

No. 819,394.

PATENTED MAY 1, 1906.

H. S. WILLIAMS.
ADVERTISING DEVICE.
APPLICATION FILED MAR. 27, 1905.

Fig. 1.

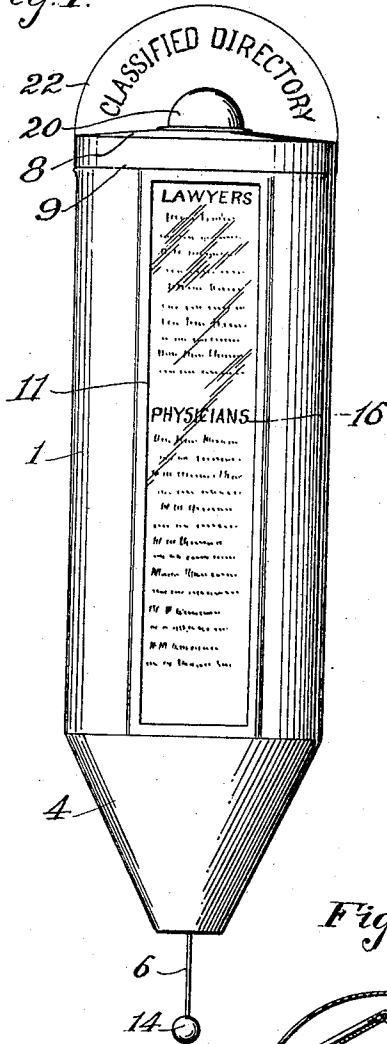


Fig. 2.

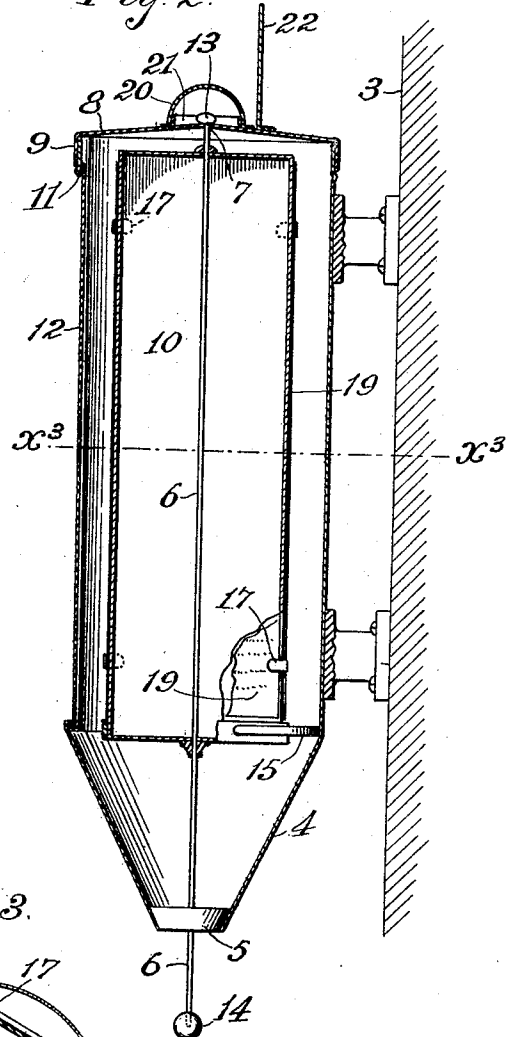
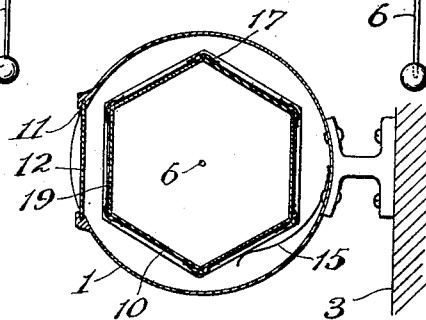


Fig. 3.



Witnesses:
C. C. Holly
A. P. Knight

Inventor
Harry S. Williams.
by Townsend Bros.
his attys

UNITED STATES PATENT OFFICE.

HARRY S. WILLIAMS, OF LOS ANGELES, CALIFORNIA, ASSIGNOR, BY
MESNE ASSIGNMENTS, TO CLINTON E. DAWSON, OF LOS ANGELES,
CALIFORNIA.

ADVERTISING DEVICE.

No. 819,394.

Specification of Letters Patent.

Patented May 1, 1906.

Application filed March 27, 1905. Serial No. 252,219.

To all whom it may concern:

Be it known that I, HARRY S. WILLIAMS, a citizen of the United States, residing at Los Angeles, in the county of Los Angeles and State of California, have invented a new and useful Improvement in Advertising Devices, of which the following is a specification.

The present invention relates to an advertising device suitable for use in public places, on thoroughfares, &c., and adapted to carry information for the public, such as a classified directory or other advertising matter.

One object of the present invention is to provide a device of this nature which will be simple and durable and adapted for exposure to the weather.

Another object of the invention is to provide a device of this nature which is capable of carrying a considerable amount of directory or advertising matter in a limited space and is adapted to bring the same into view a part at a time in a convenient manner.

The accompanying drawings illustrate the invention.

Figure 1 is a front elevation. Fig. 2 is a vertical section. Fig. 3 is a horizontal section on the line $x^3 x^3$, Fig. 2.

The device comprises a case preferably in the form of a cylindrical shell 1, which may be supported in any suitable manner, as by brackets extending therefrom, and attached to a suitable support, such as a wall or post, (indicated at 3.) The lower end of the shell 1 is preferably tapered or provided with a conical extension 4, which carries the lower bearing 5 for a pivot rod or shaft 6, extending vertically and axially of the case and provided at its upper end with a bearing 7 in the top 8 of the case. Said top is preferably removable, consisting, for example, of a cover having a downturned flange 9 sliding friction-tight over and around the top of the case 1 and provided with a central perforation forming the bearing 7 for the pivot-rod 6 aforesaid.

The pivot-rod 6 carries a drum 10, which is preferably polygonal, having, for example, six sides, each of which is adapted to carry advertising matter. The case 1 is provided in its front with an opening or slot 11, in which glass or a transparent plate 12 may be set to protect the interior of the case.

The rod 6, carrying the drum 10, is provided at its upper end with an enlargement,

collar, or head 13, resting on top of the cover 8 to support the drum and rod, and at its lower end the said rod may have a manual operating means, such as a handle or knob 14, whereby it may be rotated to bring different sides or circumferential portions of the drum to view through the exhibit-opening 11.

Suitable means may be provided to enable the drum to be turned to proper exhibiting position to bring the front face thereof squarely in register or line with the exhibiting-opening, such means consisting, for example, of a spring 15, extending inwardly from the case 1 and bearing against the hexagonal or polygonal periphery of the drum.

The advertising matter (indicated at 16) may be fixed to the drum in any suitable manner, the drum being, for example, provided with clips 17 at each corner to engage and hold the cards, strips, or slips 19 containing the advertising matter. The bearing-piece 5 is preferably loosely mounted in the conical extension 4, being itself conical in shape and fitting in said conical extension.

On lifting the cover 8 the rod 6, drum 10, and knob 14 are drawn up together, and said knob in its upward movement strikes and carries up the bearing-piece 5, all of these parts being removed together from the case and the drum being thus accessible for renewal or change of the advertising matter. When such change has been made, the said parts are again slipped into the case and the bearing 5 falls naturally to its seat within and on the conical extension 4.

A person referring to the device for information can examine the advertising matter or other information through the exhibit-slot 11, and if the matter desired—for example, a particular part of the classified directory to which he wants to refer—is not found on the side of the drum displayed through said opening he will grasp the knob 14, slightly elevate the drum, if necessary, to reduce the friction on the bearing 7 at the upper end, and will then rotate the drum sufficiently to bring that side of the drum into exhibiting position that contains or carries the part of the directory or advertising matter which he desires to inspect. In this operation the tapering form of the lower end of the case is of advantage, as it enables the operator to easily see and reach the knob 14, while at the

same time providing a bearing for the pivot-rod at a point which is close to said knob, thereby steadying the pivotal movement.

20 represents a hood on top of the cover 1 to shed the water from the bearing 7, said hood being removably secured to the said cover, as by engagement friction-tight on a flange 21, extending upwardly from the cover.

22 designates a plate extending upwardly from the top of the cover 8 and adapted to carry matter descriptive of the purpose of the device, said plate also serving to stiffen the cover and to serve as a handle whereby the cover and the attached parts may be conveniently lifted.

What I claim is—

1. An advertising device comprising a vertical, cylindrical case having a conical extension at its lower end and a removable cover at its upper end, said cover provided with a central perforation, a pivot-rod extending axially through said case and cover and having an enlargement above the cover to rest thereon, a manual operating means at its lower end exteriorly of the case, a polygonal drum carried by said pivot-rod and provided on its sides with advertising matter, and a bearing member for said pivot-rod at the lower end of the case extension.

2. An advertising device comprising a vertical, cylindrical case having a conical extension

at its lower end and a removable cover at its upper end, said cover provided with a central perforation, a pivot-rod extending axially through said case and cover and having an enlargement above the cover to rest thereon, a manual operating means at its lower end exteriorly of the case, a polygonal drum carried by said pivot-rod and provided on its sides with advertising matter, and a bearing member for said pivot-rod at the lower end of the case extension, said bearing member consisting of a conical piece removably fitting in the lower end of the conical case extension.

3. An advertising device comprising a cylindrical case having an exhibit-opening and provided at its lower end with a conical extension, a pivot-rod extending axially of the case and provided at its lower end with a manual operating means exteriorly of the case, a removable cover at the top of the case having a perforation forming a bearing for the upper end of said pivot-rod, a removable hood on the top of said cover over said bearing, and a plate attached to the top of the cover and extending transversely thereof.

In testimony whereof I have hereunto set my hand, at Los Angeles, California, this 18th day of March, 1905.

HARRY S. WILLIAMS.

In presence of—

ARTHUR P. KNIGHT,
GEORGE T. HACKLEY.