Feb. 21, 1933. G. WILLENS 1,898,924

DRUM FOR ADVERTISING CLOCKS

Original Filed Aug. 27, 1932

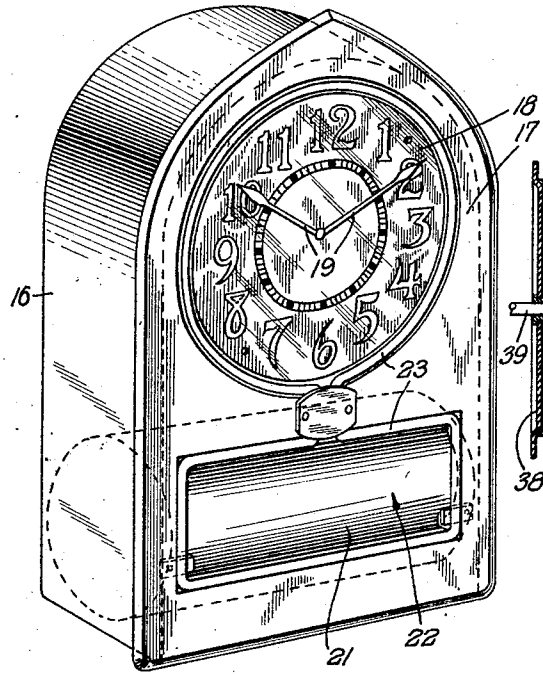
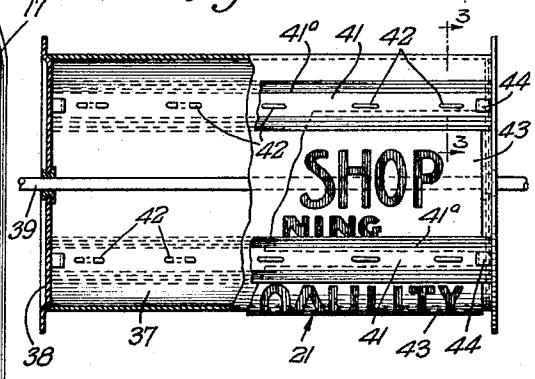


Fig. 1.

Fig. 2.



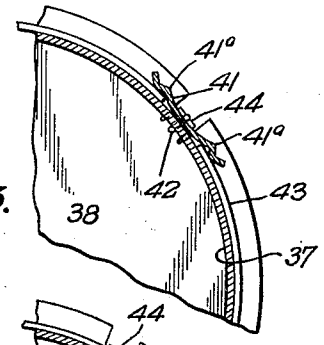


Fig. 3.

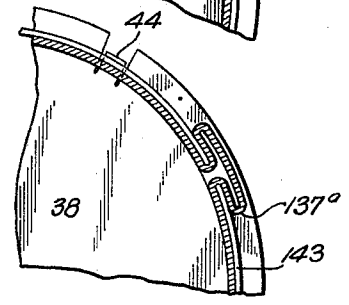


Fig. 5.

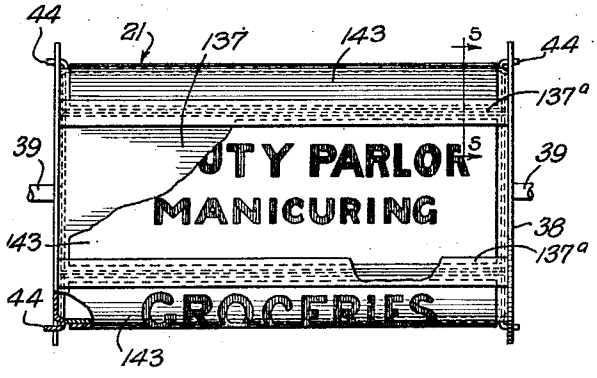


Fig. 4.

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UNITED STATES PATENT OFFICE

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DRUM FOR ADVERTISING CLOCKS

Original application filed August 27, 1932, Serial No. 630,649. Divided and this application filed September 30, 1932. Serial No. 635,649.

My invention relates in general to advertising clocks, and is a division of my copending application, Serial No. 630,649, filed August 27, 1932, for advertising clock. In my prior Patent No. 1,852,869 of April 5, 1932, I disclose an advertising clock in which a rotatable drum for bearing advertising matter is disposed under the clock face and both operated in a novel manner to secure a new result.

The principal object of the present invention is the provision of an improved advertising clock.

Another object is the provision of improvements in the advertising drum structure of such a clock.

Another object is the provision of improved means for supporting placards on the drum.

Other objects and features of the invention will be apparent from a consideration of the following detailed description taken with the accompanying drawing, wherein

Fig. 1 is a front perspective view showing the clock of my invention with the drum mounted therein.

Figs. 2 and 3 are elevational and sectional views, respectively, showing one construction of the drum; and

Figs. 4 and 5 are similar views showing a modified construction.

Referring now to Fig. 1 of the drawing, I show a clock casing comprising a casing body 16 and a front panel 17 secured thereto by suitable means. The front panel is provided with a clock face 18 including the usual hands 19 operated by suitable means to show the time of day. The clock casing also is provided with a pivotally supported revolvable drum 21 arranged to support advertising placards in a manner to be disclosed. A portion of the drum, large enough to display one single placard, is visible through an aperture 22 provided in the panel. A luminescent tube 23 is shaped to extend around the clock face and around the drum display aperture 22 to have a decorative effect and also to impart a certain amount of luminosity to the clockface and advertising placards.

I employ an improved drum construction with improved means for mounting advertising placards in position. The drum comprises a cylinder 37 preferably of relatively light weight but durable fibre board and end plates 38, preferably formed of relatively light weight sheet metal, the end plates being provided with hubs journaled on a shaft 39 supported in the casing. At regular and separated positions on the cylinders 37 I provide strips 41 of fibre board. The strips are held in position along their center lines preferably by means of suitable rivets 42.

Wire staples are satisfactory for this purpose. The edges of the strips are crimped as shown at 41*a* in Fig. 3, whereby the edge of the strip sets up a slight distance to facilitate insertion of the paper placard 43 and whereby the strip will also continue to bear against the edge of the placard 43 so as to hold it in position.

As to holding the drum ends and cylinder 37 together, I prefer a simple expedient, as shown, in which metal tabs 44 are struck from material of the end plates and are inserted through apertures formed in the cylinder and bent over as the drawing shows. To provide greater strength, these tabs extend through the strips 41.

In the form shown in Figs. 4 and 5, the cylinder 137 is folded to provide a plurality of ledges 137*a* under which the advertising placards 143 extend. In other respects, however, the drum may be constructed substantially the same as the drum described in connection with the preceding figures.

It will be understood that the drum is rotated in a series of steps equal to the width of the advertising placard, so that the placards are displayed one by one and successively through the drum aperture. I may, however, rotate the drum continuously but slowly although I prefer the step movement.

The drum is turned by suitable mechanism, such as a clock mechanism, and suitable driving connections are provided as shown in my prior patent hereinbefore referred to.

Having thus described my invention, what

I claim as new and desire to secure by Letters Patent is:

1. In an advertising clock, a cylinder formed of light weight fibre board, a plurality of paper strips of fibre disposed longitudinally of said cylinder on the outside surface thereof, means extending through the center of the strips and cylinder to hold the strips on the cylinder and leave the side edges thereof projecting substantially tangentially, a pair of end plates each comprising a relatively thin metal plate formed with annular flanges against which the ends of the cylinder project, and means for holding the ends of the cylinder against said flanges.

2. The combination set out in claim 1, wherein said last mentioned means comprises tabs formed of the body of said end plates, said tabs extending through apertures in the cylinder and strips and formed to secure said cylinder against the end plates.

In witness whereof, I hereunto subscribe my name this 20th day of September, 1932.

GEORGE WILLENS.