L. F. WEBSTER AND R. J. CHRISTIANSON.

ADVERTISING DEVICE.

APPLICATION FILED DEC. 12, 1921.

1,414,536. Patented May 2, 1922.

FIG. 1

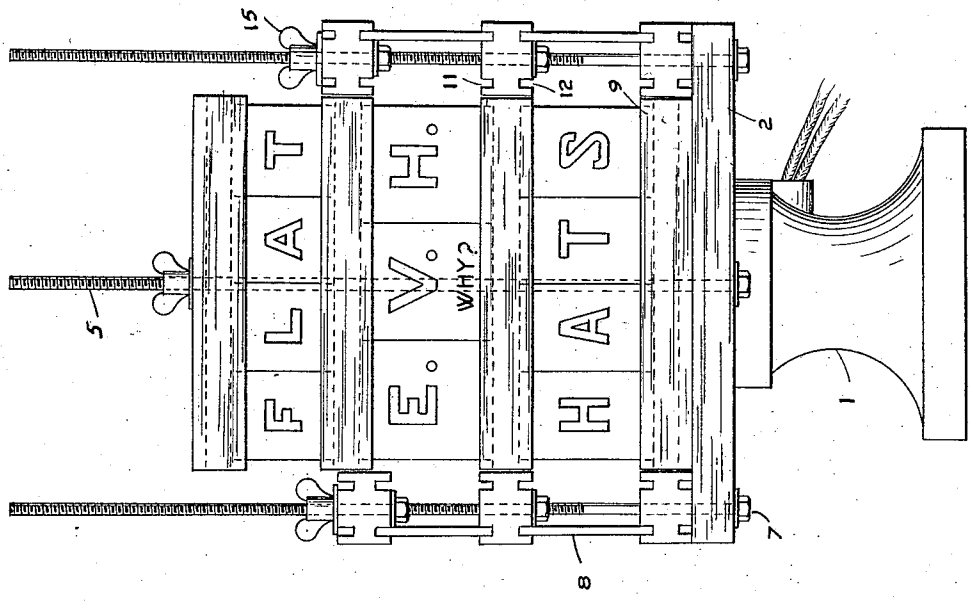


FIG. 2

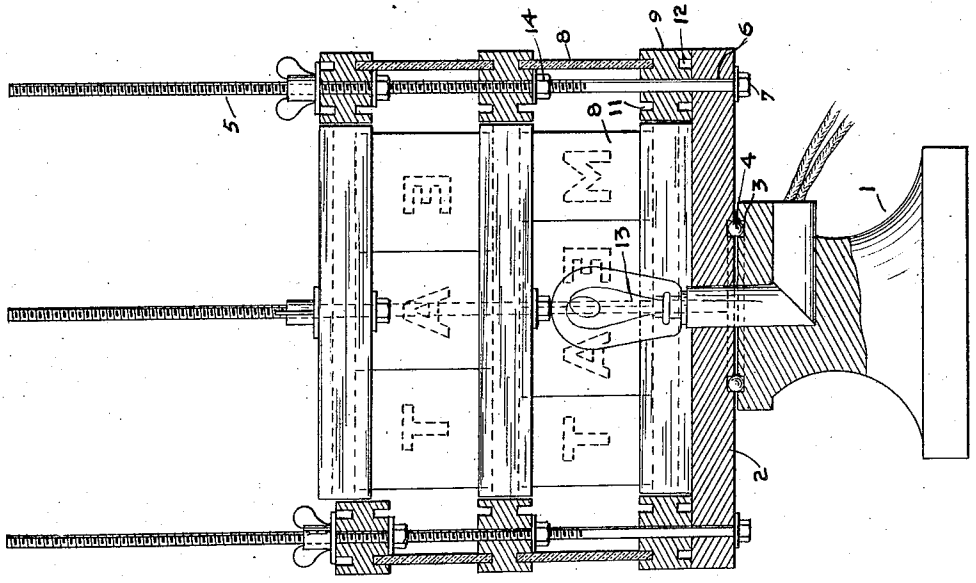
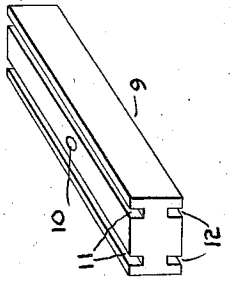


FIG. 3



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ADVERTISING DEVICE.

1,414,536. Specification of Letters Patent. Patented May 2, 1922.

Application filed December 12, 1921. Serial No. 521,574.

To all whom it may concern:

Be it known that we, LAURA F. WEBSTER and RAY J. CHRISTIANSON, citizens of the United States and Denmark, respectively, residing at St. Helena, in the county of Napa and State of California, have invented new and useful Improvements in Advertising Devices, of which the following is a specification.

The present invention relates to improvements in advertising devices or signs and resides in the provision of a simply constructed, inexpensive device by means of which a plurality of advertisements of different kinds may be simultaneously displayed in a novel and effective manner.

One of the objects of the invention is to provide an advertising device which consists of a unit structure capable of being built up to provide on each side of a polygonal frame a plurality of advertisements, one above the other, it being possible to have as many advertisements on each side of the frame as desired, depending upon the size of the apparatus.

Another object of the invention is to provide an advertising device of the character described which is preferably in rectilinear form, each side consisting of one or more advertisements, as desired, the device being preferably mounted so that it may be turned to present the signs in various positions, thus making the device effective for advertising upon the counters or stores, on street corners and at other points where the device may be viewed from various angles, the construction being such that a plurality of sign or letter bearing members may be arranged as desired, to spell words or make sentences which will be useful in display advertising.

A further object is to provide an advertising device of the character described in which provision is made for readily and effectively changing the advertisement as desired, through the medium of sectional letter supporting frames which are mounted in operative adjustable relation to one another in a novel manner so as to present letters of various sizes and shapes therebetween and support such letters or signs in position to be effectively displayed.

The invention possesses other advantages and features some of which, with the foregoing will be set forth at length in the following description where we shall outline in full that form of the invention which we have selected for illustration in the drawings accompanying and forming a part of the present specification. In said drawings we have shown one form of the construction of our invention, but it is to be understood that we do not limit ourselves to such form since the invention as expresses in the claims may be embodied in a plurality of forms.

Referring to the drawings:

Fig. 1 is a front elevation of the advertising device of this invention.

Fig. 2 is a vertical sectional view as shown in Fig. 1.

Fig. 3 is a detail perspective view of one of the letter supporting members.

Referring to the embodiment of the invention illustrated in the accompanying drawings, 1 designates a pedestal or standard upon which the base 2 of the advertising device is rotatably supported by means of complementary grooves 3 bearing balls 4, as shown in Fig. 2. The base 2 is preferably flat and of rectilinear outline and although shown supported upon a standard or pedestal 1, may be otherwise supported as desired.

Extending upwardly from the base 2 are a plurality of screw threaded rods 5 which are located adjacent to side edges of the base at points equi-distantly spaced from the corners of said base, whereby one of the rods is supported at each side of the base. Preferably the rods are inserted through an opening 6 in the base and have nuts or heads 7 on their lower ends engaging the under side of the base so as to hold the rods in place. In order to provide for the formation of advertising signs or letters, we employ a plurality of letter plates 8, which may be made of glass, metal or any other material, but are preferably made of glass so that they may be illuminated. Each of these plates bears a letter or other advertising characteristics as shown in the drawings and is preferably provided in groups of uniform heights.

In order to removably hold the letter plates in place for forming advertising words or signs, we employ a plurality of bars 9, preferably of rectangular form. These bars are formed with central openings 10 adapted to receive the rods 5 so that said bars are rotatably as well as vertically adjustably supported upon said rods. The

bars are preferably of less length than the sides of the base 2 so that their ends terminate short of opposite sides of said base, as shown in the drawings. Upon the upper and lower sides of the bars 8 there are formed spaced parallel grooves 11 and 12, in which the letter plates 8 are adapted to slidably engage, the said grooves being on opposite sides of the opening 10 so that the rods 5 will not interfere with the movement of the plates in the grooves.

As shown in Fig. 2, an incandescent light 13 may be supported by the pedestal or standard 1 in such position as to illuminate the letter plates 8, which latter will, in this instance, be formed of glass or other transparent or translucent material.

In setting up the advertising device a plurality, say, for example, four of the bars 9 are mounted upon one of the rods 5, as shown in Fig. 1. In this connection it will be noted that any number of bars 9, depending upon the number of signs or letters to be displayed, as shown in Fig. 4, may be used. Where the four bars are used three rows of letters or three signs will be provided for. The lowermost bars 9 rest evenly upon the upper side of the base 2 and the next uppermost bar 9 is spaced above the lowermost bar a distance so as to permit of the insertion of the letter plates 8 between and into the aligned grooves 11 and 12 of said opposed members 9. To hold the uppermost bars 9 in position, we may employ nuts or lock members 14, which are turned upon the rods 5 so as to engage the under sides of said bars and support them in the desired position. By adjusting these nuts the spacing of the bars 9 from one another may be readily effected to take care of the insertion and holding of the letter plates of different sizes. If desired, these nuts 14 may be dispensed with and the letter plates themselves used as spacing and supporting means for said bars. The rear grooves of the bars may be used to contain the extra letters in case the letters are formed of metal or some other opaque substance, whereas, otherwise the back grooves are not used when the letters are to be illuminated and are formed of glass. It will thus be seen that each side of the rectangular figure or frame may be built up so as to form as many advertising signs or letters as desired, and that each side, consisting of a plurality of bars 9, with letters therebetween, may be turned bodily, the said rods 5 serving as pivots. By provision of this turning of these built up sides, ready access to the back grooves of each of the bars may be had and the bars may be disposed in such position that the letters may be more easily and effectively placed in position or removable from between the bars. In order to hold the built up sides in position we may employ wing nuts 15, which will screw down upon the rods 5 and engage the uppermost bars, as shown in the drawings.

With reference to the foregoing description and the accompanying drawings, it will be apparent that we have provided a simple, inexpensive and highly useful advertising device which may be readily and easily built up to advertise as many different articles or commodities as desired, in a most effective manner, the entire device being compact, strong and durable and providing for a maximum advertising display in a minimum amount of space.

We claim:

1. An advertising device of the character described comprising a base member, a plurality of upright rods carried by said member, a plurality of bars having grooves in opposed faces thereof rotatably and vertically adjustably mounted upon said rods and a plurality of letter bearing plates removably and slidably mounted between said bars in the grooves thereof.

2. An advertising device of the character described comprising a base member, a plurality of upright rods carried by said member, a plurality of bars having grooves in opposed faces thereof rotatably and vertically adjustably mounted upon said rods, a plurality of letter bearing plates removably and slidably mounted between said bars in the grooves thereof and means adjustable on said rods adapted to support certain of said bars in spaced relation to one another.

3. An advertising device of the character described comprising a base member, a plurality of upright rods carried on said base in spaced relation to one another, a plurality of horizontally disposed bars having openings therein approximately central of their ends and through which the said rods extend, said bars being vertically adjustable and rotatable upon said rods and having grooves in the opposed faces thereof and elements bearing display characters slidably and removably mounted in the grooves and between said bars.

4. An advertising device of the character described comprising a base member, a plurality of upright rods carried on said base in spaced relation to one another, a plurality of horizontally disposed bars having openings therein approximately central of their ends and through which the said rods extend, said bars being vertically adjustable and rotatable upon said rods and having grooves in the opposed faces thereof and elements bearing display characters slidably and removably mounted in the grooves and between said bars, means for holding said bars and plates on each rod in removable position comprising members vertically adjustable on said rods and adapted to engage the underside of certain

of said bars and means removably mounted upon the rods and engaging the uppermost bars.

5. An advertising device of the character described comprising a base member, a plurality of upright rods arranged in spaced relation to one another on said base, a plurality of horizontally disposed bars rotatably mounted intermediate of their ends upon each of said rods and being capable of relative vertical adjustment upon said rods and a plurality of letter bearing elements slidably and removably supported between the opposed faces of said bars.

6. An advertising device of the character described comprising a base member, a plurality of upright rods arranged in spaced relation to one another on said base, a plurality of horizontally disposed bars rotatably mounted intermediate of their ends upon each of said rods and being capable of relative vertical adjustment upon said rods, a plurality of letter bearing elements slidably and removably supported between the opposed faces of said bars and means disposed rearwardly of said letter bearing elements for illuminating the same.

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