A. EASTMAN.

ADVERTISING DEVICE.

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1,313,173.

Patented Aug. 12, 1919.

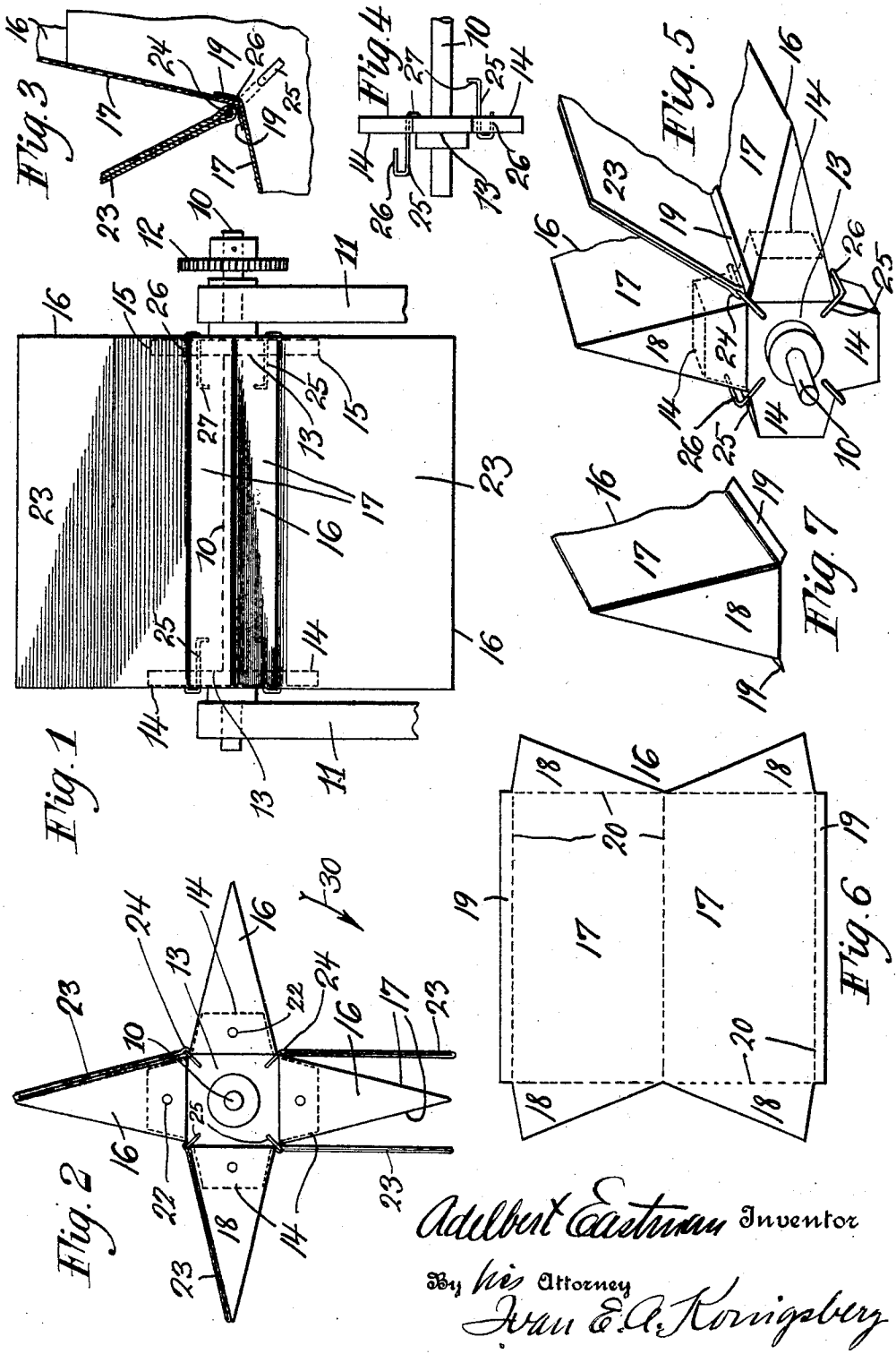


Fig. 1

Fig. 2

Fig. 3

Fig. 4

Fig. 5

Fig. 6

Fig. 7

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UNITED STATES PATENT OFFICE.

ADELBERT EASTMAN, OF NEW YORK, N. Y.

ADVERTISING DEVICE.

1,313,173. Specification of Letters Patent. Patented Aug. 12, 1919.

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To all whom it may concern:

Be it known that I, ADELBERT EASTMAN, a citizen of the United States of America, residing at New York city, Bronx county, New York, have invented certain new and useful Improvements in Advertising Devices, of which the following is a specification.

This invention relates to improvements in advertising apparatus of the type comprising a rotatable element having a plurality of relatively fixed display surfaces in combination with a plurality of relatively movable leaves having display surfaces and carried by said rotatable or movable element.

The object of the invention is to provide an apparatus of the type referred to constructed in a novel and practical manner and possessing certain advantageous features which will be more fully pointed out in the following specification. In the accompanying drawing—

Figure 1 is a view in elevation of an apparatus embodying the invention with parts broken away;

Fig. 2 is an end view of the movable element;

Fig. 3 is a detail view showing the supporting means for the relatively movable leaves;

Fig. 4 is a detail view illustrating the operation of said supporting means;

Fig. 5 is a perspective view of one end of the display elements, parts being omitted;

Fig. 6 is a view showing how one of the elements forming the display surfaces may be cut out and folded; and

Fig. 7 is a view showing the one end of an element made up for use in the apparatus.

My apparatus is designed mainly with the idea in view of providing a plurality of display surfaces suitable for printing or illustrative advertisements to be used in store windows and like suitable places. It is further designed with a view of providing a maximum display surface area within certain limitations as to size. Still another feature of the invention resides in the fact, that the display elements may be cut and printed in one place in quantity production and shipped to the place where the apparatus is to be used and whereby frequent changes may be made with little trouble and expense.

Accordingly I propose to provide a movable element adapted to support relatively fixed display members and relatively movable display members mounted on the said fixed members. As shown in the drawing the movable element comprises a shaft 10 mounted in a suitable framework 11, and driven from a source of power not shown, by means of a gear 12. On said shaft I provide display members supporting means in the form of star shaped hubs 13, 13 each of which comprises tapered spokes or members 14 and 15. The drawing shows four such spokes, but there may be a greater or lesser number, and they need not be tapered. On each pair of opposed spokes 14, 15 is mounted a display element 16 preferably made of cardboard, paper or like material and comprising two display surfaces 17, 17. These latter may be separate and fastened to the spokes 14 and 15 by any suitable means, but as shown, I prefer to cut them out of a single piece of material to form the said two surfaces and four fastening wings 18 and two covering strips 19. All of which may be cut at one time and scored along the lines 20, then folded, pasted and made up into the form of triangular box like members as shown in Fig. 7 in which the display portions 17, 17 are angularly inclined to fit over the tapered spokes 14 and 15. If carefully made, the display element 16 may be secured on the supporting means 14 and 15 by friction only. But a thumbtack 22 may be employed for greater security. The covering strips 19 overlap, as shown in Fig. 3 to present a neat appearance.

The display leaf 23 may be a piece of paper or cardboard folded double so as to provide a hinge 24 as shown. Or a separate hinge may of course be provided.

In order to support the display leaves, there is provided a hinge pin 25 having a hinge and holding arm 26 adapted to engage the hinge 24 of the leaf as shown. The hinge pins are slidably held in the hubs 13. The bent portion 27 prevents accidental removal of the pins.

From the foregoing it will be clear that the display elements 16 and the leaves 23 may be cut, scored and printed in quantities

and shipped to the places where they are to be used. The elements are then made up as explained. If a thumbtack 22 is used, it will not be necessary to use paste in making up the members 16. After they have been placed upon the spokes 14 and 15, the leaves are folded and pasted. The pins 25 are pulled out sidewise, the leaf held in position and the pin then pushed back so that the arm 26 will engage the hinge 24 as shown. The hinge portion 24 will then also serve as a means for keeping the covering strips 19 pressed down.

When thereafter the apparatus is rotated, see arrow 30 in Fig. 2, the display surfaces 17 will be successively presented to the observer, and the leaves 23 will swing on their hinge pins and present both sides to the observer. I have therefore succeeded in providing sixteen display surfaces on a very small and simple apparatus which require very little power to operate because of its perfect balance.

Fig. 4 shows one hinge pin moved sidewise so as to insert the leaf, while the other pin is shown in operating position.

Detailed changes may of course be made without departing from the principle of the invention or scope of the claims.

I claim.

1. The combination of a shaft, hubs on said shaft, spokes on said hubs, display members having relatively fixed display surfaces and adapted to be secured to said spokes, display leaves, means for detachably mounting the same on the said hubs in relatively movable relation to the said display members and means for rotating the said shaft.

2. The combination of a shaft, hubs on the same, advertising display members, means for securing the latter to the said hubs in relatively fixed positions, display leaves, means for pivoting the latter to the said hubs, said means consisting of hinge pins slidably secured in the said hubs and adapted to engage a portion of the said display leaves and means for rotating said shaft.

In testimony whereof I have signed this specification this 17th day of April, 1918.

ADELBERT EASTMAN.

Copies of this patent may be obtained for five cents each, by addressing the "Commissioner of Patents, Washington, D. C."