

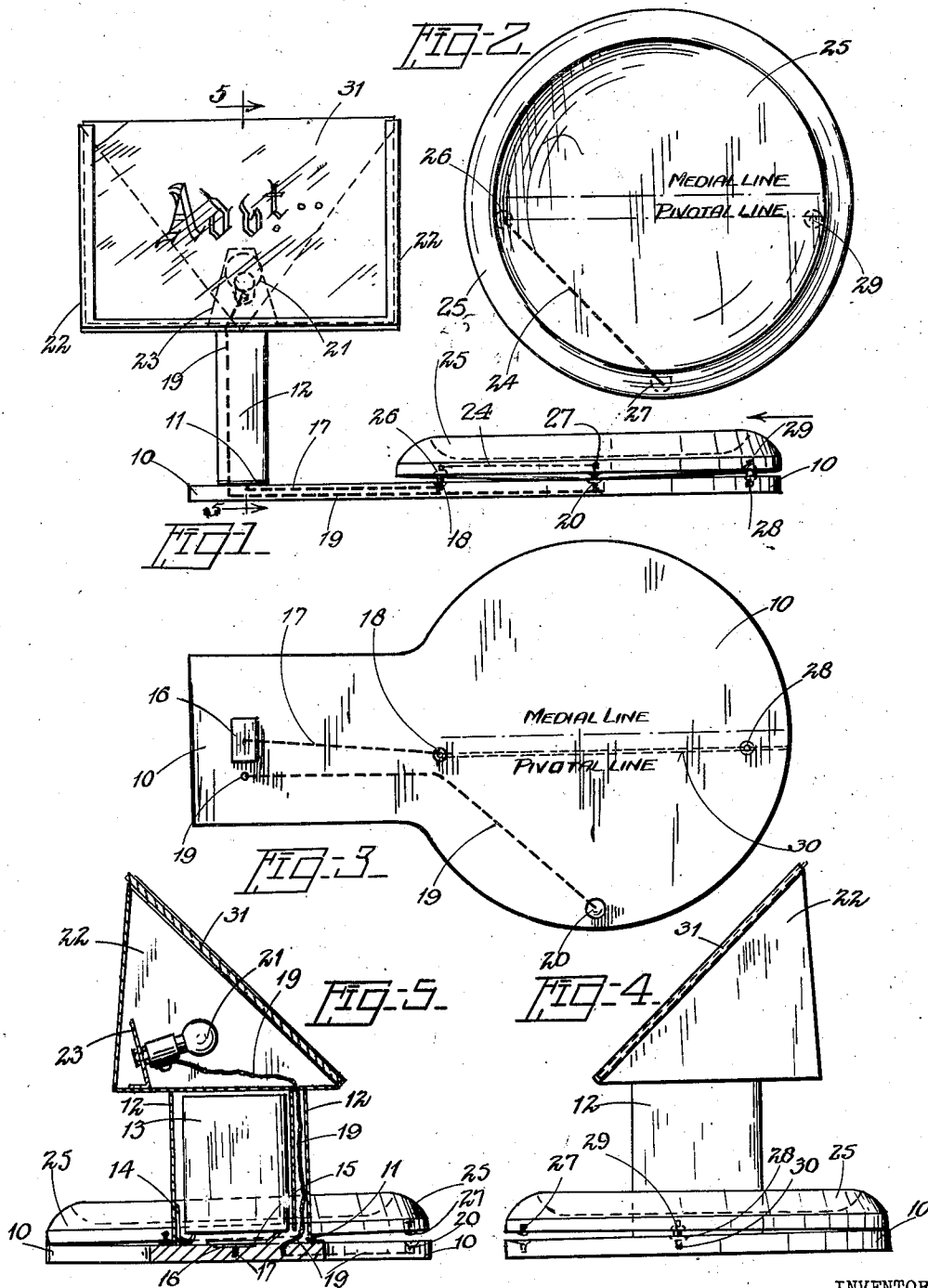
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ADVERTISING DEVICE

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ADVERTISING DEVICE

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5 Claims. (Cl. 40—130)

By this invention I provide a device whereby advertisements are adapted to be displayed in an intermittently illuminated manner, thereby attracting the attention of those persons in the vicinity thereof and compelling the reading of same.

The said device is adapted to be placed on the counter of a store, and is manually operated by the successive removal by customers, of coins (as change) from a plate, which latter is the initially operative member of the device.

The invention essentially comprises a base frame or plate, made from any suitable material and on which is fitted a casing wherein is housed an electric dry-cell battery. Surmounting the said casing is a companion casing wherein is fitted an electric-light globe or bulb. The latter casing is removably faced with a transparency carrying the desired advertisement which is illuminated by the said globe or bulb.

Within the aforesaid base frame or plate are located the necessary circuit wires and terminals for said globe or bulb, the circuit whereof is closed by a bridge wire and terminals within the coin-receiver plate fitted thereover, and which is manually depressed to close the circuit.

To more fully explain the said invention, the same will be described with the aid of the accompanying drawing, in which:—

Fig. 1 is a general front elevation thereof;

Fig. 2 is a plan view of the coin-receiver plate;

Fig. 3 is a plan view of the base-frame or plate, the coin-receiver plate and the battery and bulb-advertisement casings being omitted;

Fig. 4 is an end view looking from the right and in the direction of the arrow in Fig. 1, and

Fig. 5 is a sectional end view taken on the line 5—5 of Fig. 1.

Referring to the said drawing:—

I employ a base-frame or plate as 10 and near to one end of same fit, by hinge 11, a casing 12 wherein is removably housed an electric dry-cell battery 13. The purpose of thus making this casing hinged is to permit the easy and free opening thereof, for the renewal of the said battery 13. The latter is "earthed" by its terminal 14 to the casing 12. The companion terminal 15 has pressing engagement against a plate 16 anchored to the aforesaid base-frame 10. To the underside of the said plate 16 is secured a wire 17 leading from a terminal 18 in the said base frame. Another wire 19 is anchored to a terminal 20 on said base-frame and is led through the battery casing 12, and thence to a globe or bulb 21 within an advertisement-carrier or sign casing 22.

A holder-bracket 23 in casing 22 supports the bulb 21.

As the holder-bracket 23, and also the casing 22 is of metal, a circuit through the bulb 21 is completed upon the bridging of the terminals 18—20. This is accomplished by a bridge wire or switch element 24 which is fitted within a removable and/or pivotal coin-receiver plate 25. One end of the said wire 24 is anchored to a terminal 26 which fits and is pivoted within the terminal 18, aforesaid, while the opposite end of the said wire is anchored to a terminal 27 which makes contact against the terminal 20 aforesaid, upon the said coin-receiver plate 25 being manually depressed.

The said plate 25 is retained on the base-frame 10 by the pivotal connections 26—18, and also by companion pivot members 28—29, the latter, respectively, in being attached to the base plate and coin-receiver plate, a pivot pin 30 being passed through same and also through the aforesaid first-mentioned pivot members.

The said pivot members 26—18 and 29—28 are set frontwardly from the transverse centre-line of the device, as clearly shown in Figs. 2 and 3, in order that, when in the normal position, the coin-receiver plate is rearwardly heavier than the front thereof and is thereby tilted in such position, the contact between the terminals 27—20 being thereby broken as shown in Figs. 1, 4 and 5. Upon a coin being placed on the plate 25 and manually removed therefrom, the pressure of the hand frontwardly tilts the said plate, which action completes or bridges the circuit through the contact of the said terminals 27—20 for the illumination of the globe and the advertisement.

As an alternative, in place of the dry-cell battery for illuminating the globe or bulb, I may utilize a main power supply, from a power-point through a transformer.

Furthermore, I may in some cases employ springs between the operative coin-receiver plate 25 and the base-frame 10, to retain the said members apart and in the inoperative position.

It is of course to be understood that the sign or transparency 31 on which the advertisement is displayed, is slidably removable from the casing thereof, when it is desired to replace or renew same.

What I claim as my invention and desire to secure by Letters Patent is:—

1. A device of the class described having a base plate, a casing hinged thereon, a battery in said casing having one terminal earthed to said cas-

- ing, a contact plate on the base plate engaged with the other terminal of the battery, a sign casing surmounting the first casing having a removable sign transparency thereon, a bracket in the sign casing, an electric globe carried by the bracket having one terminal earthed through said bracket and sign casing to the first casing, a wire leading from the other terminal of said globe through said casings, a terminal on said base plate to which said wire leads, a terminal on said base plate in conducting relation to said contact plate, and means on the base plate operable against said terminals to close a circuit through said globe.
- 15 2. A device according to claim 1 wherein the last mentioned means is a coin-receiver plate, a pin pivotally connecting said coin-receiver plate and one of said terminals, and a wire on the coin-receiver plate to bridge said terminals.
- 20 3. A device according to claim 1 wherein the last mentioned means is a coin-receiver plate, a pin pivotally connecting said coin-receiver plate and one of said terminals, said pin being offset from the transverse center line of the coin-receiver plate, so that the latter plate will be normally rearwardly tilted, thus enabling the last mentioned wire to break the circuit.
- 25 4. A device as herein set forth comprising a base plate, a coin-receiver plate, pivot means connecting said plates together with the pivotal axis off-center so that the receiver plate is heavier on one side of said axis than on the other side with the lighter side of the receiver plate normally spaced from the base plate, a contact on the lighter side of said receiver plate, a contact on the base-plate engageable by the first mentioned contact upon depression of the receiver plate, a conductor on the receiver plate extending from the contact thereon to the pivot means, the second mentioned contact and pivot means being laterally offset one from the other being adapted for connection in an electric circuit to be intermittently closed through depression of said receiver plate.
- 5 5. A device as herein set forth comprising a base plate, a coin-receiver plate, pivot means connecting said plates together with the pivotal axis off-center so that the receiver plate is heavier on one side of said axis than on the other side with the lighter side of the receiver plate normally spaced from the base plate, a contact on the lighter side of said receiver plate, a contact on the base-plate engageable by the first mentioned contact upon depression of the receiver plate, a conductor on the receiver plate extending from the contact thereon to the pivot means, sign means on the base-plate having an illuminating member, a conducting casing on the base plate supporting said sign means, a battery in said casing, conductors including said casing to complete a circuit from said battery through the illuminating member for which the second mentioned contact and pivot means form terminals, the circuit being adapted to be intermittently closed through depression of said receiver plate.
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