

954,752.

Fig. 1

Fig. 2

Fig. 3

Fig. 4

Fig. 5

Fig. 6

Fig. 7

Fig. 8

Fig. 9

Witnesses

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AL MARKS, OF MILWAUKEE, WISCONSIN.

ADVERTISING DEVICE.

954,752.

Specification of Letters Patent.

Patented Apr. 12, 1910.

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To all whom it may concern:

Be it known that I, AL MARKS, of Milwaukee, Wisconsin, have invented an Advertising Device, of which the following is a specification.

This invention has relation to devices adapted especially for attachment to the glass fronts of street stores for announcing various articles; and it is my object to provide a construction whereby a swinging or rotatable sign may be fixed to any wall or plate-glass store-front without injuring or affecting the glass and without material expenditure of time and labor or any special operation in attaching it. More particularly I aim to provide such a device with means for holding a fixed sign as well as the rotatable sign referred to; and thereby to provide an advertising-device which is adapted to the uses of manufacturers, containing the sign of their goods fixed permanently to it, and at the same time making it attractive to the retailers by providing space for a retailer's sign which does not interfere with that of the manufacturer.

The nature of my invention will best be understood from a consideration of the following description of the most improved forms thereof which I have shown in the accompanying drawings, wherein,

Figure 1 is a front elevation of the device with a space for a movable sign; Fig. 2 is a sectional elevation of a simpler form, without the movable sign, on the plane 2 of Fig. 5; Fig. 3 is a side elevation of the form shown in Fig. 1, the cross-bars being in section on the plane 3; Fig. 4 is a plan view of the same; Fig. 5 is a plan view of that part of the second form of the device which is shown in Fig. 2; Fig. 6 is a perspective view of the device provided with manufacturers' and retailers' announcements; Fig. 7 is a plan view of the projecting end of the device to show how the rotating sign may be curved to make it rotate in the wind; Fig. 8 is an elevation partly in section on a larger scale of the holder for the rotatable sign; and Fig. 9 is a longitudinal section through the pneumatic suction-pad and frame to show the manner of assembling the parts of the device.

In these drawings every reference letter refers always to the same part.

The frame of the device comprises three principal parts, to wit, a three-sided member *a*, bent twice at right angles and having

its ends bent back upon themselves as shown at *b* to form bearings for the pivoted sign as will be described later; and two cross-bars *c* or *c'*, the ends of which are bent at right angles as shown at *d* and *d'*. In the simpler form, that of Figs. 2 and 5, which does not provide any holder for a fixed card, the members *c'* are plain bars of suitable length; while in the more elaborate form of Figs. 1, 3, 4 and 6 the cross-bars *c* have their outside edges turned up as shown at *e* to form means for removably holding an advertising-card *f*, the position of which is shown in dotted lines in Fig. 3.

At the junction of each cross-bar with the frame-bar *a* is mounted a pneumatic suction-pad *g* of india rubber or the like, destined to adhere to a glass-pane *h* in the usual manner, and the three parts *a*, *c* and *g* are all secured together by a single screw *i*, which engages in an interiorly threaded socket *j* which is cast in place within the rubber-pad *g*. It will thus be seen that the whole device is supported and maintained in place by means of only two pneumatic pads, and is simply and easily assembled and mounted, the frame being held from swaying in the wind and from the wrenching loose of the suction-pads by the rectangularly bent ends *d*, *d'* of the bars *c*, *c'*. As shown in Fig. 9 and by the dotted line positions of Figs. 4 and 5, the pads *g* will of course project slightly beyond the plane of the ends of the bar *c* or *c'*, so that when compressed by suction upon the glass it will lie in the plane of those ends.

On the bearings *b* of the ends of the bar *a* are rotatably mounted two clips *k*, each formed of a piece of wire with a double loop on its active end, so that a card or metal plate *m* can be inserted between the two wires and so held in place. The straight end of each clip *k* passes through holes *n* and *o* in the bearing *b* as shown, and a pair of collars *p*, *q* are fixed thereto at opposite sides of one of the holes so as to prevent endwise movement and form a bearing surface.

The device is ordinarily adapted for use by manufacturers to be given away to retail dealers, and, as indicated by the nature of the announcements in Fig. 6, it is intended that the rotatable sign *m* shall bear the manufacturer's announcement, while the card-holding clips *e* may be used by the retailer for his own sign and form an induce-

ment for him to display the other. Therefore the plate *m* will generally be of metal and soldered fast to the clips *k*, so that it cannot readily be changed or substituted.

5 To give it a greater attractive power, I may give the metal sign an S-shaped curvature as shown at *m'* in Fig. 7 which causes it to rotate in the wind.

The device is very simple to construct and assemble, involving as it does only three strips of sheet metal, two pieces of wire, two screws and two air-pads, and as it can be shipped in knock-down form its transportation can be effected at a very insignificant cost.

From the above description it will be readily seen that my invention may assume a variety of forms all embodying the same principles and that a great number of changes and modifications are possible in the nonessentials without departing from the spirit of my invention, the scope of which is particularly defined in my claims.

Having thus described my invention, what I claim as new and desire to secure by Letters Patent is:

1. An advertising-device comprising, in combination, a three-sided frame-bar, a rotatable sign mounted at the ends thereof, two pneumatic suction-pads mounted at the corners, and a cross-bar mounted on the three sided frame bar and adapted to abut upon the surface on which the sign is mounted on either side of the pads and brace it transversely.

2. An advertising-device comprising, in combination, a three-sided frame-bar, two

three-sided cross-bars disposed with their ends in position to abut on the surface upon which the device is fixed, two pneumatic pads at the junction of said frame-bar and the respective cross-bars, and two fastenings one for each pad securing the pad, cross-bar and frame-bar together at the junction.

3. An advertising-device comprising, in combination, a three-sided frame-bar, two three-sided cross-bars, two pneumatic pads at the junction of said frame-bar and respective cross-bars, two fastenings one for each pad securing the pad, cross-bar and frame-bar together at the junction, means for rotatably supporting a sign on the ends of said frame-bar, and means upon said cross-bars for securing a fixed sign thereto.

4. An advertising-device comprising, in combination, a three-sided frame-bar, two three-sided cross-bars, two pneumatic pads at the junction of said frame-bar and respective cross-bars, each of said pads having a threaded socket, two screws one for each pad passing through holes in the respective cross-bars and frame-bar and engaging the respective sockets, and means for rotatably supporting a sign on the ends of said frame-bar, said cross-bars having their outer edges turned over to form parallel clips for holding the edges of a sign-card.

In witness whereof I have hereunto set my hand this first day of April, 1909.

AL MARKS.

Witnesses:

GEORGE W. COLLES,
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