Sept. 2, 1930. G. W. ERWIN 1,774,595

ADVERTISING DEVICE

Filed Aug. 6, 1929

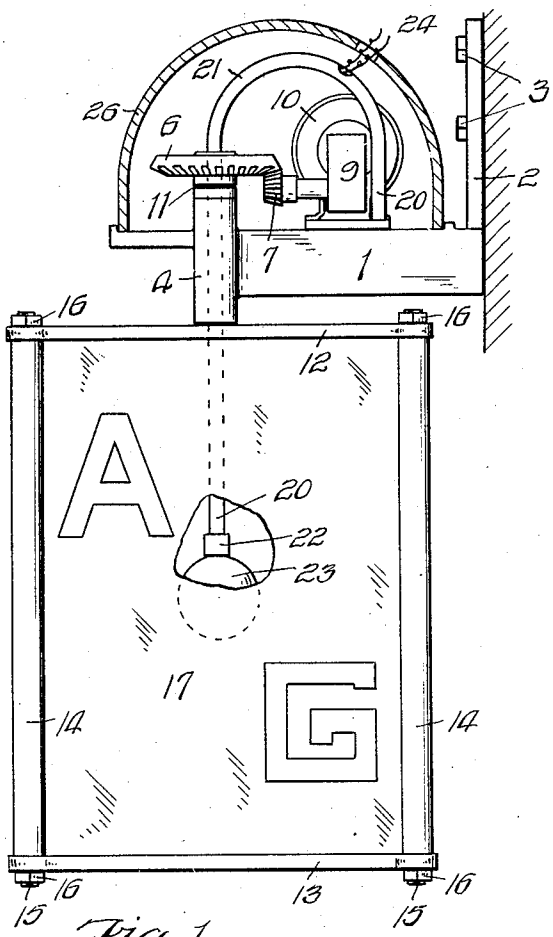


Fig. 1.

Fig. 2.

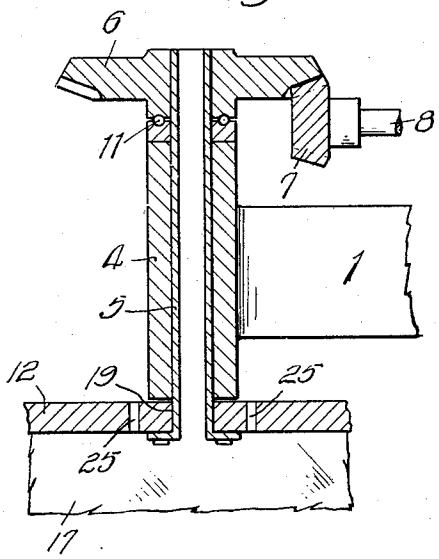


Fig. 4.

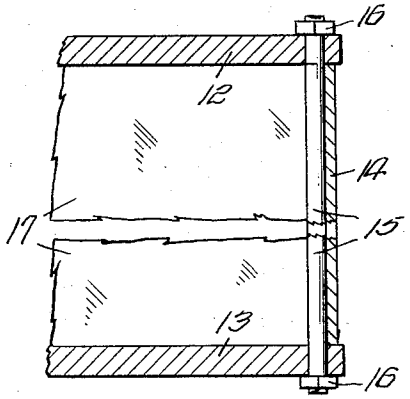
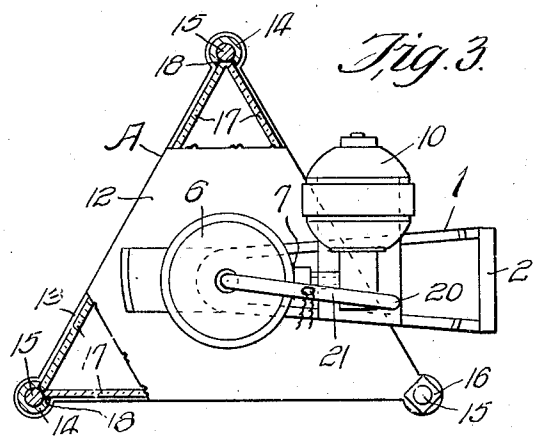


Fig. 3.



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UNITED STATES PATENT OFFICE

GEORGE W. ERWIN, OF ST. LOUIS, MISSOURI

ADVERTISING DEVICE

Application filed August 6, 1929. Serial No. 383,916.

My invention relates to advertising devices, and more particularly to a rotary suspended transparent advertising device, and, has for its object to provide a device embodying a multiple glass paneled rotor adapted to bear advertising matter, said rotor being suspended from a support and driven by means of a suitable electric motor.

A further object of the invention resides in the employment of an antifriction means from which the glass paneled rotor is suspended.

A further object of the invention resides in providing removable corner supports for the rotor so that the glass panels thereof bearing advertisments can be easily assembled and removed for any cause.

A further object of the invention is the provision of an electric lamp disposed within the hollow triangular shaped glass paneled rotor for illuminating the advertisements upon the glass panels at night.

A still further object of the invention is the provision of an advertising device which possesses advantages in points of simplicity and efficiency, and, at the same time proves itself comparatively inexpensive in cost of manufacture.

With the above and other objects in view, the invention consists in the novel features of construction, arrangement and combination of parts hereinafter more fully described and finally pointed out in the claims hereto appended.

Referring to the accompanying drawings forming a part of this specification, wherein like characters of reference denote similar parts throughout the several views:

Fig. 1 is a side elevation of an advertising device embodying the features of my invention with portions thereof broken away.

Fig. 2 is a sectional elevation of the upper end portion of the device.

Fig. 3 is a top plan view of the device with the cover thereof removed and with one corner of the rotor shown in cross section.

Fig. 4 is a detail in sectional elevation showing one of the corner posts of the glass paneled rotor.

In carrying out the aim of my invention, I employ a support embodying a horizontally disposed arm 1 having its one end provided with a suitable foot 2 so that it can be secured to a building or to any other suitable place by means of suitable fastening devices, such for instance as screws, or bolts 3.

The opposite end of the arm 1 is provided with a suitable vertically disposed bearing 4 within which is journaled a suitable tubular shaft 5. The upper end of the shaft 5 is provided with a suitable bevel gear 6 which is adapted to mesh with a suitable pinion gear 7 carried by a shaft 8 leading from a gear reduction box 9 associated with an electric motor 10.

A suitable ball bearing 11 is positioned around the tubular shaft 5 and is disposed between the bevel gear 6 and the upper end of the bearing 4 so as to reduce the friction between the gear 6 and bearing 4 as much as possible.

A suitable rotor or advertisement carrier A is secured to and depends from the lower end of the tubular shaft 5 and is adapted to be revolved by the electric motor 10 through the medium of the gear connections 6 and 7.

The rotor or advertisement carrier comprises a triangular shaped top plate 12 and a similar lower plate 13 which are spaced apart by means of the longitudinally split tubular corner spacing members 14 and connected by means of suitable corner rods 15 which pass through openings in the corners of the upper and lower plates 12 and 13. The ends of the rods carry nuts 16 for locking the upper and lower plates together.

The rotor or advertisement carrier is triangular in cross-section and the side walls thereof of which there are three, are formed of suitable glass panels 17, the upper and lower edges of which engage the inner faces of the upper and lower plates 12 and 13 and the vertical side edges of which panels are receivable in and seated in the longitudinal slits 18 of the vertically disposed spacing tubes 14 to prevent displacement of the glass panels when the nuts 16 are brought home. This arrangement permits of the glass panels 17 being quickly assembled, and changed should they be broken, or should it be de-

sired to change a panel bearing one advertisement for a panel bearing a different advertisement.

The upper rotor plate 12 is provided with a central opening 19 to receive the lower end of the tubular shaft 5 and the shaft is suitably secured to the upper plate of the rotor so that the carrier will hang in suspended relation to the shaft 5.

A suitable tubular pipe 20 is secured at its upper end to the supporting arm 1 and is provided with a goose neck 21 from where the tube is directed downwardly through the gear 6 and the tubular shaft 5 and directed a suitable distance down into the hollow triangular rotor or advertisement carrier A. The lower end of the tube 20 is provided with a suitable lamp socket 22 to which is connected a suitable electric lamp 23. Conduits 24 for carrying electrical energy to the lamp for illuminating the rotor or advertisement carrier from within passes downwardly through the tube 20 to the electric light socket 22.

The upper plate 12 is provided with heat outlet openings 25 and the motor, gears and the upper end of the lamp carrying tube is protected by means of a suitable cover member 26 which is supported by means of the support 1.

The glass panels of the rotor are adapted to be provided with suitable painted advertisements so that when the carrier is slowly rotated, the advertisements are progressively changed to the view of observers, thus attracting their attention to the several signs carried by the glass panels of the rotor.

The letters "A" and "G" represent an advertisement carried by one of the glass panels of the rotor, as clearly shown in Fig. 1.

From the foregoing description, it is evident that I provide an advertisement device, wherein the suspended rotor is provided with three glass panel side walls adapted to bear suitable advertising matter, that the panels are easily assembled and removed and that the advertising matter upon the glass panels is clearly visible at night due to the fact that the rotor is lighted at night interiorly by means of the electric lamp 23. The advertising matter is clearly visible in the day time without the use of a light, as is manifest.

In view of the fact that the rotor is slowly revolved, it is evident that the signs progressively change as the rotor turns, thus providing an advertising device bearing a plurality of glass signs upon a single rotor.

The many advantages of the herein described invention will readily suggest themselves to those skilled in the art to which it appertains.

From the foregoing description, it is evident that a simple device for this purpose has been disclosed, but it is to be understood that I do not desire to restrict, or limit myself to the very details of the construction shown and described, which is merely illustrative, it being obvious that changes, not involving the exercise of invention, may be made without conflicting or departing from the spirit of the invention within the scope of the appended claims.

What I claim is:

1. In an advertising device of the class described, a support, an electric motor provided with speed reducing means, a vertically disposed bearing carried by said support, a tubular shaft journaled in said bearing, a bevel gear fixed to the upper end of said shaft, a pinion gear driven by the motor in mesh with the bevel gear, a three sided glass paneled rotor adapted to bear advertisements fixed to and suspended from said shaft to rotate therewith, a tubular member fixed at its upper end to said support and adapted to pass through the tubular shaft and extend into the suspended hollow rotor, a lamp socket carried by the lower end of said tubular member, electrical conduits leading from said socket and upward through said tubular member, an electric lamp carried by said socket within the rotor for illuminating the glass panels bearing advertisements at night and a cover member carried by the support.

2. In an advertising device, a rotor comprising a triangular shaped top plate, a triangular lower plate, a longitudinally slit tubular spacing member disposed between the corners of each plate, a tie rod within each spacing member, three glass panels adapted to bear advertising matter disposed between the spacing members with their side edges receivable in the longitudinal slits of the spacing member and their upper and lower edges in engagement with the top and lower plates, nuts carried by the ends of said tie rods for locking the upper and lower plates together and holding the glass panels against displacement, a rotatable shaft from which said rotor is suspended, means for supporting said shaft, means for rotating said shaft and means for lighting the interior of said rotor at night.

In testimony whereof, I have hereunto affixed my signature.

GEORGE W. ERWIN.