May 26, 1931. E. VON DER LIPPE-LIPSKI 1,806,722

ADVERTISING DEVICE

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Fig. 1.

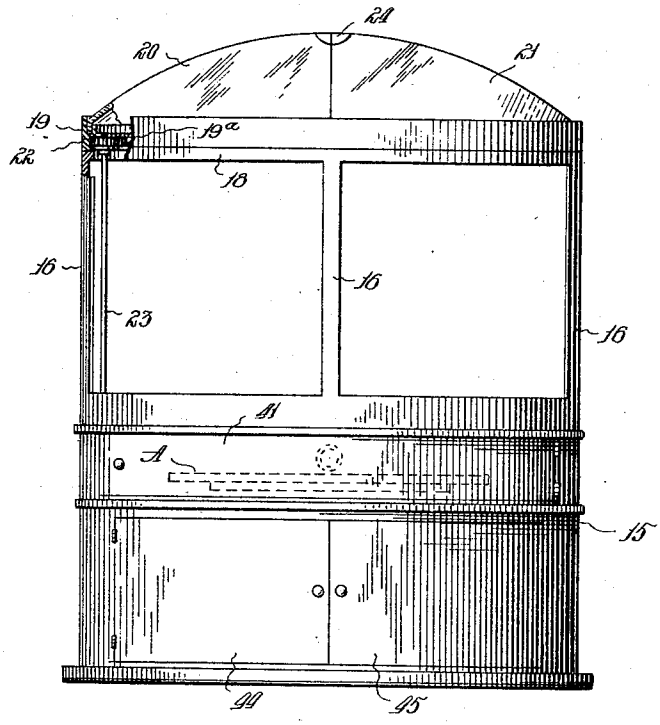
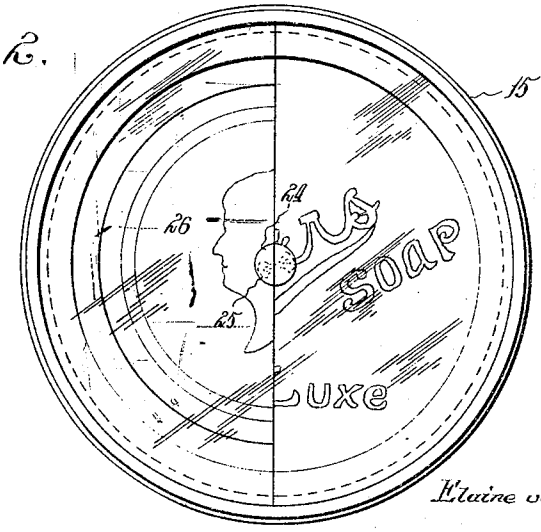


Fig. 2.



Inventor:-

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Fig. 3.



Fig. 4.

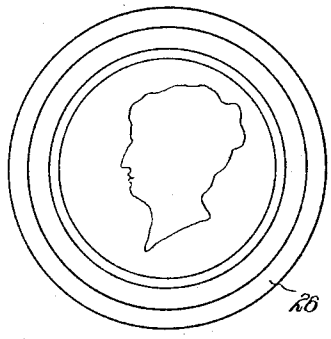


Fig. 5.



Fig. 6.

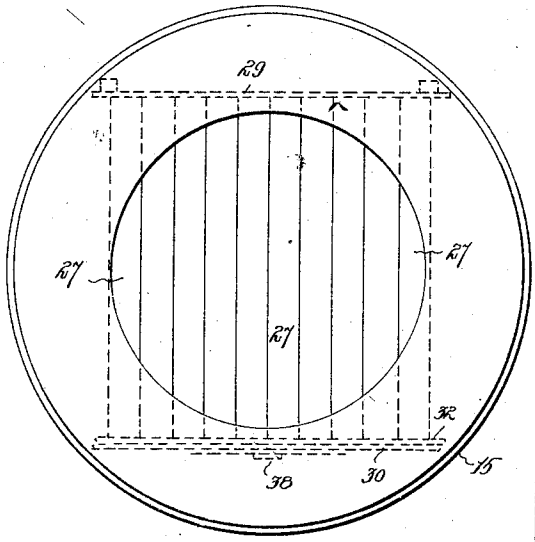


Fig. 7.

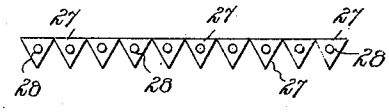


Fig. 8.

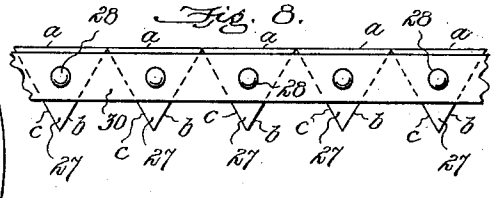


Fig. 9.

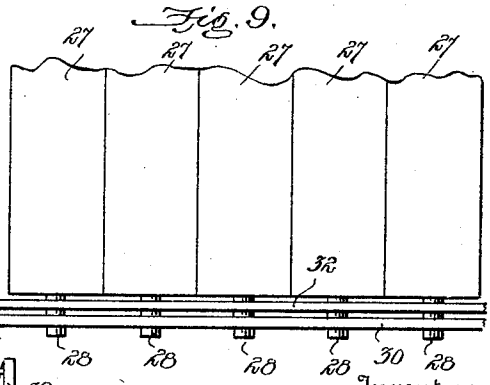
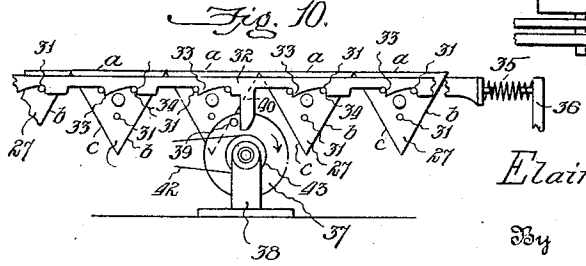


Fig. 10.



Inventor:

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Patented May 26, 1931 1,806,722

UNITED STATES PATENT OFFICE

ELAINE VON DER LIPPE-LIPSKI, OF WASHINGTON, DISTRICT OF COLUMBIA

ADVERTISING DEVICE

Application filed April 20, 1929. Serial No. 356,840.

My invention is an improvement in advertising devices of that particular type classified under the head of changeable exhibitors embodying a plurality of signs which may be successively brought into view, in the present instance also including means for changing the character of each sign under the influence of colored glasses.

The primary object of my invention is to provide an advertising device of this general type in which the several signs or advertising matter are each printed in superimposed colors for use in connection with colored glasses serving to change the character of the sign when it is viewed through said glasses.

A further object of my invention is to provide a construction of advertising device by which the sign or advertising matter in superimposed colors may be observed under the influence of a white light, as daylight, or through the medium of the colored glasses which are elevated above the sign for this purpose, with means for rotating said glasses to produce the changeable effect with respect to the pictures themselves.

A still further object of my invention is to provide a changeable sign exhibitor of this kind mounted in a cabinet or casing adapted to receive a phonograph and records therefor as well as the mechanism for operating the phonograph and changeable sign exhibitor; all as hereinafter fully described and specifically set forth in the appended claims.

In the drawings:—

Figure 1 is a front elevation of a sign exhibiting device constructed in accordance with my invention.

Fig. 2 is a plan view thereof.

Figs. 3, 4, and 5 are views illustrative of one of the signs as it appears under the influence of different lights.

Fig. 6 is a plan view showing the means which provide for changing the signs.

Fig. 7 is an end view of the bars providing for the exhibition of different signs or advertising matter.

Fig. 8 is an enlarged detail view of the bars.

Fig. 9 is a plan view thereof, and

Fig. 10 is an elevation showing the means for operating the bars to bring different signs or advertisements in place.

In carrying out my invention I provide a cabinet comprising a body portion 15 from which rises standards 16 supporting an elevated annular support 18 for a rotatable ring 19 carrying glass plates 20—21, the latter being preferably bowed upwardly and of different colors—in the present instance one being red and the other blue for use in connection with the changeable exhibitors hereinafter referred to. The ring 19 is provided at its lower edge with gear teeth 19*a* in mesh with a pinion 22 at the upper end of a vertical driving shaft 23, and at the center of the bowed glasses is a reflector 24 for one or more electric lamps 25, said reflector projecting the light from the lamps to the sign or advertisement, as 26, in the upper end of the cabinet. In the present instance the sign or advertising matter is produced by superimposed colors as each will bring out different pictures or advertising matter under the influence of different colored lights, such as described in Patents Nos. 1,462,536 and 1,462,537 issued jointly to me and Nicolas V. de Lipski.

Although a single sign or advertisement may be used in carrying out my invention I prefer to employ several signs adapted to be brought successively into position, and for this purpose have devised the means herein shown comprising a plurality of triangular-shaped bars 27 having stub shafts or gudgeons 28 at their opposite ends bearing in frame 29—30 suitably supported in the upper part of the cabinet. The several sides of these triangular-shaped bars are adapted to be brought on a plane with each other successively so that three different advertisements or pictures may be brought into position, and to accomplish this each bar is provided with pins 31 corresponding in number with the sides or faces of the bar, said pins being engaged by a spring-actuated slide bar 32 having ratchet teeth 33 and shoulders 34 spaced apart to correspond with the spacing of the pins, as shown in

Fig. 10 of the drawings. As will be noted the expansion spring 35 supported by a suitable standard, as 36, actuates the ratchet bar to the left, and for moving said ratchet bar to the right to engage the successive pins I provide a tappet wheel 37 supported in bearing 38 and having a projecting pin 39 operatively engaging an arm 40 depending from said ratchet bar, whereby when the latter is moved by the tappet wheel to the right the required distance to engage the next pin arm 40 is released from pin 39 allowing the spring 35 to project the ratchet bar quickly to the left and turn each of the triangular bars 27 one-third of a revolution to bring another side thereof into horizontal plane, and as all the bars are turned simultaneously the different sides or faces thereof will be brought into position at the same time; for instance the sides or faces *a* of the bars collectively display one sign or picture, sides or faces *b* another, and sides or faces *c* still another. As the ratchet bar moves to the left by action of the spring the succeeding pin of each triangular bar seats at the inner end of the shoulder 34 to thereby serve as a stop for limiting the turning movement of the triangular bar and in connection with the ratchet tooth will assure proper alignment of the surfaces on which the pictures are printed as they are successively brought into view for cooperation with the revolving colored glasses 20 and 21.

As an additional feature of the advertising device a phonograph A (indicated in dotted lines Fig. 1) is located in the upper compartment of the cabinet and closed by door 41, and the mechanism for operating said phonograph as well as the vertical driving shaft 23 and belt 42 leading to pulley 43 attached to tappet wheel 37 is also located in this compartment at one side thereof. As the mechanism for operating the rotatable parts of the device is merely required to turn the vertical shaft and tappet wheel any approved form may be employed and driven by any suitable motor, as for instance the spring motor of the conventional form of phonograph or an electric motor operating the phonograph, and consequently it is considered unnecessary to show this arrangement in detail. The cabinet is also provided with a lower larger compartment enclosed by a pair of swinging doors 44—45 in which records for the phonograph may be stored, and as the cabinet is ornamental in appearance it constitutes an attractive fixture for a store, railroad terminal, or other place where it is desired that the advertising matter be installed for public inspection, the novel manner in which the pictures are changed inducing prospective purchasers to read the advertisements and view the pictures which may be associated therewith.

It will be understood that instead of having bars triangular-shaped in cross section to provide three surfaces or faces to receive the advertisements they may be shaped for a greater number of faces; however, the three sides in connection with the different colored glasses increase the effectiveness of each advertisement three-fold.

The operation of the advertising device will be readily understood from the foregoing description in connection with the accompanying drawings, for in taking the advertising matter shown in the drawings as an example it will have the appearance shown in Fig. 3 when viewed under a white light, the appearance of the illustration Fig. 4 under a blue light or through the glass 20, and the appearance of the illustration Fig. 5 when viewed through red glass 21, it being noted that in the first instance the advertisement would be observed through the openings between the standards 16, and for the changes in characteristics it would be viewed through the top or glasses 20 and 21, said glasses being revolved as hereinafter described so that the observer would not be required to change position, and the phonograph being provided with a vocal record having relation to the picture will add to the effectiveness of the device as an advertising medium. In the operation of the device the revolutions of the tappet wheel may be timed with respect to the rotation of the colored glasses so that the triangular bars on the several faces on which the advertising matter is imprinted will be turned to change the form of the advertising matter, whereby an individual or firm may exhibit several different advertisements in succession or the faces *a*, *b*, and *c*, may contain advertisements of different individuals or firms.

As hereinbefore stated bars having a greater number of faces to receive advertising matter may be provided, and obviously other changes or modifications in the form of my invention may be resorted to in carrying out the advertising device in practice without departing from the spirit and scope of the claims.

I claim:

1. An advertising device or changeable sign exhibitor comprising a casing in which the advertisement is displayed, a support at an elevation above the advertisement to leave openings for viewing said advertisement from the sides of the exhibitor, colored glasses rotatably mounted on said support, and means for revolving said glasses.

2. An advertising device or changeable sign exhibitor comprising a casing in which the advertisement is displayed, a support at an elevation above the advertisement to leave openings for viewing said advertisement from the sides of the exhibitor, a ring

rotatably mounted on said support, and a plurality of upwardly bowed colored glasses attached to the ring; together with means for rotating said ring and glasses.

3. An advertising device or sign exhibitor comprising a casing, a plurality of rotatable bars triangular in cross section to present faces on which the advertising matter is imprinted, a series of pins projecting from one end of each bar and corresponding in number to the faces on the bar, a sliding bar spring-actuated in one direction and having spaced apart integral ratchet teeth adapted to engage the pins on the bars for turning said bars, an arm projecting from the sliding bar at approximately the center thereof, and a tappet wheel having an outwardly projecting pin adapted to engage the arm to move said sliding bar against the action of the spring.

4. An advertising device or sign exhibitor comprising a casing, a plurality of rotatable bars having media faces on which the advertising matter is imprinted, a series of pins projecting from one end of each bar and corresponding in number to the faces on the bar, a horizontally sliding bar spring-actuated in one direction and having spaced apart integral ratchet teeth adapted to engage the pins on the bars for turning said bars, an arm projecting from the sliding bar at approximately the center thereof, and a shoulder spaced from each ratchet tooth corresponding with the spacing of the pins on the rotatable bars to limit the throw of the latter; together with a tappet wheel having an outwardly projecting pin adapted to engage the arm to move said sliding bar against the action of the spring.

5. An advertising device or sign exhibitor comprising a casing in which the advertisement is displayed, a support at an elevation above the advertisement to leave openings through which the advertisement is viewed from the sides of the exhibitor, colored glasses rotatably mounted on said support, and means for revolving said glasses; together with a plurality of bars having media faces on which the advertising matter is imprinted, a series of pins projecting from one end of each bar and corresponding in number to the faces on the bar, a sliding bar spring-actuated in one direction and having spaced apart integral ratchet teeth adapted to engage the pins on the bars for turning said bars, an arm projecting from the sliding bar at approximately the center thereof, and a tappet wheel having an outwardly projecting pin adapted to engage the arm to move said sliding bar against the action of the spring.

ELAINE VON DER LIPPE-LIPSKI.