

June 9, 1931.

P. A. EGELAND

1,809,162

ADVERTISING DISPLAY MECHANISM

Filed May 26, 1930

2 Sheets-Sheet 1

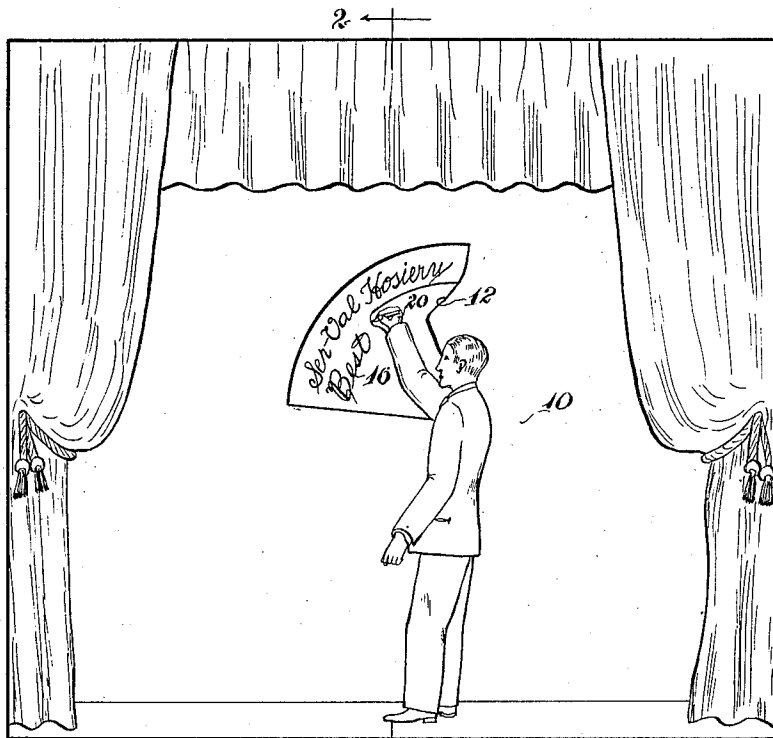


Fig. 1.

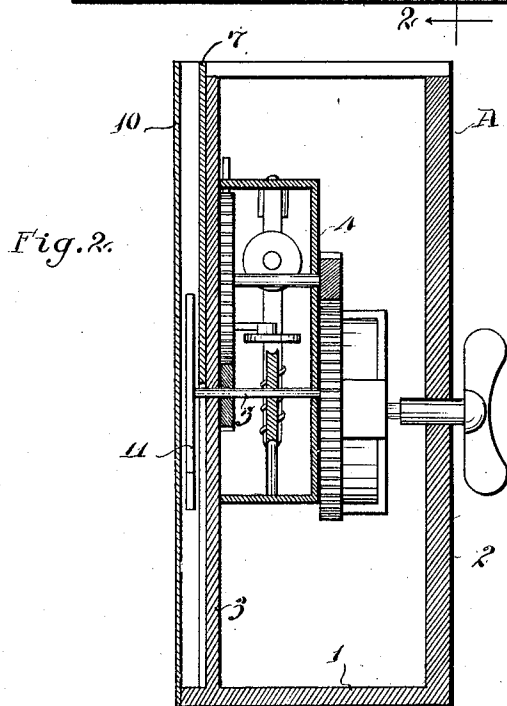


Fig. 2.

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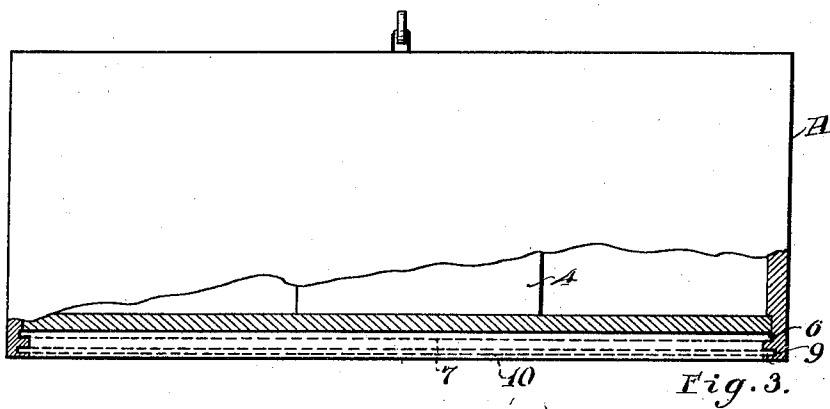
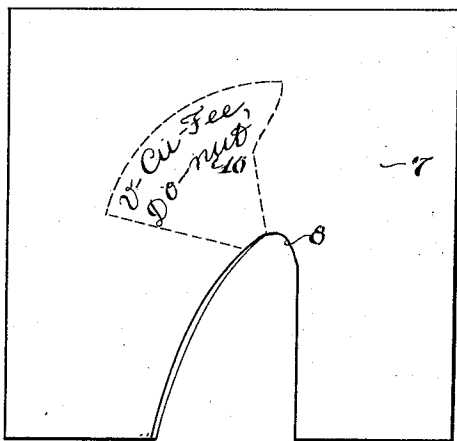
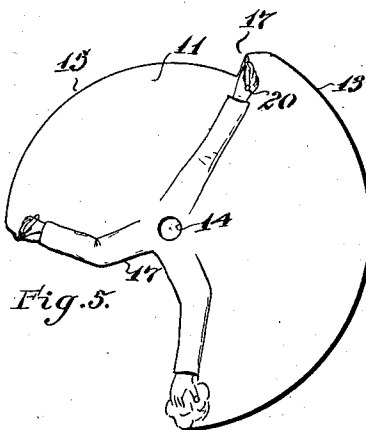
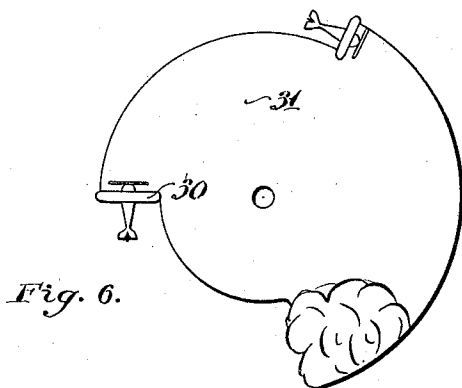
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ADVERTISING DISPLAY MECHANISM

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2 Sheets-Sheet 2



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UNITED STATES PATENT OFFICE

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ADVERTISING DISPLAY MECHANISM

Application filed May 26, 1930. Serial No. 455,764.

The present invention relates to an advertising display mechanism, which may be used either as a small window display or as billboard display.

5 An object of the present invention is to make an improved advertising mechanism.

In order to attain this object, there is provided, in accordance with one feature of the invention, a panel having a cutaway portion therein and having a rotating element mounted therein with notched portions in the periphery thereof to successively display different portions of the background in rear of said opening.

15 These and other features of the invention will be more fully brought out in the following description and the accompanying drawings, wherein:

Figure 1 is a view in front elevation of one form of the device.

Figure 2 is a sectional view on the line 2-2 of Figure 1.

Figure 3 is a view in top elevation of the device with a portion of the top thereof broken away to show the interior construction.

Figure 4 is a view in front elevation of a removable background panel.

Figure 5 is a view in front elevation of a rotatable element to simulate writing on the background panel; and

Figure 6 is a modified form of device shown in Figure 5.

Referring to the drawings in detail, a box-like housing A has a bottom 1, a rear wall 2, and a forward wall 3, the forward wall 3 being spaced inwardly from the front of the housing. A motor 4 which is here shown as a spring operated motor, but which may be any suitable type of motive power is mounted to slowly rotate a shaft 5 which projects through the forward wall 3. A groove 6 (see Figure 3) is provided in each of the side walls to receive a background panel 7 which is notched as at 8 to fit over the shaft 5. A pair of grooves 9 spaced forwardly from the notches 6 for the background panel, are provided to receive a removable front panel 10 which is spaced forwardly from the background

panel a sufficient distance to permit a rotatable member 11 to be mounted between the front panel and the background panel to rotate freely in the space therebetween. The front panel 10 is cut out as at 12 and directly in rear of this cut-out portion a suitable advertising message is printed on the background panel. This advertising matter on the background panel is preferably printed in two or more lines and is preferably printed in script so that the writing medium represented on the rotatable member 11 will appear to write this matter as the member 11 is rotated. The rotatable member 11 is securely mounted on the forward end of the shaft 5 to rotate therewith. The portion 13 of the periphery of the rotatable member 11 is spaced outwardly from the center opening 14 thereof a sufficient distance to completely mask the opening 12. The cut away portion 15 is spaced inwardly toward the center a sufficient distance to display the first line of the advertising matter 16, while the portion 17 is cut away a sufficient distance to display the second line of the printed matter. If desired, additional lines of advertising matter may be displayed by further inwardly spaced portions in the periphery of the disk. The disk must be of large enough diameter to allow each cut away portion to extend the full length of the opening 12 in the forward panel as the disk rotates so that as the notch 17' at the leading end of the portion 15 of the periphery uncovers the written message 16 the writing medium 20 represented on the member 11 will appear to write the message which is disclosed upon the background panel 7. As the next portion 15 of the periphery of the member 11 passes across the message, it will disclose the second line of the message in the same manner. As the forward edge of the portion 13 of the periphery passes across the message, it will appear to wipe out the message. It is desirable to color the portions of the rotatable member 11 except the representations of the writing medium the same color as the background panel 7.

Other types of writing media may be rep-

resented on the rotating disk, such as the airplane 30 on the disk 31 in Figure 6.

I claim:

1. A display mechanism, comprising a
5 panel having an opening therein, a background panel spaced rearwardly from said panel and having indicia thereon in registry with the opening in the forward panel, and a rotatable member mounted between
10 the panels and having the periphery thereof in sections spaced at different distances from the center of said rotatable member to disclose successive portions of the indicia upon rotation of said rotatable member.
- 15 2. A display mechanism, comprising a panel having an opening therein, a background panel spaced rearwardly from said panel and having indicia inscribed thereon to be displayed through said opening, and
20 a rotatable member mounted between said panels and having the periphery thereof in sections spaced at different distances from the center thereof to alternately disclose and cover the indicia inscribed on the back-
25 ground panel.
3. A display mechanism, comprising a panel having an opening therein, a portion of a character capable of inscribing indicia represented on said panel adjacent said
30 opening, a background member mounted in rear of said opening and having indicia inscribed thereon in registry with said opening, a discoid member rotatably mounted between said panel and said background
35 member and having the periphery thereof in sections spaced at different distances from the center thereof, the more distant portion thereof being adapted to mask the entire opening, the other portions being spaced in-
40 wardly to successively unmask predetermined portions of the indicia on said background, and a representation of an inscribing means at each point of differentiation in the periphery of said rotatable member.
- 45 4. A display mechanism, comprising a panel having an opening therein, a stationary element in rear of said opening having indicia inscribed thereon, and a rotatable element between said panel and said station-
50 ary element having the periphery thereof offset in sections, one section being spaced from the center of rotation of said rotatable element a distance greater than the distance
55 from said center of rotation to the further side of said opening, one section of said periphery being spaced from said center of rotation a distance approximately equal to the distance from said center of rotation to the midpoint of said opening, and a third
60 section of said periphery spaced from said center of rotation a distance not greater than the distance from said center of rotation to the near side of said opening.

In testimony whereof I affix my signature.

PETER A. EGELAND.