Oct. 26, 1937. E. H. PHILIPPI 2,097,090

ADVERTISING APPARATUS

Filed Nov. 4, 1935 2 Sheets-Sheet 1

Fig. 1.

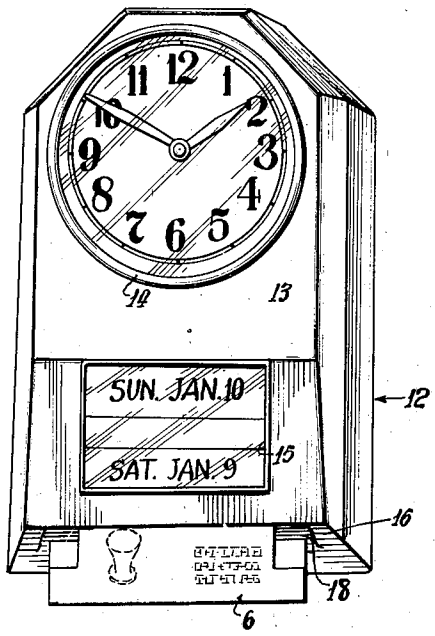
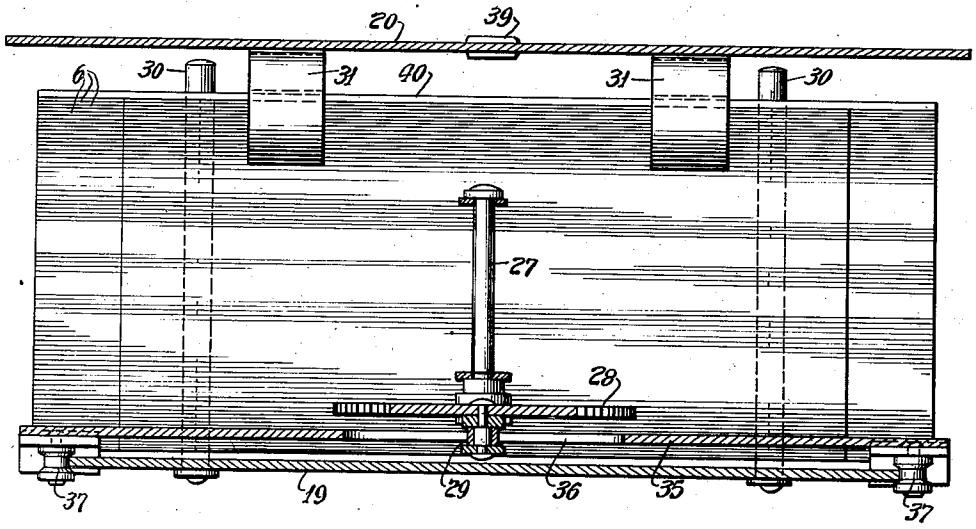


Fig. 4.



Inventor:
Edward H. Philippi,
By: Arthur W. Wallace
Atty.

Witness:
E. Camporini

Oct. 26, 1937. E. H. PHILIPPI 2,097,090

ADVERTISING APPARATUS

Filed Nov. 4, 1935 2 Sheets-Sheet 2

Fig. 5.

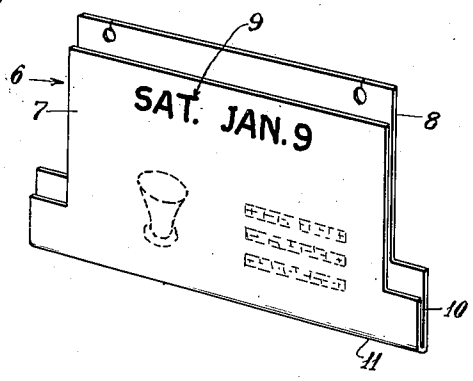


Fig. 2.

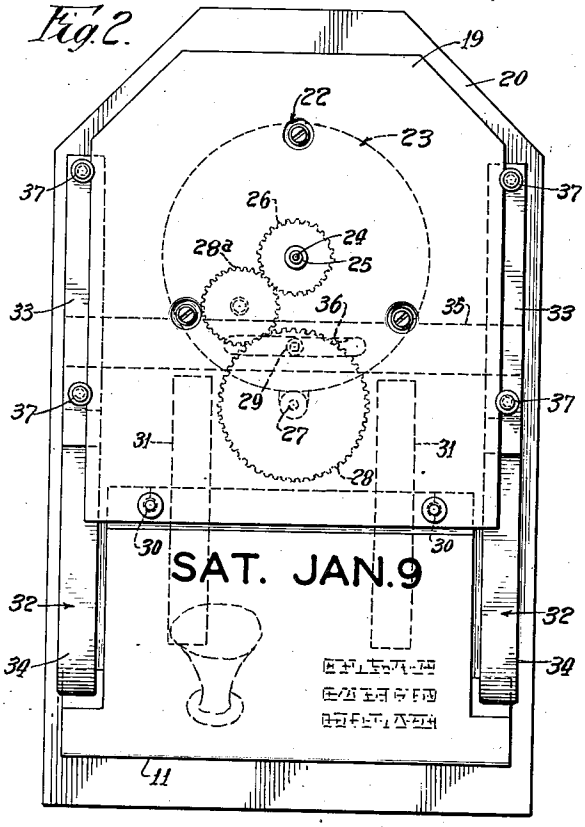
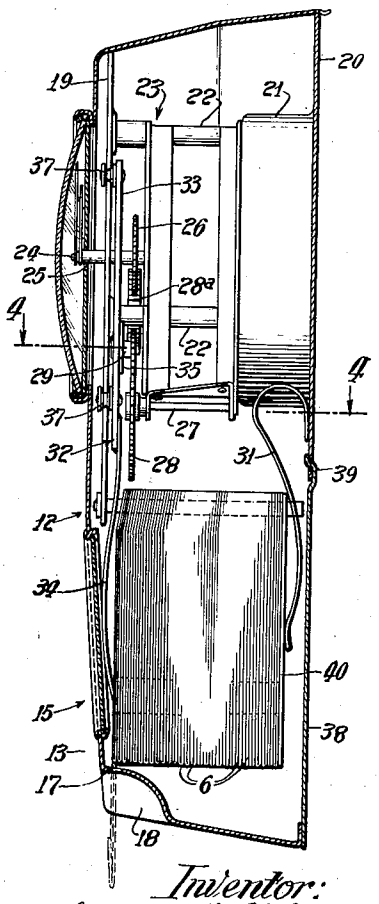


Fig. 3.



Inventor:
Edward H. Philippi,
By William Mc Nelson
Att'y.

Witness:
E. Camporini

Patented Oct. 26, 1937

2,097,090

UNITED STATES PATENT OFFICE

2,097,090

ADVERTISING APPARATUS

Edward H. Philippi, Evanston, Ill.

Application November 4, 1935, Serial No. 48,143

2 Claims. (Cl. 271—2)

This invention relates to improvements in advertising apparatus and it consists of the matters hereinafter described and more particularly pointed out in the appended claims.

The apparatus of the present invention is more particularly adapted for dispensing devices such as shown and described in my copending application, filed September 13, 1935 and bearing Serial No. 40,444.

One of the objects of the present invention is to provide a simple, inexpensive and efficient apparatus for periodically dispensing the devices forming the subject matter of the above mentioned application.

Another object of the invention is to provide an apparatus of this kind which includes means for holding a plurality of such devices as a pack, and further includes at least one dispensing finger having a periodic projecting and retracting movement and which finger in its projecting movement engages in a pocket in the device at the front of the pack to project it therefrom into a position to be digitally grasped for subsequent removal.

A further object of the invention is to provide an apparatus of this kind in the form of an electric clock including a plate from which is pendently supported a pack of dispensable devices and upon which plate there is mounted for a guided projecting and retracting movement, a dispensing finger actuated periodically by the clock mechanism to dispense the device at the front of the pack therefrom.

The above mentioned objects of the invention, as well as others, together with the several advantages thereof, will more fully appear as I proceed with my specification.

In the drawings:

Fig. 1 is a perspective view of an advertising apparatus, in the form of a clock, embodying the preferred form of the invention.

Fig. 2 is a view in front elevation of the mechanism or chassis of the apparatus, as the same appears when removed from its casing.

Fig. 3 is a view in side elevation of the mechanism or chassis shown in Fig. 2, the casing appearing in vertical section.

Fig. 4 is a horizontal sectional view through a part of the apparatus, on an enlarged scale, as taken on the line 4—4 of Fig. 3.

Fig. 5 is a perspective view of one of the devices to be dispensed by the apparatus and which device forms the subject matter of my application previously mentioned.

The dispensable device shown in Fig. 5, in general, comprises a piece of paper indicated as a whole as at 6 folded transversely upon itself to form front and rear sections 7 and 8 respectively. The rear section extends above the top edge of the front section and the top margin of said front section forms a space for suitable matter such as a date 9. The bottom end of each device is formed with laterally extending parts providing pockets 10 bottomed by the fold 11, and those parts of the rear section partly forming said pockets extend above the like parts of the front section.

Said front and rear sections contain on their respective obverse and reverse sides, menus, recipes and other matters such as advertising relating to products for following said menus and recipes.

Referring now in detail to that embodiment of the invention, illustrated in Figs. 1 to 4 inclusive of the drawings:

12 indicates as a whole the casing for the apparatus and which includes a front wall 13 having a dial opening 14 and a display opening 15 therebelow. In the bottom wall 16 of the apparatus, near the front wall is a discharge slot 17 that opens into a recess 18 whereby a device projected out through said slot may be digitally grasped for removal.

Within the casing of the apparatus is located the dispensing mechanism which includes front and rear spaced plates 19 and 20 respectively. The rear plate has a forward depressed portion 21 and connecting said front plate and said depressed portion 21, are spacer tubes and coacting bolts 22 as best appears in Fig. 3. Arranged between the front plate and said depressed portion of the rear plate is a clock mechanism 23 that is supported in position by said spacer tubes and bolts. As shown herein said clock mechanism is an electrical one and includes minute and hour hand shafts 24—25, there being a twelve hour gear 26 on the hour hand shaft. At the bottom of said mechanism is suitably journalled a shaft 27 carrying a gear 28. An idler gear 28a (see Fig. 2) meshes with the gears 26—28 and the gear 28 is of such diameter relative to the gear 26 as to be driven thereby, one revolution every twenty-four hours. The gear 28 carries a forwardly extending crank pin 29 the purpose of which will appear later.

At the bottom of the front plate is a pair of laterally spaced, rearwardly extending pins or bars 30—30. These pins extend through holes in the top portion of the rear sections of a plurality of devices 6 so that said devices are pendently supported as a pack, by said pins. In this respect, it is pointed out that the holes in said devices are arranged quite close to the top edge of the rear sections thereof so that said device may be torn loose from supporting engagement on said pins in the dispensing of said devices. A pair of spring fingers 31 engage at one end with the rearmost device thereof to push them all forwardly on the pins. This keeps the devices closely together as a pack and insures

that the frontmost device thereof is in the proper position with respect to the rear face of the front plate, so as to be properly operated upon in dispensing the same. These spring fingers, as shown herein, are secured in any suitable manner at their top ends to the rear plate 20.

When the devices are supported as a pack by the pins 30 the front or foremost device lines up with the display opening 15 in the casing 12 so as to be visible therethrough. This opening in the casing is of such dimensions relative to the devices that the pockets 10 are not presented to view through said opening.

To periodically dispense the devices, I provide a pair of dispensing fingers 32—32 arranged in the vertical plane of the pockets 10—10 of said devices 6. Each finger includes a relatively stiff top end bar 33 and a relatively flexible bottom end portion 34. The top end bars 33—33 of said fingers are arranged in a plane between the front plate 19 and the gear 28 and are connected together by a transverse bar 35. In the mid portion of said transverse bar is a longitudinal slot 36 in which the crank pin 29 of the gear 28 engages, the slot being of a length approximating the throw of the crank pin. Each top end bar of said fingers carries a pair of longitudinally spaced, rollers 37 which are peripherally grooved to ride upon the side edges of the front plate to insure an easy running but positively guided movement for said fingers.

The rear plate 20 includes a bottom extension plate 38, said plates having a hook and slot detachable connection 39 whereby the extension plate may be removed to allow access to the pins 30 for the purpose of applying a new pack of devices 6 when the previous pack has been depleted or exhausted through dispensing of the individual devices thereof.

It is intended that one device be dispensed every 24 hours so that each day, a new device with the proper date thereon is presented to view through the opening 15. It is also intended that the time of actual dispensing occur between the hour of 6 P. M. of one day and 6 A. M. of the next day.

In Fig. 2, the parts are shown in the position they occupy at the hour of 6 P. M. In this position the crank pin 29 and the fingers 32 are in their highest position, the bottom ends of the finger portions 34 engaging the extension of the rear section of the foremost device of the pack. This engagement occurs a considerable distance above the bottom of the associated pocket as provided by the fold line connecting the two sections. It is apparent that the fingers 32 will move downwardly a distance corresponding to the throw of the crank pin.

Thus as the twenty-four hour gear 28 and its crank pin turn in a clockwise direction from the position shown in Fig. 2, a considerable period of time will elapse before the fingers will reach the bottom of the pockets in the device at the front of the pack to impart movement thereto. This lapsed period will approximate about six hours so that the fingers will not reach the fold line until about 12 o'clock midnight, at which time the crank pin has travelled about 90°. As the crank pin travels downwardly through a second 90° to a position corresponding to 6 A. M. of the following day, the fingers will have pushed the foremost device out through the casing slot 17, far enough to dispose its bottom portion into the recess 18 of the casing so that it may be digitally grasped for removal. At this time, the next device appears within the area of the sight opening 15.

As the crank pin travels on its last half or upward stroke, the fingers move upwardly therewith to again go into the position shown in Fig. 2 ready for the next operation. As the foremost devices of the pack are dispensed, the whole pack is moved forwardly by the spring fingers 31 to maintain the foremost device of the pack in proper operative relation with respect to the finger extension portions 34.

The apparatus consists of but a relatively few parts, which may be assembled at a low cost and when so assembled, operate efficiently for their intended purposes.

While in describing the invention, I have referred in detail to the form, arrangement and construction of the various parts thereof, the same is to be considered only in the illustrative sense so that I do not wish to be limited thereto except as may be specifically set forth in the appended claims.

I claim as my invention:

1. An advertising apparatus of the kind described embodying therein means for supporting a pack of dispensable devices, each consisting of a sheet of paper folded to provide front and rear sections, parts of unequal length of which project from one side of one end of both sections to there form at least one open marginal pocket, a dispensing finger arranged along said one side of the device at the front of the pack and having an end portion normally engaged upon the longer of said parts beyond the free edge of the shorter one of said parts of said device at the front of the pack, means providing a guided movement of said finger at least along one side of the device at the front of the pack, toward and away from the pocket thereof, and means for periodically imparting a projecting and a retracting movement to said finger, said finger in its projecting movement riding on said longer part of the device at the front of the pack, under the shorter one into engagement with the bottom of the pocket of said device at the front of the pack for dispensing the same from said supporting means.

2. An advertising apparatus of the kind described embodying therein means for supporting a pack of dispensable devices, each consisting of a sheet of paper folded to provide front and rear sections, parts of unequal length of which project from one side of one end of both sections to there form at least one open marginal pocket, a dispensing finger arranged along said one side of the device at the front of the pack and having an end portion normally engaged upon the longer of said parts beyond the free edge of the shorter one of said parts of said device at the front of the pack, means providing a guided movement of said finger at least along one side of the device at the front of the pack, toward and away from the pocket thereof, a mechanism including a rotatable member, means actuated by the said rotatable part of said mechanism and operatively connected to said finger for periodically imparting a projecting and a retracting movement to said finger, said finger in its projecting movement riding on said longer part of the device at the front of the pack, under the shorter one into engagement with the bottom of the pocket of said device at the front of the pack for dispensing the same from said supporting means.

EDWARD H. PHILIPPI.