

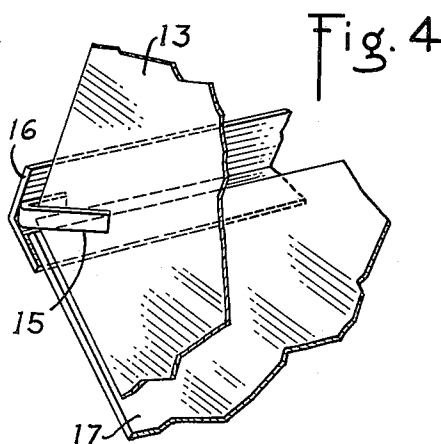
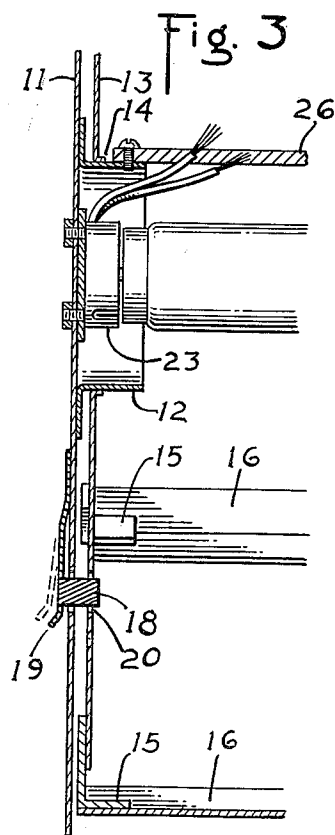
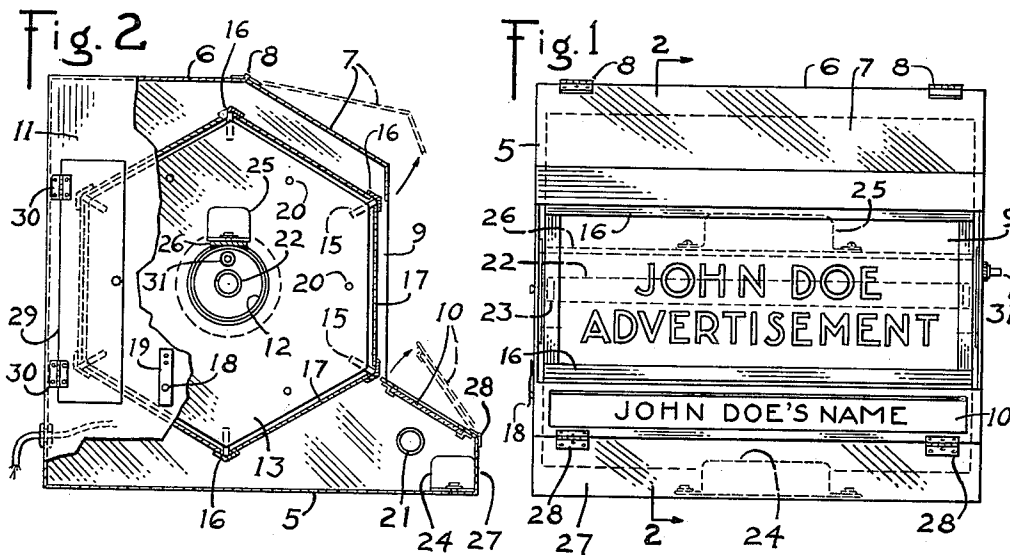
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ILLUMINATED CABINET WITH ROTATABLE MEANS FOR ADVERTISING DISPLAY

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ILLUMINATED CABINET WITH ROTATABLE
MEANS FOR ADVERTISING DISPLAY

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3 Claims. (Cl. 40—77)

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This invention relates to advertising display cabinets of changeable display type, the principal object being to improve structurally upon such devices so as to minimize cost of production as well as operation and maintenance thereof, and to facilitate changes in the display matter from time to time and secure ideal illumination of the display.

The invention consists in the parts and combinations and arrangements of parts as herein-after described with particularity and afterwards set forth in the appended claims.

In the accompanying illustrative drawings,

Figure 1 is a front elevational view of the device;

Figure 2 is a cross-section on the line 2—2 of Figure 1, with a portion of the rear end wall shown fragmentarily in elevation;

Figure 3 is a fragmentary sectional view on an enlarged scale, showing details of certain structural features; and

Figure 4 is a fragmentary perspective view showing structural features of the rotatable drum element and the way an advertising card or panel member is mounted on the drum.

Referring now to the drawings in detail, the numeral 5 designates generally the cabinet having a flat bottom throughout its length and width. The rear high portion 6 of its top is flat, but the forward part 7 is inclined downwardly, and hinged as at 8, to constitute an openable door for access into the interior of the cabinet.

At the front of the cabinet, just below the downwardly and forwardly inclined top part 7, is a sight-opening 9, of rectangular form, extending the full length of the cabinet from end wall to end wall thereof. At the base of the cabinet, below the sight-opening 9, is a forwardly extending part, the top of which is downwardly and forwardly inclined and has an opening throughout the major extent thereof, the opening being covered by a plate of glass or other suitable material 10 bearing a name or indicia to be displayed. Usually and more generally in use, this plate 10 will have thereon the name of a person or concern whose product or goods is to be advertised and especially by matter displayed through the sight-opening 9 above. In accordance with the present invention, the plate 10 is of a transparent or translucent character to permit passage of light therethrough for illumined display of the name or indicia thereon.

Secured on the inner face of each end wall 11 of the cabinet (see Figure 3 for illustration) is an annularly flanged bearing collar 12 for a ro-

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tatable drum of polygonal cross-section, preferably hexagonal as shown. This drum, as shown, comprises opposite end wall plates 13 of hexagonal form and having a central aperture which is provided with an inturned annular surrounding bearing flange 14 to fit rotatably supported on said bearing collar 12.

At each corner of the polygonal end plate 13 of the drum is an L-shaped angle bracket 15 which is welded or otherwise secured at one leg to the plate 13 with its other leg positioned peripherally beyond and projecting laterally inwardly from the plate. Each aligned pair of the angle brackets 15 thus provided on the two opposed end plates 13 of the drum has fastened thereto, by welding or otherwise, the end portions of a retainer bar 16 for an advertising card or panel. This retainer bar is of angular cross-section corresponding to the angularity of the respective side edges of the polygonal drum end plates 13 which, as shown, are, of course, hexagonal. These retainer bars 16 are spaced from the adjacent edges of the plates 13 a distance just sufficient to receive therebetween the edge portions of plates of glass or other suitable transparent or translucent material 17, which latter are provided for use as advertising cards or panels.

The plates 17 which, respectively, are provided and used to carry thereon different pieces of advertising matter in a varied assortment thereof and may be illuminated by means provided within the cabinet, as will be presently described, constitute flat walls or panels in completion of the rotatable drum and as such are removably received and carried by the rigid framework of the drum including the end plates 13 and the attached panel retainer bars 16. In use of the device, the drum is rotated to place one of the panels 17 at a time in a position in registration with the sight-opening 9 of the cabinet for display of the matter on the panel.

It is here noted that any suitable latching means may be provided for releasably fastening the drum in its rotated position. Such means is designated merely schematically in Figures 1 and 2, as at 18 and 19, respectively, but more in detail in Figure 3, wherein the means includes a pin 18 which is carried by a spring element 19 secured on an end wall 11 of the cabinet and is thus normally pressed inwardly so as to snap-engage in one of a circular series of apertures 20 in the adjacent end plate 13 of the drum. The pin is as readily disengaged from the aperture 20 by lifting the spring element 19. This, of course, or

any other suitable or desirable latching means may be provided.

Any suitable means for illumination may be provided within the cabinet 5 for illuminating the drum panels 17 and the name panel 10. As shown, a conventional fluorescent tube lamp 21 is indicated schematically in the lower forward extension of the cabinet under the inclined panel 10 and another fluorescent tube lamp 22 is placed in the cabinet in a position axially inside the hexagonal drum. For each lamp 21, 22, there are provided the customary supporting sockets or holders 23 for the ends thereof on the end walls 11 of the cabinet. One of the sockets or holders for the axially disposed lamp 22 is shown in Figure 3, wherein it is secured to the end wall 11 within the bearing collar 12 for the hexagonal drum.

The electrical wiring for the lamps 21 and 22 being obvious and not a part in itself of the present invention the same is not shown in detail in the drawings. Suffice it to say that the wiring and the usual adjuncts in the equipment for operating a fluorescent lamp are provided according to the conventional practice. However, a ballast 24 for the lamp 21 is indicated schematically in Figures 1 and 2 as placed in front of the lamp on the bottom of the cabinet in the corner of the forward extension and under the name panel 10. A similar ballast 25 (see Figures 1 and 2) is provided for the axially disposed lamp 2 inside the hexagonal drum. As indicated, this ballast 25 is mounted on a tie-bar 26, which latter is fastened supportedly at its ends on the bearing collars 12. This tie-bar which may be used to support the ballast 25 and any other needed adjunct for the lamp 22, also is effective as a cross tie or brace between the end walls 11 of the cabinet.

Access to the cabinet 5 may be had through the inclined top door portion 7 for original placement and replacement of the lamp 22 in particular and for other purposes. So, too, for access to the lamp 21 in particular the front wall 27 of the forward lower extension of the cabinet may be hinged, as at 28, so that it can be opened as a door.

For convenient access to remove and replace the panels 17 of the hexagonal drum, either one or both of the end walls 11 of the cabinet may be provided with a narrow vertically elongated door 29 (see Figure 2) which is hinged along its vertical edge, as at 30. This door is located close to the rear wall of the cabinet. With this provision of a door 29 at one or both ends of the cabinet the panels 17 of the hexagonal drum are easily removed and replaced at will for changing the advertising matter and also for gaining access to the lamp 22 as occasion may require.

The device may be provided with means for illumination of a character other than the fluorescent lamps as herein described or it may be used without any illumination at all. So, too, separate switch elements may be provided for each of the indicated lamps 21 and 22, or a single switch may be provided to control both of the lamps, such a single switch 31 being indicated at the right in Figure 1, and also schematically in Figure 2. The details of the wiring system, as hereinbefore stated, are not shown, as the wiring is conventional and not, per se, of the present invention.

By the present invention, it is apparent that an advertiser's name or identification indicia and the like may be displayed continuously and constant-

ly on the lower display panel 10, but the display of particular advertising matter, in different forms and kinds yet each and all pieces being related proprietarily to the advertiser source as indicated by the display at the panel 10, may be changed at the sight-opening 9 by rotating the hexagonal or other polygonally formed drum to a different selected position from time to time. In addition to this drum adjustment relative to the sight-opening 9, the individual panels 17 of the drum are readily removable and replaceable for additional changing of the advertising matter. So, too, the construction and arrangement of the cabinet and its contents and provisions is such as to make for practicability in efficiency and use as well as for facility and economy in manufacture and minimum cost of operation and maintenance.

Obviously, while the illustrated structure is that of a practical exemplification, the same is not in limitation, as modifications and changes are possible within the spirit of the invention and scope of the appended claims.

What is claimed is:

1. In an advertising display device of the character described and comprising a cabinet having a sight-opening and containing a drum of polygonal cross-sectional form, the several flat angular sides of the drum comprising removable and replaceable panels carrying advertising indicia thereon, the drum structurally comprising a rigid body frame portion including polygonal end plates, radially disposed L-shaped angle brackets at the edge corner portions of said end plates, the brackets secured respectively with one leg of each to the end plate and its other leg disposed a definite distance peripherally from and projecting at a right angle inwardly from the plate, and longitudinal retainer bars of angular cross-section corresponding to the angular relation of the polygonal sides of the drum end plates, the bars respectively being secured at their opposite ends to the inturned legs of an aligned pair of the angle brackets on the drum end plates, and the removable and replaceable advertising-carrying panels of the drum consisting of rectangular panel plates slidably insertable and removable endwise into and out of place on the body frame and each advertising panel plate in place having its end edge portions resting on corresponding edges of the pair of end plates of the drum and the longitudinal side edge portions of the panel plates being fitted retentively under the adjacent flange portions of the respective longitudinal retainer bars of the body frame and the corner edge portions of said panel plates laterally abutting the angle brackets as interposed between them.

2. An advertising apparatus comprising a polygonal frame including elongated angle iron members, end angle brackets secured to each end of each angle iron member, a hexagonal end plate mounted on each of said brackets at each end of the said angle iron members, the perimeter or outer edge of each end plate being spaced apart from the interior surfaces of each angle iron member, advertising panels slidably retained at each longitudinal edge in the space between said perimeters of the respective end plates and interior surfaces of said angle iron members, centrally disposed openings in said end plates surrounded by bearing flanges, and a cabinet around said frame, said cabinet having end walls formed with inwardly projecting bearing collars on which are turnably mounted the said bearing flanges of said end plates.

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3. An advertising apparatus comprising a polygonal frame including elongated angle iron members, end angle brackets secured to each end of said angle iron member, a hexagonal end plate mounted on each of said brackets at each end of the said angle iron members, the perimeter or outer edge of each end plate being spaced apart from the interior surfaces of each angle iron member, advertising panels slidably retained at each longitudinal edge in the space between said perimeters of the respective end plates and interior surfaces of said angle iron members, centrally disposed openings in said end plates surrounded by bearing flanges, a cabinet around said frame, said cabinet having end walls formed with inwardly projecting bearing collars on which are turnably mounted the said bearing flanges of said end plates, said end plates being formed

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with a plurality of radially arranged latch openings, and a spring mounted latch carried by one of said cabinet end walls adapted to snap into one of said openings as the said polygonal frame is turned.

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