March 16, 1926. 1,577,213

R. S. FENNER.

ADVERTISING DEVICE

Filed April 13, 1925

Fig. 1.

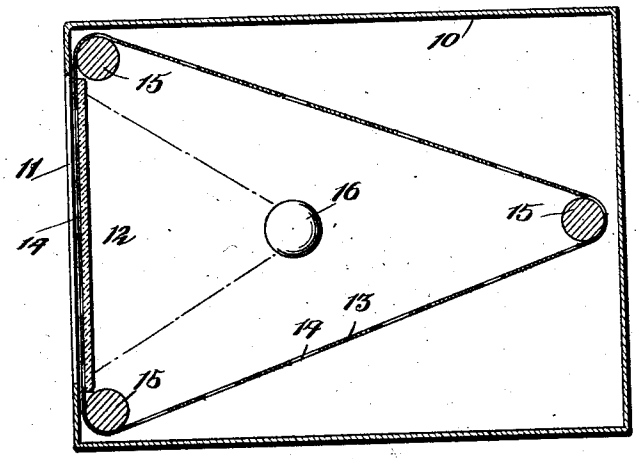


Fig. 2.

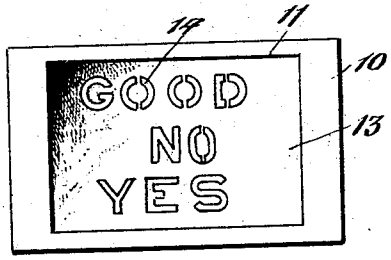
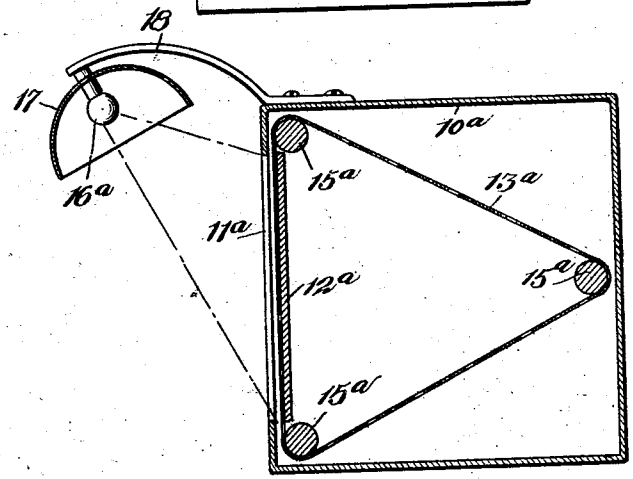


Fig. 3.



WITNESSES

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Patented Mar. 16, 1926. 1,577,213

UNITED STATES PATENT OFFICE.

RAY S. FENNER, OF NEWARK, NEW JERSEY.

ADVERTISING DEVICE.

Application filed April 13, 1925. Serial No. 22,807.

To all whom it may concern:

Be it known that I, RAY S. FENNER, a citizen of the United States, and a resident of Newark, in the county of Essex and State of New Jersey, have invented a new and Improved Advertising Device, of which the following is a full, clear, and exact description.

This invention relates to an advertising device. An object of the invention is to provide a simple, efficient, compact and durable advertising device which displays matter to be advertised in a unique form and employs a minimum number of simple parts to effect the advertisement.

The invention is illustrated in the drawings, of which—

Figure 1 is a section through one form of the device;

Fig. 2 is a front elevation; and

Fig. 3 is a section through a modified form of the device.

The forms of the invention shown in the drawings are preferred forms, although it is understood that modifications in the construction and arrangement of the parts and in the character of the materials used may be adopted without departing from the spirit of the invention as set forth in the appended claims.

In the preferred form of the invention, I provide a box or container 10 having an opening 11. Adjacent this opening and within the box 10 is a screen 12, which is preferably made of some material, as shown in Fig. 1, that will transmit light readily and also is preferably highly reflective. Across this screen 12 I propose to move a film of material 13, preferably opaque, and perforated as at 14 in the outline of the matter to be advertised. This film is adapted to move over rollers 15 disposed within the box, and can be moved by any suitable power means (not shown). Within the box I dispose a lamp 16 which casts its light through the screen 12 and through the perforations in the film 11 whereby printed matter can be seen from without the box through the openings 11. It is to be understood that the screen 12 is preferably transparent or translucent, and it is to be understood that the film 11 can be opaque, translucent or even transparent.

In the form shown in Fig. 3, the film 13^a is moved over the roller 15^a within the box 10^a, which has an opening 11^a. The screen 12^a, in this case, is preferably opaque and has a highly reflective surface, although it may be transparent or translucent. The illumination of the screen in this case, however, is effected by means of a lamp 16^a mounted within a reflector 17 supported on a bracket 18 connected to the box 10^a. This lamp throws its light downward at an angle on to the film and screen, and where the light passes through the perforations in the film it is reflected from a screen 12^a. The light which strikes the solid portions of the film is preferably not particularly reflected, so that the only portion which is reflected to any degree from the screen is the portion of the light which passes through the perforations in the film.

This device, therefore, it will be understood, is extremely simple and efficient, formed of a minimum number of parts, and produces a unique and pleasing effect on the eye of the observes.

What I claim is:—

1. An advertising device which comprises a screen having a reflecting surface, a movable perforated film adapted to move over said screen, and means for throwing light on the side of the screen over which the film moves, said light passing through said perforations whereby the perforated matter is exhibited.

2. An advertising device which comprises a reflecting screen, a perforated film movable over said screen, and means for throwing light on to the side of said film away from the screen whereby the light will pass through the perforations and be reflected from the screen.

3. An advertising device which comprises a screen having a reflecting surface and capable of passing light, a perforated film movable over said screen, and means for throwing light on to the side of said screen over which the film moves whereby the light will pass through said perforations.

4. An advertising device which comprises a screen having a reflecting surface, a movable light-passing film adapted to move over said screen, said film having advertising matter disposed thereon, and means for throwing light on the side of the screen over which the film moves, said light adapted by reflection and transmission to accentuate the advertising matter on the film.

RAY S. FENNER.