

Feb. 27, 1951

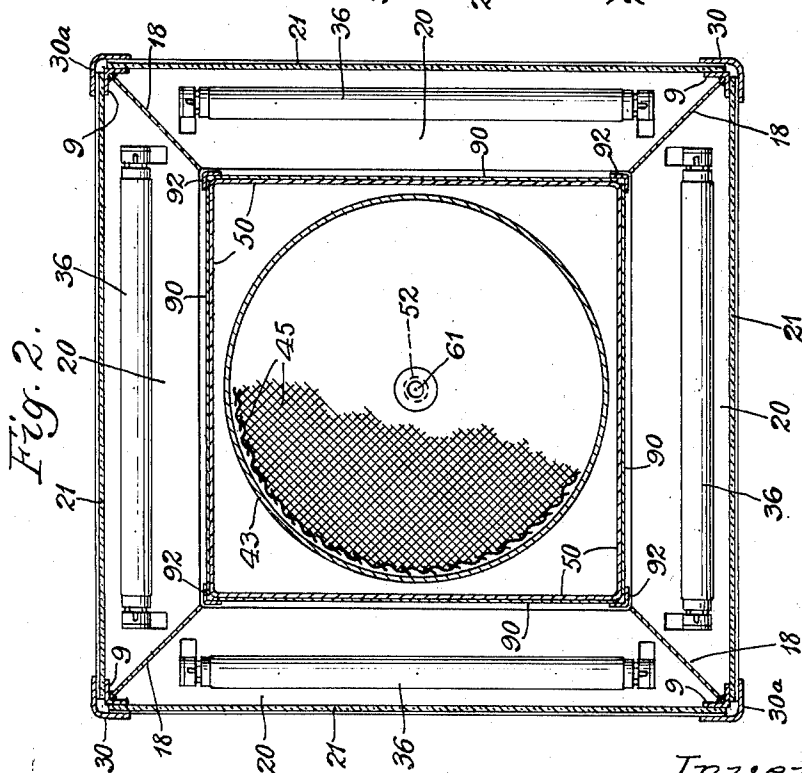
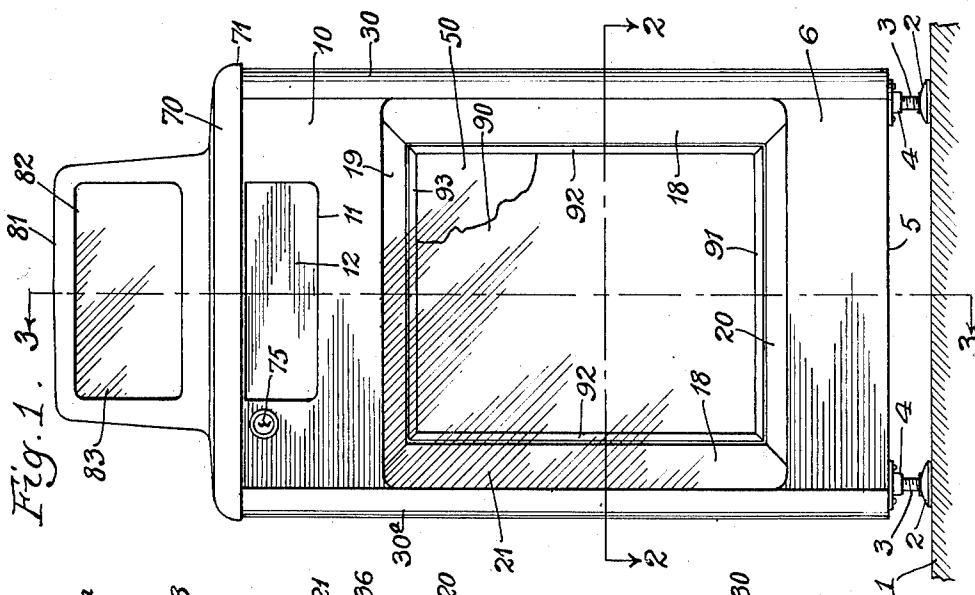
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2,543,008

COMBINED RECEPTACLE AND ADVERTISING DISPLAY

Filed Oct. 9, 1944

5 Sheets-Sheet 1



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COMBINED RECEPTACLE AND ADVERTISING DISPLAY

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Fig. 5.

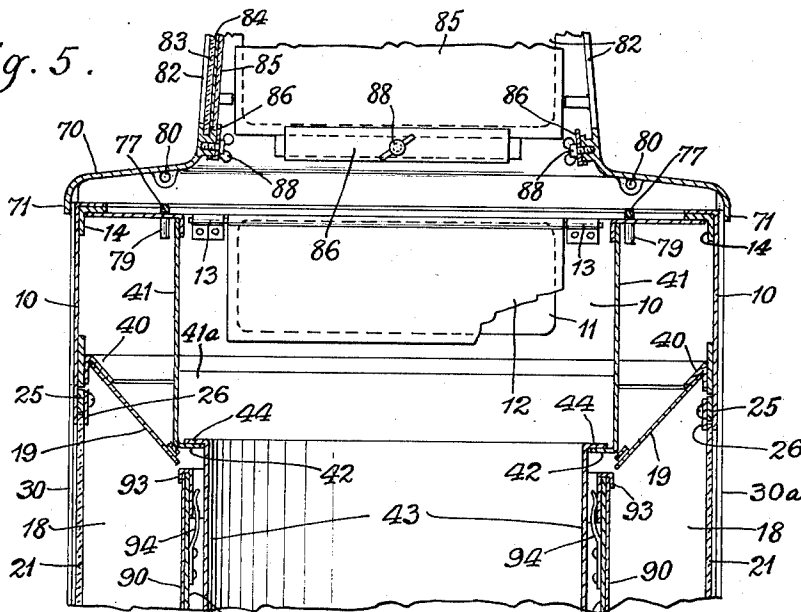


Fig. 6.

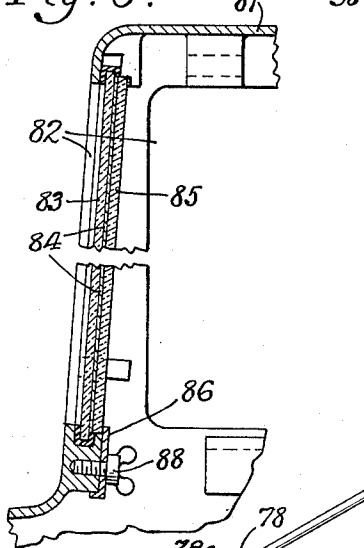
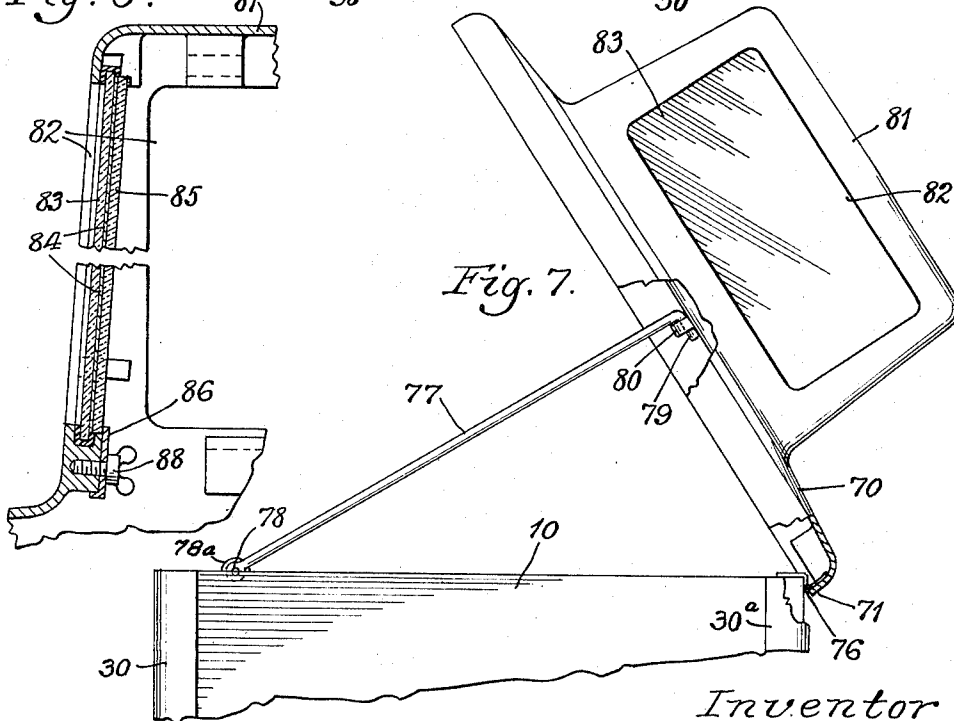


Fig. 7.



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Fig. 3.

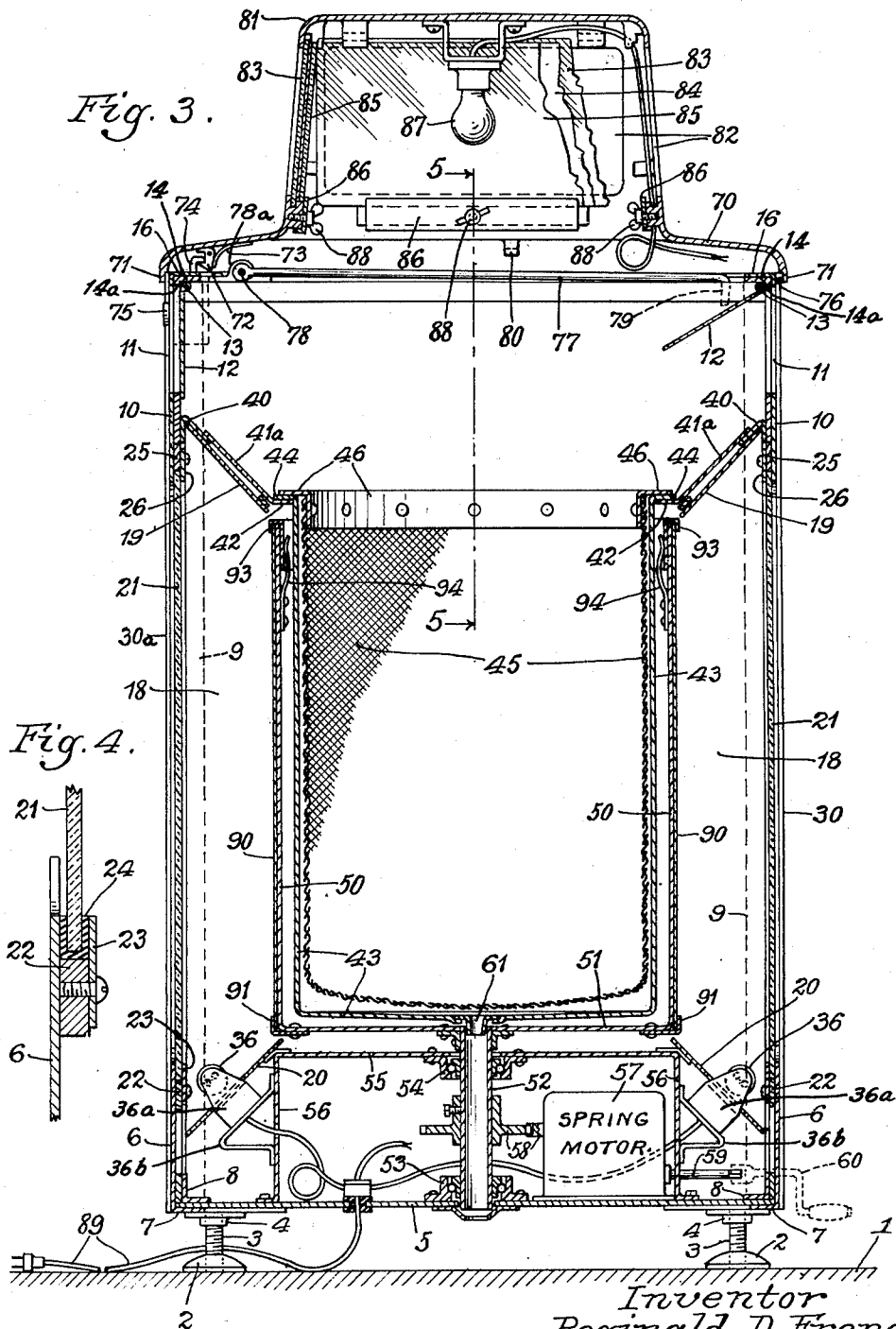


Fig. 4.

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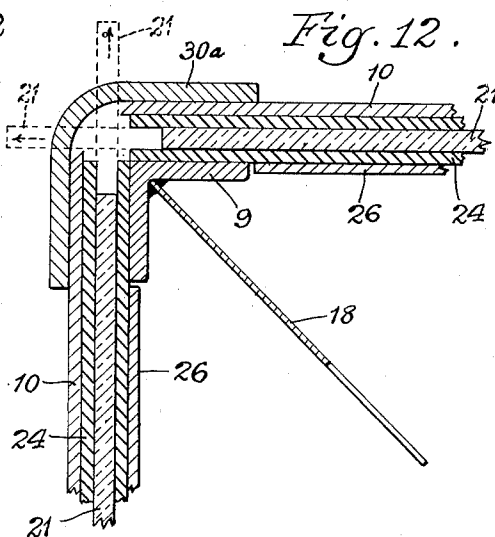
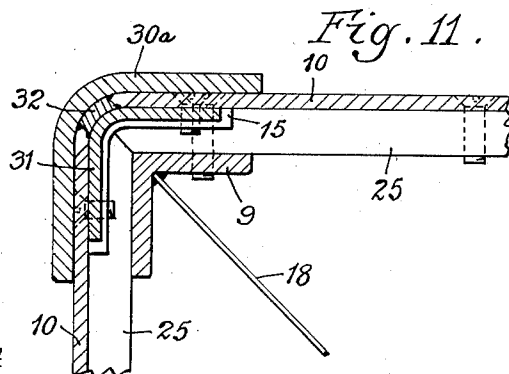
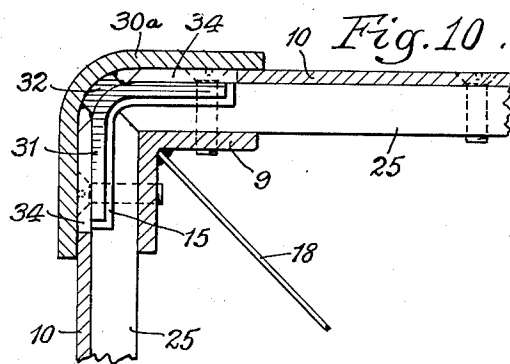
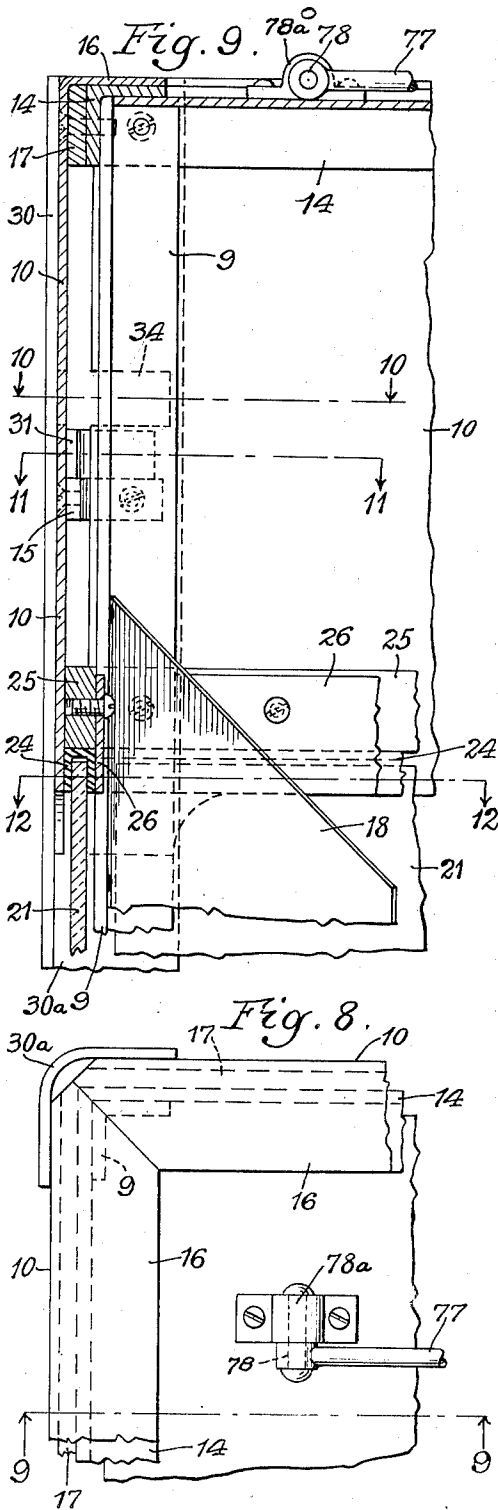
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2,543,008

COMBINED RECEPTACLE AND ADVERTISING DISPLAY

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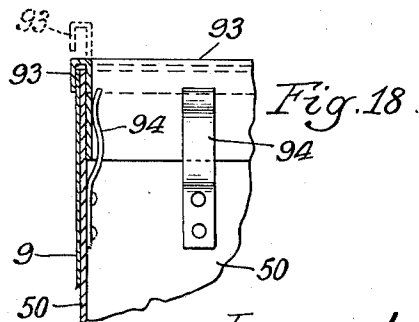
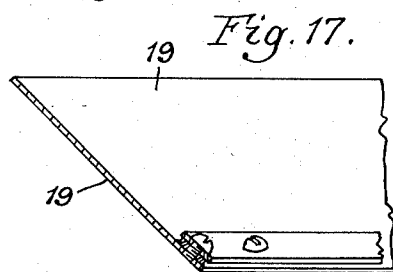
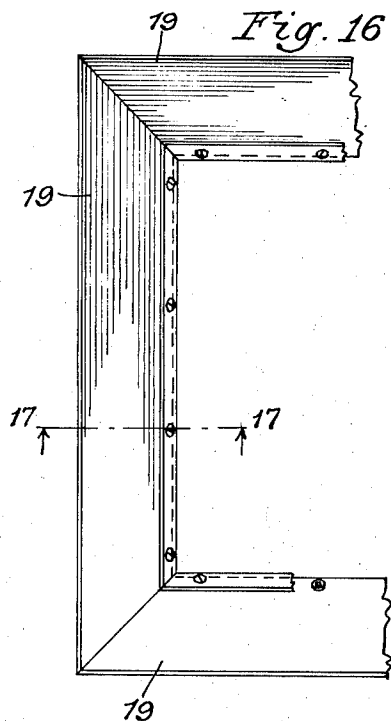
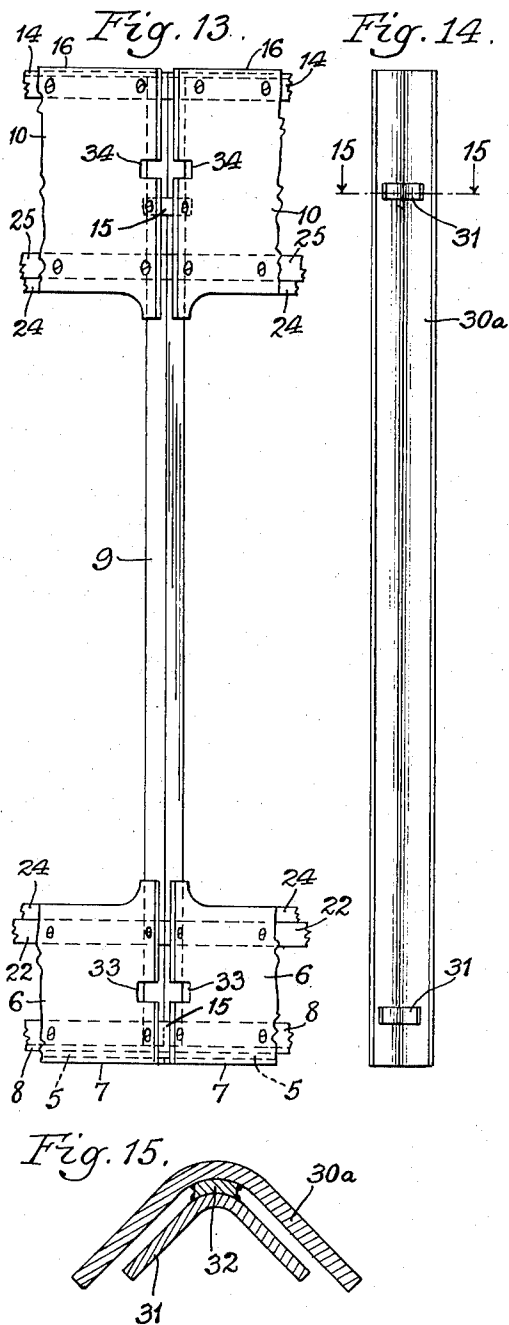
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COMBINED RECEPTACLE AND ADVERTISING DISPLAY

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5 Sheets-Sheet 5



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UNITED STATES PATENT OFFICE

2,543,008

COMBINED RECEPTACLE AND ADVERTISING
DISPLAY

Reginald D. French, Chicago, Ill.

Application October 9, 1944, Serial No. 557,889

13 Claims. (Cl. 40—33)

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My invention relates to depository-advertising cabinets in which a depository of a type used in public places has associated therewith means for displaying advertising or other material.

Another purpose is to reduce the cost of maintaining waste receptacles for municipal governments.

Another purpose is to aid city planning projects by promoting improvements in the appearance of street waste receptacles.

Another purpose is to provide an efficient means by which the messages of private enterprise and government may be transmitted to the general public.

Another purpose is to provide such a device in which the advertising is movably positioned on the cabinet or container depository.

Another purpose is to provide improved means for periodically shifting the advertising.

Another purpose is to provide an improved cabinet structure.

Another purpose is to provide improved lighting means.

Another purpose is to provide improved means for removably mounting advertising or displays on the cabinet or depository.

Another purpose is to provide improved means for supporting the depository.

Other purposes will appear from time to time in the course of the specification and claims.

The invention is illustrated more or less diagrammatically in the accompanying drawings wherein:

Figure 1 is a side elevation;

Figure 2 is a section on an enlarged scale on the line 2—2 of Figure 1;

Figure 3 is a section on an enlarged scale on the line 3—3 of Figure 1;

Figure 4 is a detail;

Figure 5 is a section on the line 5—5 of Figure 3;

Figure 6 is a section on an enlarged scale through one wall of the upper portion of the structure shown in Figure 3;

Figure 7 is a side elevation with parts in section illustrating the operation of the cover;

Figure 8 is a partial top plan view of Figure 3 with the cover raised;

Figure 9 is a section on the line 9—9 of Figure 3;

Figures 10, 11 and 12 are sections on the lines 10—10, 11—11, and 12—12 respectively of Figure 9;

Figure 13 is a cornerwise view of the housing or cabinet structure;

Figure 14 is a detail;

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Figure 15 is a section on the line 15—15 of Figure 14;

Figure 16 is a plan view of an upper reflector;

Figure 17 is a section on an enlarged scale on the line 17—17 of Figure 16; and

Figure 18 is a detail illustrating the securing and support of an advertising card or member.

Like parts are indicated by like symbols throughout the specification and drawings.

Referring to the drawings I illustrate generally a housing structure which removably houses a bag or container in which refuse or paper may be deposited. The housing which surrounds the container also serves as an advertising display medium, the advertising display surrounding and concealing the container.

Referring for example to Figures 1 to 3, 1 indicates any suitable surface upon which the device may be mounted. Extending upwardly from each member 2 is a screw threaded member 3 which is adjustable in any suitable screw threaded member or nut 4 and may also be adjustable in the members 2, the members 4 being secured to the bottom of the below described cabinet. It will be understood that rotation of the screw threaded stems 3 is effective to vary the distance between the members 2 and the cabinet, whereby the level of the cabinet may be adjusted. The cabinet is shown as including a bottom plate 5. Extending upwardly from each side thereof are bottom panels 6. Each said panel has a lower flange 7 extending below the edge of the plate 5. Secured along each edge of the plate 5 is an angle 8. Secured to the angles 8 at each corner of the device are the vertical angle members 9. The bottom panels 6 are also secured at their edges to the angles 9. The angles are connected at their upper ends by top panels 10. One or more of these panels may be apertured as at 11 to provide an access aperture for the interior. The aperture or apertures 11 can be closed by a flap or flaps 12 hinged as at 13 and biased, for example by gravity, to the closed position. In Figure 3, I illustrate two diametrically opposed apertures 11 and under normal circumstances two are sufficient. The upper ends of the corner angles 9 are connected by horizontally extending angles 14 and the upper edges of the top panels 10 are inwardly bent thereabove, as at 16. The angle members 14 are cut out to give room for the closure flaps 12. This cut-away portion is indicated at 14a in Figure 3. 17 is any suitable filler between the angle 14 and the inner face of the top panel 10. Extending angularly inwardly from each of the angles 9 is the vertical sheet

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member 18 each side of which may serve as a reflector and which also may if desired be of sufficient strength to serve as a reinforcement and strengthening element for the structure. The upper ends of the members 18 support the upper reflectors 19. At the lower ends of the members 18 are positioned the lower reflectors 20, which are supported on the spring motor housing later described. Thus four display pockets are formed each of which is surrounded by an inwardly inclined reflecting surface. The pockets may be closed at their outer portions by any suitable panes of glass 21 or any other suitable transparent substance. Each said pane of glass may rest at its lower end on a spacer and support 22 between one of the lower panels 6 and two of the angles 9 and a supporting or guiding strip or plate 23. The panes of glass may be received in any suitable rubber channel elements 24. This structure is shown in Figure 4. The upper edge of each said pane is held between an edge of one of the upper panels 10 and a plate or strip 25, secured to a spacer strip 25. The side edges of the glass panes are masked and positioned by the outside angle members 30. Two diametrically opposed members 30 are secured permanently to the structure. The other two 30a are vertically slidable into and out of place. When slid down to the position in which they are shown in Figure 1 they may be latched in place by the employment of the following structures. As shown in Figures 14 and 15 the removable members 30a are provided near their top and bottom with angular latch elements 31 permanently secured thereto by any suitable securing shoulder 32. The opposed edges of the lower panels, where one of the members 30a is to be secured, are provided with opposed notches 33 which together form a horizontal slot. A similar slot is formed in the upper panels by the notches 34. The corner member is positioned with the top and bottom stops 31 aligned with said slots. When they are pushed inside the slots and the member 30a is slid downwardly to its normal position against a stop 15. It is thereby locked in place in relation to the rest of the structure. When the two diametrically opposed members 30a are slipped up sufficiently to align the stops 31 with the notches 34, and are removed, then the panes of glass may be removed, their outward movement being indicated in the dotted line position of Figure 12. The latched or secured position will be clear from the parts as shown in Figures 9, 10 and 11. Any suitable lighting means may be employed, preferably fluorescent lamps 36, which may be located at any suitable point, preferably out of the normal line of vision of an outside observer; or any suitable masking means may be employed.

The lamps 36 are mounted on brackets 36a which project upwardly through suitable apertures in the reflectors 20. The brackets 36a may be mounted on any suitable supports 36b, shown as mounted on or secured to the below described side walls 56.

Any suitable receiving container may be mounted within the structure above described. I illustrate for example upper acute angle members 40 to which may be secured the supporting plates 41 with lower ledges 42 which support an inner can 43 with an outwardly extending top flange 44. Within the inner can 43 is any suitable bag or container 45, the upper edge of which is secured by an angle 46 the outer flange of which rests upon the angle 44. The bag may be

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readily upwardly removed from the interior of the can 43. The can 43 and its associated parts normally remain in position although it can be removed if necessary.

As will appear from a comparison of Figures 3 and 5, it will be understood that the supporting plates 41 have vertical portions, as shown in Figure 5, and have inclined portions indicated at 41a in Figure 3. This is necessary in order that access may be had to the interior through the side openings 11.

In order to mask the can and to provide the desired display space I illustrate a display member having four display sides. The display member may for example have four sides 50 suitably connected to a square bottom plate 51 which in turn is secured to the hollow vertical central shaft 52 which is mounted in bearings generally indicated as 53 and 54, the lower bearing structure 53 being mounted on the plate 5, the upper bearing 54 being mounted on a horizontal plate 55 which is secured to the bottom 5 as by the side walls 56. Thus a container or sub-housing is provided in which may be positioned any suitable driving means such as the spring motor 57 which may be employed to drive the shaft 52 through any suitable intermediate gearing 58. 59 is any suitable winding shaft which may be wound by a removable crank 60, indicated in dotted line position in Figure 3, through any suitable aperture and which is not herein shown in detail. The shaft 52 is shown as hollow and having an open bottom. In order to provide for moisture drainage from the bag 45 and the interior of the can 43 I may employ a drainage outlet 61 extending from the bottom of the can 43 into the open top of the shaft 52 but preferably out of contact therewith.

The upper end of the container may be closed by any suitable cover or top. I illustrate in Figures 1 and following a top which also may include a display space. The top is shown as having a circumferentially extending outer portion 70. The lower edge 71 of which extends downwardly and outwardly about the housing. It may be locked in position for example by the spring latch 72 biased to locking position by any suitable spring 73. 74 is any suitable keeper which may be moved to release position by any suitable key inserted through the keyhole 75. The cover 70 is hinged at one side of the housing as at 76. When raised to the open position as shown in Figure 7 it may be held in that position by the employment of a pair of hooks 77 pivoted on the housing as at 78 and provided with end portions 79 adapted to penetrate apertured lugs or eyes 80 on the cover structure. The hook 77 may be pivoted upon any suitable transversely extending bracket 78a. The cover structure is herein shown as including an upwardly extending central portion 81 having a plurality of windows 82 closed by any suitable panes of glass or the like 83. Any suitable display member 84 may be removably secured in position behind one of the panes, as by a backing member 85 and a locking strip 86. The backing member 85 is preferably transparent or translucent and any suitable light source 87 may be employed for lighting the displays thus employed. It will be understood that when the display is to be changed the member 86 will be removed by releasing the wing nut 88. Any suitable actuating circuit may be provided for the various lights above described. I may for example employ an outside connection 89 the details of which do not form part of the present invention. Or

under some circumstances I may employ an interior source of power such as a storage battery or the like.

Referring to the removable advertising display about the bag 45 and the inner can 43, each of the members 50 serves as backing for an advertising card generally indicated at 90. The lower edges of these cards may be received in angular supports 91. The sides of the cards are received in vertical angles 92. The angles 91 and 92 are normally fixed in position. Top angles 93 are provided for engaging the upper edges of the cards 90, these top angles being vertically movable into and out of release position, as shown for example in Figure 18. Thus each angle 93 may be gripped by a plurality of securing springs 94. Their upward movement is limited by the members 42, as they will miss the inner edges of the top reflectors 19.

It will be realized that whereas I have described and illustrated a practical and operative device, nevertheless many changes may be made in the size, shape, number and disposition of parts without departing from the spirit of my invention. I therefore wish my description and drawings to be taken as in a broad sense illustrative or diagrammatic, rather than as limiting me to my precise showing.

The use and operation of the invention are as follows:

I provide a device which is particularly adaptable for use with trash receivers and the like employed in towns and cities, but which has other uses. It has the double advantage of providing a receiver which is neat and sightly, and which has area for advertising or other displays which can be advantageously positioned in town and city streets and near establishments where the goods advertised are dispensed or sold. Furthermore, structures such as described and shown herein constitute a public asset, since the advertising agency, having a profit as well as a responsibility, will see to their upkeep, cleanliness and sightliness.

In the form of Figures 1 and following, I provide a container unit in which advertising panels may move automatically, step by step, about the container. That is important and advantageous because, if the container is positioned on a public highway, one or more sides may be particularly advantageous and another side or sides may be less advantageous. Therefore, if an advertising agency sells space to four different advertisers, it is important that the advertisements of the four advertisers pass successively through the advantageous space or spaces, so that each advertiser has equally advantageous treatment. I may provide clockwork or any other suitable means for rotating the display unit from time to time.

In my claims I describe my structure as including a base and an outer housing mounted on the base. The base may, for example, include or be substantially limited to the bottom plate 5, its supports, and the motor housing 56, 57. The outer housing rests by gravity on the base and includes corner elements, framework, glass panels 21, etc. The inner housing, which surrounds the inner container, is the display structure. The inner housing is shown as movable unitarily with the hollow tube 52 and as directly supported on an inner portion of the base plate 5.

I claim:

1. In an advertising and material receiving apparatus, a base, an outer housing on said base,

an inner housing rotatable on said base within said outer housing about a generally vertical axis, a removable container non-rotatably supported from said outer housing and positioned within and concealed by said inner housing, a removable cover for said outer housing and means for normally locking it in closed position, said outer housing having apertured sides, and inwardly converging reflector elements within each said aperture, adapted to form a frame about an inner display aperture, said inner housing having display faces adapted to be aligned with each said inner display aperture, and being formed and adapted closely to approach the inner edges of said reflector elements.

2. In an advertising and material receiving apparatus, a base, an outer housing on said base, an inner housing rotatable on said base within said outer housing and about a generally vertical axis, a removable container non-rotatably supported from said outer housing and positioned within and concealed by said inner housing, a removable cover for said outer housing and means for normally locking it in closed position, said outer housing having apertured sides, and inwardly converging reflector elements within each said aperture, adapted to form a frame about an inner display aperture, said inner housing having display faces adapted to be aligned with each said inner display aperture, and being formed and adapted closely to approach the inner edges of said reflector elements and means for rotating said inner housing about said vertical axis.

3. In a rectangular cabinet structure, a base, side walls extending upwardly from said base, said side walls each including a bottom panel and a top panel, a top frame structure, inner angular corner elements extending upwardly from the corners of the base and overlapping on the inside, the end edges of said bottom and top panels of adjacent side walls, transparent panes for each side wall, and supporting and guiding means for said panes, located to the rear of said panels, outer corner angle members at the corners of said cabinet structure overlapping the end edges of adjacent side walls on the outside, two opposite of said outer corner angle members being slidably removable from the cabinet, along a vertical path, locking lugs carried by said removable corner angle members engageable with the upper and lower panel members respectively through notches provided therein, said panes being laterally and edgewise removable along said supporting means when said angle members have been removed.

4. In a display structure, a base, a rectangular cabinet upwardly extending from said base and including a plurality of walls, each wall having an upper panel and a lower panel separated by a wall aperture, vertical members extending inwardly from each corner of the cabinet, each said member forming an inclined side framing element for two adjacent wall apertures, horizontal inclined framing elements connecting said vertical framing elements, the inner edges of said framing elements defining a display area, a display structure rotatably mounted within the cabinet and including display elements conforming generally to the inner edges of said inclined framing elements, and means for rotating said display structure and for thereby moving said display elements from display area to display area.

5. In a display structure, a base, a rectangular

cabinet upwardly extending from said base and including a plurality of walls, each wall having an upper panel and a lower panel separated by a wall aperture, vertical members extending inwardly from each corner of the cabinet, each said member forming an inclined side framing element for two adjacent wall apertures, horizontal inclined framing elements connecting said vertical framing elements, the inner edges of said framing elements defining a display area, a display structure rotatably mounted within the cabinet and including display elements conforming generally to and closely approaching the inner edges of said inclined framing elements, and means for rotating said display structure and for thereby moving said display elements from display area to display area, a receiving container supported on said base and located within said display structure and access means therefor located above said wall apertures.

6. In a display structure, a base, a rectangular cabinet upwardly extending from said base and including a plurality of walls, each wall having an upper panel and a lower panel separated by a wall aperture, vertical members extending inwardly from each corner of the cabinet, each said member forming an inclined side framing element for two adjacent wall apertures, horizontal inclined framing elements connecting said vertical framing elements, the inner edges of said framing elements defining a display area, a display structure rotatably mounted within the cabinet and including display elements conforming generally to the inner edges of said inclined framing elements, and means for rotating said display structure and for thereby moving said display elements from display area to display area, and angle elements extending upwardly from the base along each corner of the cabinet, masking the edges of said upper and lower panels.

7. In a display structure, a base, a rectangular cabinet upwardly extending from said base and including a plurality of walls, each wall having an upper panel and a lower panel separated by a wall aperture, vertical members extending inwardly from each corner of the cabinet, each said member forming an inclined side framing element for two adjacent wall apertures, horizontal inclined framing elements connecting said vertical framing elements, the inner edges of said framing elements defining a display area, a display structure rotatably mounted within the cabinet and including display elements conforming generally to the inner edges of said inclined framing elements, and means for rotating said display structure and for thereby moving said display elements from display area to display area, and angle elements extending upwardly from the base along each corner of the cabinet, masking the edges of said upper and lower panels, some of said angle elements being removable, and transparent panes laterally insertable across said wall apertures when said angle members have been removed.

8. In a display structure, a base, a rectangular cabinet upwardly extending from said base and including a plurality of walls, each wall having an upper panel and a lower panel separated by a wall aperture, vertical members extending inwardly from each corner of the cabinet, each said member forming an inclined side framing element for two adjacent wall apertures, horizontal inclined framing elements connecting said vertical framing elements, the inner edges of said

framing elements defining a display area, a display structure rotatably mounted within the cabinet and including display elements conforming generally to the inner edges of said inclined framing elements, and means for rotating said display structure and for thereby moving said display elements from display area to display area, removable transparent panes enclosing said wall apertures, located adjacent the outer edges of said inclined framing elements.

9. In a display structure, a base, a rectangular cabinet upwardly extending from said base and including a plurality of walls, each wall having an upper panel and a lower panel separated by a wall aperture, vertical members extending inwardly from each corner of the cabinet, each said member forming an inclined side framing element for two adjacent wall apertures, horizontal inclined framing elements connecting said vertical framing elements, the inner edges of said framing elements defining a display area, a display structure rotatably mounted within the cabinet and including display elements conforming generally to the inner edges of said inclined framing elements, and means for rotating said display structure and for thereby moving said display elements from display area to display area, removable transparent panes enclosing said wall apertures, located adjacent the outer edges of said inclined framing elements, and lighting means between said panes and the display structure, adapted to direct light against said display elements.

10. In a display structure, a base, a rectangular cabinet upwardly extending from said base and including a plurality of walls, each wall having an upper panel and a lower panel separated by a wall aperture, vertical members extending inwardly from each corner of the cabinet, each said member forming an inclined side framing element for two adjacent wall apertures, horizontal inclined framing elements connecting said vertical framing elements, the inner edges of said framing elements defining a display area, a display structure rotatably mounted within the cabinet and including display elements conforming generally to the inner edges of said inclined framing elements, and means for rotating said display structure and for thereby moving said display elements from display area to display area, removable transparent panes enclosing said wall apertures, located adjacent the outer edges of said inclined framing elements, and lighting means between said panes and the display structure, adapted to direct light against said display elements, said lighting means being positioned out of direct alignment with the eye of the observer.

11. In a display structure, a base, a cabinet mounted on said base, said cabinet including upwardly extending corner angle members and side walls, each wall having an upper panel and a lower panel separated by a substantial wall aperture, vertical members extending inwardly from each corner of the cabinet, each said member forming an inclined side framing element for two adjacent wall apertures, horizontal inclined framing elements connecting said vertical framing elements and forming top and bottom framing elements for said wall apertures, the inner edges of said framing elements defining display areas, a display structure rotatably mounted within the cabinet and including display elements conforming generally to the inner edges of said framing elements and means for rotating

said display structure and for thereby moving said display elements from display area to display area.

12. In a display structure, a base, a cabinet mounted on said base, said cabinet including upwardly extending corner angle members and side walls, each wall having an upper panel and a lower panel separated by a substantial wall aperture, vertical members extending inwardly from each corner of the cabinet, each said member forming an inclined side framing element for two adjacent wall apertures, horizontal inclined framing elements connecting said vertical framing elements and forming top and bottom framing elements for said wall apertures, the inner edges of said framing elements defining display areas, a display structure rotatably mounted within the cabinet and including display elements conforming generally to the inner edges of said framing elements and means for rotating said display structure and for thereby moving said display elements from display area to display area, transparent panes for each said wall aperture and guiding supports therefor adapted to permit edgewise horizontal movement of the panes into and out of position and means for normally holding said panes locked in position including removable exterior outer angle members at the corners of the cabinet.

13. In an advertising and material receiving apparatus, a base, a normally fixed outer housing on said base, a removeable container positioned within said outer housing and non-rotatably supported therein, said outer housing having plane, apertured sides and inwardly converging

frame and reflector elements, within each aperture, adapted to form a frame about inner display apertures defined by the inner edges of said frame and reflector elements, a movable display member, means mounting said display member for rotation within said outer housing and around said container, and means for rotating it, said display member having plane display faces adapted to be aligned with the apertures in the plane faces of said outer housing, with said display faces closely approaching and conforming to the inner edges of said inwardly converging frame and reflector elements.

REGINALD D. FRENCH.

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