June 23, 1931. B. T. PARRIS 1,811,818

ADVERTISING APPARATUS

Filed May 31, 1930 3 Sheets-Sheet 1

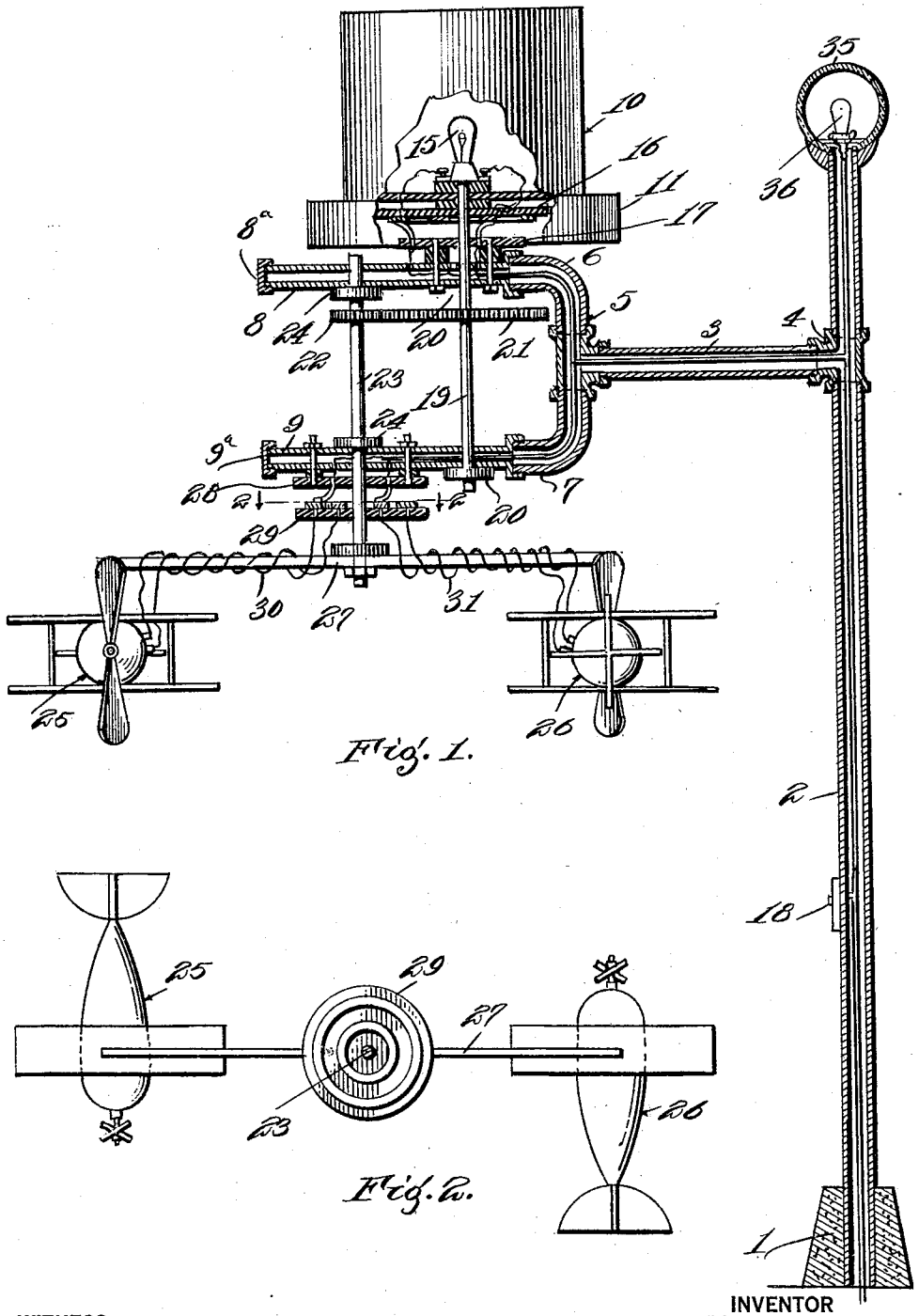


Fig. 1.

Fig. 2.

WITNESS

INVENTOR

B. T. Parris

BY

ATTORNEY

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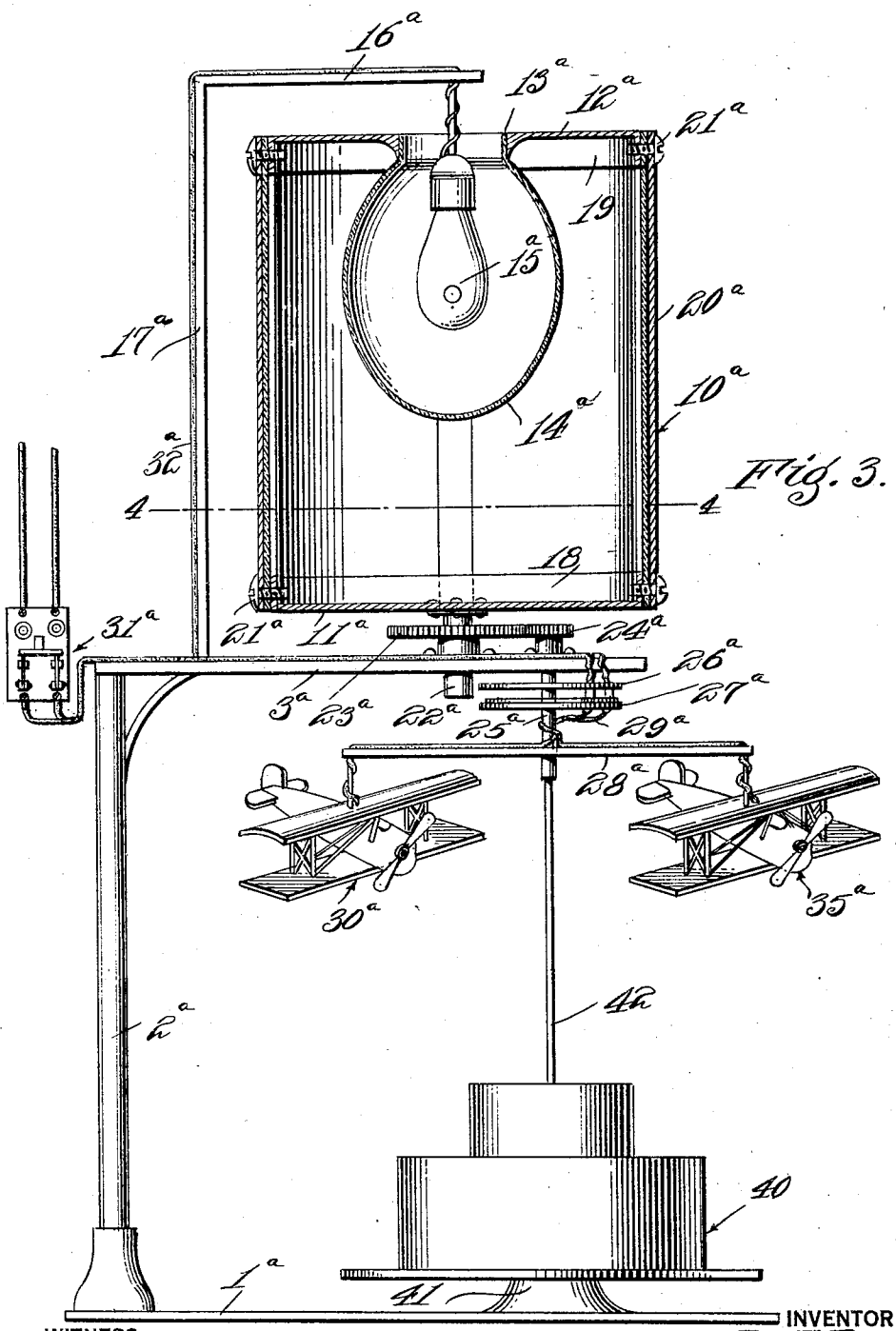


Fig. 3.

WITNESS
B. H. Sayler

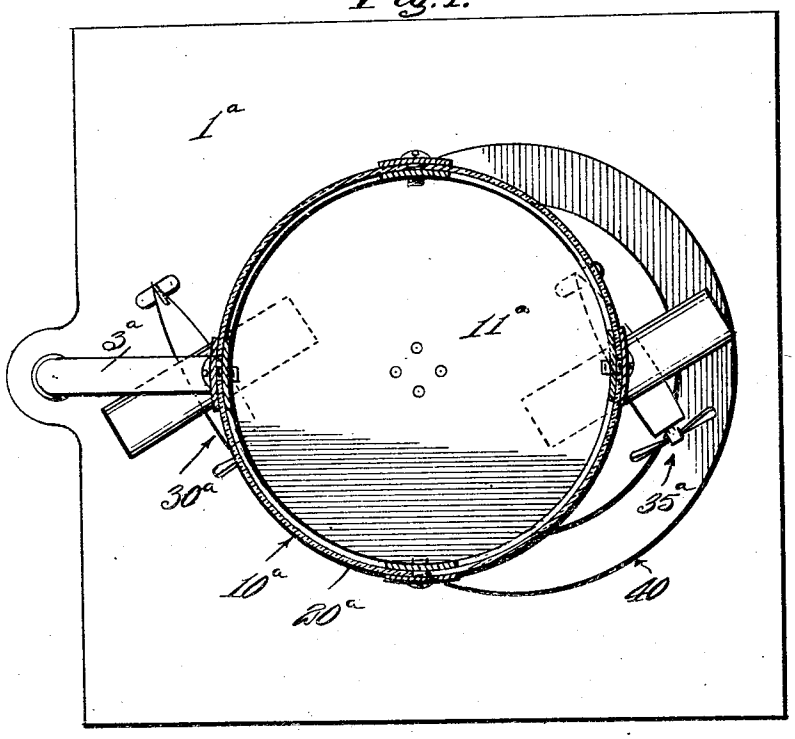
INVENTOR
B. T. Parris
BY
Munn & Co.
ATTORNEY

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Filed May 31, 1930 3 Sheets-Sheet 3

Fig. 4.



WITNESS
F. H. Taylor

INVENTOR
B. T. Parris
BY
Munn & Co.
ATTORNEY

Patented June 23, 1931 1,811,818

UNITED STATES PATENT OFFICE

BEN T. PARRIS, OF CAVE SPRING, GEORGIA, ASSIGNOR OF ONE-FOURTH TO JAMES C. DAVENPORT AND ONE-FOURTH TO WALTER N. CRAWFORD, BOTH OF WASHINGTON, DISTRICT OF COLUMBIA

ADVERTISING APPARATUS

Application filed May 31, 1930. Serial No. 458,540.

This invention relates to advertising apparatus and more particularly to an electrically operated machine of this character.

A primary object of the invention is to construct an advertising machine which is simple in construction and easy to operate and which provides a maximum advertising area with a minimum expense in operation.

Another object is to so construct such a machine that a portion may be located in one place and another portion at a point remote and both simultaneously operated by the same motor.

Another object is to construct such an apparatus with various indicia carrying members operable at different speeds to attract the attention and present to view indicia such as may be desired to be displayed.

In carrying out these objects, the invention is susceptible of a wide range of modification without departing from the spirit or sacrificing any of the advantages of the claimed invention; there being shown in the drawings for illustrative purposes a preferred and practical form, in which:

Figure 1 represents a side elevation with parts in section of a machine embodying this invention;

Fig. 2 is a horizontal section taken on the line 2—2 of Fig. 1;

Fig. 3 is a view similar to Fig. 1 showing a different form of the invention;

Fig. 4 is a horizontal section taken on line 4—4 of Fig. 3.

In the form shown in Figs. 1 and 2 a supporting base 1 is illustrated having a hollow standard 2 rising therefrom and provided intermediate its ends, preferably near the top, with a laterally extending hollow arm 3 here shown connected with said standard 2 by a three way or T coupling. The outer end of this arm has a hollow U-shaped edge-wise disposed member 5, the bores of the arms 6 and 7 of which communicate with the bore of arm 3 (see Fig. 1). Hollow extension arms 8 and 9 are carried by the arms 6 and 7 and longitudinally aline therewith being closed at their outer ends by caps 8*a* and 9*a*.

A revolving display cylinder 10 is carried by the member 5 and is here shown equipped with an enlarged base 11 which is also designed to have advertising indicia placed on the periphery thereof. This cylinder 10 is preferably made of transparent or translucent material so that a light 15 placed therein will bring out more clearly the advertising matter carried by the walls thereof.

Mounted on the bottom of cylinder 10 is a carrying member 16 which cooperates with a revolving brass contact ring 17 mounted on and insulated from the member 5. Electric connecting wires are connected with the ring 17 and are housed within the member 5 as shown in Fig. 1, current being supplied thereto through the conductors mounted in the members 2 and 3 and the flow of which is controlled by a suitable switch 18.

The advertising cylinder 10 is carried by a rotatable shaft 19 mounted in ball bearings carried by the members 8 and 9. Fixed to the shaft 19 is a large gear wheel 21 which meshes with a small gear 22 fixed to a shaft 23 revolubly mounted in suitable ball bearings 24 carried by the members 8 and 9. This shaft 23 extends downwardly below the member 9 and supports at its lower end two motors in the form of airplanes 25 and 26 carried by a rod 27 which extends laterally with its opposite ends beyond the shaft 23 so that these motors are arranged in balanced relation on said rod. Mounted on the lower arm 9 is a brush carrying member 28, the brushes of which contact a brass contact ring 29 carried by the rotary shaft 23 and to which are connected conductors 30 and 31 leading from the motors 25 and 26 and by means of which the contact member 29 together with the shaft 23 is rotated so that the motion produced by the revolving of the airplanes 25 and 26 will drive shaft 23 and through the gears 22 and 20 rotate said shaft 19 and through it the advertising cylinder or drum 10. It is of course obvious that by using a small gear wheel 22 on the shaft 23 and a large gear 21 on shaft 19 that the speed is much reduced so that the cylinder can be revolved slowly in comparison to the motors 25 and 26 and thus permit the indicia carried thereby to be easily read.

Mounted on the standard 2 is a transpar-

ent or translucent globe 35 within which is located a light bulb 36 which receives current from the wires located in the standard 2. On this globe 35 suitable indicia may be printed or otherwise applied so that when the bulb is lit it will be displayed.

From the above description the operation of the device will be obvious without describing it in detail, it being understood that when the device is to be actuated the current is turned on by means of a push button or switch 18 and flowing through the wires housed in the standard 2 and arm 3 it passes through the member 5 and divides, a portion going to the contacts which supply current to the light 15 and the other to the motors 25 and 26. Another branch extends upwardly through the top of the standard 2 and supplies current for the light bulb 36 whereby the closing globe carrying indicia is illuminated.

In the embodiment illustrated in Figs. 3 to 5 the apparatus comprises a supporting base 1*a* having a standard 2*a* rising therefrom with an arm 3*a* extending laterally therefrom and suitably braced to support thereon a revolving display cylinder 10*a*. This cylinder or drum 10*a* is mounted to revolve on suitable bearings and it may be constructed of any suitable material and in any desired cross sectional contour. As shown, it comprises bottom and top members 11*a* and 12*a* the top member 12*a* having a central opening 13*a* therein in which is mounted a depending globe 14*a* designed to receive and house an electric light bulb 15*a* carried by an arm 16*a* extending laterally above the cylinder 10*a* from a standard 17*a* which rises from the arm 3*a*. The cylinder 10*a* is preferably made in the form of a skeleton frame with annular attaching bands 18*a* and 19*a* at the lower and upper ends thereof to which are secured a plurality of transparent signs 20*a* which are removably mounted on the cylinder being here shown connected thereto by means of screws 21*a* passed through the signs and the annular supporting bands 18*a* and 19*a*. It will thus be seen that these transparent signs 20*a* will permit the light from the bulb 15*a* to shine therethrough and attractively disclose the advertising indicia carried by them. This cylinder 10*a* is supported by a shaft 21*a* revolubly mounted in the arm 3*a* and which has fixed thereto a large gear 23*a* which meshes with a cog wheel 24*a* carried by a driving shaft 25*a* which receives its operating current from two motors 30*a* and 35*a* through revolving brass rings 26*a* and 27*a* carrying suitable contact brushes. The motors 30*a* and 35*a* here shown are suspended from an arm 28*a* extending in opposite directions from the shaft 25*a*. Suitable conductor wires 29*a* are connected with the motors 30*a* and 35*a* and the current controlled by a suitable switch 31*a* which also controls the current passing to the bulb 15*a* through the wires 32*a*.

A revoluble display stand 40 designed to be mounted in a show window is shown mounted on a standard 41 and is operated by means of a shaft 42 connected with the driving shaft 25*a* and with the stand 40 by any suitable means.

From the above description it will be obvious that the cylinder 10*a* and the display stand 40 are geared down to turn slowly and by the means above described are designed to operate simultaneously when the switch 31*a* is turned on to supply current to the motors 30*a* and 35*a*. While these motors are shown in the form of small airplanes obviously they may be in any suitable or desired form, the planes rendering the apparatus more or less attractive.

This machine which is primarily designed for use in show windows, filling stations, railway crossings, and the like, may obviously be used in any place where advertising is found desirable and current can be obtained.

Without further description it is thought that the features and advantages of the invention will be readily apparent to those skilled in the art, and it will, of course, be understood that changes in the form, proportion and minor details of construction may be resorted to, without departing from the spirit of the invention or its scope as claimed.

I claim:

1. In an advertising apparatus a supporting structure, an indicia carrying member revolubly mounted on said structure, motors supported on said structure and mounted to revolve thereon, means for lighting said indicia carrying member to display the indicia thereon, means for supplying electricity to said motors, said indicia carrying member and said motors being connected whereby the former is driven by the latter and propellers driven by said motors.

2. In an advertising apparatus a supporting structure, an indicia carrying member revolubly mounted on said structure, motors supported on said structure and mounted to revolve thereon, means for lighting said indicia carrying member to display the indicia thereon, means for supplying electricity to said motors, and gearing connected with said indicia carrying member and with said motors whereby the former is driven by the latter, said gearing being so proportioned that the speed of the drum is made slower than that of the motors and propellers driven by said motors.

3. In an advertising apparatus a supporting structure including an upright with a laterally extending arm, an edgewise disposed U-shaped frame carried by said arm, shafts mounted to rotate in said frame, an

indicia carrying drum carried by one shaft, a motor by the other shaft, motion transmitting means between said shafts, speed reducing means whereby the speed of the drum is made slower than that of the motor and propellers driven by said motor.

BEN T. PARRIS.