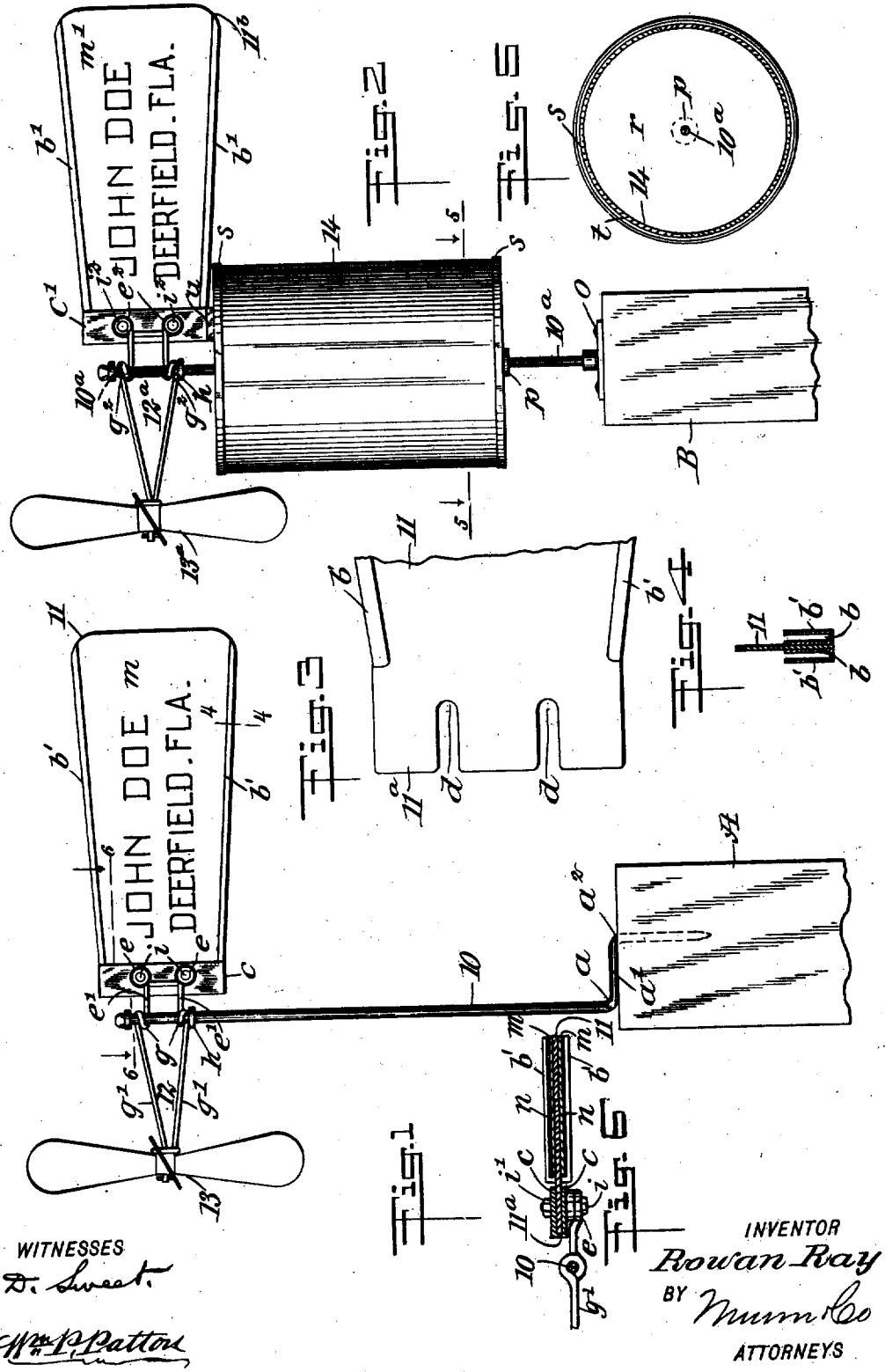
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WIND ACTUATED ADVERTISING DEVICE.

APPLICATION FILED OCT. 12, 1907.

901,187. Patented Oct. 13, 1908.



WITNESSES

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WIND-ACTUATED ADVERTISING DEVICE.

No. 901,187. Specification of Letters Patent. Patented Oct. 13, 1908.

Application filed October 12, 1907. Serial No. 397,103.

To all whom it may concern:

Be it known that I, ROWAN RAY, a citizen of the United States, and a resident of Carrollton, in the county of Carroll and State of Missouri, have invented a new and Improved Wind-Actuated Advertising Device, of which the following is a full, clear, and exact description.

The purpose of this invention is to provide novel, simple details of construction for an advertising device, which adapt it for an out-door display of moving signs, which render such signs conspicuous, adapt the signs for frequent change, permit the use of cheap material, such as card board, to be utilized as a medium for the display of advertisements that may be printed thereon, and furthermore, enable the protection of such signs from direct exposure to the elements.

The invention consists in the novel construction and combination of parts, as is hereinafter described, and defined in the appended claims.

Reference is to be had to the accompanying drawings forming a part of this specification, in which similar characters of reference indicate corresponding parts in all the views.

Figure 1 is a side view of one form for carrying into effect novel details of my invention; Fig. 2 is a side view of the advertising device somewhat changed in construction and arrangement of details; Fig. 3 is an enlarged side view of an end portion for a vane blade, that embodies novel details; Fig. 4 is an enlarged vertical transverse sectional view of a portion of the device, substantially on the line 4—4 in Fig. 1; Fig. 5 is a sectional view of a detail substantially on the line 5—5 in Fig. 2; and Fig. 6 is an enlarged sectional view of novel details, substantially on the line 6—6 in Fig. 1.

In the most simple embodiment of the improvement, 10 indicates a standard, preferably formed of metal in rod form, that is bent at a distance from one end that is lowermost in service, said bend a disposing a portion a' at a right angle to the main portion of the standard. At a^2 the material is again bent at a right angle, thus producing an integral spike that is pointed on the free end thereof, so as to adapt it for driven insertion into any stable object, such as a fence post A, or any other suitable out-door support. The standard 10, when erected, affords support for a sign blade 11, that embodies novel features, and as shown in Figs. 1 and 6, these comprise the following details. The blade 11 may with advantage be formed of plate metal flat and oblong, of suitable area and having straight side edges that in service are disposed respectively as upper and lower edges for the blade. Upon each of said edges, a shallow channel b is produced at each side surface of the sign blade 11, by an attachment thereto of two similar plate metal gutters b', as shown for one edge in Figs. 4 and 6. A holder shoe for the sign blade 11 is formed preferably of plate metal, bent to produce two spaced side walls, as shown at c, c in Figs. 1 and 6. A stub end 11^a is extended at one end of the sign blade 11 and fitted into the holder shoe between its side walls c, c, and as shown in Fig. 3 two spaced slots d, d are formed in the stub end, extending from the transverse edge thereof toward the other end of the blade, parallel with each other.

As a preferred means for connecting the holder shoe and sign blade together and supporting said parts rotatably on the standard 10, a carrier frame 12 is employed, which for the sake of lightness, strength and economy in production, is formed of a single strand of wire rod, bent into shape as follows: At two points a proper distance each side of the center thereof, two circular coils e, e, of equal size are formed on the wire rod, and from said coils two parallel limbs e', e' are extended of equal length, merging into like coils g, g formed on the extended portions of the wire material, but as shown, the coils e are disposed in a vertical plane, and the coils g, g in parallel horizontal planes at right angles with said vertical plane. From the coils g, g the remaining equal portions g', g' of the wire rod material, are extended substantially in the same vertical plane with the coils e, e, and upon their ends that are converged toward each other, the hub of a wind wheel 13 is mounted and loosely secured.

Upon the standard 10 a distance from its upper end, a collar h is formed or secured, and on the portion above said collar the skeleton carrier frame, hereinbefore described, is loosely mounted by placing the coils g, g thereover, so that the lower coil will be seated upon the collar. The sign blade is now inserted into the holder shoe, so that opposite perforations formed in the walls c, c will register with the slots d, d. Bolts i, i are now passed through the holder shoe and sign blade and nuts i' screwed on ends of said bolts, which will secure the sign blade projected laterally with its sides in vertical planes.

The signs proper are preferably of card board planchets that bear on one side of each any advertisement it is desired to exhibit, and each of these card board planchets is of such a marginal form and size as will permit it to be slid into the channels b formed by the gutter plates b', b' on the edges of the sign blade 11, that forms a border frame and back plate for each card board sign.

The card board signs m, m, shown sectionally in Fig. 6, may be protected by a sheet or thin plate of celluloid, mica or other transparent substance, indicated at n, n in Fig. 6, or they may be coated with any suitable waterproof liquid or varnish, for preservation of the advertisements.

It will be seen that the wind wheel 13 balances the sign blade 11 and may attract attention to the latter; it is not claimed as a novel feature, however, and may be exchanged for an arrow-head or the like. The provision of means for connecting the sign blade 11 with the standard 10, and also for removably mounting the signs m upon the blade 11, together with provision of transparent coverings n for the signs, are claimed as new features.

In Figs. 2 and 5 the construction of the device is changed by the addition of another detail, consisting of a sheet metal drum 14. In this case the standard 10^a is mounted and secured upon a base plate o that is secured upon a post B or the like. On the standard 10^a a collar p is formed or secured, somewhat above the base plate o, and affords a support for the drum 14. The drum 14 is in the form of a cylinder having each end closed with a head r, one being shown in Fig. 5. The periphery of each head r is formed with an offset flange s that is disposed concentric with the sidewall of the drum, leaving an annular channel t, intervene between each flange s and a respective end of the drum shell. The standard 10^a, passes loosely through central perforations in the end walls or heads r, whereby the drum is adapted to receive rotation on the standard and collar p. As shown in Fig. 2, the standard 10^a, projects a distance above the top wall of the drum 14 and on said portion of the standard a carrier frame 12^a, is mounted by insertion of the standard through ring coils g^2, g^2, formed on members of the carrier frame, and it may here be explained that the carrier frame 12^a, is similar in formation to that of the carrier frame 12, hereinbefore described. Upon the carrier frame 12^a, is secured a holder shoe mainly similar to the one on the carrier frame 12, but preferably the shoe on frame 12^a is furnished with a foot flange u, that is seated and secured on the upper head r of the drum 14.

A sign blade 11^b, similar in every respect to the sign blade 11, is inserted at its slotted end in the flanged shoe between the side flanges c' thereof, and is therein detachably held by bolts i^2, that pass through ring coils e^2, e^2, of the carrier frame 12^a, and nuts on said bolts. In the annular channels t, signs formed of cardboard or other thin sheet material that may be bent, are to be introduced, and upon these planchets of cardboard that fit closely against the drum 14, advertising matter is imprinted, said signs being omitted from the drawings.

It will be seen that the signs m', which are placed on the sign blade 12^a, as well as the cardboard signs on the drum 14, may be exchanged for new signs as frequently as may be desired.

A wind wheel 13^a may be mounted upon the carrier frame 12^a, and serve to counter-balance the sign blade 11^a. In operation the sign blades 11 and 11^b, act as vanes for turning the same when acted upon by the wind, and obviously the blade 11^b will rotate the drum 14 and parts mounted on it, so that the advertisements on the blade 11^b and drum 14 will be changed in position and thus attract attention to the signs.

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

1. The combination with a supported standard, and a carrier frame loosely mounted thereon, of a holder shoe detachably mounted on an end of the carrier frame, and a sign blade projected from the shoe.

2. The combination with a supported standard, a skeleton carrier frame loosely mounted thereon, and a counter-balance on one end of said frame, of a holder shoe detachably mounted on the opposite end of the carrier frame, and a sign blade projected from the shoe.

3. The combination with a carrier frame formed of a wire rod bent into shape, of a holder shoe formed of plate metal return bent and having two spaced parallel walls, said frame having spaced wire coils that contact with one side of the holder shoe, and means for securing said coils thereon.

4. In a device of the character described, the carrier frame, comprising a wire rod

bent near its center of length forming two spaced coils thereon, a frame member extending from each coil and spaced from each other, a coiled ring formed on the extended end of each of said frame members, and from said rings arm-like members extend for engagement with a counterbalance.

In testimony whereof I have signed my name to this specification in the presence of two subscribing witnesses.

ROWAN RAY.

Witnesses:
JOHN T. MORRIS,
ELSIE HARMAN.