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P. J. LINSTROM
ADVERTISING DEVICE

2,091,392

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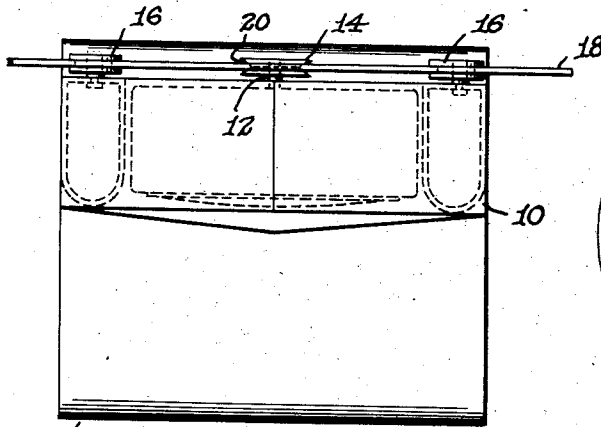


Fig. 1.

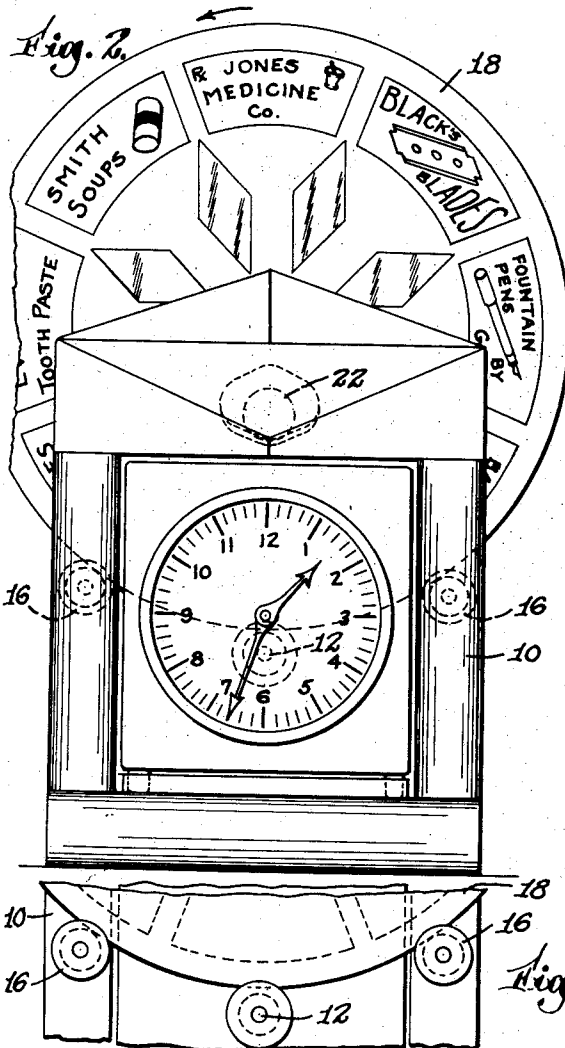


Fig. 2.

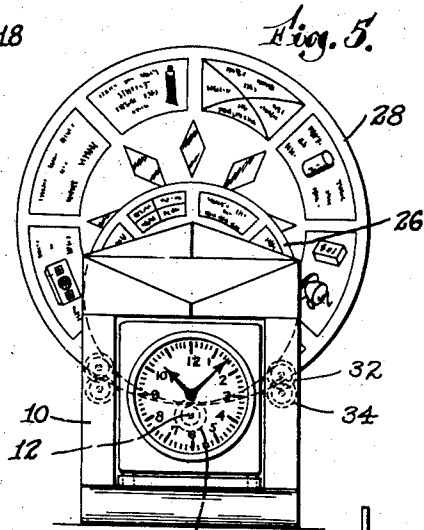


Fig. 5.

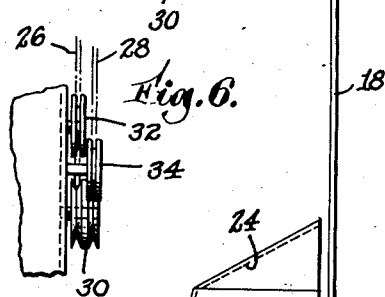


Fig. 6.

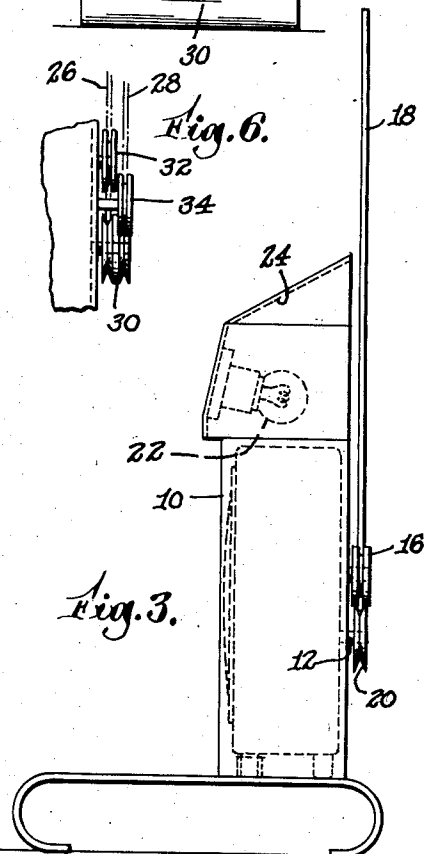


Fig. 3.

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UNITED STATES PATENT OFFICE

2,091,392

ADVERTISING DEVICE

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6 Claims. (Cl. 40—34)

This invention relates to advertising devices and more particularly to such a device wherein the advertising feature is kept in a condition of motion and constant change. It is well known that a moving object attracts more attention than a still object and that a constantly changing object holds attention longer than a fixed object. Advertising of this nature is in common use, but is relatively expensive to produce and operate. The primary object of my invention is the production of a novel advertising device of this nature which can be constructed and operated at relatively small cost.

My invention relates more particularly to a rotary advertising sheet or disk resting on and driven by a rotary driver merely by the contacting weight of the disk on the driver. By exposing a sectional portion of the disk upon which is exhibited the advertising to be displayed, the advertising feature is constantly changing as the disk rotates. Relatively simple means is provided for holding the disk in position on the driver and such means is preferably so constructed that the disks are freely removable whereby permitting the free and optional substitution of other disks. Various forms and modifications of the invention may embody the employment of a plurality of disks simultaneously, the simultaneous employment of disks of different sizes and the driving of such disks at different speeds.

The advertising disks are relatively simple and inexpensive and their use with a simple and inexpensive power source provides a very economical advertising device which can be operated at minimum cost. I have found that a clock very conveniently and economically serves as such a power source and a further object of the invention resides in the application of my invention thereto, the arrangement preferably being such that the clock serves its usual time-keeping function in addition to the function of driving the disks.

These and other features of the invention will be best understood and appreciated from the following description of a preferred embodiment thereof presented for purposes of illustration and shown in the accompanying drawing in which,

Fig. 1 is a plan view of a clock incorporating one embodiment of my invention,

Fig. 2 is a front elevation thereof,

Fig. 3 is a side elevation,

Fig. 4 is a fragmentary rear elevation,

Fig. 5 is a front elevation of a modified form of the invention,

Fig. 6 is a fragmentary side elevation thereof.

The advertising features of my invention are carried by one or more rotary members preferably in the form of relatively light weight disks. The amount of power required to rotate such disks is exceedingly small and I have therefore combined and herein illustrate the invention in connection with a clock which serves as the driving medium. The clock 10 may be of the electrically driven type which has a shaft 12 projecting rearwardly therefrom. I mount a driving pulley 14 on this shaft and provide suitable guides such as freely rotatable sheaves 16 on opposite sides of and in lateral alignment with the pulley. The pulley and sheaves are grooved to receive the peripheral portion of a disk 18 which carries the advertising features, the pulley preferably having V-sides 20 which give a better driving contact and the sheaves being grooved with parallel sides which act as guides.

The pulley 14 and sheaves 16 provide an open cradle for the disk 18 and from which the disk can be freely removed upwardly and other disks substituted. The advertising features may be placed in any suitable arrangement on the disks but are preferably so arranged as to be conveniently read as the disks rotate from right to left as indicated by the arrow in Fig. 2. A light 22 and reflector 24 may be provided in position to give added illumination to the disk.

The invention is readily adapted to the use of more than one disk and it may be desirable to form various combinations thereof to provide novel and attractive features. For example, in Fig. 5 I have illustrated the use of two disks 26 and 28, the disk 28 being larger and placed to the rear of the disk 26 whereby to project above the smaller disk. In this case the driving pulley 30 is of double construction and independent guiding sheaves 32 and 34 are provided for the disks. It will be apparent that the clock causes the disk or disks to be rotated and thereby provide attention arresting advertising all without interfering with the time-keeping function of the clock and substantially without expense other than that required to operate the clock. The disks are relatively simple and inexpensive and a great variety may be kept in stock and frequently substituted whereby to keep up the interest of passers-by.

It will be noted that in Fig. 5 the larger disk rotates at a slower speed than the smaller disk and it will also be apparent that such speeds may be further varied if desired by varying the relative sizes of the driving pulleys.

Having thus described my invention what I

claim as new and desire to secure by Letters Patent of the United States, is,—

1. An advertising device comprising two rotatable and coaxial drivers relatively adjacent to each other, two advertising disks respectively resting in peripheral engagement on the drivers, and means retaining the disks rotatably in such position, the drivers and disks being of such relative sizes that the two disks are driven at different speeds.

2. An advertising device comprising rotary driving means, two relatively adjacent advertising disks resting in peripheral engagement on said driving means in position to be driven thereby, and means retaining the disks rotatably in such position, the rear disk being of greater diameter and having its upper portion projecting above the top edge of the forward disk.

3. In combination, a clock, a rotary driving element driven by the clock, a disk having advertising display on its front face and resting in peripheral engagement on the element in position to be driven thereby, a portion of the front face of the disk remote from the driving element being exposed to front view, and means retaining the disk rotatably in such position.

4. In combination, a clock having a shaft projecting outwardly rearwardly thereof, a rotary driving element on the outwardly projecting portion of the shaft, a disk having advertising display

on its front face and resting in peripheral engagement on the element and projecting above the clock with a portion of said face exposed to front view, and means retaining the disk rotatably in such position, said element and means forming a cradle for the disk and the disk being freely removable therefrom upwardly.

5. An advertising device comprising a rotary driver, a disk having advertising material on one face and resting in peripheral engagement on the periphery of the driver in position to be rotated thereby and with said face exposed to front view, and means retaining the disk rotatably in such position.

6. An advertising device comprising a body member, a rotary driver carried thereby, a disk having advertising material on one face and resting in peripheral engagement on the periphery of the driver in position to be rotated thereby, and means cooperating with the periphery of the disk on opposite sides of the driver to retain the disk rotatably in said position on the driver, the driver and said means forming a cradle for the disk and the disk being freely removable therefrom upwardly, the cradle being hidden from view rearwardly of the front face of the body member and the disk resting in the cradle and having a substantial portion thereof projecting freely above the body member with said face exposed to view.

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