March 3, 1931. C. R. DUNWODY 1,794,677

ADVERTISING SIGN

Filed Jan. 15, 1929

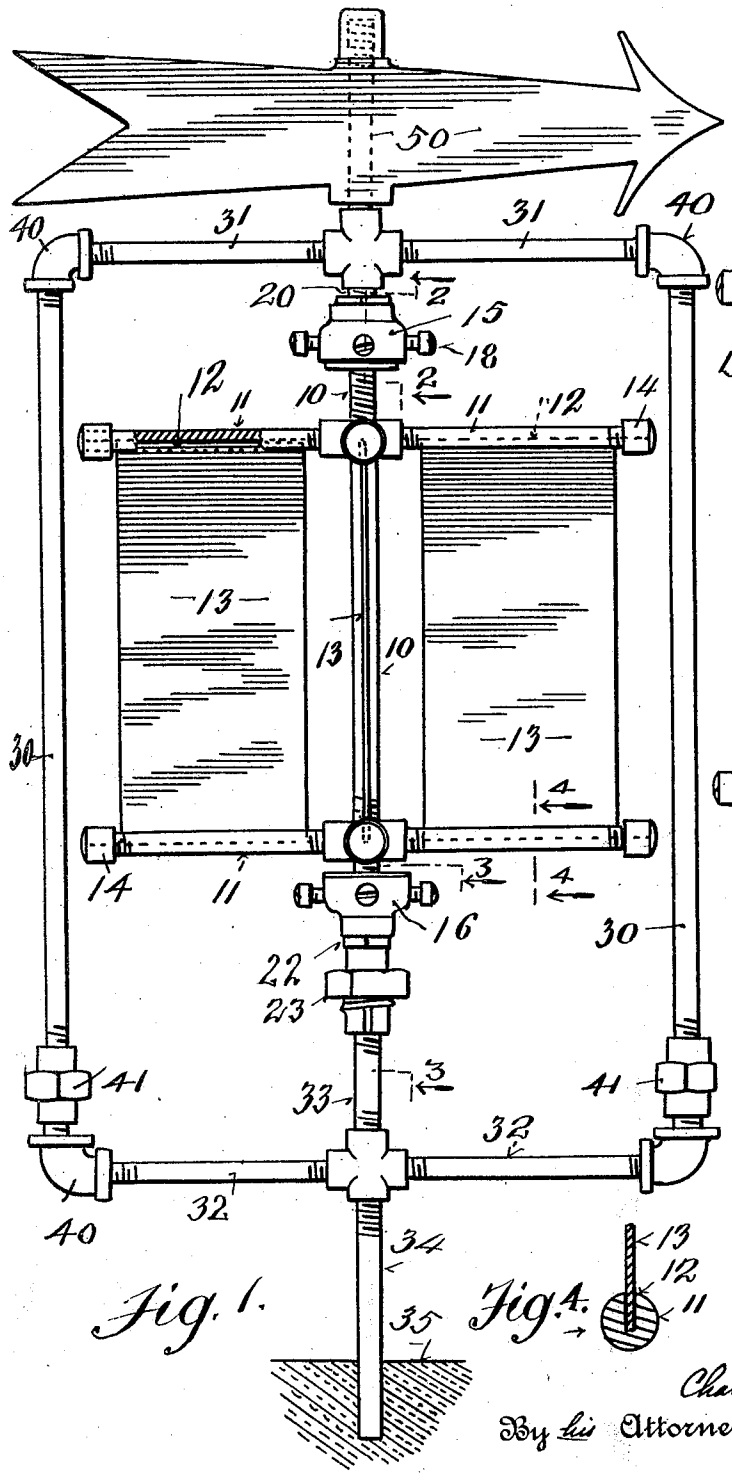



Fig. 1.

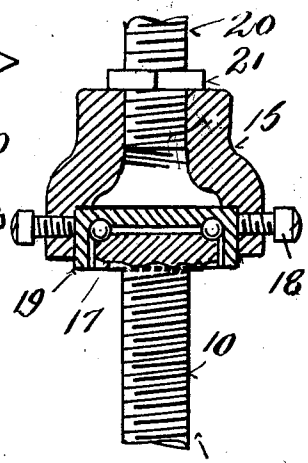



Fig. 2.

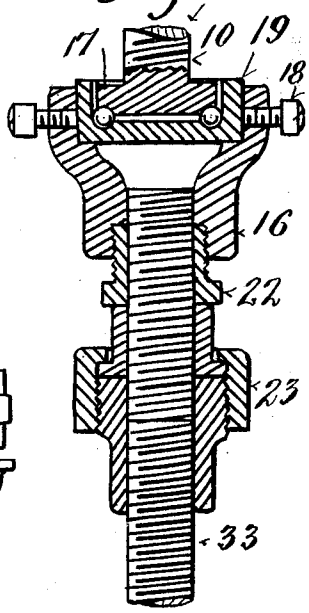



Fig. 3.




Fig. 4.

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# UNITED STATES PATENT OFFICE

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## ADVERTISING SIGN

Application filed January 15, 1929. Serial No. 332,729.

This invention relates to advertising signs and has for its object the provision of a simple and efficient device for displaying advertising matter. Another object resides in the provision of means whereby the advertising matter is rotatively supported under such conditions as will bring to view the different display panels on which the advertising matter is displayed.

A further object of this invention includes the provision of means for rotatably supporting said display panels. I also provide means whereby the display panels may be readily removed and replaced by panels containing new advertising matter. Other objects will appear hereinafter and I obtain these objects by the construction illustrated in the accompanying drawing in which

Figure 1 is a view in elevation showing a preferred form of construction embodying the principles of my invention;

Figure 2 is a view taken on the line 2—2 of Fig. 1.

Figure 3 is a view taken on the line 3—3 of Fig. 1.

Figure 4 is a section taken on the line 4—4 of Fig. 1.

Like numerals of reference refer to the similar parts throughout the several views.

It is the prime purpose of my invention to provide an advertising display device which invites attention and which is particularly useful in providing means whereby advertising matter is brought into view at different times due to the rotation of the display device.

I further provide means for readily replacing the advertising panels. Moreover I provide a supporting frame, or the equivalent, for adjustably holding said rotatively supporting device so as to regulate the speed of rotation as may be desired. Rotation of the device is brought about by the wind or by other means such as a motor properly applied. In the preferred form of construction I rely upon the moving atmosphere rotating the display device. I further provide on the frame an indicator to indicate the distance and direction to certain points such as the advertiser's place of business. The device itself is of such size and construction as to be suitable for outdoor advertising or it may be for display purposes in windows, subways and the like.

Referring now to the drawing, I provide a pivotally mounted axial member 10 having radially extending arms 11. These arms, preferably extend from the pivotally mounted axial member at right angles and are so placed as to form upper and lower supports for the display panels 13 which are mounted in grooves 12 in the display arms. Grooves 12 in arms 11 are of such nature and extent as will accommodate the display panel 13 and these panels are locked into position by any suitable means as knobs 14 on the end said display arms.

It is evident that instead of grooves 12 other modes of securing the display panels may be provided but I prefer to use the groove construction as the display panels can thereby be readily replaced when it is desired to change the advertising matter. For this purpose the panels may be taken to a shop and painted or otherwise supplied with the proper advertising matter. A supply of panels containing a variety of advertising matter may be had for quickly changing the panels. The panel itself may consist of suitable material, such as sheet metal, wood, composition or the like.

The parts just described will be designated herein as the rotating or rotative assembly. It will be noted that each end of the axial member 10 in the assembly is supplied with a suitable ball bearing 17 mounted in cups 15 and 16. These cups are provided with set screws 18 for holding the bearing member 19 in adjusted position, so that the rotating assembly will operate at the proper speed. Cup 15 is supported on the frame post 20. A nut 21 on post 20 holds said cup in position. Cup 16 is secured to the lower frame post 33 by a lock-nut 22 of the coupling 23 of the usual construction.

The rotating assembly and connections may be suitably supported by a frame comprising upright members 30, 30, upper horizontal members 31, 31, lower horizontal members 32, 32 and the vertical frame posts 20 and

33. An anchor post 34 fastened in a cement block 35 or the like supports the frame and the rotating assembly. The upright and horizontal frame members are united by suitable means such as connections 40, 40. For convenience I have provided a turn knuckle or coupling 41, whereby the frame parts may be disassembled when necessary. The frame construction may be varied to suit conditions. Thus for example, it may be made of proportionately greater width than shown when it is desired to have the display panels also of greater width. For the purpose of indicating direction and distance I provide an indicating device 50 in the form of an arrow which provides means for giving the mileage and direction to a certain point.

From the description above given it is obvious that the device provides means for readily and easily changing the panels so as to advertise different commodities from day to day, or from hour to hour, as may be desired. It is also evident that the movably supported elements provide means for greatly extending the display area, and the rotating movable elements serve as means for drawing attention to the advertising matter.

It is obvious that many changes may be made without departing from the spirit of my invention.

What I claim therefore as new and useful is:

1. In an advertising sign, the combination of an axial member having therein bearings spaced apart of radially disposed display arms carried on said axial member to form an assembly display, panels removably carried on said arms and means for rotatively supporting said assembly.

2. In an advertising sign, the combination of an axial member having therein bearings spaced apart, of arms disposed radially in pairs, display panels supported by said pairs of arms, means for adjusting said bearings and means to support the arms and the axial supporting member.

3. In an advertising sign, the combination of an axial member having therein bearings spaced apart, of radially disposed display arms radiating in parallel from the axial member, said arms having grooves and advertising panels removably secured in said grooves, and means for supporting the bearings.

4. In an advertising sign, the combination of an axial member having therein bearings spaced apart, two groups of radially disposed display arms radiating in parallel from the axial member, said arms having grooves facing each other, advertising panels removably secured in said grooves, and a frame for rotatively supporting said arms and panels.

5. In an advertising sign, the combination of an axial member having therein bearings spaced apart, two groups of radially disposed display arms radiating in parallel from the axial members, said arms having grooves facing each other, panels slidably held in said grooves, means to secure said panels in said grooves for supporting said axial member and arms and means for adjusting said bearings to control the rotation of the rotating assembly.

6. In an advertising sign, the combination of an axial member having thereon bearings spaced apart, two groups of radially disposed display arms radiating in parallel from the axial member, said arms having grooves facing each other, panels slidably held in said grooves, means to secure said panels in said grooves, a frame for supporting said axial member and arms and means for adjusting said bearings to control the rotation of the rotating assembly and an arrow on the top of said frame.

7. An advertising device, comprising a frame, having anchor means, bearing cups spaced apart in said frame, a rotative assembly having bearings mounted in said cups and means for adjusting one of said cups with respect to the other.

8. An advertising device, comprising a frame having anchor means, bearing cups spaced apart in said frame, a rotative assembly having bearings mounted in said cups, said rotative assembly comprising an axial member having ball bearings, groups of arms spaced apart on said axial member and panels carried by said groups of arms.

In testimony whereof I have hereunto set my hand on this eleventh day of January A. D. 1929.

CHARLES RICE DUNWODY.