Jan. 20, 1925. 1,523,976

L. MEYER

ADVERTISING DEVICE

Filed March 10, 1924

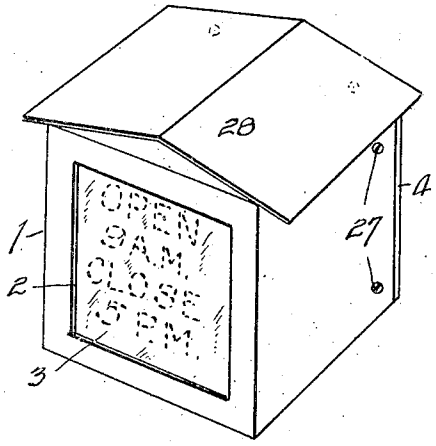


Fig. 1.

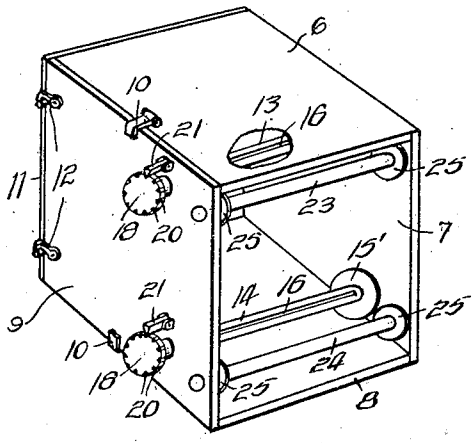


Fig. 2.

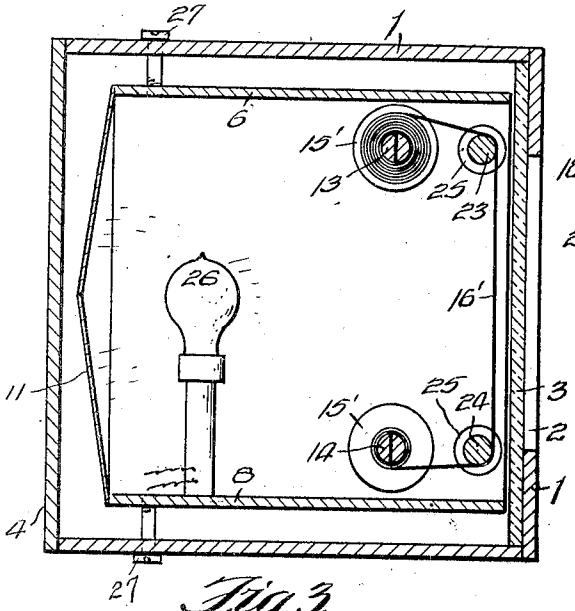


Fig. 3.

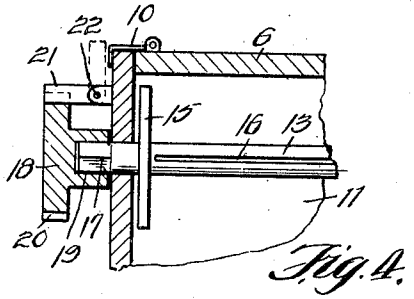


Fig. 4.

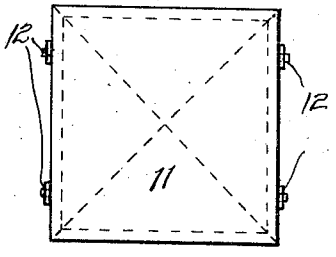


Fig. 5.

Inventor:
Louis Meyer.
By Frank J. Hanson
Attorney.

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UNITED STATES PATENT OFFICE.

LOUIS MEYER, OF CHICAGO, ILLINOIS.

ADVERTISING DEVICE.

Application filed March 10, 1924. Serial No. 698,159.

To all whom it may concern:

Be it known that I, LOUIS MEYER, a citizen of the United States, residing at Chicago, in the county of Cook and State of Illinois, have invented certain new and useful Improvements in Advertising Devices, of which the following is a specification.

My invention relates to advertising devices and more particularly to an advertising device for indoor as well as outdoor advertising and wherein a roll is employed bearing advertising or other data which may be written, printed, painted or otherwise applied thereto, and the invention is a distinct and practical improvement, in the art of advertising devices, to overcome certain practical objections to and defects in, devices of similar character for similar and the same purposes.

The object of my present invention is the provision of an advertising device having an outer casing for housing an inner casing, which is provided with a removable side, a removable reflector rear end, removable rollers arranged in pairs, one of which pairs of rollers carry a strip of suitable material for bearing suitable data and the other pair for guiding and holding the data bearing material flat at all times in front of a glass covered sight opening in the outer casing.

A further object of the invention is the provision of means to hold the main rollers at any predetermined position.

A still further object of the invention is the provision of means for manually rotating the main rollers carrying the roll of material bearing the advertising or other data so that new ads. may be displayed when desired.

A further object of the invention is the provision of a device of the character set out, which is comparatively simple and inexpensive in construction, which can be made of any suitable size and material, consisting of a minimum number of easily accessible parts, and which will prove highly efficient for either indoor, window or outdoor advertising purposes.

With the above and other objects in view, which will appear throughout the specification, the invention consists in the novel features of construction, arrangement and combination of parts hereinafter more fully described and their equivalent and finally pointed out in the claims hereto appended.

Referring to the accompanying drawings forming a part of this specification, wherein like characters of reference denote similar parts throughout the several views:

Fig. 1, is a view in perspective of the invention.

Fig. 2, is a view in perspective of the inner removable casing.

Fig. 3 is a sectional elevation of the device.

Fig. 4, is a detail partly in section and partly in elevation of the locking means for the main advertising curtain supporting rollers.

Fig. 5 is a rear elevation of the removable inner casing.

In carrying out the aim of my invention, I employ a suitable outer casing 1 having a front sight opening 2 covered by means of a suitable transparent backing or closure 3, such for instance as glass. The rear end of the casing 1 may be closed by means of a suitable end plate or closure 4, as desired. This casing may be made of any suitable material and size, for either indoor or outdoor service.

Removably mounted within the outer casing 1 is an inner casing 5. This casing consists of the top wall 6, the side wall 7 and the bottom wall 8, suitably united. The reference numeral 9 indicates a removable side wall disposed opposite the side wall 7 and it is removably fixed to the top and bottom walls 6 and 8 by means of suitable fastening devices 10. The front end of the inner casing 5 is open and the rear end thereof is closed by means of a suitable dished reflector 11 held in position by means of a plurality of suitable fastening devices 12.

A pair of main rollers 13 and 14 are disposed within the inner casing 5 near the forward end thereof. The rollers 13 and 14 are each rotatably mounted at their ends in the side walls 7 and 9. These rollers 13 and 14 are each provided with the guide plates or flanges 15 and each is provided with a longitudinal slot 16 to receive the ends of a preferably transparent belt or curtain 16^1 upon which is printed, painted

or otherwise applied suitable advertising data, notices, etc.

Each main roller 13 and 14 is preferably provided with a square end 17 adapted to receive a suitable removable finger wheel 18 provided with the socket 19. The peripheral face of each wheel 18 is provided with a plurality of suitable notches 20 to receive the locking fingers 21 carried by the side wall 9. The locking fingers 21 are hingedly connected as at 22 so that they may be moved into or out of engagement with the notched periphery of the wheels 18. When the locking fingers are in engagement with the notched periphery of the wheels 18, the main rollers 13 and 14 are locked against rotation, and, when they are raised out of engagement with the wheels 18, the rollers 13 and 14 can be revolved as is manifest, for rolling the belt or curtain in either direction to bring new data in view of the sight opening of casing 1.

Disposed in advance of each main roller 13 and 14, a suitable distance, are a pair of suitable guide rollers 23 and 24, respectively. The rollers are also rotatably mounted at their ends in the side walls 7 and 9. The rollers 23 and 24 are provided with the guide plates or flanges 25 to prevent lateral displacement of the belt or curtain and these rollers serve to hold the same tight and flat to the rear of the sight opening of the device.

A suitable source of light, such as an electric lamp 26 is disposed within the inner casing 5 and in advance of the reflector 11 and to the rear of the belt or curtain so that the advertising data thereon can be displayed as illuminated at night.

By providing the removable side wall 9, it is evident that the wall can be removed from the inner casing 5, after the wheels 18 have been removed from the ends of the main rollers 13 and 14, so that all the rollers can be removed from within the inner casing 5 for placing a new advertising belt or curtain upon the rollers 13 and 14, when desired.

The inner casing 5 is held in a fixed position within the outer casing 1 by means of suitable fastening devices, such for instance as screws 27 which are disposed near the rear end of the casing 1 and these screws connect with the top, side and bottom walls 6, 7 and 8, respectively of the inner casing 5.

A suitable hood, or weather shield 28 may be applied to the outer casing 1, if desired, to keep the same dry when used as an outdoor advertising device.

From the foregoing description, it is evident that I provide a very simple and comparatively inexpensive advertising device for indoor as well as outdoor advertising purposes, that can be used for any class of advertising by applying the data to the belt or curtain and that will prove highly efficient for the purpose intended.

The many advantages of the herein described invention will readily suggest themselves to those skilled in the art to which it appertains.

I do not wish to be understood as having limited myself to the exact details of construction shown and described, but desire to have it understood that the invention I have shown in the drawings is merely illustrative, as it is manifest that various minor changes may be made in the form, shape and particular arrangement of parts without departing from the spirit of my invention, hence I reserve the right to make any such changes, or modifications as may fairly fall within the scope of the appended claims when fairly construed.

What I claim is:

1. In an advertising device, an outer casing having a front sight opening, a casing removably disposed within said outer casing, a removable side wall for said inner casing, a plurality of rollers rotatably supported at their ends in the side walls of said inner casing, a belt bearing advertising data carried by said rollers and means for locking the rollers against rotation.

2. In an advertising device, an outer casing having a sight opening, an inner casing, rollers revolubly disposed within said inner casing, an advertising data bearing belt carried by said rollers and means for locking said rollers against rotation.

3. In an advertising device, an outer casing having a sight opening, an inner casing, rollers revolubly disposed within said inner casing, an advertising data bearing belt carried by said rollers, a reflector disposed at the rear end of said inner casing and forming a rear closure therefor, finger wheels removably mounted upon one end of said rollers and locking pins adapted for peripheral engagement with said finger wheels to prevent rotation of the rollers.

4. In an advertising device, an outer casing having a sight opening, an inner casing removably disposed within said outer casing, an advertising data bearing sheet disposed within said inner casing for operation to the rear of the sight opening of the outer casing, a reflector forming a rear closure for the inner casing and a lamp disposed between the advertising bearing sheet and the reflector.

5. In an advertising device, an outer casing having a sight opening, an inner casing removably disposed within said outer casing, a removable side wall for said inner casing, an advertising data bearing sheet disposed within said inner casing for operation to the rear of the sight opening of the outer casing, locking means to prevent the opera-

tion of said advertising data bearing sheet, a reflector forming a rear closure for the inner casing and a lamp disposed between the advertising bearing sheet and the reflector.

6. In an advertising device structure, an outer casing having a sight opening, a transparent closure for said sight opening, a second casing removably disposed within said outer casing, a removable side wall for said inner casing, a pair of main rollers revolubly disposed within said inner casing near the forward open end thereof, a pair of guide rollers revolubly disposed within said casing in advance of said main rollers, an advertising belt connected at opposite ends to said main rollers and in rolling engage ment with said advance rollers, removable finger wheels having peripheral notches for said main rollers, hingedly supported locking fingers carried by the aforesaid removable wall for peripheral engagement with said finger wheels to prevent rotation of said main rollers, a reflector forming a rear closure for said removable inner casing and a cource of light disposed between said belt and said reflector.

7. In an advertising device structure, an outer casing having a sight opening, a transparent closure for said sight opening, a second casing removably disposed within said outer casing, a removable side wall for said inner casing, a pair of main rollers revolubly disposed within said inner casing near the forward open end thereof, a pair of guide rollers revolubly disposed within said casing in advance of said main rollers, an advertising belt connected at opposite ends to said main rollers and in rolling engagement with said advance rollers, removable finger wheels having peripheral notches for said main rollers, hingedly supported locking fingers carried by the aforesaid removable wall for peripheral engagement with said finger wheels to prevent rotation of said main rollers, a removable reflector forming a closure for said removable inner casing, a lamp disposed within said inner casing intermediate the advertising belt and the reflector and a weather hood for said outer casing.

In testimony whereof, I have hereunto signed my name to the specification.

LOUIS MEYER.