

Feb. 17, 1942.

J. GOSLING, JR

2,273,259

ADVERTISING DEVICE

Filed Oct. 30, 1940

2 Sheets-Sheet 1

Fig. 1.

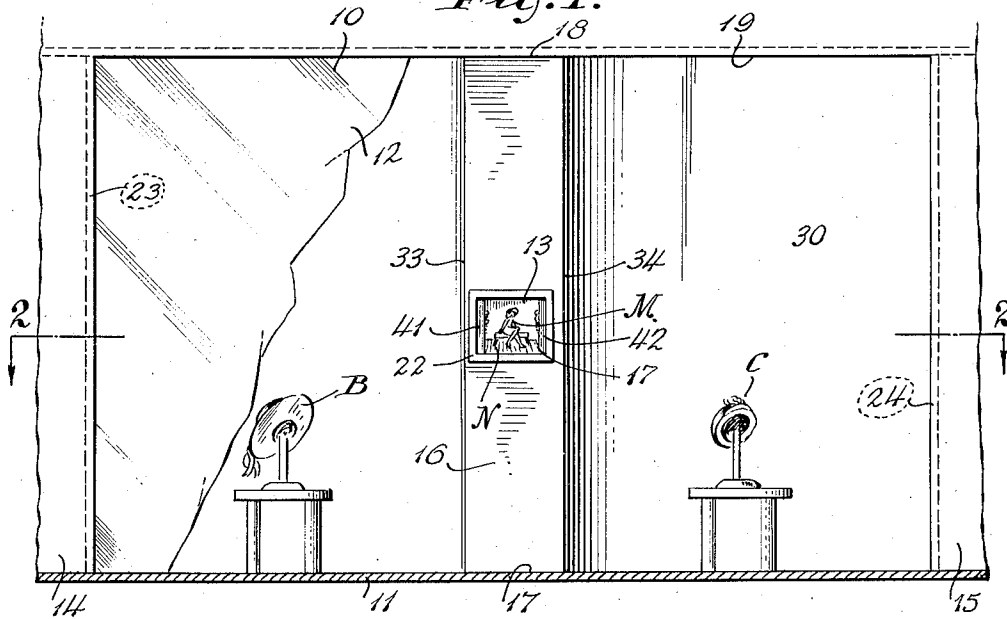
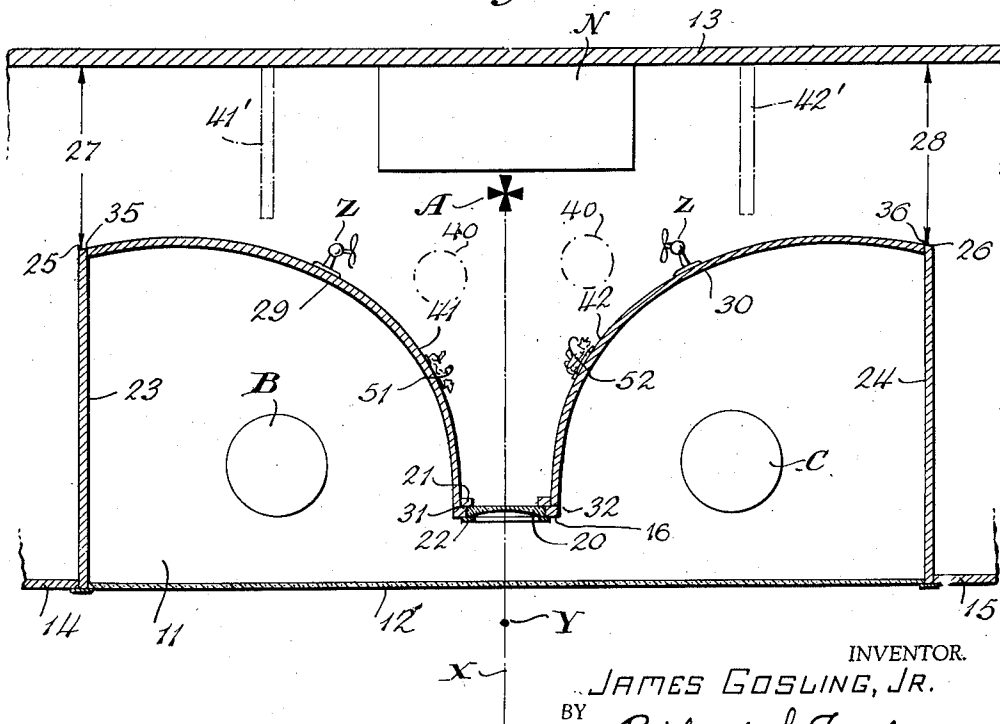


Fig. 2.



INVENTOR.
JAMES GOSLING, JR.
BY
Richard S. Tenkes
ATTORNEY.

Feb. 17, 1942.

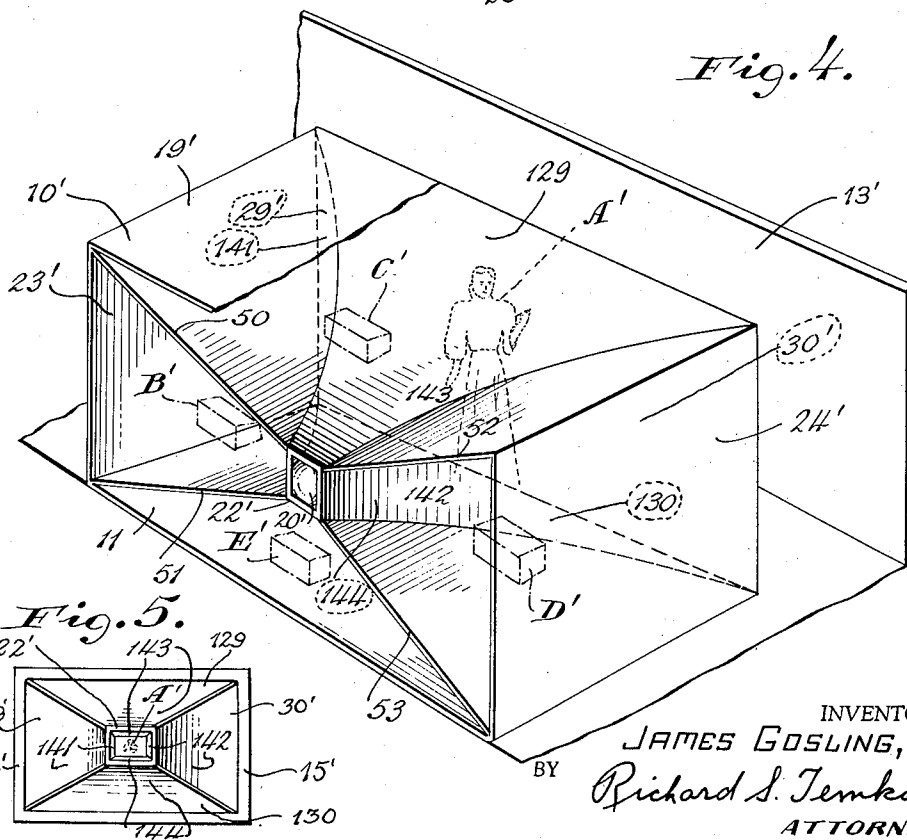
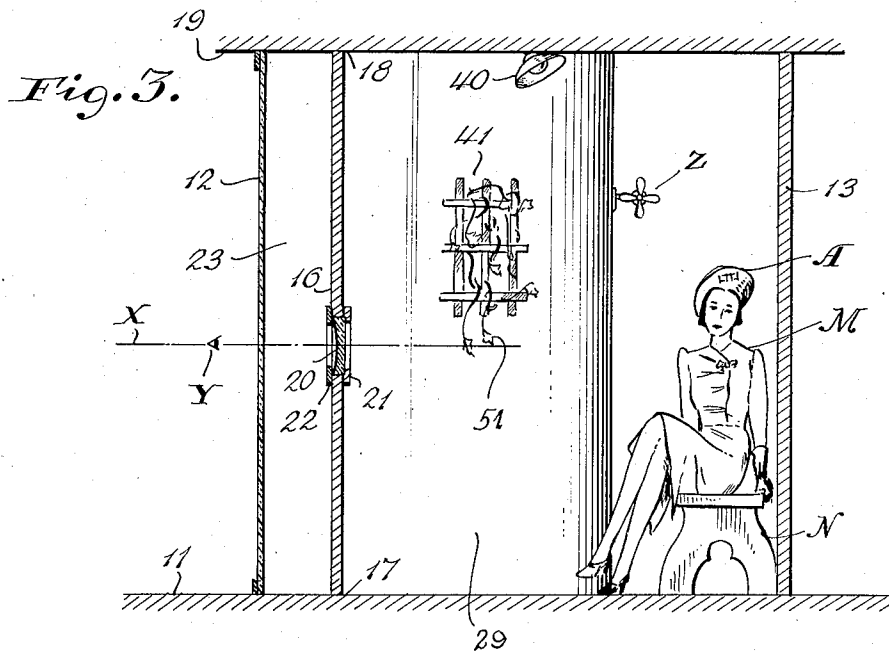
J. GOSLING, JR

2,273,259

ADVERTISING DEVICE

Filed Oct. 30, 1940

2 Sheets-Sheet 2



INVENTOR.
JAMES GOSLING, JR.
BY
Richard S. Temko
ATTORNEY

UNITED STATES PATENT OFFICE

2,273,259

ADVERTISING DEVICE

James Gosling, Jr., Paterson, N. J., assignor to
Franklin Simon Co. Inc., New York, N. Y., a
corporation of New York

Application October 30, 1940, Serial No. 363,537

3 Claims. (Cl. 272-8)

This invention relates generally to advertising devices, more particularly to window displays. Heretofore in certain restricted areas, display windows of stores have been restricted to the use of displays in which movement is avoided. The primary purpose of such restrictions lay in the maintenance of certain standards of dignity. While considerable decorative material and changes in form, shape and arrangement of the displays have resulted in attractive windows, despite the above described limitation, yet the element of motion adds considerable appeal to such displays.

In accordance with the present invention, motion is utilized, yet in a shielded manner, so that its effect is confined to a relatively small number of passers-by who form an audience for the display. The dignity of the store window is maintained, yet its attraction powers are considerably increased.

Among the principal objects of the present invention, lies the provision of a novel window display construction which is adapted to display a maximum amount of sales merchandise in a minimum of space.

Another object herein lies in the provision of a window display construction wherein certain portions of the display are used to attract passers-by so that they form an audience, not only for the attraction-getting medium which is also used for the display of goods, but also for other portions of the display which are disposed adjacent thereto.

Another object herein lies in the provision of a window display device wherein certain optical effects are utilized and not only is the principal moving display seen in a desirable manner, but certain means are provided for framing or adding a marginal associative decoration thereto.

A feature of the present invention lies in the fact that merchandise for sale within the window display is brilliantly lit, and by reason of the optical effect, more particularly described hereinbelow, the colors of the goods are enhanced and intensified.

Another object herein lies in the provision of a window display construction in which living models may be used for the display of goods and in which proper illumination and ventilation for such models are provided, as well as simplified ingress and egress.

These objects and other incidental ends and advantages will more fully appear in the progress of this disclosure and be pointed out in the appended claims.

In the drawings constituting a material part hereof, similar reference characters designate corresponding parts throughout the several views in which:

Figure 1 is a front elevational view, with certain parts fragmented and shown in section, of a first embodiment of the invention.

Figure 2 is a horizontal sectional view, as seen from the plane 2-2 on Figure 1, somewhat diagrammatic, the model M not being shown for purposes of clarity.

Figure 3 is a central vertical sectional view of the device shown on Figure 1.

Figure 4 is a view in perspective with certain parts broken away showing an alternate embodiment of the invention, while Figure 5 is a reduced front elevational view of the alternate embodiment.

Turning now to the first embodiment of the invention illustrated in Figures 1 to 3 inclusive, the advertising device generally indicated by numeral 10 is of such general size and construction that the same may be installed within the usual type and size of store display window. Numeral 11 indicates the stage upon which the primary and secondary displays may be placed, and this stage may well be the usual floor of the store window. The front of the display includes a transparent pane 12, which may be composed of plate glass, and this glass may be the usual window glass forming the formal front of the store display window. Spaced from and parallel to the pane 12 is the rear wall 13. The front walls 14 and 15 may be part of the outer surfaces of the building in which the device 10 is disposed.

Disposed substantially centrally of the pane 12, and spaced rearwardly therefrom is the lens supporting panel 16. This panel 16 extends preferably vertically with relation to the stage 11 and is preferably only slightly wider than the lens 20. The panel 16 is provided with an orifice within which is mounted the lens 20. The lens is secured in position in any suitable manner, as for example, by means of the retaining ring 21 and the external frame 22. The lower edge 17 of the panel 16 is preferably in light-tight connection with the upper surface of the stage 11, while the upper edge 18 is preferably in light-tight connection with the under surface of the ceiling 19. The ceiling 19 may either be the true ceiling of the store display window, or may be a sub-ceiling specially assembled into the device. Disposed preferably at the point of connection between the outer vertical edges of the pane 12, and the inner vertical edges of the walls

14 and 15, are a pair of spaced and parallel side panels 23 and 24. The rear edges 25 and 26 of the side panels 23 and 24 are disposed at positions spaced forwardly of the rear wall 13, thus leaving the passageways 27 and 28, indicated schematically on Figure 2.

A pair of curved framing panels 29 and 30 have the forward edges 31 and 32 in light-tight connection with the outer vertical edges 33 and 34 of the panel 16. The rear vertical edges 35 and 36 are in light-tight connection with the rear edges 25 and 26 of the side panels 23 and 24 respectively. As previously described, the upper and lower edges of the panel 16 contact the ceiling 19 and the stage 11, and this is also true of the side panels 23 and 24, and the curved framing panels 29 and 30.

Preferably suspended from the under surface of the ceiling 19, at a position between the curved framing panels 29 and 30, are primary illumination sources 40, which are adapted to cast general illumination upon the primary or moving display generally indicated by the letter A. As seen in Figure 2, the primary display is located in front of the rear wall 13 and rearwardly of the curved framing panels 29 and 30. The optical portions of the primary display are located along the principal axis X of the lens 20. Where desired the illumination sources 40 may take the form of spotlights which will give sharp shadows and a high contrast in the display A. The illumination sources 40 may, however, cast a diffused light and this in turn may be augmented by other sources of light to create dramatic effects.

On Figures 1 and 3, there is shown a model M seated upon a bench N. The model M and bench N are shown only by way of example, since it will be obvious to those skilled in the art to which the present invention relates that all manner of display means and/or models may be used in the display A.

The lens 20 is of the "reducing" type, such as a double concave or plano-concave lens, and is preferably of relatively large diameter. In working full size models of the present invention, a lens having a diameter of ten inches was found satisfactory. Realism, and more desirable aesthetic effects were obtained by having the frame 22 of oblong shape. In the model just referred to, the frame was eight inches high by ten inches long.

Reducing lenses of a size just described, have an extremely wide angle of field and in the present invention, this range is combined with the curved framing panels in such a way that the edges of the image in the lens include portions of the inner or rear surfaces 41 and 42 of the curved framing panels 29 and 30. By reason of the optical effect, the portions 41 and 42 do not appear to be close to the lens, but appear as side walls or partitions adjacent the primary display A. When viewed from the point Y, they appear to take a position indicated by the dot-dash lines 41' and 42' on Figure 2.

The present display is capable of incorporation in relatively small display window, and obviously if the portions 41 and 42 were located at the positions indicated at 41' and 42', they would seriously interfere with convenient and quick entrance or exit from the position of the primary display A.

By reason of the relative prominence and decorative effect of the display portions 41 and 42 as they appear in the lens 20, various decora-

tions or embellishments may be placed thereon. For example, where the model M is wearing a fall ensemble, leaves 51 and 52 may be hung upon the portions 41 and 42. Fans placed at Z will cause movement of the leaves 51 and 52, which will appear realistically in the side edges of the image seen in the lens 20.

As viewed by the audience formed by passers-by who have stopped to see the primary image as transmitted through the lens 20, they will see in very much reduced size the model M on the bench N. The model M will be situated in front of the rear wall 13 which also will be seen, and above the stage 11. The stage 11 also appears in the lens 20. The rear wall 13 and the stage 11 may receive any desired decorative treatment which will complement the merchandise or model being shown. The portions 41 and 42 will appear at the sides of the image in the lens 20 as indicated in Figure 1, and the leaves 51 and 52 will also appear, thus enhancing the general pictorial effect.

Since in order to see the image in the lens 20 clearly, it is necessary to be within a relatively limited area adjacent the lens and in front of the pane 12, the passer-by must come to a position relative to the entire device where he can not only see the image in the lens 20, but also may give attention to the auxiliary or secondary displays B and C. The forward surfaces of the curved framing panels 29 and 30 act as backgrounds for the auxiliary displays B and C. Any suitable store window lamp may be utilized for illuminating the secondary displays B and C.

It may thus be seen that the curved framing panels act as backgrounds for the secondary displays B and C, as mechanical supports for the lens structure 20, and associated parts, and as optical side panels or framing members for the image seen in the lens 20. Said side panels have the illusory effect of being positioned at 41' and 42', yet not actually being at these positions so that a free passageway for entrance and exit, as well as ventilation, is provided through the passageways 27 and 28. By reason of the substantial width of the passageways 27 and 28, other relatively large size properties may be substituted for the bench N so that a desirable setting may be made for the presentation of merchandise.

By reason of the compact arrangement of the parts, it is possible to create a considerable area for displaying merchandise in a relatively small space. In a successful model of the device, embodying the invention, the distance between the forward surface of the rear wall 13 and the rear surface of the pane 12 was six and one-half feet. The distance from the lens 20 to the pane 12 is preferably about twelve inches. For the best optical effects, it is desirable that the model M and the properties N be confined within the space, extending forwardly from the rear wall 13, of about three feet. Where more space is available, however, all of the parts may be correspondingly enlarged, permitting a greater field of view in the lens 20.

The curvature of the curved framing panels 29 and 30 is such that the portions 41 and 42 appear in the image in the lens, in order to create the border effect which is one of the objects of the invention.

Turning now to the second embodiment of the invention, illustrated in Figure 4, for the purpose of avoiding needless repetition, corresponding parts are given singly primed reference charac-

ters. The principal difference existing between the first embodiment and the second embodiment lies in the fact that four divider panels 50, 51, 52 and 53 are introduced, and the upper and lower curved framing panels 129 and 130 are integrated therewith. As a result of this construction, the inner surfaces of the portions 141 and 142, as well as the inner surfaces of the portions 143 and 144 will appear as shown in Figure 5, forming a frame or border for the image of the primary display A'.

By reason of the arrangement of the divider panels 50 to 53 inclusive, in addition to the primary display A' auxiliary displays B', C', D', and E' may be located as illustrated in Figure 4. The result of this construction is that after the passer-by has been attracted and has brought himself in a position to see the primary display A', he is also in a position to clearly see and be affected by the auxiliary displays B', C', D', and E'. The funnel-shaped construction formed by the curved framing panels, 129, 130, 29', and 30', possesses inherent mechanical strength by reason of the shape and construction thereof, but the same is further supported by the divider panels 50, 51, 52, and 53, which extend from the stage 11', the ceiling 19', and the side panels 23' and 24'.

As described in the previous embodiment, motile decorative treatment may be applied to the inner surfaces of the portions 141, 142, 143, and 144, which form part of the curved framing panels 29', 30', 129, and 130, respectively. This motile decorative material will appear in the framing portions adjacent the image of the primary display as illustrated in Figure 5.

Various materials may be used for forming component elements in the present invention. The framing panels, which are curved, may be readily constructed of bent plywood, so that they take up relatively little space. Means may be provided for changing the focal length of the lens 20, to produce different effects. That is, to include a wider or narrower field of primary display. It may thus be seen that I have provided a novel advertising device readily adapted to all kinds of store windows, which is capable of displaying merchandise in a desirable manner.

Means are provided for showing a primary display in an unusual manner, and for embellishing the primary display by means of additional decorative material which may be motile where desired. Chambers for the presentation of secondary displays adjacent the lens for viewing the primary display are provided so that merchandise is placed in a position where it will receive the greatest attention.

By reason of the arrangement and organization of the various components of the invention ready and convenient changing of "sets" so that the merchandise may be presented in a continuously changing environment.

The construction herewith disclosed may be manufactured at relatively low cost so that the same may have a consequent wide sale and distribution.

I wish it to be understood that I do not desire to be limited to the exact details of construction shown and described for obvious modifications will occur to a person skilled in the art.

I claim:

1. An advertising device comprising: a stage adapted to have merchandise displayed thereon; a lens adapted to cast an image of said display, said lens having a certain field of view; curved framing panels disposed forwardly of said merchandise and rearwardly of said lens; said curved framing panels having convex portions extending rearwardly into the said field of view of said lens, whereby the said convex portions of the framing panels are visible from in front of said lens and form a border to the view of the merchandise as seen through the lens from in front thereof.

2. For use with a model, in combination: a show window having a front transparent pane, a stage, and a rear wall; a lens supporting panel having a lens mounted therein, said lens having a certain field, said panel supporting the lens being positioned rearwardly of the said pane; a pair of curved framing panels extending upwardly from said stage and rearwardly from the lateral edges of the lens supporting panel to points spaced forwardly of the rear wall thereby providing passageways for the entrance or exit of said model, said curved framing panels having convex portions thereof extending rearwardly into the said certain field of the lens whereby the said convex portions of the framing panels are visible in said lens from a point of view in front of said pane, forming a border for the view of the model and appearing as sidewalls adjacent the model.

3. An advertising device for use with a primary and a secondary display, said device comprising: a stage adapted to have placed thereon a primary display of merchandise; a lens adapted to cast an image of said primary display, said lens having a certain field of view; a plurality of curved framing panels disposed forwardly of said primary display and rearwardly of said lens, said curved framing panels having convex portions extending rearwardly into the said certain field of view of said lens, the curved edges of adjoining curved framing panels being connected to form curved joints; a plurality of divider panels each extending outwardly of the joint to which it is affixed, in a direction radially of the optical axis of said lens, any pair of adjacent divider panels and the outer surface of the intervening curved panel forming a chamber for the presentation of said secondary display.

JAMES GOSLING, JR.