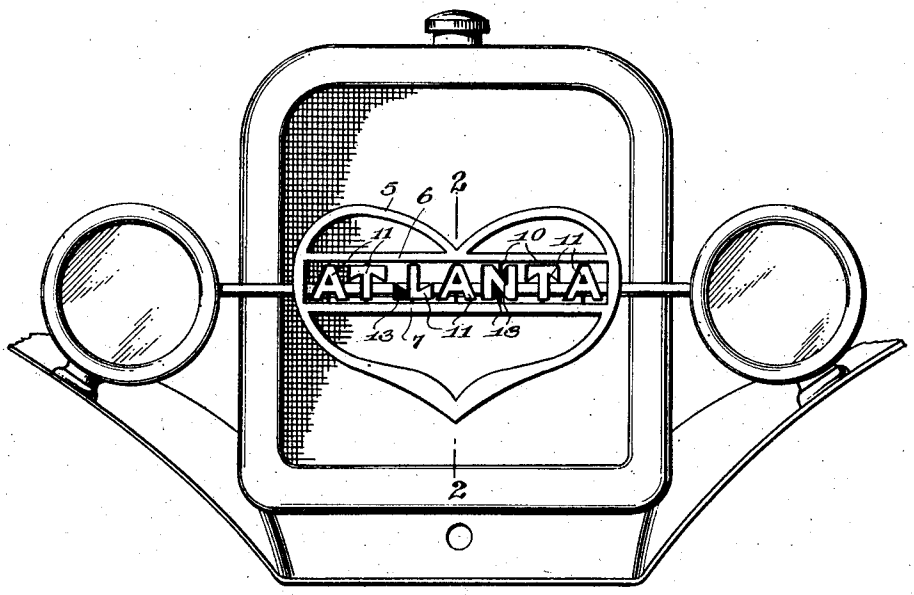
Sept. 20, 1927. 1,642,906

L. R. SUGGS

ADVERTISING NOVELTY

Filed Oct. 3, 1925

Fig. 1.



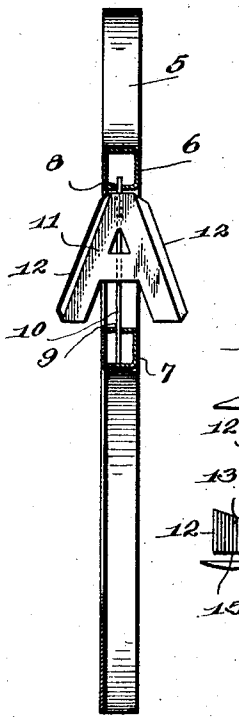


Fig. 2.

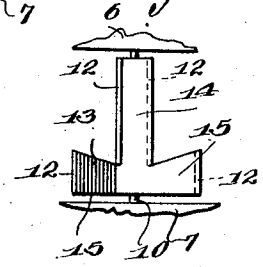


Fig. 4.

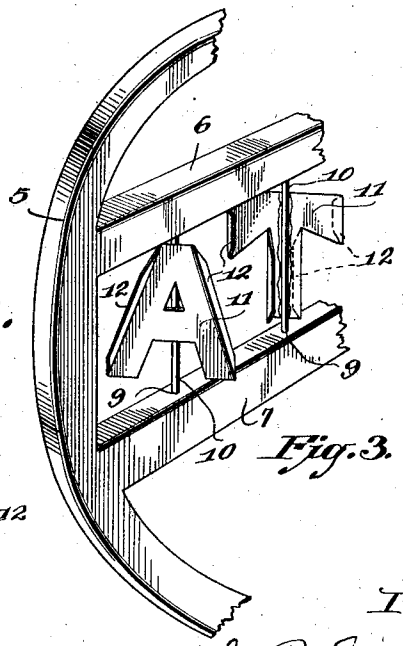


Fig. 3.

Inventor.

Lee R. Suggs.

Patented Sept. 20, 1927. 1,642,906

UNITED STATES PATENT OFFICE.

LEE RONZA SUGGS, OF ATLANTA, GEORGIA.

ADVERTISING NOVELTY.

Application filed October 3, 1925. Serial No. 60,211.

The present invention relates to an advertising novelty, and aims to provide a novel and improved device of this character having pivotally mounted characters thereon which are adapted to revolve by air currents, thus attracting the attention of passers-by.

Another object of the invention is the provision of a series of letters arranged to spell a word, each being pivotally mounted to revolve about an axis arranged centrally thereof, each of said letters being equally balanced on both sides of said axis independent of the configuration thereof and having the portions thereof not forming the letters colored so as not to be visible as said letters revolve.

A further object of the invention is to provide pivotally mounted characters constructed of thin material with angularly extending flanges protruding in opposite directions at the opposite marginal edges of the characters so as to provide air pockets for causing continual revolving of the characters when engaged by air currents.

It is also an object of the invention to provide an advertising novelty of the kind indicated, which is simple and substantial in construction, which can be manufactured economically, and which will be thoroughly efficient and practical in use.

With the foregoing and other objects in view, which will be apparent as the description proceeds, the invention resides in the construction and arrangement of parts, as hereinafter described and claimed, it being understood that changes can be made within the scope of what is claimed, without departing from the spirit of the invention.

The invention is illustrated in the accompanying drawings, wherein:

Figure 1 is a front elevation of my improved device, showing the same attached to an automobile,

Figure 2 is a vertical section taken on line 2—2 of Figure 1,

Figure 3 is a fragmentary perspective view of one end of the device, and

Figure 4 is a fragmentary elevation of one of the revolving characters.

In carrying out the invention, the numeral 5 designates a frame, which may be constructed in any novel shape or form so as to be attractive in appearance, said frame being constructed with a pair of parallel arranged bars 6 and 7, which are slightly spaced from each other and of hollow construction. The frame 5 with the exception of the spaced bars 6 and 7 is illustrated as being of heart shape configuration. It is to be understood, however, that the frame of the device may be of any other desired configuration.

Arranged in the adjacent spaces of the bars 6 and 7 are a series of apertures 8 and 9 respectively, which receive the opposite ends of a series of pivot pins 10, said pivot pins being arranged in vertical position and having the lower ends thereof contacting with the lower wall of the lower bar 7 due to gravity. Attached to each of the pivot pins 10 is a character 11, which in the present instance are letters arranged for spelling a word, said characters being attached to said pins centrally thereof so as to be evenly balanced on both sides. The means of attaching the characters to the pins may be of any improved manner such as soldering, or the like. The characters 11 are of thin formation and may be made from thin sheet material, so as to be light in weight. At the opposite marginal edges of each character, at each side thereof, is provided an angularly extending flange 12, the flange on one side of one character extending in an opposite direction from the flange on the opposite side of the character. By providing the flanges 12 air pockets are formed upon the characters for receiving air currents in order to revolve said characters, said pockets being arranged so as to always be positioned at one side of the axis of the characters when engaged by an air current so as to cause continual revolving of the characters.

When letters are used for the characters, it is necessary to contruct said characters the same on both sides of the pivot pins, as shown by the letter L in Figure 4 of the official drawings, said portion not forming the letter is colored, as at 13, so as not to be visible when that side of the character is in view. In order to more clearly describe the construction of certain unbalanced letters, such as the letter L shown in Figure 4, I will define the construction of this particular letter and refer to the same by numerals. The numeral 14 indicates the vertical portion of the letter, while the numeral 15 indicates a pair of angled portions extending horizontally from the vertical portion 14. The horizontal angled portions 15 are colored on opposite sides so that only one of said angled portions will be visible at a time during the revolving of the letter, ob-

viously the one forming the letter L properly.

As shown in the drawings, my improved advertising novelty is mounted on the front of an automobile so that each of the characters will revolve as the automobile moves in a forward direction, due to the characters being engaged by air currents, which will attract the attention of passers-by, causing them to observe and read the characters. As many motorists desire to display the name of the city in which they live, this device should prove an attractive means for a display of this sort.

In operation, the air currents engage the characters on the side presenting the flanges forwardly, causing that side of the characters to be forced backward so as to present the opposite faces of the characters, which when arranged in a forward direction have the angular flanges thereon on the same side of the axis of the characters so as to cause continual revolving of the characters when engaged by air currents from a certain direction. As previously explained, the lower ends of the pivot pins rest upon the lower wall of the bar 7 for properly supporting the characters, which provides a structure eliminating as much friction as is possible for causing the characters to revolve when engaged by slight air currents.

Having thus described my invention, what I claim as new is:

1. A device of the character described comprising a frame, a series of members rotatably mounted upon said frame, said members being in the shape of characters to be displayed, said characters being equally balanced on each side thereof, and angled portions formed on the opposite marginal edges of said characters and protruding in opposite directions so as to cause continual revolving of said characters when engaged by air currents from one direction.

2. A device of the character described comprising a frame, a series of letters pivotally mounted upon said frame, said letters being equally balanced on each side of their pivotal connection independent of the configuration of the letters the portions of said letters for equally balancing the same and not desired to be visible having coloring thereon, and means arranged upon said letters for causing continual revolving thereof when engaged by air currents from one direction.

3. A device of the character described comprising a frame, a series of letters pivotally mounted upon said frame, said letters being equally balanced on each side of their pivotal connection independent of the configuration of the letters the portions of said letters for equally balancing the same and not desired to be visible having coloring thereon, and angled extensions formed on the opposite marginal edges of said letters and protruding in opposite directions so as to form air pockets for causing continual revolving of the letters when engaged by air currents from one direction.

4. A device of the character described comprising a frame, and characters of various shapes arranged on said frame for rotation, said characters having the outer configurations thereof at both sides of the points the same are mounted for rotation of the same shapes and having portions on opposite sides thereof colored so that said characters can be understood when different sides thereof are visible while rotating.

In testimony whereof, I have affixed my signature.

LEE RONZA SUGGS.