Aug. 10, 1937. I. RODRIGUEZ 2,089,858

ADVERTISING DEVICE

Filed Jan. 10, 1936

Fig. 1.

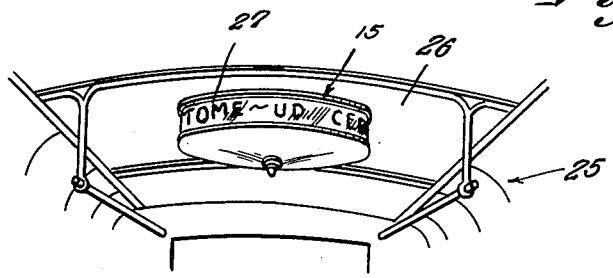
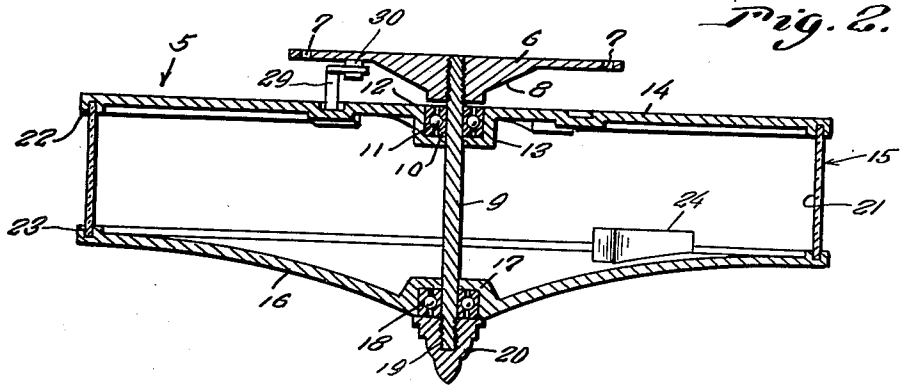


Fig. 2.



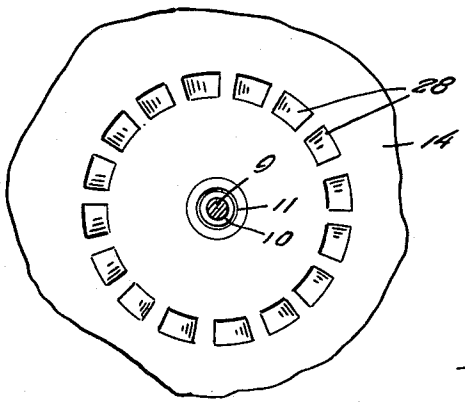


Fig. 3.

Inventor

Ignacio Rodriguez

By Clarence O'Brien and Hyman Berman Attorney

Patented Aug. 10, 1937 2,089,858

UNITED STATES PATENT OFFICE

2,089,858

ADVERTISING DEVICE

Ignacio Rodriguez, Mexico, D. F., Mexico

Application January 10, 1936, Serial No. 58,567
In Mexico June 3, 1935

7 Claims. (Cl. 40—68)

My invention relates generally to advertising display means, and particularly to advertising display means having attention compelling irregular and intermittent rotary motion produced by inertia or by the action of gravity on the means, and an important object of the invention is to provide rotating advertising display means which is operated by the motion of the device on which the means is mounted.

Another important object of the invention is to provide advertising display means by means of which a relatively greater amount of advertising matter is presented to the eye of the observer than is available in other devices of similar size.

Another important object of my invention is to provide advertising display devices of the character indicated above which are suitable for mounting and installation in public vehicles both inside and outside, whether automobiles, railway trains, or steamships and the like, and which can be effectively made and mounted in different sizes and shapes, and which gain their motion from the motion of the vehicle.

Another important object of my invention is to provide advertising devices of the character indicated above which may be made in different shapes and forms either geometric or irregular or in simulation of known creatures or inanimate objects, although assuming in general characteristics a cylindrical form on the periphery of which the bulk of the advertising display matter will be made to appear.

Other important objects of my invention will be apparent from a reading of the following description in connection with the drawing, wherein for purposes of illustration I have shown a preferred embodiment of my invention.

In the drawing:—

Figure 1 is a perspective view of the interior of a street car or the like showing an application of the invention thereto.

Figure 2 is a transverse vertical sectional view through the embodiment.

Figure 3 is a horizontal sectional view taken through Figure 2 and showing the rotary member in top plan.

Referring in detail to the drawing, the numeral 5 generally designates an exemplary embodiment of the invention which comprises a mounting plate 6 having adjacent its periphery fastening means receiving holes 7 and having its center part enlarged and depending as indicated by the numeral 8 and having threaded therein the upper end of a stationary rod 9 which depends below the mounting and has secured thereto one-half 10 of a ball bearing the other half 11 of which is engaged with suitable balls 12 confined with both halves by means of grooves, the entire bearing being seated in a cup formation 13 in the top disks 14 of the rotary which is generally designated 15 and which includes a lower disk 16 which has an inverted cup formation 17 containing a ball bearing generally designated 18 similar to the upper ball bearing surrounding the lower end of the shaft 9 which has its lower end threaded as indicated by the numeral 19 in an ornamental drop 20.

A translucent or transparent rim 21 has its upper and lower edges seated in respective grooves 22 and 23 in the upper and lower sides of the respective lower and upper disks 16 and 14 whereby these disks are spaced and a generally cylindrical enclosure is formed. An eccentrically located weight 24 is fastened in place on the upper side of the lower disk 16, so that when the motion of the street car or the like 25 to the ceiling 26 of which the mounting plate 6 is attached, changes as in starting and stopping and slowing down or accelerating in speed, the weight 24 will be displaced and cause rotation of the rotor so as to display the advertising matter 27 on the rim 21 to the eyes of the observers.

In order to provide for right to left rotation of the rotor and to prevent left to right rotation which would confuse the reader of the advertising information, the upper disk 14 is provided with a series of circumferentially spaced ratchet depressions 28 with which is engaged a ratchet tongue 29 which is pivoted to the underside of the mounting plate 6 by a bracket 30. The floor of the depressions 28 inclines in a direction to define a shoulder at one end thereof with which the ratchet tongue 29 engages to stop rotation of the rotor in left to right direction, but permits the ratchet tongue 29 to slide up the incline and fail to impede the rotation of the rotor in the right to left direction.

By reason of the arrangements described above the rotor will be caused to rotate at different speeds and intermittently so as to bring the advertising matter around to the eye of the observer in the natural reading direction. The irregular motion of the device coupled with the large amount of display space on the rim 21, will enable it interestingly to attract the attention and interest of the observer, whereby an extremely effective advertising device is provided.

Although I have shown and described herein a preferred embodiment of my invention, it is to be definitely understood that I do not desire to limit

the application of the invention thereto, and any change or changes may be made in the materials, and in the structure and arrangement of the parts, within the spirit of the invention and the scope of the subjoined claims.

What is claimed is:—

1. An advertising display device of the character described comprising a support, a vertical cylindrical display rotor pivoted on a vertical axis on said support, said rotor having a center of gravity eccentric with respect to said axis.

2. An advertising display device of the character described comprising a support, a vertical axle on said support, a vertical cylinder rotatably mounted on said axle, and a weight carried by said cylinder in a position eccentric with respect to the axis of said cylinder.

3. An advertising display device of the character described comprising a support, a vertical axle on said support, a display device rotatably mounted on said axle, and a weight carried by said device in a position eccentric with respect to the axis of said axle, and ratchet means cooperating between said support and said device and operating to prevent gravitational rotation of said device in one direction while permitting rotation thereof in the opposite direction.

4. A device of the character described, said device comprising a body pivoted for rotary movement around a substantially perpendicular axis, and a weight on said body located remote from the center of gravity of said body whereby said body will rotate when said perpendicular axis is shifted in position.

5. A device of the character described, said device comprising a body pivoted for rotary movement around a substantially perpendicular axis, and a weight on said body located remote from the center of gravity of said body whereby said body will rotate when said perpendicular axis is shifted in position, said body being arranged to rotate through 360°.

6. A device of the character described, said device comprising a body pivoted for rotary movement around a substantially perpendicular axis, and a weight on said body located remote from the center of gravity of said body whereby said body will rotate when said perpendicular axis is shifted in position, said body having advertising matter thereon, said body being arranged to rotate through 360° and display said advertising matter in succession in a reading direction to the eyes of an observer.

7. A device of the character described, said device comprising a body pivoted for rotary movement around a substantially perpendicular axis, and a weight on said body located remote from the center of gravity of said body whereby said body will rotate when said perpendicular axis is shifted in position, said body having advertising matter thereon, said body being arranged to rotate so as to present said advertising matter to the eye of an observer in reading sequence, and means preventing rotation of said body in an opposite direction.

IGNACIO RODRIGUEZ.