

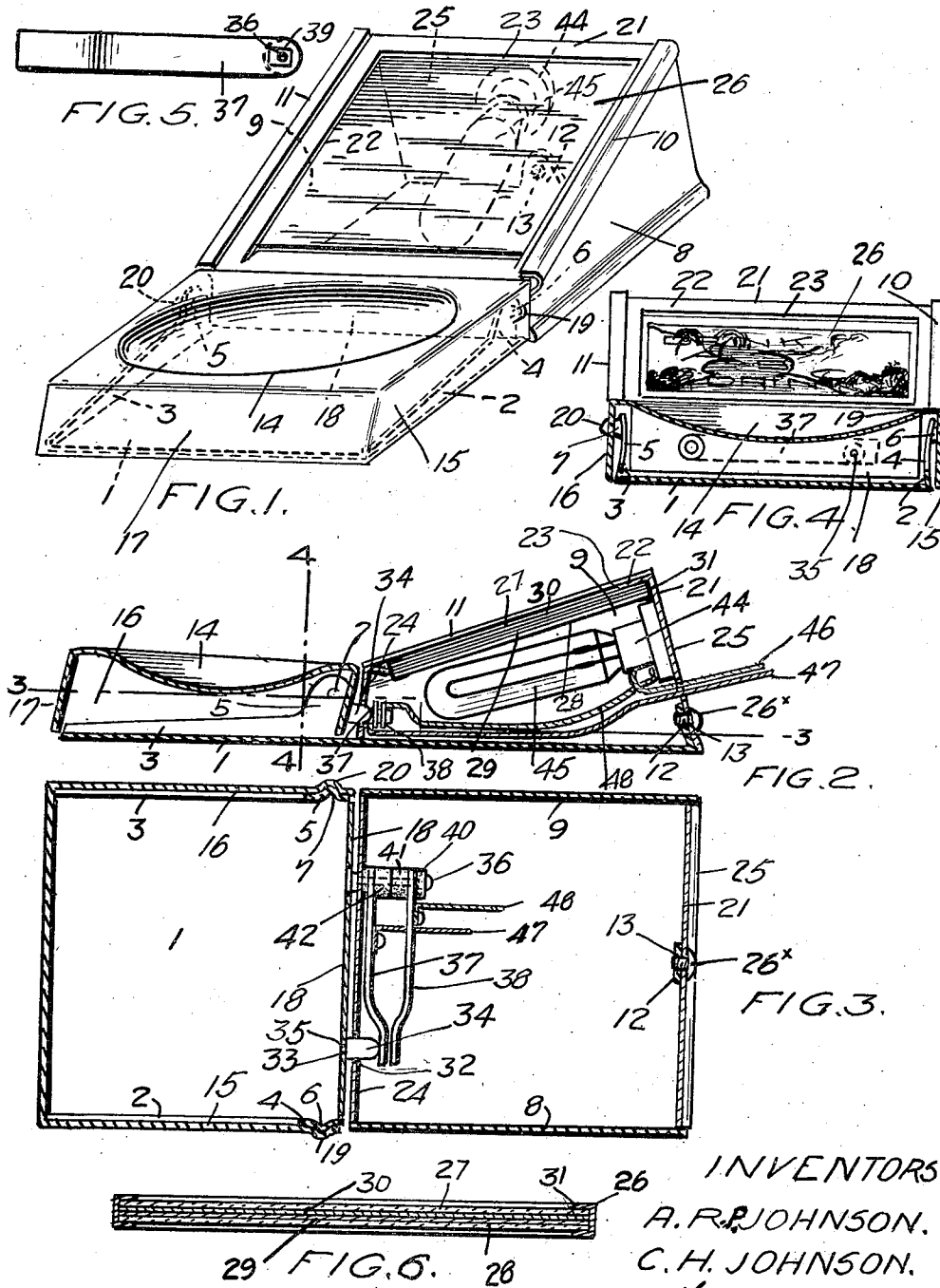
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ADVERTISING DEVICE

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ALLAN ROLAND PYE JOHNSON AND CYRIL HERBERT JOHNSON, OF TORONTO, ONTARIO, CANADA, ASSIGNORS OF ONE-THIRD TO JOHN ARMSTRONG HUME, OF TORONTO, CANADA.

ADVERTISING DEVICE.

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To all whom it may concern:

Be it known that we, ALLAN ROLAND PYE JOHNSON and CYRIL HERBERT JOHNSON, both subjects of the King of Great Britain, and both residents of the city of Toronto, in the county of York, in the Province of Ontario, Canada, have invented certain new and useful Improvements in Advertising Devices, of which the following is the specification.

Our invention relates to improvements in advertising devices, and the object of the invention is to devise simple means operated by the passage of change between a merchant and customer, whereby the advertisement may be automatically illuminated in the direct vision of a customer as he receives his change, and it consists essentially of the arrangement and construction of parts hereinafter more particularly explained.

Fig. 1 is a perspective view of our device. Fig. 2 is a longitudinal section through Fig. 1.

Fig. 3 is a sectional plan view.

Fig. 4 is a cross sectional view on line 4—4 Fig. 2, the advertisement being illuminated.

Fig. 5 is a detail of one of the contact fingers and its support.

Fig. 6 is a sectional view through our advertisement-slide.

In the drawings like characters of reference indicate corresponding parts in each figure.

1 indicates a base plate, the front portion of which is provided with edge flanges 2 and 3, provided at their inner ends with upwardly extending spring lugs 4 and 5, from which extend outward protuberances 6 and 7, preferably formed by stamping or punching the metal forming the lug outward. The protuberances 6 and 7 are in cross alignment to form a pivotal bearing to support a member hereinafter described.

The rear portion of the base plate is provided with upwardly extending longitudinal edge walls 8 and 9, the upper edges of which are inclined upward and rearward and provided with edge grooves 10 and 11, for a purpose which will hereinafter appear.

12 is a lug extending upward centrally from the rear edge of the base plate 1, such lug being provided with an internally threaded orifice 13.

14 is a change receiving dish provided with depending side walls 15 and 16, and

front and rear walls 17 and 18. The side walls 15 and 16 extend to the outside of the edge flanges 2 and 3 and of the lugs 4 and 5, and are provided with protuberances 19 and 20 corresponding to the protuberances 6 and 7 and into which the protuberances 6 and 7 fit so as to form a swinging connection for the dished change receiver 14.

21 is an advertisement holder comprising a face plate 22 having an exhibiting orifice 23 formed therein. The plate 22 is provided with a depending front wall 24 and a depending rear wall 25.

26* is a screw which extends through the rear wall 25 and engages the internally threaded orifice 13 of the lug 12 so as to hold the advertisement holder in position between the side walls 8 and 9.

It will be noticed particularly on referring to Fig. 2 that the front wall 24 and the rear wall 18 are in close proximity, particularly at their upper edge, the rear wall 18 inclining slightly forward towards its lower edge thereby permitting of the free swinging movement of the dished change receiver 14.

26 is an advertisement slide comprising an upper layer of mica 27 and a lower layer of mica 28, and a transfer 29 provided with a covering of thin tissue paper 30, the transfer 29 and paper 30 being interposed between the mica layers 27 and 28. The several layers are held together by a suitable edge binding or frame 31.

It will be noticed on referring to Fig. 1 that the lower edge of the orifice 23 is slightly stamped downward, for a purpose which will hereinafter appear. In placing the slide in position it is placed beneath the plate 22, its lower edge abutting the stamped down lower edge of the orifice 23 so as to be either flush with such edge or slightly above the same, the remaining edges of the slide extending beneath the edge portions of the plate 22.

The slide 26 corresponds in width to the plate 22, and when the slide holder is placed in position between the walls 8 and 9 the side edges of the plate 22 and corresponding edges of the slide 26 slide into the grooves 10 and 11 formed in the walls 8 and 9.

32 is an orifice formed in the wall 24.

33 is an orifice formed in the wall 18 opposite the orifice 32.

34 is a button preferably formed of rubber or other insulating material, provided with a pin 35 which is secured in the orifice 33.

36 is a stud bolt carried by the wall 24.

5 37 and 38 are spring contact fingers provided with slotted openings 39, through which the stud bolt 36 extends clear of the side edges of such openings.

40, 41, 42 and 43 are insulating washers spacing the fingers 37 and 38 apart upon the bolt 36.

10 It will be understood that the button 34 normally bears against the contact end of the finger 37, the spring of the finger holding the dished change receiver 14 in a slightly upwardly inclined position towards the forward edge.

44 is an incandescent bulb base secured to the wall 25.

20 45 is an incandescent bulb supported by the base 44.

46 and 47 are leading in wires, the wire 46 extending to the base 44 to connect with one terminal of the bulb 45. The other leading in wire 47 extends to the finger 38, the other finger 37 being connected by a wire 48 to the lamp base 44 so as to connect with the other terminal of the lamp bulb 45.

Our advertising device is placed upon the counter of a store or any other suitable position, so that change or other small articles are passed thereover.

When the customer purchases an article, the merchant places the change upon the inclined top formed by the slide 26, the change passing down into the dished receiver 14. When the customer picks up the change from this receiver 14, the slight pressure produced by his fingers in picking up the change depresses the forward portion of the dished receiver so as to tilt it downward upon its pivots formed by the protuberances 6 and 7, thereby carrying the button 34 inward pressing the finger 37 into contact with the finger 38, thereby closing a circuit passing from the lead wire 46 through the filament of the lamp 45, through the wire 48, finger 38, finger 37, and wire 47, outward.

50 The lighting of the lamp 45 illuminates the advertisement on the slide 26 which is normally hidden when the lamp is not lit by the tissue paper or any other semi-transparent substance by which the transfer hereinbefore described is covered. By this means the advertisement is presented direct to the purchaser's eye and immediately he has picked up his change and the pressure of his fingers relieved from the dished receiver 14, such dished receiver is carried to its normal position by the resiliency of the finger 37

which at the same time breaks contact with the finger 38, thereby extinguishing the incandescent bulb 45.

In order to readily change the slide so that one advertisement may be substituted for another, all that it is necessary to do is to remove the screw 26*. The slide holder 22 may be moved outward carrying with it the slide, the incandescent bulb, and all connections therewith. A new slide may be then easily placed in position and the holder slid into place and the screw 26* re-inserted.

From this description it will be seen that we have devised a very simple advertising device which will automatically exhibit an advertisement every time change is passed from the merchant to the customer and in which the advertising matter may be readily interchanged at any time desired.

What we claim as our invention is:

80 1. An advertising device comprising a base plate, side walls extending upward from the rear portion of the base plate, an advertisement slide, a slide holder carrying the advertisement slide and slidably engageable with the upper edges of the aforesaid side walls, securing means capable of being sealed for securing the advertisement slide holder in its inward position, an incandescent bulb located beneath the slide and carried by the slide holder, a pivoted change receiver also mounted upon the base plate, a circuit for the bulb, stationary contacts forming the terminals of such circuit and a bridging closure carried by the change receiver adapted to close said contacts when the change receiver is depressed.

2. An advertising device comprising a base plate, side walls extending upward from the rear portion of the base plate, an advertisement slide, a slide holder adapted to be inserted between the side walls and to coact therewith to hold the slide in position, an incandescent bulb located between the side walls beneath the slide and carried by the holder, a normally open circuit for the bulb, a pair of normally separated contact fingers formed at the terminals of the open circuit and carried by the slide holder, a change receiver pivotally mounted upon the base plate intermediately of its height and having its rear edge adjacent to the front edge of the advertisement holder to permit of its slight depression and means operated by the depression of the change receiver for forcing the aforesaid contact fingers together to close the circuit.

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