Oct. 2, 1934. D. SOLODAR 1,975,592

ADVERTISING DEVICE

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Fig. 1.

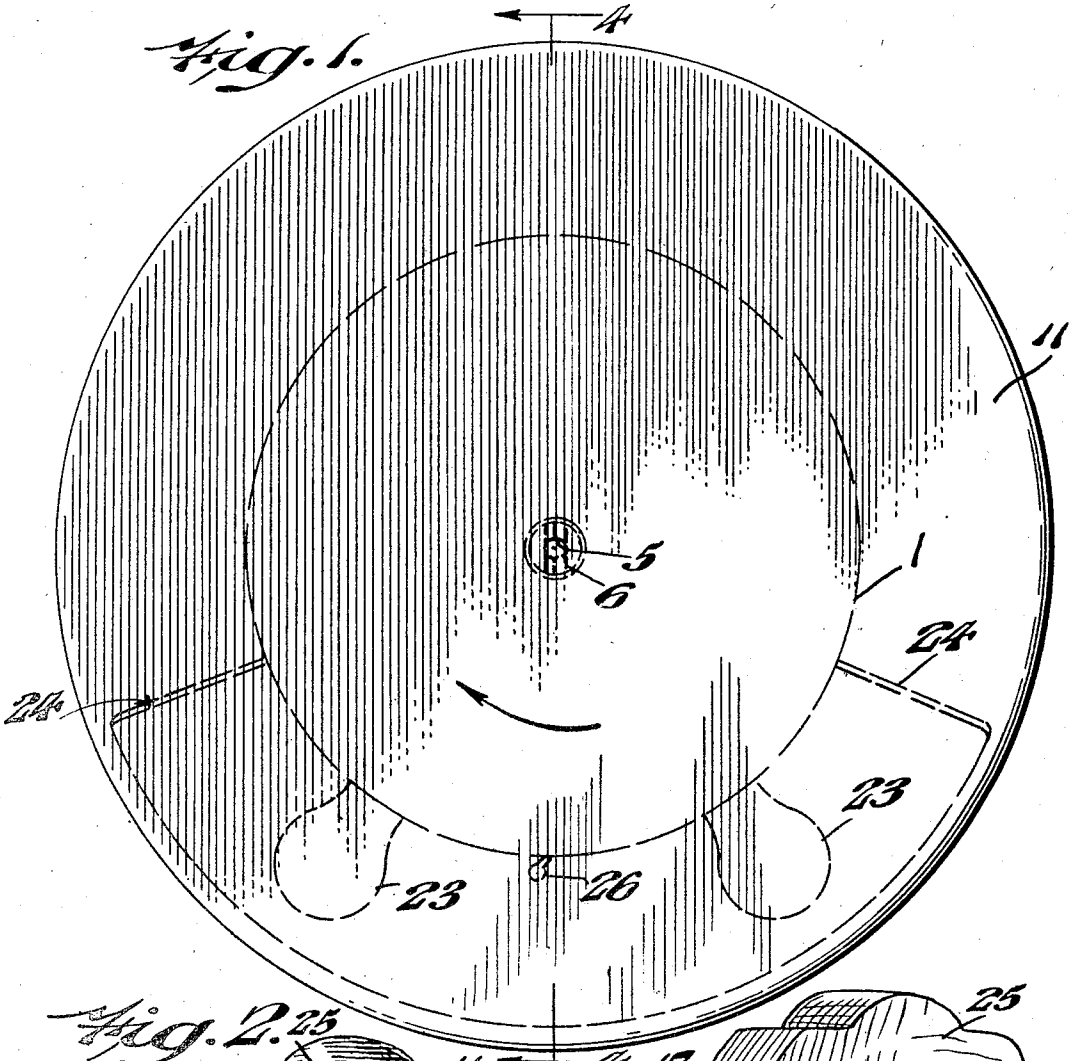


Fig. 2.

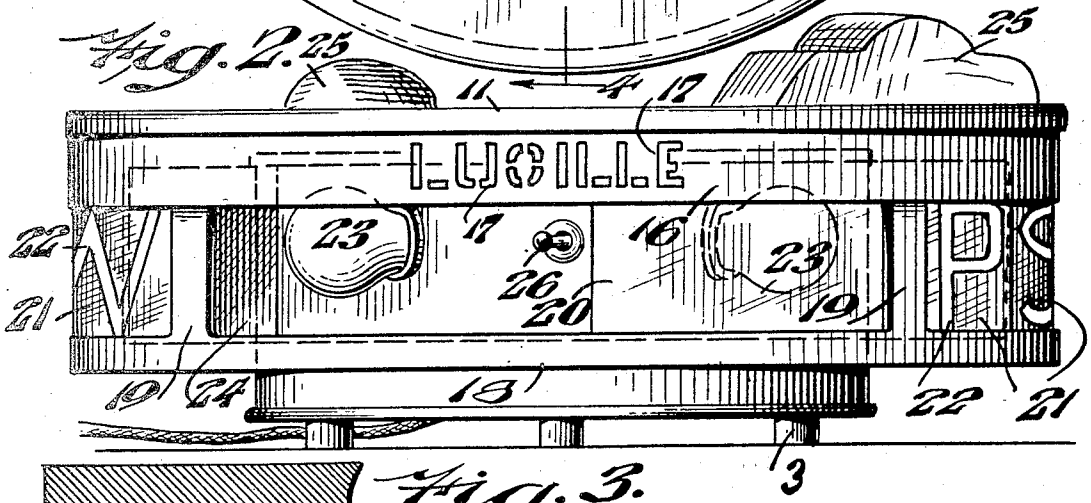
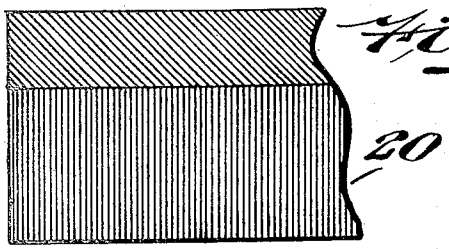


Fig. 3.



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Fig. 4.

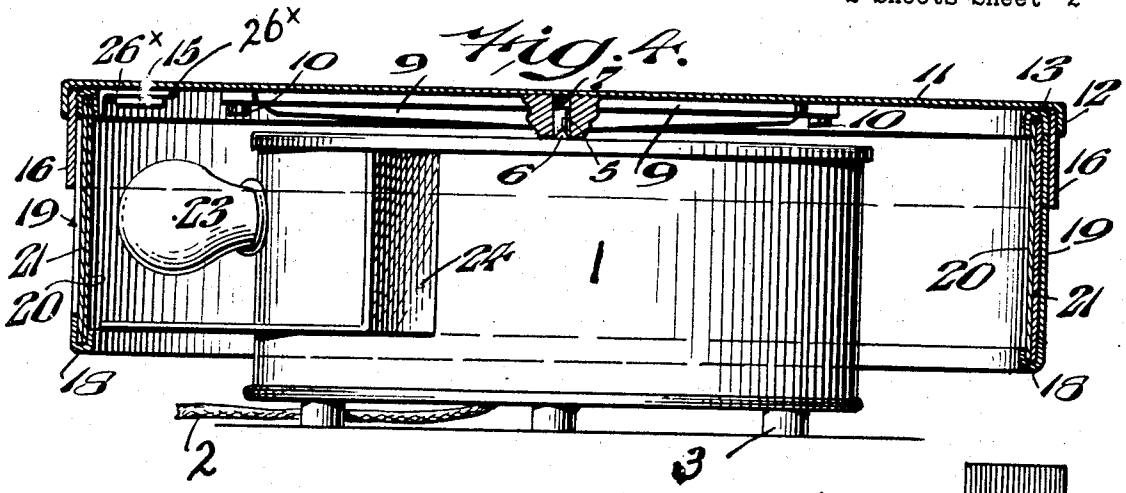


Fig. 5

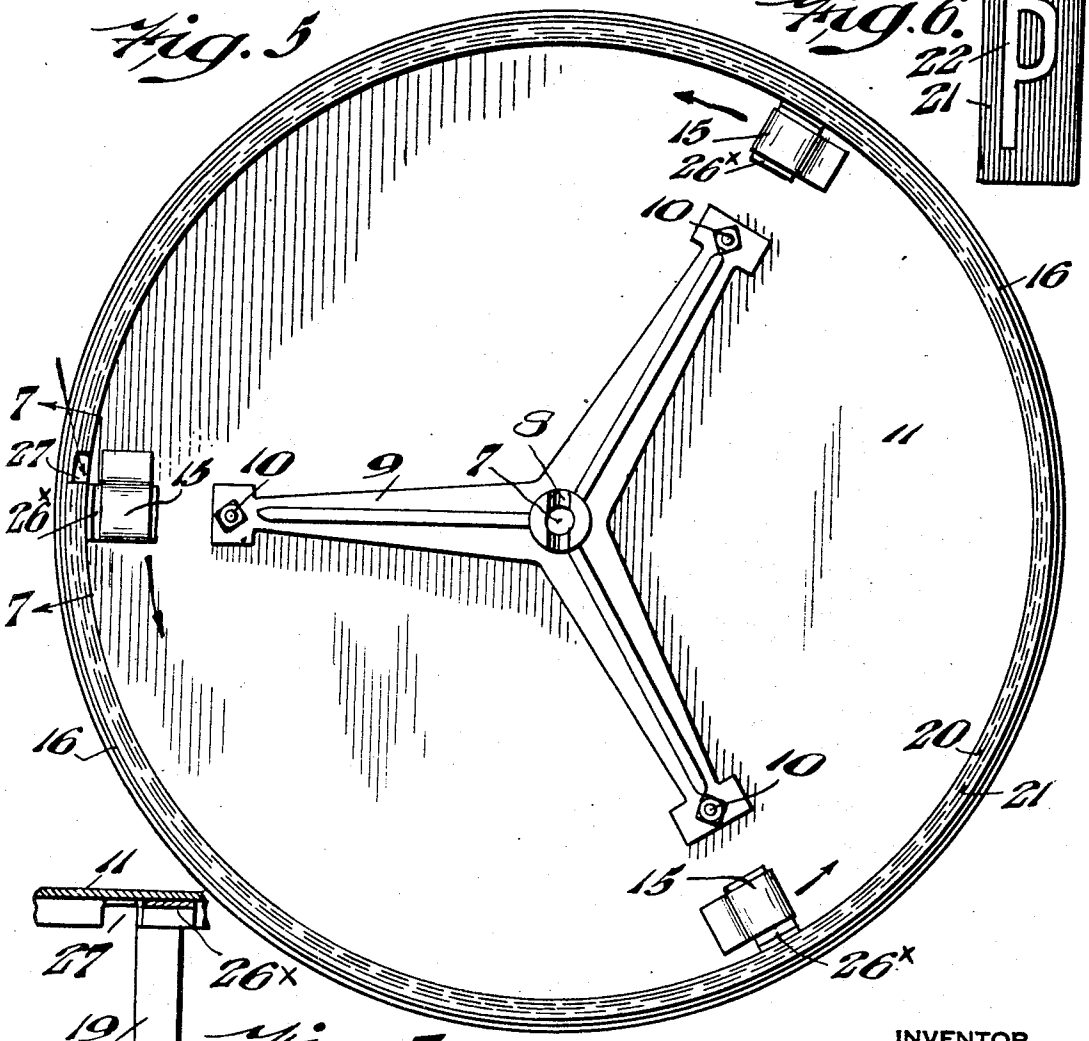


Fig. 6.

Fig. 7.

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UNITED STATES PATENT OFFICE

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ADVERTISING DEVICE

David Solodar, Ephrata, Pa.

Application November 2, 1933, Serial No. 696,297

5 Claims. (Cl. 40—33)

My invention relates to a new and useful advertising device of the general type adapted for the display of goods in shop windows and similar places whereby a variety of goods together with any desired corresponding descriptive matter may be displayed successively in an attractive manner, interchangeably and at minimum expense.

In the accompanying drawings:

Fig. 1 represents a plan view of an advertising device embodying my invention.

Fig. 2 represents a front elevation of the device shown in Fig. 1.

Fig. 3 represents a fragmentary sectional view of the annular vertical skirt forming part of the device illustrating details of construction calculated to produce any desired color combination.

Fig. 4 represents a vertical sectional view on lines 4—4 of Fig. 1.

Fig. 5 represents a bottom plan view of the top display member shown detached.

Fig. 6 represents a plan view of one of the letters or other characters employed in producing the descriptive matter forming part of my advertising device.

Fig. 7 is a fragmentary sectional view on line 7—7 of Fig. 5.

Referring to the drawings in which like reference characters indicate like parts, 1 designates a casing or housing preferably of a cylindrical contour adapted to enclose any suitable electrical motor (not shown) which is energized by the cord 2, the housing or casing 1 preferably resting on the cushioned legs 3. The motor enclosed in the casing 1 revolves a shaft or spindle 5 which projects upwardly above the top of the casing 1 and which is provided with the key 6, the shaft 5 and key 6 being adapted to engage the hole 7 and key-ways 8 in the spider 9 which is secured at 10 to the underside of the display top 11. The display top 11 is provided with the annular flange 12 which surrounds the inner annular U-shaped member 13 suitably secured to the under-surface of the cover 11 by the brackets 15 or the like. Wedged between the annular flange 12 and the annular U-shaped member 13 is a ring 16 which is of any desirable color and which extends downwardly a fraction of the over-all height of the device as shown in Fig. 4. The ring 16 is adapted to carry any desired indicia 17 which may be perforated therethrough, as shown in Fig. 2, painted thereon, or otherwise applied thereto. 18 designates a bottom annular U-shaped member, the upper and lower U-shaped members 13 and 18 being integrally connected by the vertical ribs 19. 20 designates an annular skirt formed of one or more strips of colored sheet material, said skirt being engaged at its upper and lower edges in the upper and lower annular U-shaped members 13 and 18, as best shown in Fig. 4. In Fig. 6, I have shown a preferred form of letter or character used to assemble the descriptive matter desired, said letter being preferably composed of a suitably colored back-ground 21 and a transparent or translucent body 22. 23 designates electric lamps which are disposed at any desired position and the light of which is confined between the two end reflectors 24. The letters forming the descriptive matter are positioned against the outer side of the skirt 20, the upper end of said letter being inserted under the lower edge of the ring 16 and the bottom edge of said letter being inserted in the lower U-shaped annular member 18, as shown in Fig. 2. The merchandise 25 is suitably arranged on the platform 11 and the proper descriptive material formed of the letters shown in Fig. 6 is assembled on the outer surface of the annular skirt 20 in registration with the particular merchandise to which the descriptive matter relates. The electrical conductor 2 is then connected to a source of electrical energy (not shown) to energize the lights 23 and the motor revolving the shaft 5. A switch 26 may be provided in order to adapt the device to direct or alternating current at will. This revolves the top 11 bearing the merchandise 25 in the direction of the arrow shown in Fig. 1 to bring the merchandise assembled on the top of said cover successively into view, together with the descriptive matter relating thereto. The different colors of the annular skirt 20 are translucently visible through the transparent or translucent letters 22, thus lending to the descriptive matter composed of said letters a very attractive appearance. When it is desired to change the color effect, the removable skirt 20 is replaced with a skirt of a different color, and similarly when it is desired to change the descriptive matter, due to a change of the merchandise being displayed, it is merely necessary to remove the individual letters and rearrange them or substitute other letters therefor. The U-shaped members 13 and 18, integrally interconnected as they are by the vertical ribs or fingers 19, are as a unit removably secured to the under-surface of the display top 11 by means of the brackets 15 above referred to, it being merely necessary to turn the integral frame consisting of the U-shaped members 13 and 18 and the connecting ribs 19 in the direction of the arrows in Fig. 5 with respect to the display top or cover member 11 to disengage

the lugs 26x secured to or forming part of the upper U-shaped member 13 from the bracket 15. In order to facilitate the insertion of the sheet material forming the skirt 20, I provide the notch or aperture 27 in the lower edge of the upper U-shaped member 13, as shown in Figs. 5 and 7.

If desired, I can construct my novel advertising device with the display top 11 thereof stationary and I can connect the spider 9, or its equivalent, directly to the annular frame which supports the annular skirt 20 so as to confine the rotary movement to the skirt 20 portraying the advertising matter 17 or 22.

What I claim is:

1. An advertising device comprising a casing adapted to house a motor, a display platform rotatably mounted above said casing and adapted to be actuated by said motor and to support the articles to be advertised, an annular frame detachably secured to and rotatable with said display platform, a skirt carried by said frame and completely enclosing said casing, and indicia carried by said frame and abutting against said skirt for indicating the articles supported on said platform.

2. An advertising device comprising a casing adapted to house a motor, a display platform rotatably mounted above said casing and adapted to be actuated by said motor and to support the articles to be advertised, an annular frame detachably secured to and rotatable with said display platform, a colored skirt carried by said frame and completely enclosing said casing, and indicia carried by said frame and abutting against said skirt for indicating the articles supported on said platform.

3. An advertising device comprising a casing adapted to house a motor, a display platform rotatably mounted above said casing and adapted to be actuated by said motor and to support the articles to be advertised, an annular frame detachably secured to and rotatable with said display platform, a skirt carried by said frame and completely enclosing said casing, indicia carried by said frame and abutting against said skirt for indicating the articles supported on said platform, a light carried by said casing and confined by said skirt and a vertical reflector on either side of said light.

4. An advertising device comprising a casing adapted to enclose an electric motor, a display top rotatably mounted above said casing and adapted to be actuated by said motor, an annular frame carried by said display top, an annular colored skirt carried by said frame, an outer ring depending from the periphery of said display top and abutting against the upper portion of said skirt, a plurality of detachable and removable indicia engaged by the bottom of said frame and the bottom of said ring adapted to be arranged to indicate the articles positioned on said display top, and a light carried by said casing and confined by said annular skirt.

5. An advertising device comprising a casing adapted to enclose an electric motor, a display top mounted above said casing, an annular frame adapted to be actuated by said motor, an annular colored skirt carried by said frame, an outer ring depending from the periphery of said display top and abutting against the upper portion of said skirt, a plurality of detachable and removable indicia engaged by the bottom of said frame and the bottom of said ring adapted to be arranged to indicate the articles positioned on said display top, and a light carried by said casing and confined by said annular skirt.

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