Oct. 11, 1932. E. A. BERNSTEIN 1,881,995

ADVERTISING DISPLAY APPARATUS

Filed Oct. 23, 1931

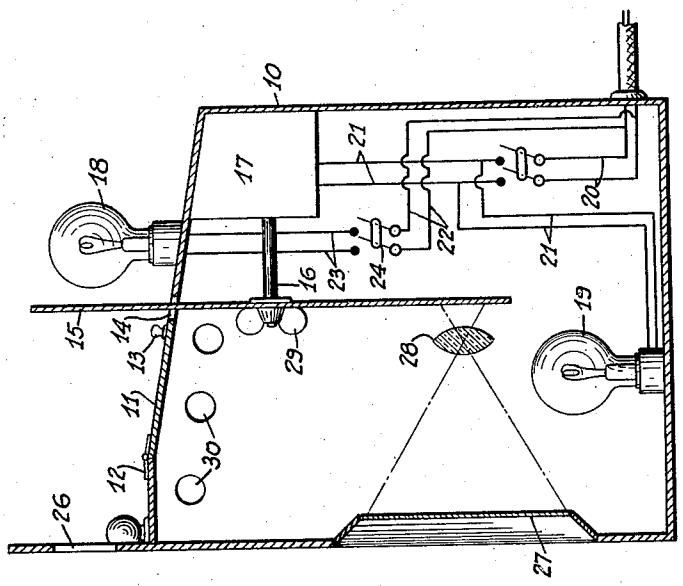

FIG. 2.

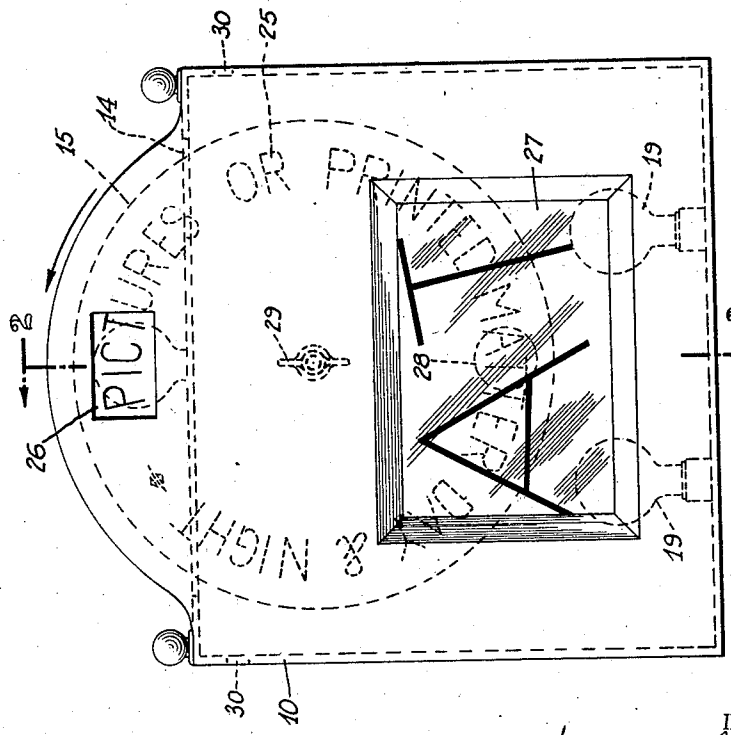

FIG. 1.

INVENTOR.
Edward A. Bernstein
BY Mock & Blum
ATTORNEYS

Patented Oct. 11, 1932 1,881,995

UNITED STATES PATENT OFFICE

EDWARD A. BERNSTEIN, OF BROOKLYN, NEW YORK

ADVERTISING DISPLAY APPARATUS

Application filed October 23, 1931. Serial No. 570,576.

This invention relates to improvements in advertising display apparatus and more especially to improvements in advertising display apparatus used for window displays.

A particular object of this invention is the provision of a window display apparatus which will be suitable for window displays by day as well as by night, and will be equally efficacious for either purpose.

A further object of this invention is the provision of a moving window display apparatus which will be compact in structure, economical to manufacture, and can be operated with a minimum of expense.

Further objects of the invention will be apparent from the specification and drawing in which

Fig. 1 is a front elevation of my improved display sign.

Fig. 2 is a sectional view along the line 2—2 of Fig. 1.

10 designates the box or outer container for the apparatus having the removable lid or cover 11 provided with the hinge 12 and a small knob or handle by which the cover may be raised, 13.

There is a further opening in the top of the container, said opening being designated as 14. The opening 14 is provided for the rotation of the disc 15 which is mounted on the shaft 16 and is actuated by a clock or other motor device 17, which is not shown, but merely indicated herein inasmuch as any suitable mechanism such as clockwork, or a small electric motor would be suitable for the purpose.

18 designates the upper of the two lamps used in my apparatus and 19 the lower lamp which is operated by the main circuit 20 in conjunction with the auxiliary circuit 21. The wires to the lamp 18 are designated as 22 and connect with the leading in-wires 23.

It is evident from the drawing of the electrical connections that the motor 17 and the lamp 19 being on the same circuit, will be operated synchronously at all times, but a separate switch 24 serves to operate the lamp 18 which can be connected or disconnected without reference to the circuit 21.

The device is operated as follows:—

Upon the face of the disc 15 advertising matter 25 is superimposed, which advertising matter may be viewed simultaneously through the upper opening 26 and through the screen 27 on the lower opening. The screen 27 is made of a translucent or semi-opaque material such as cloth, ground glass, etc.

It will also be evident that the disc 15 is either transparent or that the advertising on same is cut out so that the light from the lamp 18 is the rear of the disc may shine therethrough. It is evident that the advertising through the upper opening 26 will be visible in the daytime and will also be visible in the nighttime when the lamp is lighted.

It will be noted that the upper and lower openings through which the advertising is viewed are of disproportionate sizes and on account of this, I have provided a magnifying lens 28 which serves to reverse, magnify and project the image upon the screen 27.

The disc 15 is provided with a thumb screw 29 to facilitate the changing of advertisements on the face of the disc.

Ventilators 30 are provided in the body of the box 10 to prevent overheating of the apparatus.

This advertising display device is effectual as a day and night sign because the advertising matter of the disc shown in the upper opening is visible at all times, that is, either by day or by night. The advertising matter shown in the lower opening and displayed upon a screen is visible only in the night time, that is, when artificial light is used, as normally the illumination through the screen would be insufficient to counteract the effect of daylight.

Instead of the vertical disc shown in the drawing, I may substitute therefor a cylinder revolving horizontally which will carry the advertising matter instead of the disc. In this case, instead of the lamp 18 shown in the drawing herein, I would employ a lamp placed centrally inside of the revolving cylinder and near the top thereof. This cylinder would be actuated by a small clockwork or motor the same as in the embodiment shown in the drawing herein. In such a cyl-

inder the upper part would be translucent or semi-opaque and the lower part through which the advertising would be visible would be opaque and the advertising matter would be shown only by reflected light.

Having fully described my invention, what I claim is:

1. In an advertising display, a rotating display member containing advertising, and a plurality of orifices of different sizes through which different portions of said advertising may be simultaneously viewed, one portion of said advertising on said rotating member being enlarged when viewed.

2. In an advertising display, a rotating display member containing advertising, and a plurality of orifices of different sizes through which different portions of said advertising may be simultaneously viewed, one part of said advertising being viewed by reflected light, the other part of said advertising being viewed by transmitted light.

3. In an advertising display apparatus a rotating member carrying advertising, means for illuminating said member, and independent orifices of different sizes through which separate portions of the advertising may be separately viewed, one portion of said advertising on said rotating member being enlarged when viewed.

4. In an advertising display apparatus, a housing, a revolving disc mounted in said housing and actuated by a motor, advertising matter mounted upon said disc, and a plurality of orifices in the front of said housing of different sizes, by which different parts of the advertising may be simultaneously viewed, a portion of said advertising on said disc being enlarged when viewed.

5. In an advertising display apparatus, a housing, a revolving disc mounted in said housing and actuated by a motor, advertising matter mounted upon said disc, and orifices in the front of said housing by which one portion of the advertising may be viewed by transmitted light and by which another portion of the advertising may be simultaneously viewed by reflected light.

6. In an advertising display apparatus, a housing, a revolving disc mounted in said housing, a motor to actuate said revolving disc, and means by which one portion of the advertising upon the revolving disc may be viewed by direct lighting and another portion of the advertising may be viewed by indirect lighting, the advertising displayed by indirect lighting being enlarged when viewed.

7. In an advertising display apparatus, a housing, a revolving disc carrying advertising matter revolving in said housing, a motor actuating said disc, and means by which some of the advertising matter on the disc may be projected upon the front of the apparatus by direct lighting and another portion of the advertising matter on the disc may be simultaneously projected on the front of the apparatus by indirect lighting.

8. In an advertising display apparatus, a housing, a disc carrying advertising, on a translucent background mounted in said housing, a motor actuating said disc and lighting means on the front and rear of said disc to project the advertising on said disk to the front of said apparatus, by reflected as well as by direct light rays.

9. In an advertising display apparatus, a housing, a disc carrying advertising, on a transparent background, mounted in said housing, a motor actuating said disc and lighting means on the front and rear of said disc to project the advertising on said disc through a plurality of orifices in the front of said apparatus, by reflected as well as by direct light rays.

10. In an advertising display apparatus, a housing, a disc carrying advertising on a translucent background, mounted in said housing, a motor actuating said disc and lighting means on the front and rear of said disc operating to project the advertising through a plurality of orifices on the front of said apparatus, by reflected as well as by direct light rays.

11. In an advertising display apparatus, a revolving member carrying advertising, a motor actuating said member, a plurality of lamps illuminating said advertising, and means by which a portion of said advertising may be viewed by direct light and a portion of said advertising may be viewed by reflected light, part of said advertising being enlarged.

12. In a display apparatus, a revolving disc carrying advertising matter, a motor actuating said disc and openings on the front of said apparatus by which the advertising on said disc may be simultaneously viewed through said openings, part of said advertising on said disc being viewed in an enlarged relation to the advertising on said disc.

13. In a display apparatus, a revolving member carrying advertising matter, a motor actuating said member and openings on the front of said apparatus by which the advertising on said disc may be simultaneously viewed through said openings, part of said advertising on said disc being viewed in an enlarged relation to the advertising on said disc.

In testimony whereof I affix my signature.

EDWARD A. BERNSTEIN.