

Oct. 30, 1923.

1,472,222

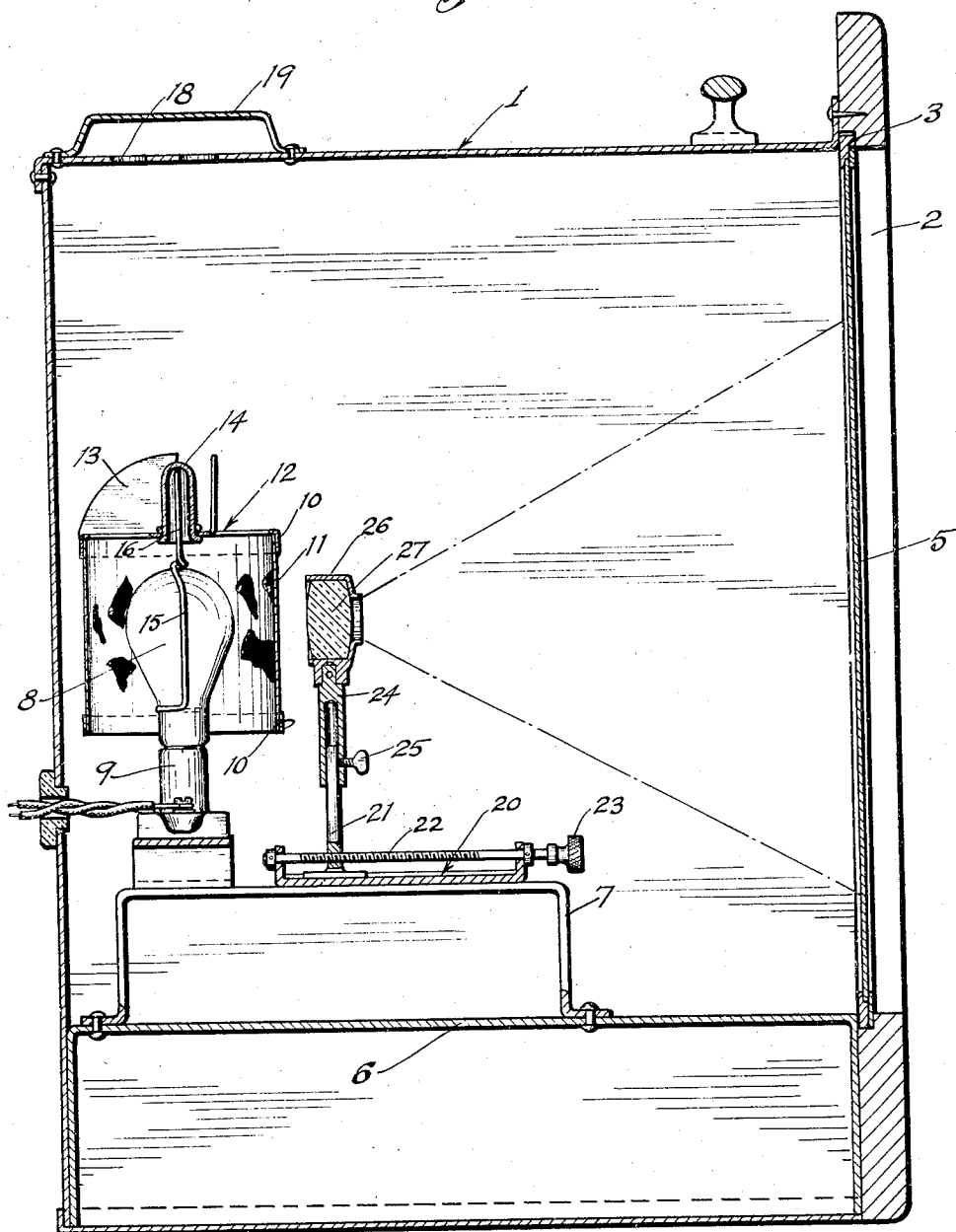
W. J. LE VIE

ADVERTISING DEVICE

Filed Aug. 5, 1920

2 Sheets-Sheet 1

Fig. 1.



Inventor:

WILFRED J. LE VIE.

BY *Hazard & Miller*
Attorneys.

Oct. 30, 1923.

1,472,222

W. J. LE VIE
ADVERTISING DEVICE

Filed Aug. 5, 1920

2 Sheets-Sheet 2

Fig. 2.

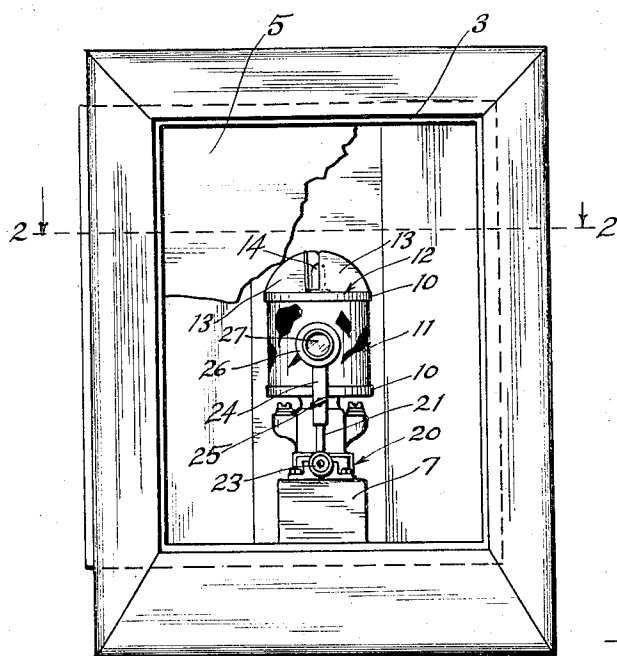
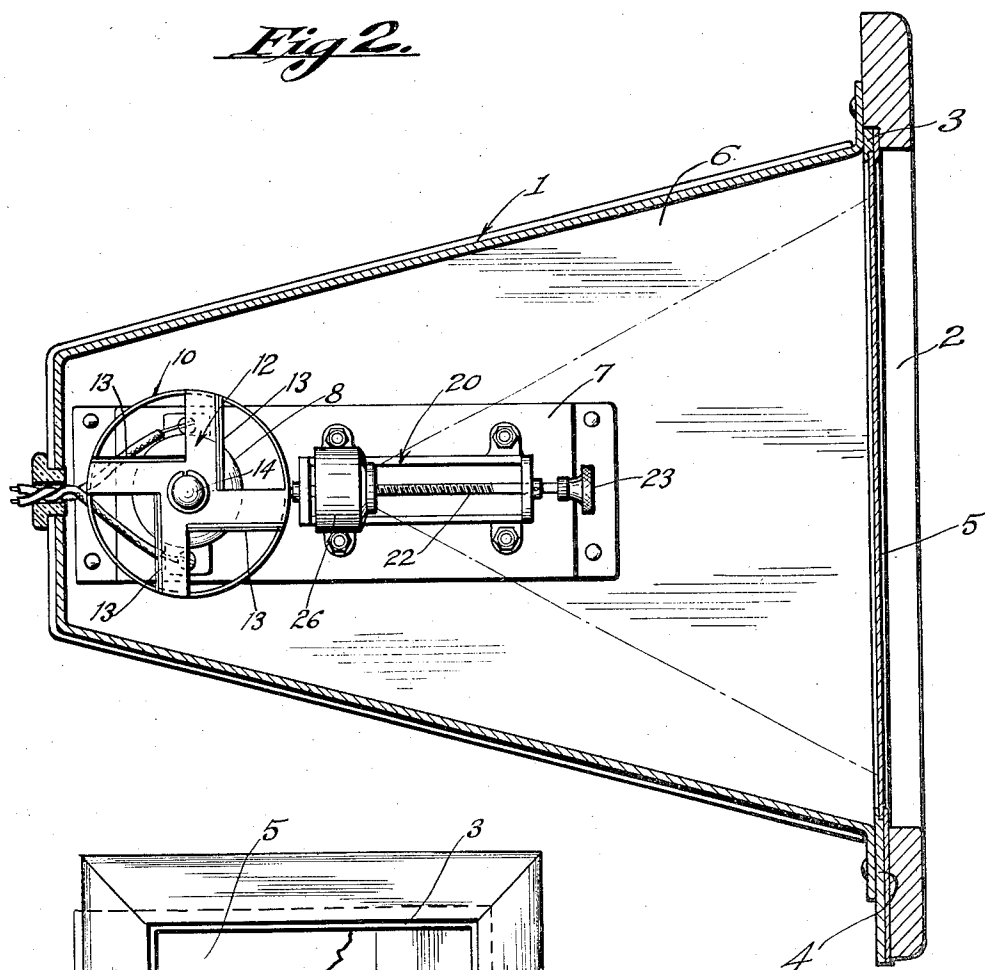


Fig. 3.

Inventor.
WILFRED J. LE VIE
BY *Hazack & Miller*
Attorneys.

Patented Oct. 30, 1923.

1,472,222

UNITED STATES PATENT OFFICE.

WILFRED J. LE VIE, OF LOS ANGELES, CALIFORNIA.

ADVERTISING DEVICE.

Application filed August 5, 1920. Serial No. 401,511.

To all whom it may concern:

Be it known that I, WILFRED J. LE VIE, a citizen of the United States, residing at Los Angeles, in the county of Los Angeles and State of California, have invented new and useful Improvements in Advertising Devices, of which the following is a specification.

This invention relates to advertising devices and has for its object the provision of a greatly simplified construction whereby an illuminated sign may be automatically, repeatedly displayed, the power for actuating the sign mechanism being derived from the heat of the illuminating means so that a device inexpensive to operate is provided.

The invention will be readily understood from the following description of the accompanying drawings, in which—

Figure 1 is a vertical section through an advertising device constructed in accordance with the invention.

Fig. 2 is a horizontal section on the line 2-2 of Fig. 3.

Fig. 3 is a front elevation of the device partly broken away.

A casing is shown at 1, preferably, rectangular, said casing being provided at its open front end 2 with a frame 3 which is, preferably, laterally removable from the casing through a slot 4. The frame 3 is adapted to carry a sheet of suitable transparent or translucent material 5 adapted to close the front open end of casing 1.

The mechanism within the casing is, preferably, supported upon a false bottom 6. A support 7 is mounted upon the false bottom 6 and an incandescent electric lamp 8 is mounted upon this support by means of a usual lamp socket 9.

The sign to be displayed is carried upon a drum fitting over the lamp 8 and arranged to rotate so that a changeable sign will be repeatedly displayed. The drum consists of spaced annular rings 10 supporting the cylinder 11. The cylinder is of transparent material such as isinglass, and the surface thereof is suitably decorated or lettered by means of an opaque material such as lamp black in order to form a desired display sign when the cylinder is illuminated by lamp 8.

The upper ring 10 forms a spider 12 extending across the top of the display drum, said spider being formed by providing a disc extending across the top of the drum and bending portions 13 of said disc into sub-

stantially longitudinal alinement with the drum in order to provide propeller blades. A bearing cap 14 is provided at the center of spider 12 extending axially beyond the same, and said bearing cap is arranged to receive a pivot pin projecting upwardly from lamp 8 in order to provide a pivotal support for the display drum. The pivot pin is, preferably, formed from a wire bent to form a yoke 15 detachably received over the bulb of a lamp 8 and having its end portion 16 forming said pivot pin extending upwardly from the bulb of the lamp.

When the lamp is illuminated the heat therefrom will cause heated air to rise through drum 11 and impinge against blades 13 so as to rotate the display drum upon pivot pin 16. The speed of rotation of the drum may be controlled by adjusting the angular disposition of blades 13. In order to complete the draft thus formed, through drum 11, apertures 18 are, preferably, provided in the top of casing 1 above the lamp and drum, and said apertures may be covered by a light shield 19.

The illuminated sign thus formed by display drum 11 is adapted to be projected upon the sheet 5 forming the display surface of the same. For this purpose a suitable lens is mounted between the display drum and sheet 5 and is, preferably, adjustable relative to the display drum for focusing the sign upon the display sheet 5. As an instance of this arrangement a bracket 20 is provided upon support 7 in front of the lamp and display drum and a pedestal 21 is longitudinally slidable along bracket 20. A screw rod 22 is threaded through pedestal 21 and is journaled in bracket 20 so that by turning the knurled head 23 of said rod the pedestal will be adjusted lengthwise of bracket 20 and toward and away from the display drum 11. A sleeve 24 is mounted upon pedestal 21 and is longitudinally adjustable relative thereto by means of said screw 25. The sleeve carries a mounting 26 in which is supported a lens 27.

The interior of the casing forming the device is, preferably, a non-reflecting surface which may be formed by suitably coating the interior surface of the casing as with lamp black. As a consequence when the lamp 8 is illuminated and the display drum rotated the light shining through the display drum will be projected through lens 27 against display sheet 5 and an illuminated sign will

as a consequence be displayed upon the display sheet of the device.

Various changes may be made without departing from the spirit of the invention as claimed.

What is claimed is:

1. In a display device, an electric lamp, a yoke detachably applied to said lamp, a pivot pin projecting upwardly from said yoke, a transparent member disposed about said electric lamp, a bearing cap in the top of said member which bearing cap receives the pivot point of the yoke, blades projecting upwardly from the top of said transparent member which blades are adapted to be impinged by currents of heated air arising from said lamp and thereby imparting rotary motion to said transparent member, a screen, a lens between said transparent member and said screen, a standard for said lens, a guideway having said standard slidable therein, and a screw rod engaging said standard to adjust the position of said lens with

respect to said transparent member and said screen.

2. As an article of manufacture, an advertising device comprising, in combination, a box like chamber substantially closed on all sides and having a front window provided with a translucent screen member, an upright electric bulb arranged in the rear of the chamber, a sign medium consisting of a rotatable drum surrounding the bulb and provided with means whereby it is rotated by the energy of heat when the bulb is energized, and means in the chamber carrying a lens disposed between the said medium and the screen and whereby said lens may be shifted to properly focus the image cast upon the screen, the sign medium being mounted upon and supported by the said electric bulb.

In testimony whereof I have signed my name to this specification.

WILFRED J. LE VIE.