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V. WISNIEWSKI

ADVERTISING SIGNBOARD WITH MOVABLE REFLECTING AND TRANSLUCENT INSCRIPTIONS

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Fig. 4.

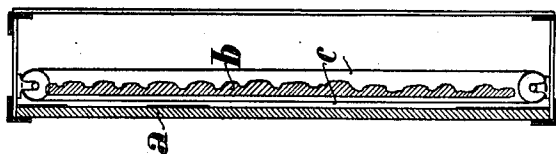


Fig. 3.

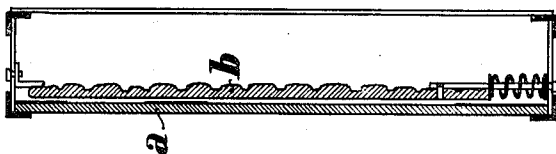


Fig. 2.

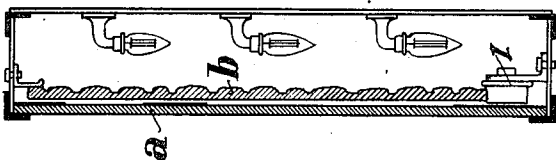
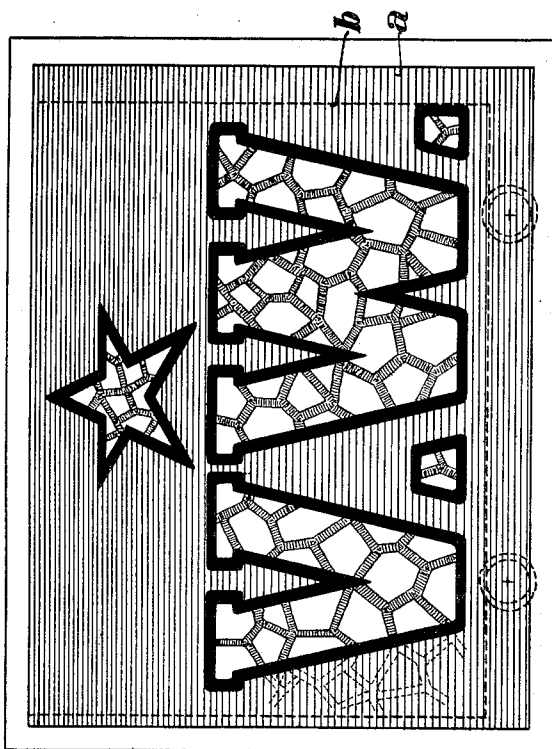


Fig. 1.



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ADVERTISING SIGNBOARD WITH MOVABLE REFLECTING AND TRANSLUCENT INSCRIPTIONS.

Application filed September 16, 1922. Serial No. 588,562.

To all whom it may concern:

Be it known that I, VINCENT WISNIEWSKI, a citizen of Germany, and resident of Berlin, Germany, have invented new and useful Advertising Signboards with Movable Reflecting and Translucent Incriptions (for which I filed an application in Germany August 24, 1921), of which the following is a specification.

This invention relates to an advertising sign board for advertising at day time and at night time, the transparent or partly opaque characters or signs of which are lined with movable diaphanous mirrors.

The mirrors which can be smooth, of prism shape or otherwise decorated, are painted upon the front side or upon the rear side with opaque lines netlike or in any other manner. The mirror-foil is coated with a transparent varnish. Instead of the mirrors, other diaphanous materials such as horn, cellon or the like could be used. The mirrors or other materials which form the characters or signs can be made in one piece or composed of different pieces, in which latter case the mountings which connect the pieces can form at the same time the opaque lines.

The movement of the mirrors can be effected in the plane of the mirrors in any direction, with the aid of convenient devices.

If vibrations have to be utilized, as for instance in railway cars or other vehicles, the mirrors could be mounted on springs so that the mirrors are automatically moved up and down.

In order to produce the sparkling effect of the characters if the mirrors are stationary, a transparent endless band with netlike or other opaque line can be moved in front of the mirrors.

By this arrangement a surprising advertising effect is ensured at day time as well as at night time, the sign board being either illuminated from the front or from behind.

At day time, the sign board being lighted from the front, the prism shaped decorated mirrors produce per se a very striking effect which is further increased by the displacement of the reflecting plate whereby the prisms are made to disappear and to reappear, this striking effect being further im-

proved if the characters or the mirrors behind the same are painted with opaque net like lines.

At night time, when the sign board is illuminated from behind, the characters shine in consequence of the diaphanous mirrors and the displacement of the designs produced by the opaque net like painting, produce a striking vivid movement of the characters.

Referring to the drawings.

Fig. 1 is a front elevation of an advertising sign board embodying my invention.

Fig. 2 is a transverse sectional view of the sign shown in Fig. 1.

Figs. 3 and 4 are similar views to Fig. 2 but each showing a different modification of the invention.

As shown in the drawings, the front of the sign consists of a glass pane upon which the signs or characters are outlined by making those portions of the glass surrounding the characters opaque preferably by painting the back of the glass, while the characters are left transparent. Immediately behind the glass pane — *a* — a translucent mirror *b* is mounted, which mirror has the back face thereof of irregular contour to form a plurality of substantially prism like sections extending in parallelism horizontally across the mirror.

The mirror foil is coated with a transparent varnish whereby it is made diaphanous if lighted from behind.

Upon the back of the mirror, opaque lines are painted along the figures of the prisms. These net-like painted lines and the decoration of the mirrors, can be varied at will. The mirrors can be made in one piece or composed of several pieces. Other translucent materials could be substituted for the mirrors.

In the form shown in Figs. 1 and 2 the mirror is fixed to the outer casing of the sign by means of the brackets *I* while

Fig. 3 shows an elastic support of the mirror *b* which is thus automatically moved by vibrations such as occur for instance in railway cars.

Fig. 4 shows a movable endless and transparent band *c* for instance of cellon which is painted with net like opaque lines.

The characters or signs of the pane α can be painted on the back with a coloured transparent varnish. The characters or signs can be made in any shape and the illumination
 5 can be continuous or intermittent.

What I claim is:

1. An advertising sign board for day or night advertising, comprising a casing, a front closure for said casing provided with
 10 diaphanous characters, a source of illumination in said casing behind said closure and a translucent mirror interposed in said casing between said closure and source of illumination whereby said mirror will reflect light
 15 from a source exterior to said casing through said transparent characters and will permit the light from said source of illumination to pass through said characters.

2. An advertising sign board as set forth
 20 in claim 1, in which one of the faces of said mirror is provided with an irregular contour to form a plurality of substantially prism-

like sections extending in parallelism across said mirror.

3. An advertising sign board as set forth 25 in claim 1, in which said mirror is provided with a plurality of spaced opaque lines.

4. An advertising sign board as set forth 30 in claim 1, in which said mirror is provided with a plurality of spaced opaque lines, and one of the faces of said mirror is provided with an irregular contour to form a plurality of substantially prism-like sections extending in parallelism across said mirror. 35

5. An advertising sign board as set forth 40 in claim 1, in which said mirror is provided with a plurality of spaced opaque lines and said mirror is resiliently mounted to permit it to oscillate whereby said opaque lines produce the illusion of movement of the transparent characters.

In testimony whereof, I affix my signature.

VINCENT WISNIEWSKI.