T. F. O'REILLY.

ADVERTISING APPLIANCE.

APPLICATION FILED JULY 26, 1920.

1,370,908.

Patented Mar. 8, 1921.

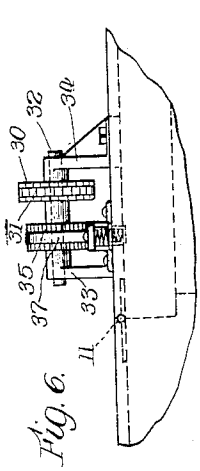


Fig. 6.

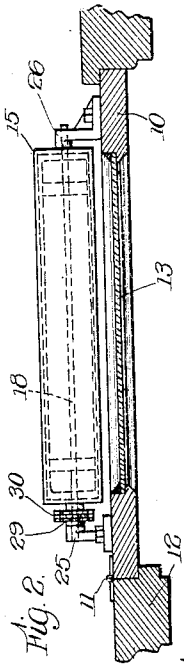


Fig. 2.

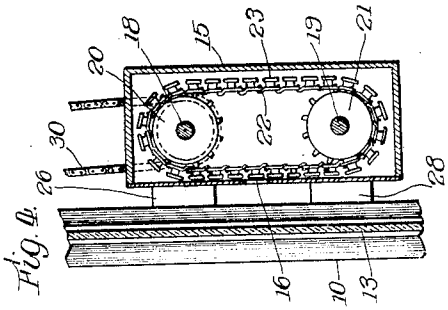


Fig. 4.

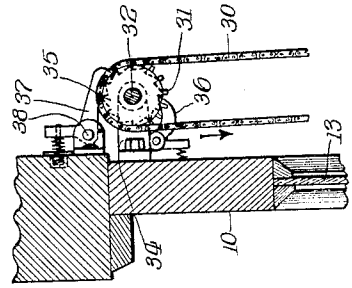


Fig. 3.

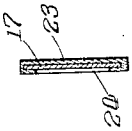


Fig. 5.

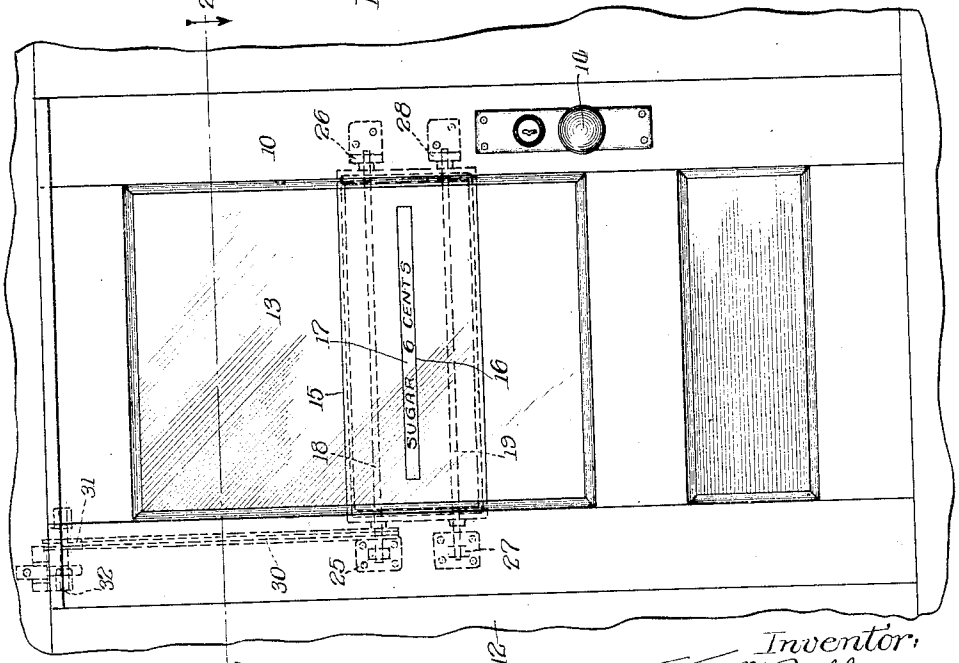


Fig. 1.

Witness:
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UNITED STATES PATENT OFFICE.

THOMAS FRANCIS O'REILLY, OF CHICAGO, ILLINOIS.

ADVERTISING APPLIANCE.

1,370,908. Specification of Letters Patent. Patented Mar. 8, 1921.

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To all whom it may concern:

Be it known that I, THOMAS FRANCIS O'REILLY, a citizen of the United States, residing at Chicago, in the county of Cook and State of Illinois, have invented certain new and useful Improvements in Advertising Appliances, of which the following is a specification.

My invention relates to display or exhibiting appliances and concerns more particularly advertising devices adapted to be used in connection with store or other doors, being so constructed that the opening or closing of the door by the intending purchaser or customer actuates the appliance to change the displayed legend or legends. The mechanism and the advertising matter are desirably so arranged and constructed that the initial opening movement of the door steps the advertising part of the device around in such manner as to change the exibited card, whereby the entrant's attention is directed to the advertisement because of such transition or transformation directly in his range of vision. His or her attention is, therefore, particularly directed to the special sale or sales of the day at the moment of entering the store, that is, the psychological instant best adapted to facilitate sales and to refresh the memory as to needed articles.

Other objects or purposes of the invention are the provision or production of an apparatus of this general character which is simple in structure, economical to manufacture, effective in results, and unlikely to become deranged or damaged in ordinary service.

To enable those skilled in this art to have a full and complete understanding of the invention and its various benefits and advantages, I have illustrated in the accompanying drawing, forming a part of this specification, a preferred and desirable embodiment of the invention, like reference characters referring to the same parts throughout the several views of the drawing.

In this drawing:

Figure 1 is an elevation of the outside of a store door equipped with the improved advertising appliance;

Fig. 2 is a horizontal section on line 2—2 of Fig. 1;

Fig. 3 is an enlarged vertical section adjacent to the pawl and rachet mechanism which operates the device by reason of the opening of the door;

Fig. 4 is an enlarged vertical section through the advertising appliance proper;

Fig. 5 is a section through one of the advertising card holders of which several are attached to the companion sprocket-chains; and

Fig. 6 is a plan view of that portion of the mechanism illustrated in Fig. 3.

Referring to the drawing it will be seen that the improved and novel advertising appliance or display apparatus is operatively associated with a door 10 hinged in the usual manner at 11 to the door-casing 12, the door having a glass-panel 13 and a handle 14 as is customary.

The advertising apparatus is mounted on the inner side of the door and comprises a sheet-metal or other suitable casing or housing 15 provided in its wall adjacent to or facing the glass pane 13 with an appropriate window or display opening 16 at which the series of advertising-cards 17 are displayed in succession.

Such casing incloses an upper horizontal shaft 18 revolubly mounted in alined bearings 25 and 26 mounted on the back or inner face of the door-frame, and the casing also houses a parallel, lower shaft 19 rotatably accommodated in similar bearings 27 and 28 likewise fastened to the back of the door. The shaft 18 carries near the opposite end walls of the casing two sprocket-wheels 20, 20, and in like manner the shaft 19 is equipped with registering sprocket-wheels 21, 21, sprocket-chains 22, 22 passing around the two pairs of wheels and forming an endless carrier or conveyer as will be readily understood and as is fully illustrated, the links of the sprocket-chains being fitted with sheet-metal or other appropriate card-holders 23 provided with windows or apertures 24 through which the faces of the advertising-cards 17 may be seen when such holders are in register with the aperture 16 of the casing. These card-holders are open at one end or at both ends as may be preferred so that the display-cards may be readily inserted and removed, thus facilitating the changes which may in some instances be desirable daily.

Outside of the casing, shaft 18 is fitted with a sprocket-wheel 29 with which a sprocket-chain 30 coacts, such chain also

passing around a sprocket-wheel 31 on an upper jack-shaft 32 revoluble in bearings 33 and 34 of brackets fastened to the back face of the door near the top thereof as is indicated more clearly in Figs. 3 and 6. Shaft 32 is supplied with a ratchet-wheel 35 affixed thereto, the wheel and shaft being prevented from turning backward by a spring-pressed locking dog or pawl 36. To operate the ratchet-wheel and turn the shaft step by step at intervals, a spring-pressed ratchet or pawl 37 is fulcrumed on the door-casing at 38 just above the door and in position for coaction with the ratchet-wheel.

It will be seen, therefore, that each time the door is opened by the patron or intending purchaser, the ratchet-wheel 35 is revolved a definite amount during its travel with the swinging door by reason of its cooperation with the relatively-stationary ratchet or pawl 37, and such rotation of the shaft 32 is transmitted through the sprocket-chain 30 to the shaft 18 and by its sprocket-wheels to the pair of sprocket-chains 22 and their card-holders 23, so that, each time the door is opened, a new card-holder is shifted into register with the casing window or opening 16 for display. Such movement of the advertising card necessarily attracts the attention of the entrant, who in all probability sees the previously displayed card and also the new one which is moved into position by his opening the door, whereby his attention is specifically directed to the particular advertising matter directly in front of him as he enters the store.

If preferred, a plurality of the cards may be exhibited at the same time, and, by those skilled in this art, it will be understood that the invention is not limited and restricted to the mechanical details of the appliance illustrated and described because these may be modified in radical degree without departure from the substance and essence of the invention and without the sacrifice of any of its substantial or material benefits and advantages.

I claim:

In an advertising appliance of the character described, the combination of a casing adapted to be fastened on a hinged door and having a window designed to face the door, an endless carrier in said casing, a plurality of display-card holders on said carrier adapted by the movements of the latter to be brought in succession for display at said window, and an operating mechanism for said carrier including a ratchet-wheel designed to be mounted on the door and a pawl adapted to be mounted on the door-casing, whereby the movements of the door effect the intermittent rotation of the ratchet-wheel and the step-by-step movements of the carrier and its display-card holders, substantially as described.

THOMAS FRANCIS O'REILLY.