July 23, 1929. D. O. JONES 1,721,597

ADVERTISING DEVICE

Filed June 4, 1928 2 Sheets-Sheet 1

Fig. 1.

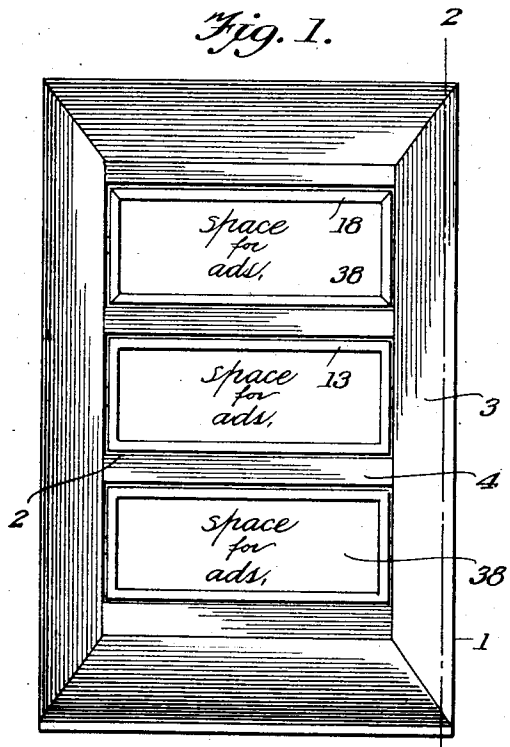


Fig. 4.

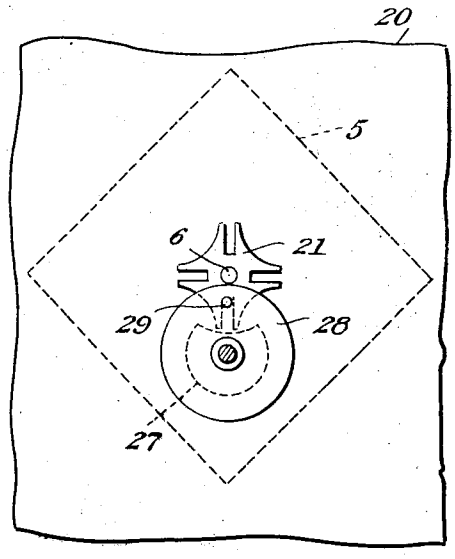
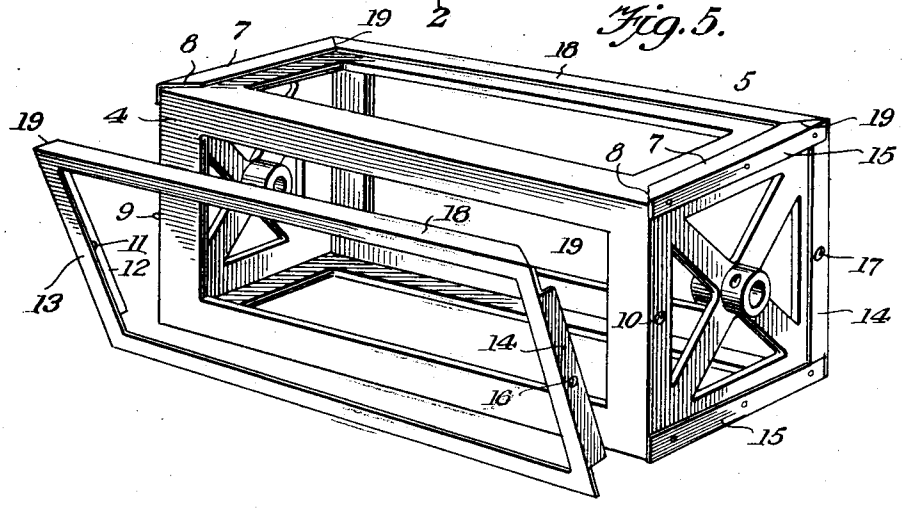


Fig. 5.



David Oliver Jones

INVENTOR

BY Victor J. Evans

ATTORNEY

July 23, 1929. D. O. JONES 1,721,597

ADVERTISING DEVICE

Filed June 4, 1928 2 Sheets-Sheet 2

Fig. 2.

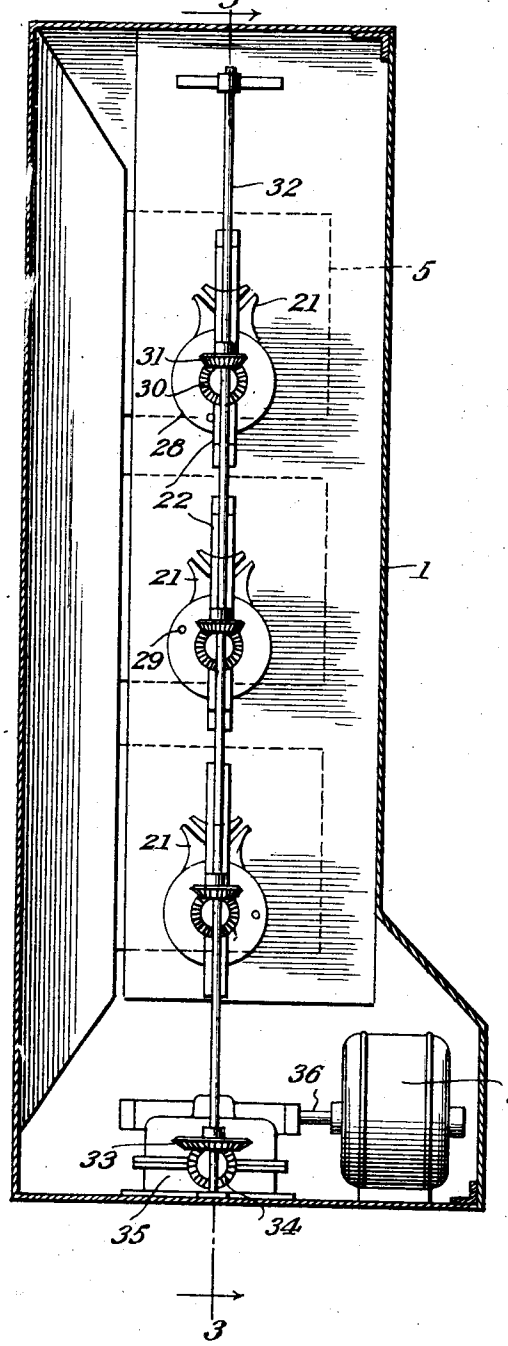
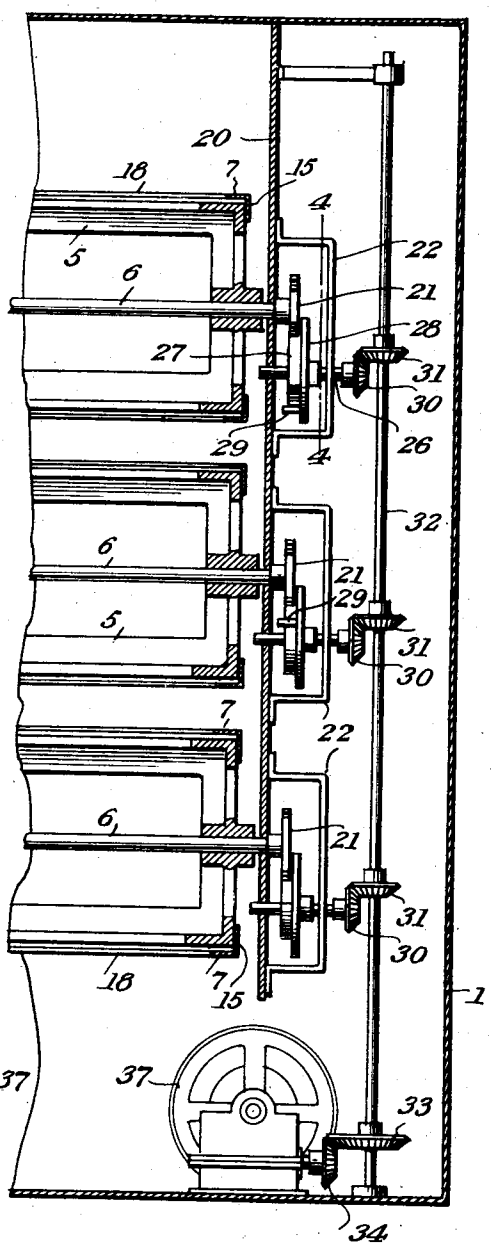


Fig. 3.



David Oliver Jones

INVENTOR

BY Victor J. Evans

ATTORNEY

Patented July 23, 1929. 1,721,597

UNITED STATES PATENT OFFICE.

DAVID OLIVER JONES, OF TAFT, CALIFORNIA.

ADVERTISING DEVICE.

Application filed June 4, 1928. Serial No. 282,612.

My present invention has reference to a display device for advertising matter.

My primary object is the provision of a device for this purpose wherein any desired number of superimposed members have removably arranged upon each of their faces a card containing advertising matter, and wherein the articles referred to by the advertisement on the cards may be attached thereto and to provide simple, strong and durable means for slowly and intermittently imparting a rotary motion to said members whereby the advertisement on one face of each of the members will be brought to display position for a determined period of time and after such period the said members will be successively turned to bring other advertising matters on the faces thereof to display positions, so that all the advertisements will be successively displayed, the operation being slow but continuous.

A further object is the provision in a device for this purpose, of simple but novel means for effectively clamping advertising cards, posters or the like to the slowly rotatable members on which such advertising matters are attached.

The invention will be fully and comprehensively understood from a consideration of the following detailed description when read in connection with the accompanying drawings which form part of the application, with the understanding, however, that the improvement is capable of extending application and is not confined to the exact showing of the drawings nor to the precise construction described and, therefore, such changes and modifications may be made therefrom as do not affect the spirit of the invention nor exceed the scope thereof as expressed in the appended claims.

In the drawings:

Figure 1 is a perspective view of the improvement.

Figure 2 is an enlarged sectional view approximately on the line 2—2 of Figure 1.

Figure 3 is a sectional view on the line 3—3 of Figure 2.

Figure 4 is a detail sectional view approximately on the line 4—4 of Figure 3.

Figure 5 is a perspective view of one of the substantially rectangular rotatable members showing one of the card clamping elements thereof removed therefrom.

My improvement may be employed either in or out-doors. The body of the improvement is preferably constructed of metal which is rust proof and which may be suitably ornamented. The body is in the nature of a hollow substantially rectangular casing 1 of any desired height, depth and width. The face of the casing is provided with transversely arranged substantially rectangular openings 2 and the edges of the casing are beveled or inclined inwardly, as at 3, to the face 4 thereof. The face 4 may be provided with any desired number of openings 2, and in the casing, and to the rear of each of the said openings there is arranged a hollow substantially rectangular member 5. Each member 5 has its ends provided with bearings for a shaft 6, the said bearings being in the nature of hubs and being provided with threaded openings for the reception of bolts or like binding elements which contact with the shaft 6 and hold the members 5 thereon.

On two of its oppositely disposed corners there is fixed on each of the bodies, inwardly extending plates 7 which are arranged out of contact with the faces of the body, and the corners of these plates are mitered, as at 8. The spaced plates provide guideways for advertising cards, posters or the like. One end of each of the body members 5 is provided with outstanding studs 9. The second end of each of the bodies being provided with a threaded opening 10. The studs 9 are designed to be received in depressions or openings 11 in flanges 12 on one of the ends of rectangular frames 13. The second end of each of the frames 13 is also formed with a flange 14. The flanges 12 and 14 do not extend the length of the body but are of such length whereby the ends thereof will contact with the edges of the angle portions 15 of the plates 7 when the studs 9 are received in the openings 11 and openings 16 in the flanges 14 are brought into alinement with the openings 10 in the member 4.

There are screwed through the openings 16 and 10, short screws 17. The longitudinal edges of the frames 13 are flanged inwardly, as at 18, and these flanges have mitered ends 19 to contact with the mitered ends 8 of the guide plates or flanges 7. By this arrangement it will be seen that the advertising cards can be easily and quickly attached to all of the faces of the substantially rectangular card holding members 5 and likewise that the said advertising cards or like

matters will be rigidly held on the holder so that the said cards may have attached thereto and amply support articles referred to in the advertising matter on such cards.

The shafts 6 are journaled through suitable bearing openings in partition plates in the body 1. One of these partition plates is for distinction indicated by the numeral 20 and the end of each of the shafts 6 extending through said plate 20 has fixed thereon a Geneva wheel 21. On the outer face of the partition plate there are fixed U-shaped brackets 22 that surround the Geneva wheels and likewise provide the outer bearings for short shafts 26, the inner ends of the said shafts being journaled through bearing openings in the plate 20. On each of the short shafts 26 there is fixed a notched guide wheel 27 for the respective Geneva wheels 21 and on the outer face of each of the wheels 27 there is fixed a disc 28 that carries a pin 29 to be received in the slots of the respective Geneva wheels. The short shafts, on what I have termed their outer ends have each fixed thereon a beveled gear 30 and these gears are in mesh with similar gears 31 on a vertically disposed shaft 32 that is journaled in bearings adjacent to the top and at the bottom of the casing 1. The shaft 32, adjacent to its lower end has fixedly secured thereon a beveled gear 33 which is in mesh with a similar but smaller gear 34. This gear 34 is fixed on the end of a shaft of one of the gears in a reducing gear housing 35. The details of the construction of the gears in the reducing housing is not believed necessary as the same is common and well known in the art but one of these gears is rotated by the shaft 36 of an electrically driven motor 37 that is supported on the bottom wall of the housing 1. By reference to Figure 2 of the drawings it will be seen that the pins 29 on the respective discs 28 are so arranged that the slowly turning shaft 32 will revolve the short shafts 26 a predetermined distance before the respective pins 29 are brought into the slots of the Geneva wheels therefor and as a result the advertising cards or posters 38 on the faces of the holders 4 will be arranged in display position for a predetermined period of time and thereafter each of the said holders will be intermittently imparted a one-fourth revolution to bring the next face of the holder and the advertising matter 38 thereon to display position. The rotary movement of the holders, as stated, is slow and intermittent, so that all of the advertising matter on the holders will be successively displayed in timed relation to each other.

The improvement is of an extremely simple nature and contains few parts but the same is strongly constructed so that the device will operate without necessitating repairs for an indefinite period of time or as a matter-of-fact, as long as the current is directed to the motor 37. The inwardly flanged or flared portions of the receptacle 1 will direct the attention of the public to the advertising cards or matters displayed. At night time special lighting effects are provided so that the advertisements are properly displayed at night as well as in the day time. The improvement, as stated, may be employed either indoors or outdoors and the simplicity of the construction and the advantages thereof will be perfectly apparent without further detailed description, it being thought merely necessary to add that any desired number of openings may be provided in the casing and, of course, any desired number of advertising holders may be arranged to the rear of such openings. Also it is to be understood that the members 4, in the turning thereof are partly projected through the openings.

Having described the invention, I claim:

1. A rectangular structure in the form of a parallelopiped and having a bearing centrally of one end for rotatably mounting the same for successive display of its longitudinal surfaces; inwardly extending plates on two transverse opposed corner edges overlying and spaced from opposite sides of the frame; and rectangular frames slightly wider than the inwardly extending flanges on the longitudinal and transverse edges thereof, each frame being secured over opposed sides of the structure with its longitudinal flanges lying in the plane of the plates, said plates and longitudinal flanges having contiguous mitered edges to provide substantially continuous spaced retaining flanges around the perimeter of each longitudinal face of the structure.

2. A rectangular structure in the form of a parallelopiped and having a bearing centrally of one end for rotatably mounting the same for successive display of its longitudinal surfaces; inwardly extending plates on the two transverse opposed corner edges overlying and spaced from opposite sides of the frame; and rectangular frames slightly wider than the inwardly extending flanges on the longitudinal and transverse edges thereof, each frame being secured over opposed sides of the structure with its longitudinal flanges lying in the plane of the plates, said plates and longitudinal flanges having contiguous mitered edges to provide substantially continuous spaced retaining flanges around the perimeter of each longitudinal face of the structure, said frame being detachable from the structure for the insertion of display matter between the retaining flanges and the structure.

In testimony whereof I affix my signature.

DAVID OLIVER JONES.