United States Patent

Caven et al.

[15] **3,691,663**

[45] **Sept. 19, 1972**

[54] **REFLECTING ADVERTISING SIGN**

[72] Inventors: **John Arthur Caven,** Kirby Muxloe; **Robert Winton Caven,** Ringwood, both of England

[73] Assignee: **John A. Caven and Marjorie A. Caven,** Kirby Muxloe, Leicester, England

[22] Filed: **Dec. 3, 1968**

[21] Appl. No.: **780,660**

[52] **U.S. Cl.**.....**40/125**

[51] **Int. Cl.**.....**G09f 1/00**

[58] **Field of Search** .....40/125 D, 358, 324, 130 B, 40/125, 126; 249/DIG. 1

[56] **References Cited**

UNITED STATES PATENTS

1,627,757	5/1927	Von Elm	249/DIG. 1
2,273,604	2/1942	Vetter	40/130 B X
3,141,400	7/1964	Powers	249/DIG. 1

FOREIGN PATENTS OR APPLICATIONS

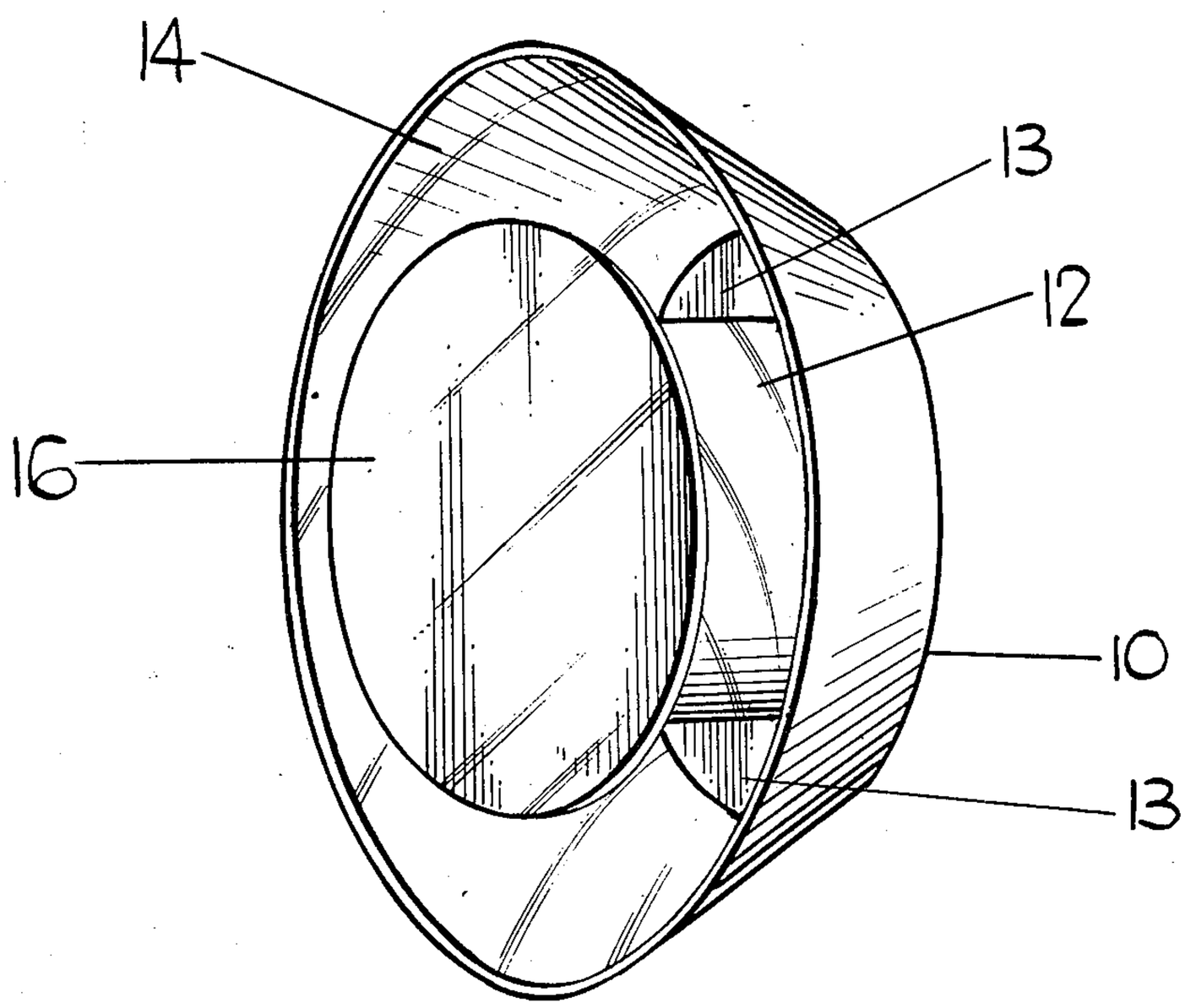
1,093,345	11/1954	France	40/125

Primary Examiner—Lawrence Charles
Attorney—Linton & Linton

[57] **ABSTRACT**

A reflecting advertising sign comprises a column having an outer surface with mirror-image advertising matter thereon, an inclined reflective surface around the column to reflect the said matter, and a disc for advertising matter on the end of the column, the said disc extending beyond the said outer surface.

4 Claims, 6 Drawing Figures



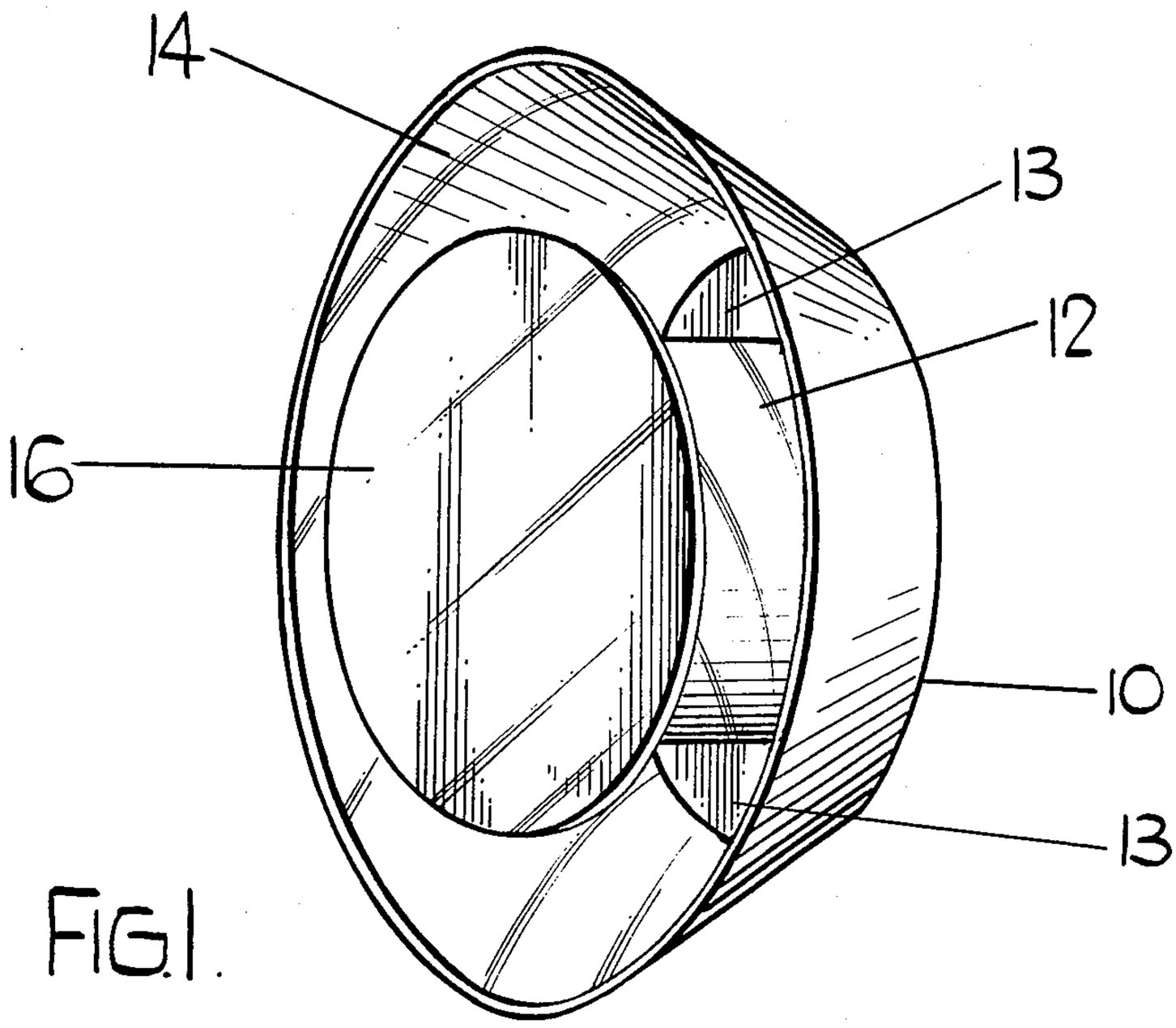


FIG. 1.

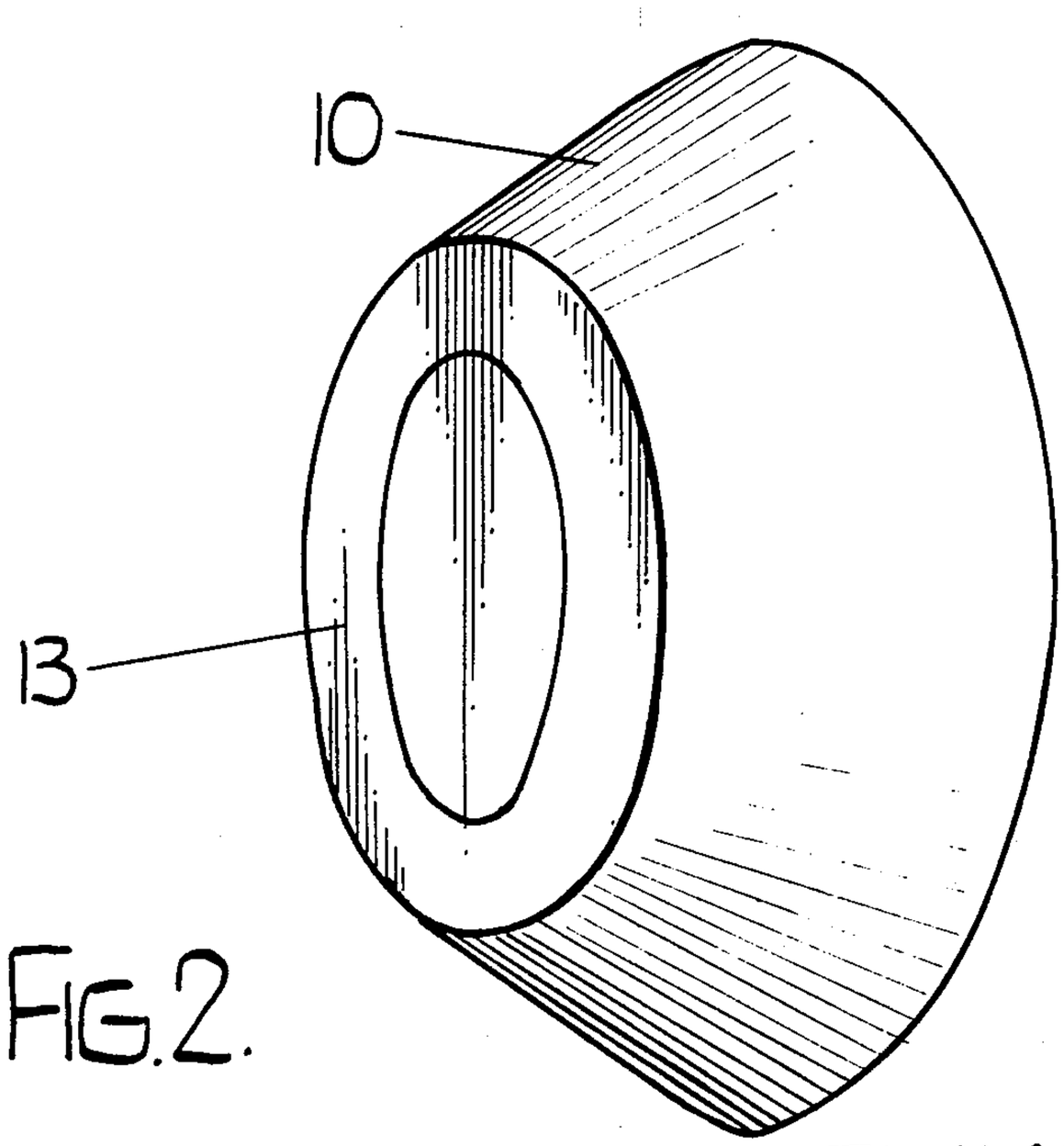


FIG. 2.

INVENTORS
JOHN ARTHUR CAVEN AND
ROBERT WINTON CAVEN

By Linton and Linton
ATTORNEYS

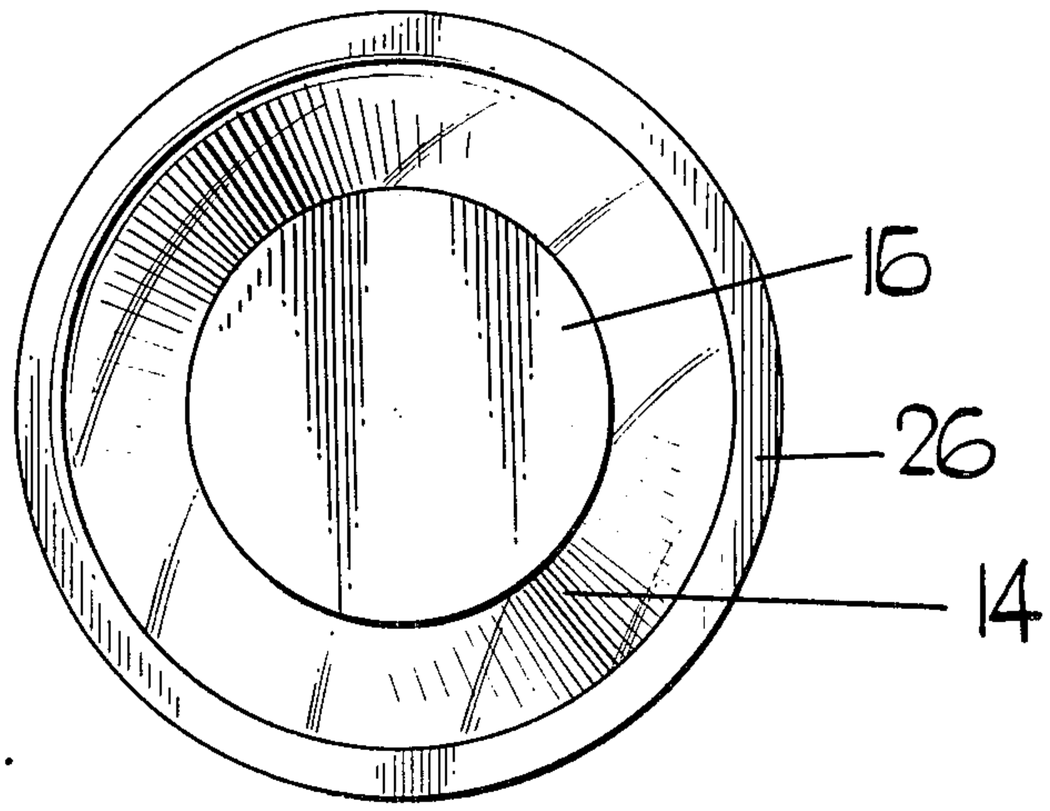


FIG. 3.

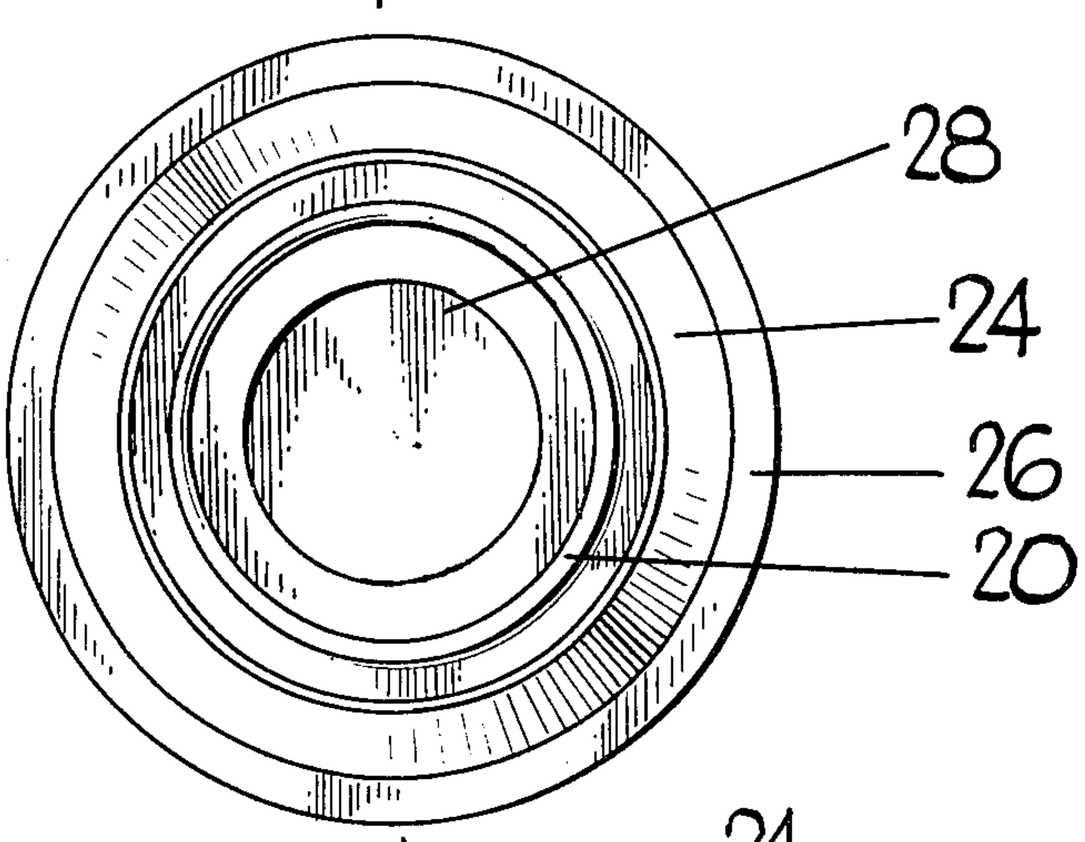


FIG. 4.

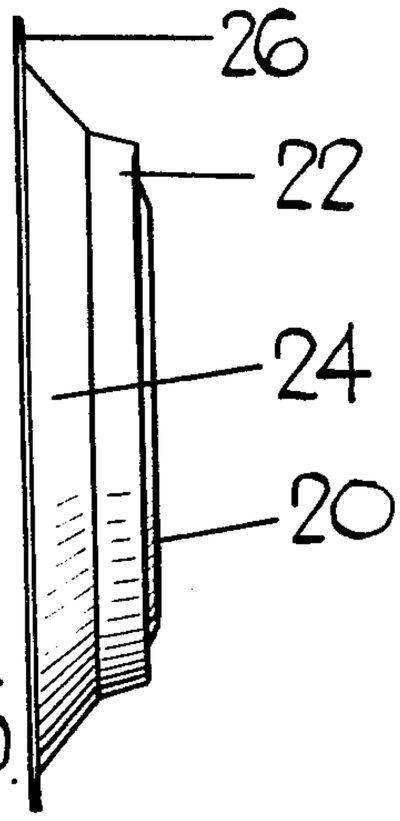


FIG. 5.

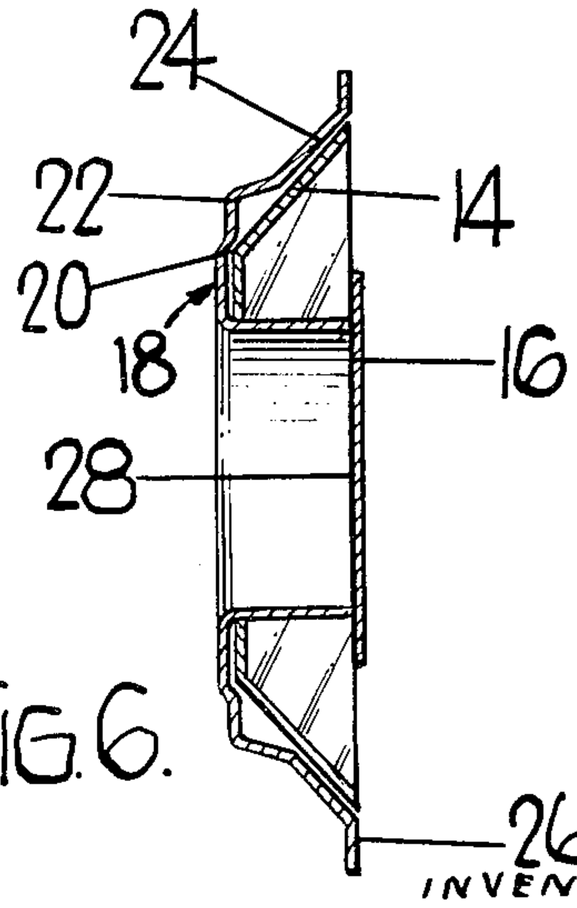


FIG. 6.

INVENTORS
JOHN ARTHUR CAVEN AND
ROBERT WINTON CAVEN
By Sinton and Sinton
ATTORNEYS

REFLECTING ADVERTISING SIGN

BACKGROUND OF THE INVENTION

The field of art to which the invention belongs is advertising signs. A principal object of the invention is to provide a reflecting advertising sign which is of striking appearance and can be exhibited on a shop counter or mounted on a wall.

SUMMARY OF THE INVENTION

The invention provides a reflecting advertising sign comprising a column having an outer surface with mirror-image advertising matter thereon, an inclined reflective surface around the column to reflect the said matter, and a disc for advertising matter on the end of the column, the said disc extending beyond the said outer surface. The inclined reflective surface is preferably conical and the column cylindrical.

BRIEF DESCRIPTION OF THE DRAWINGS

FIG. **1** is front perspective view of a reflecting advertising sign according to the invention;

FIG. **2** is a rear perspective view of the reflecting advertising sign of FIG. **1**;

FIG. **3** is a front view of a modification of the sign of FIG. **1**;

FIG. **4** is a rear view of the sign of FIG. **3**;

FIG. **5** is a side view of the sign of FIGS. **3** and **4**; and

FIG. **6** is a section taken on **6–6** of FIG. **4**.

DESCRIPTION OF THE PREFERRED EMBODIMENT

With reference to FIGS. **1** and **2** a reflecting advertising sign **10** has a cylindrical column **12** with mirror image advertising matter on its outer surface. An inclined reflective conical surface **14** surrounds the column **12** so as to reflect the advertising matter. A circular disc **16** on which is printed further advertising matter is attached to column **12** and extends beyonds the outer surface of the column. The column **12** is attached to a ring-shaped base portion **13** of non-reflective material. The conical surface **14** is also attached to the portion **13** at its lower edge. The inclined and reflective nature of the surface **14** cause a magnified readable image of the advertising matter on the column **12** to be seen by an observer.

With reference to FIGS. **3**,**4**,**5** and **6** the reference numerals **12**, **14** and **16** refer to the same parts as in FIGS. **1** and **2**. An outer covering **18** of non-reflective material consists of a series of truncated conical portions **20** and **22** and **24** of varying height, an outer flat portion or rim **26** and a central bore **28**. The flat portion or rim **26** surrounds the uppermost edge of the reflective surface **14**. The truncated conical portions **20** and **24** support the surface **14** which is attached thereto by suitable means such as stapling. The central bore **28** supports and has attached thereto by suitable means such as glueing the column **12** and the disc **16**.

The inclined and reflective nature of the surface **14** case a magnified readable image of the advertising matter on the column **12** to be seen by an observer.

We claim:

1. A reflecting advertising sign comprising a column having an outer surface with mirror-image advertising mater thereon, an inclined reflective surface positioned around and connected to said column to reflect said advertising matter, and a disc for advertising matter, mounted on the end of the column with said disc extending laterally beyond said column outer surface.

2. A reflecting advertising sign according to claim **1** wherein said reflective surface is conical and slants outwardly from said column.

3. A reflecting advertising sign according to claim **1** wherein said column is cylindrical.

4. A reflecting advertising sign according to claim **1** wherein said disc is circular.

* * * * *