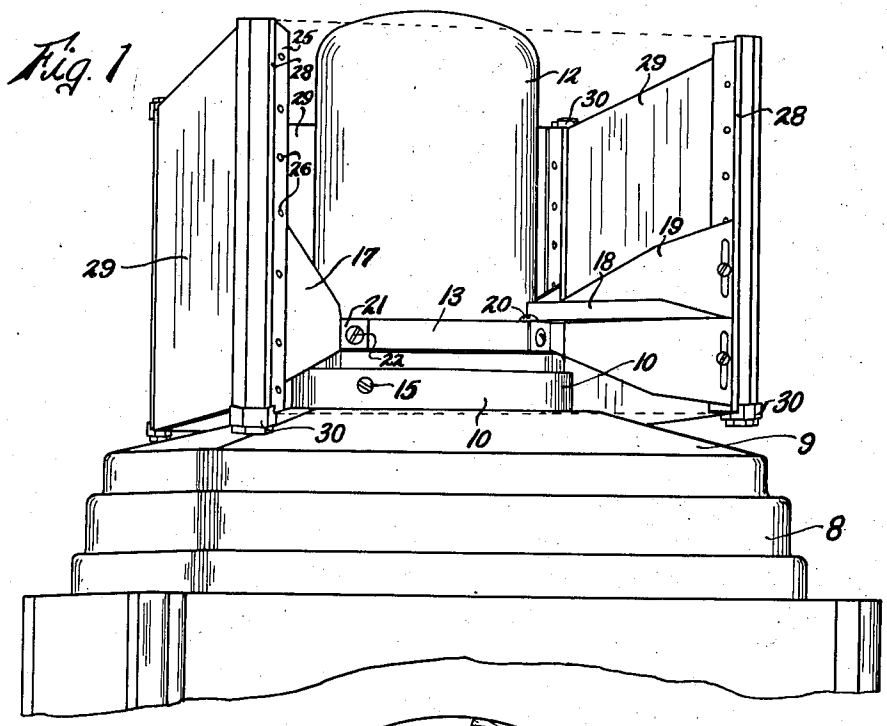
Feb. 5, 1935. J. S. WILKINSON 1,990,151

ADVERTISING DISPLAY UNIT

Filed Sept. 19, 1934 2 Sheets-Sheet 1

Fig. 1



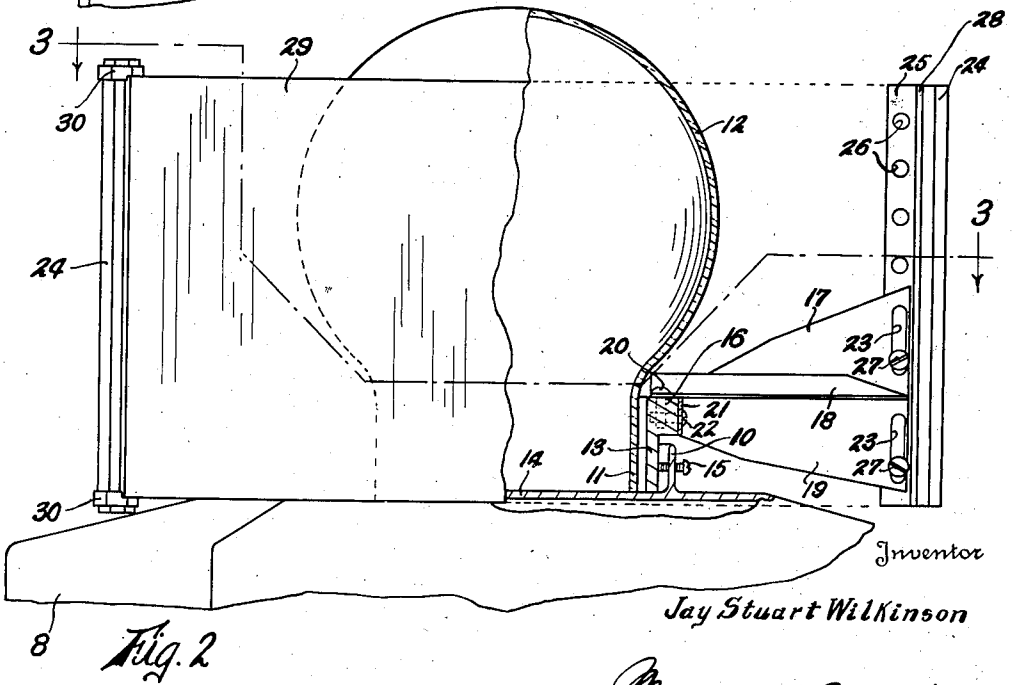


Fig. 2

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Filed Sept. 19, 1934 2 Sheets-Sheet 2

Fig. 3

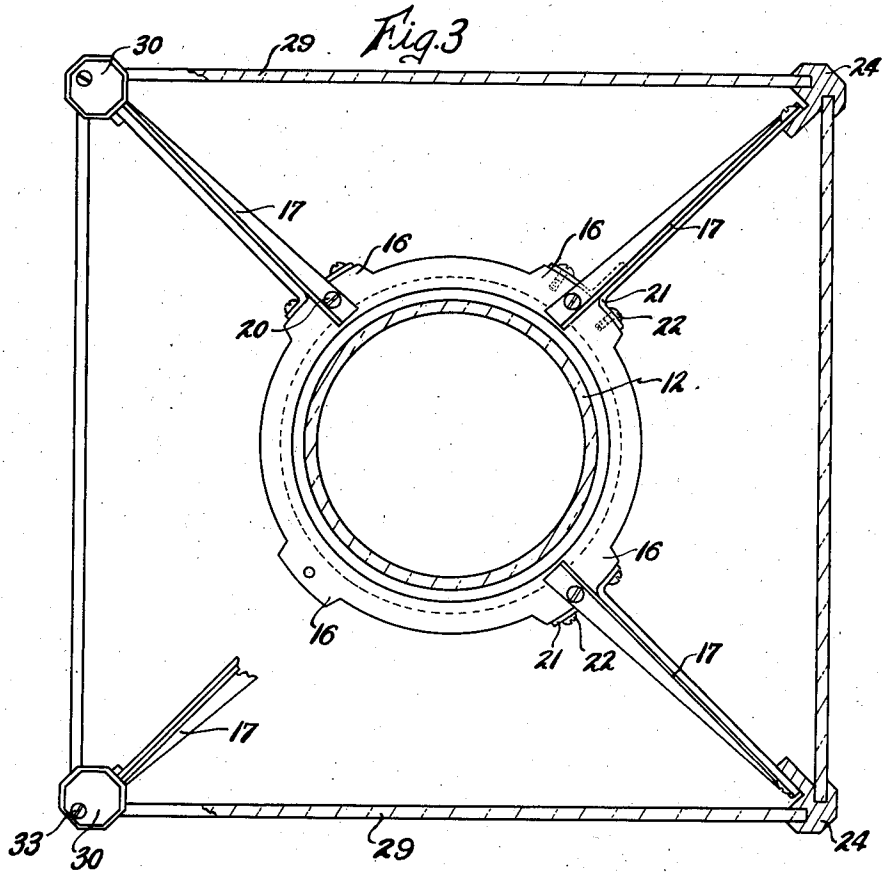


Fig. 4

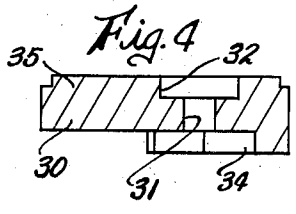
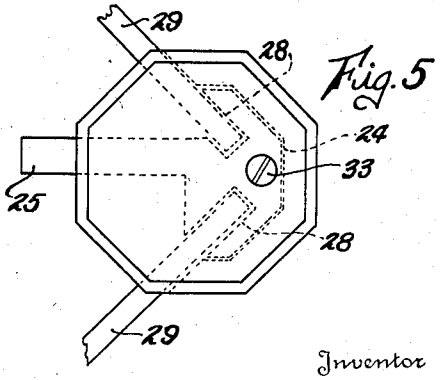


Fig. 5



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UNITED STATES PATENT OFFICE

1,990,151

ADVERTISING DISPLAY UNIT

Jay Stuart Wilkinson, Cincinnati, Ohio, assignor to the Cincinnati Advertising Products Company, Cincinnati, Ohio, a corporation of Ohio

Application September 19, 1934, Serial No. 744,687

4 Claims. (Cl. 40—131)

This invention relates to an advertising display unit adapted to cooperate with an illuminated globe or the like and especially designed for association with gasoline pump casings of the type usually found in oil and gasoline supply stations.

An object of the invention is to provide a unit of this kind possessing a line and contour harmonious with the newer simplified and vertical type of design used in connection with pump casings.

Another object is to provide a unit of the kind described which is attachable for use with various kinds and designs of pump casings.

Another object is to provide a unit adapted to embrace and be illuminated by a globe positioned on the top of a pump casing.

Another object is to provide such a unit which is vertically adjustable so as to obviate spaces resulting between the bottom of the unit and the top of the pump casing.

Another object is to provide a unit particularly effective for advertising purposes and providing a plurality of advertising faces disposed in different directions.

Another object is to provide a simple, readily adjustable and separable advertising unit of the kind indicated.

These and other objects are attained by the means described herein and illustrated in the accompanying drawings, in which:

Fig. 1 is a perspective view of the top portion of a pump casing having an advertising unit of this invention associated therewith, one of the advertising plates of the unit being removed.

Fig. 2 is a side elevational view of a positioned unit of this invention, parts being broken away and parts shown in cross section.

Fig. 3 is a sectional view taken on the line 3—3 of Fig. 2.

Fig. 4 is a cross sectional detail view of one of the caps utilized in the present invention for precluding displacement of the positioned advertising plates.

Fig. 5 is a fragmental plan view of one of said caps and the structure immediately associated therewith.

The present invention is particularly concerned with newer developments in pump casing design in which the simplified vertical line is emphasized and with which the older type of pump casing advertising globe of globular or circular shape would create an inharmonious detail of the design as a whole.

Accordingly, the present invention provides for an advertising unit comprising a plurality of advertising plates, the number of which may correspond with the number of sides on the pump casing, said plates being preferably disposed in parallel relationship with the respective sides of the casing. The unit is adapted to embrace the illuminated globe normally provided on the top of a pump casing and the advertising plates referred to are translucent and bear suitable advertising matter, such as the brand name of the gasoline dispensed from the pump in question. The unit of this invention has been made readily adjustable so as to be utilized with any pump casing.

With reference to the drawings: The pump casing 8 represented in Fig. 1 is formed at the top, for decorative purposes, with a plurality of inwardly offset ledges or steps terminating in an inwardly converging top 9 having an integral upstanding flange or rim 10. The top 14 of the casing within the rim 10 is flat and is adapted to have disposed thereon the base 11 of an illuminable globe 12 which may be of any suitable form, being shown in Fig. 1 as cylindrical and in Fig. 2 as spherical.

The advertising unit of this invention comprises a ring or support member 13 which embraces the base 11 of the globe and which is interposed between the said base and the integral rim 10, resting upon the top 14 of the pump casing. The rim 10 may have screw bolts 15 passing therethrough and engaging the lower portion of the support member 13 for frictionally binding it in place. The top or upper portion of the support member 13 projects above the rim 10 and is formed with a plurality of outwardly extending ears 16.

Each ear 16 is adapted to have associated therewith a projecting rib 17. Rib 17 consists of a central stem 18 and a vertical flat member 19. The stem 18 has its inner end projecting clear of the flat member 19 and is secured to the top of one of the ears 16 by a suitable screw 20. The inner end of the flat member 19 is developed to form a pair of oppositely directed attachment flanges 21 which may be secured by screws or the like, as at 22, to the face of the associated ear 16. In this way, the support member 13 has associated therewith a plurality of outwardly projecting ribs which are adapted, as will be described, to support the advertising enclosure of this invention.

The outer end of each rib is adapted to have associated therewith an upright molding 24. This

molding is provided with a bead 25 which may be provided along its length with spaced perforations 26. This bead 25 is adapted to be laid flatwise against the outer end of the flat portion 19 of the rim 17. Said outer end of the member 19 may be provided with a pair of vertically extending slots 23 adapted to register with the perforations 26 of the bead 25. Bolts 27 may be passed through said slots and the adjacent perforations 26 for removably attaching the moldings to the outer end of the rib 17.

Each molding is formed to provide a pair of longitudinally extending channels 28 which are disposed in right angular relationship with one another with the bead 25 interposed therebetween (Fig. 5). Each of the channels 28 is in opposed relationship with the like channel of the adjacent molding so that a plurality of pairs of opposed ways are thus provided. Each pair of the opposed channels 28 is adapted to slidably receive the translucent advertising plate 29 which has its opposite ends engaged in said channels. Inasmuch as the channels are disposed in pairs, and in right angular relationship with one another, it will be obvious by reference to Fig. 3 that there is thus provided, when the plate 29 is thus positioned, a translucent enclosure embracing the illuminable globe 12 and adapted to be illuminated thereby.

For holding the advertising plates against vertical displacement, there are provided for each molding, a pair of caps 30, one at the top and one at the bottom of the molding. Each cap is provided with a screw-receiving aperture 31 and a seat 32 for receiving a suitable screw 33 which passes through the cap into the molding. An extending rim portion 34 on one side of each cap snugly engages the outer face of the associated molding and the opposite portion 35 of each cap extends over the adjacent portions of the edges of the advertising plates to preclude vertical displacement of the plates. This will be clearly seen by reference to Figs. 3, 4, and 5.

It is obvious that the molding 24 may be readily adjusted vertically of the ends of their supporting ribs 17 for closing up any space between the top of the pump casing and the bottom of the advertising enclosure of this invention. If the adjustment is slight, the screws or bolts 27 are merely loosened and the moldings moved vertically within the limits of the slots 23. If a greater adjustment is necessary, the said bolts 27 are removed and other of the molding perforations 26 placed in registration and associated therewith.

It will be seen that the unit may be manufactured with any desired number of faces for the advertising enclosure corresponding to the number of faces on the pump casing with which it is contemplated to associate the unit. It will likewise be observed that the advertising faces carry out the structural line of the pump casing so that a harmonious design of the whole structure is achieved. The few parts, the facility of manufacture, positioning and adjustment of the unit herein set forth and the effectiveness of providing a plurality of advertising faces, will all be obvious upon consideration of the means herein disclosed.

Modifications of the invention will suggest themselves in connection with the present disclosure but these are believed to be comprised within the spirit and scope of this invention.

What is claimed is:

1. An advertising display unit adapted to cooperate with an illuminable globe or the like and comprising a support member adapted to embrace the base of the globe, outwardly projecting ribs attached to the support member, an upright molding attached to the outer end of each of said ribs, the moldings being provided with longitudinally-extending channels each in opposed relationship with the like channel of the adjacent molding, means for vertical adjustment of the moldings relative to the ribs, and a plurality of translucent advertising plates each receivable at opposite sides thereof in a pair of the opposed channels for forming with the remainder of the plates an illuminable enclosure about the globe.

2. An advertising display unit adapted to cooperate with an illuminable globe or the like and comprising a support member adapted to embrace the base of the globe, outwardly projecting ribs attached to the support member, an upright molding attached to the outer end of each of said ribs, the moldings being provided with longitudinally-extending channels each in opposed relationship with the like channel of the adjacent molding, a plurality of translucent advertising plates each receivable at opposite sides thereof in a pair of the opposed channels for forming with the remainder of the plates an illuminable enclosure about the globe, and a plurality of caps removably attachable to the upper and lower ends of the moldings for precluding displacement of the positioned plates.

3. An advertising display unit adapted to cooperate with an illuminable globe or the like and comprising a support member adapted to embrace the base of the globe, outwardly projecting ribs attached to the support member, an upright molding attached to the outer end of each of said ribs, the moldings being provided with longitudinally-extending channels each in opposed relationship with the like channel of the adjacent molding, means for vertical adjustment of the moldings relative to the ribs, a plurality of translucent advertising plates each receivable at opposite sides thereof in a pair of the opposed channels for forming with the remainder of the plates an illuminable enclosure about the globe, and a plurality of caps removably attachable to the upper and lower ends of the moldings for precluding displacement of the positioned plates.

4. An advertising display unit adapted to be associated with an illuminable globe on the top of a gasoline pump casing or the like, said unit comprising a support member adapted to embrace the base of the globe and to rest upon the top of the casing, outwardly projecting ribs attached to the support member, an upright molding attached to the outer end of said ribs, the moldings being provided with longitudinally-extending channels each in opposed relationship with the like channel of the adjacent molding, a plurality of translucent advertising plates each receivable at opposite sides thereof in a pair of the opposed channels for forming with the remainder of the plates an illuminable enclosure about the globe, removable means to preclude displacement of the plates from their associated channels, and means for vertically adjusting said moldings relative to the ends of the ribs to raise and lower the illuminable enclosure and substantially close space between the bottom of the enclosure and the top of the pump casing.

JAY STUART WILKINSON.