July 30, 1935. F. HAYN 2,009,772

ADVERTISING APPARATUS

Filed June 1, 1934

Fig. 1

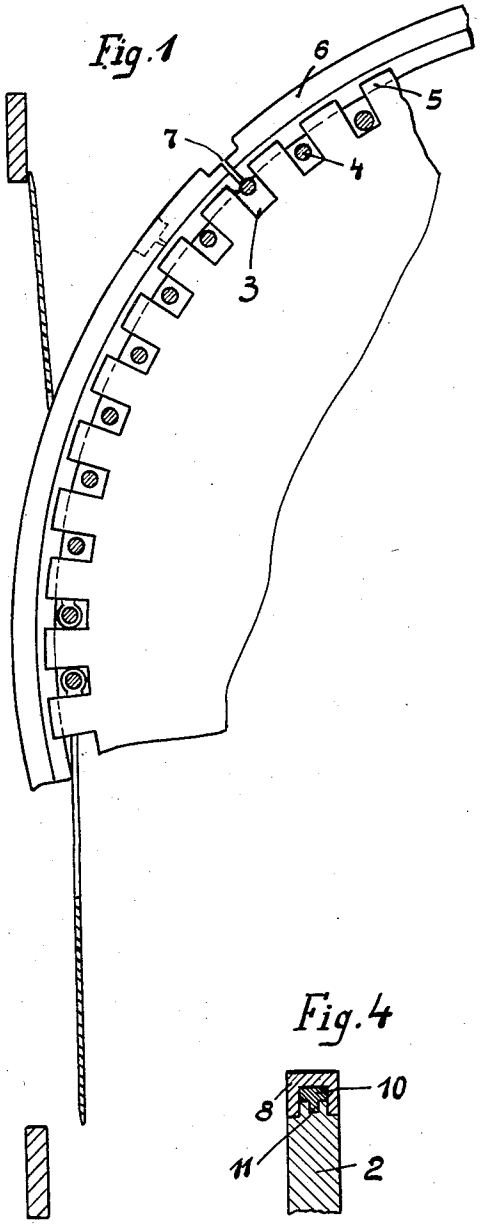


Fig. 2

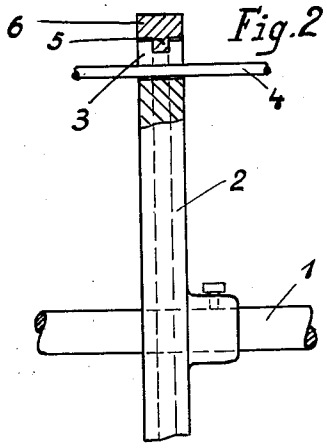


Fig. 3

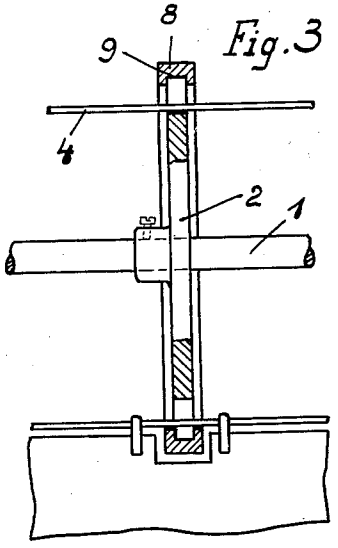


Fig. 4

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ADVERTISING APPARATUS

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Application June 1, 1934, Serial No. 728,605
In Germany June 3, 1933

5 Claims. (Cl. 40—72)

In station indicators combined with advertising devices, replaceable labels are known which hang down from wires secured to their rear sides and extending with their ends into lateral discs. This arrangement had the disadvantage that, especially in case of heavy shocks arising in a running car, the hanging wires become bent and the labels fell out from their supports. For removing such defects it has been proposed to arrange an additional slotted central disc on the rotating shaft and to juxtapose to said disc a further disc having hook shaped slots and being loaded by spring pressure. This device is very complicated and costly, and it allows only of arranging a relatively small number of labels.

It has also been proposed for an advertising apparatus to have the ends of each holding wire inserted in slots of the lateral discs and covered by rings provided with a lateral wall and with a slot in each circumference, so that by turning the ring into adapted positions all labels could be replaced without bending the wires. During the operation said rings had to be secured by screws in a position in which the slot was situated between two neighboring wires. This arrangement is however not possible for replaceably holding the labels on a central disc.

According to the invention, a central disc provided with slots for receiving the holding wires of the labels is surrounded by a closed but split ring guided on the disc by a circumferential groove or similar guiding means.

The advantage gained thereby consists therein that the wires are held on or near their central portion by a very simple and cheap device, and that an extraordinary large number of labels can be arranged on a disc of a given diameter. Further, the wires are very surely held, as no screws or the like are needed.

The holding ring may further consist of a first ring arranged on the disc and provided with a large slot and with a circular groove, and of a second ring enclosed in said groove and having also a slot and further a rib or nose. Both said rings are to be turned to such relative positions that the slot of the inner ring is covered by the outer ring.

The invention is illustrated by way of example in the drawing, in which

Figs. 1 and 2 are a partial lateral view and a partial front view, partly in section, of a central disc according to one embodiment of the invention,

Fig. 3 is a front view, partly in section, of another embodiment,

Fig. 4 is a partial section of a third embodiment.

According to Figs. 1 and 2, a rotating shaft 1, provided with usual (not shown) lateral discs, supports a central disc 2 provided with slots 3 for receiving label holding wires 4, the ends of which are similarly held in the lateral discs. Said central disc contains a circumferential guiding groove 5, and a ring 6 engages said groove by a circumferential rib or nose. Said ring 6 possesses a certain elasticity, similarly as known from piston tightening rings, and it is open at 7 in such way that in mounted state on the disc 2 it acts as a closed ring. Inserting or removing a label wire 4 on the central disc 2 is effected by turning the opening of the ring 6 on to the respective slot and spreading its ends apart from each other by aid of a suitable instrument.

For showing the function of the apparatus, on the left hand of Fig. 1 two labels are shown in sight position, one of them being still held upright by a casing and showing its front side, and the other being already fallen down and showing its rear side.

According to Fig. 3, all members including the shaft 1 and the central disc 2 are the same as in the first example, but in this case a holding ring 8 rides with an inner circular groove 9 on the disc 2. Also in this embodiment special screws for holding the ring are not necessary.

According to Fig. 4, all members are essentially the same as in the second example, with the exception that inside the outer ring 8 an additional inner ring 10 is situated which projects into the disc 2 with a circumferential rib or nose 11. Both rings 8 and 10, 11 are again of elastic material and so proportioned as to fit on the disc 2 with a certain friction. Both rings may here have large slots, as each of them is adapted to cover the slot of the other when turned to adapted positions.

I claim:

1. Advertising apparatus comprising in combination a rotatable shaft, a rotatable disc on said shaft, said disc being provided with slots in its circumference for receiving label holding wires, a closed split ring surrounding the periphery of said disc, and means for guiding said ring during relative circumferential movement thereof on said disc against axial displacement.

2. Advertising apparatus as claimed in claim 1, wherein the split ring is of elastic material so as to be able to be spread for allowing a label holding wire to be moved through its split.

3. Advertising apparatus as claimed in claim 1,

wherein the means for guiding the ring on the disc consist of a circumferential rib arranged on one of said members, and of a groove for receiving said rib, arranged in the other of said members.

4. Advertising apparatus comprising in combination a rotatable shaft, a disc on said shaft, said disc being provided with slots in its circumference for receiving label holding wires, a large split ring surrounding said disc, a second split ring enclosed in a groove of said first ring, and means for guiding said rings during relative circumferential movement thereof on said disc against axial displacement.

5. Advertising apparatus as claimed in claim 4, wherein the means for guiding the rings on the disc consist of ribs arranged on said disc so as to engage with the lateral walls of both said rings.

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