas-relief is a simulation of a supporting surface 5A. The particular bottle that is simulated in the drawing is octagonal in horizontal section so that looking at the face of the bottle a front surface and two diverging side surfaces would be observed. In order to create the illusion of such surfaces, a backing 6 is mounted behind the transparent facing 3, which backing has a surface 7 parallel with the facing 3 and two diverging side surfaces 8. Thus, the corners 9 are produced. This backing 6 is made preferably of a light reflecting material.

When the simulation of the bottle is observed from the front of the panel it will have the appearance of a bottle of octagonal form due to the arrangement of the surfaces 7 and 8 that may be observed through the facing 3.

In order that the bottle simulation may be made to appear to contain a colored liquid a coloring medium is used. This may take the form of a coating on the surface of the backing 6, a coating on the inner surface of the facing 3 or coloring sheet arranged between laminations of the facing 3. It also may take the form of a color screen arranged adjacent the bottom of the backing and facing. A source of light 10 is arranged at the lower end, within the backing 6 and below the lower edge of the opening 2. The illumination from this source of light 10 will give the bottle simulation the appearance of containing a liquid of the color of the coating, sheet or screen. The result of this will be that the bottle simulation will have the appearance of the bottle itself filled with the colored liquid that the original bottle contains.

Of course, it is obvious that the facing 3 need not be transparent but it may be translucent and will have the same effect and, furthermore, the opaque panel 1 may be translucent which will give the same general effect. The panel 1 may be used as an entity. Again it may be used as a unit of composition.

By providing the simulation of the stopper 5 at the top of the opening 2 or similar area and the simulation of the supporting surface 5A at the bottom of the opening 2 or similar area, the illusion of the bottle or container is made unusually complete and the bottle or container simulated is made to stand out and appear to the eye in striking reality.

What I claim is:

1. In a display device, the combination with a

panel having an opening therein simulating the contour of the body of a bottle, a stopper arranged in bas-relief on the panel above the said opening of the bottle, a simulation of a supporting surface
 5 arranged in bas-relief at the bottom of said opening, a transparent facing for said opening, a backing simulating the configuration of the back of the bottle, means for illuminating the facing and backing, and means for producing the effect of
 10 color on said facing.

2. In a display device the combination with a panel having an opening therein of the configuration of a body of a bottle, a stopper arranged in bas-relief above said opening, a simulation of a
 15 supporting surface for said bottle arranged in bas-relief at the bottom of said opening, a transparent facing for said opening, a backing for the

opening simulating certain of the faces of the bottle, means for illuminating the space between the facing and backing, and means for producing the effect of color in such space.

3. In a display device, in combination, a panel
 30 having an opening therein simulating the contour of the body of a container, a device arranged in bas-relief on the panel above said opening simulating a stopper for said simulated container, a
 35 simulation of a supporting surface for said simulated container arranged in bas-relief at the bottom of said opening, and a hollow backing simulating the configuration of the back of said simulated container mounted at the rear of said open-
 90 ing.

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