

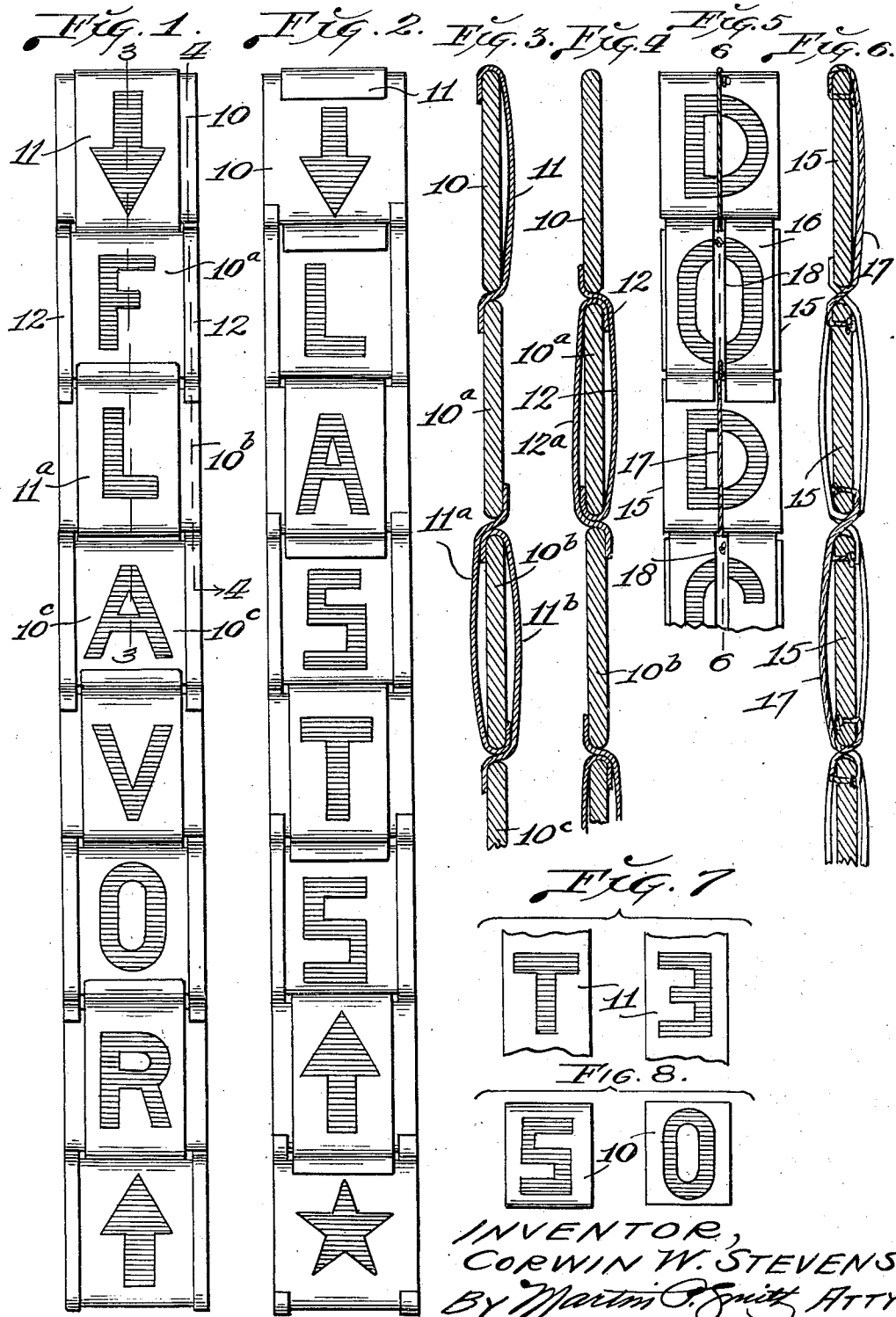
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ADVERTISING DEVICE

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ADVERTISING DEVICE

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1 Claim. (Cl. 40—30)

My invention relates to an advertising device and has for its principal object the provision of a relatively simple, interesting and attractive device having the general structure of the toy or plaything generally known as "Jacob's ladder" and to mark the articulated members of the device and certain of the connections between said members with letters, characters, illustrations or the like which appear in sequence as the device is operated to cause the articulated members to swing from one position to another.

Generally speaking, the device known as Jacob's ladder is composed of a plurality of thin blocks, plates or panels which may be formed of wood, metal, celluloid or any suitable material, and generally articulated in structure. Thus each plate or panel has two faces that are adapted to receive letters, characters, symbols or the like, and certain of the members that connect the plates or panels have two faces that are exposed at certain times during the operation of the device, and thus the articulated structure is capable of showing in sequence four sets of letters, characters, symbols and the like, and which may be arranged with relation to each other to form words, or a series of related characters, symbols or pictures that constitute attractive advertising matter.

My improved advertising device or novelty, constructed in smaller sizes, are adapted to be manipulated by hand and the larger sizes may be located in window displays and on large advertising panels or bill-boards, and said advertising devices operated intermittently or continuously by either electric or spring motors.

With the foregoing and other objects in view my invention consists in certain novel features of construction and arrangements of parts that will be hereinafter more fully described and claimed and illustrated in the accompanying drawing, in which:

Fig. 1 is an elevational view of an advertising device constructed in accordance with my invention.

Fig. 2 is an elevational view of the reverse side of the device.

Fig. 3 is an enlarged vertical section taken on the line 3—3 of Fig. 1.

Fig. 4 is an enlarged vertical section taken on the line 4—4 of Fig. 1.

Fig. 5 is an elevational view of a modified form of the device.

Fig. 6 is an enlarged vertical section taken on the line 6—6 of Fig. 5.

Fig. 7 is an elevational view of the obverse

and reverse faces of one of the members that connects the plates or panels of the folding device.

Fig. 8 is an elevational view of the obverse and reverse faces of one of the plates or panels.

Referring by numerals to the accompanying drawing which illustrate a preferred form of my invention, 10, 10a, 10b and 10c designate four of the plates, panels or blocks forming the upper portion of the device, and these blocks are connected in the manner hereinafter more fully described to provide the articulated device generally known as Jacob's ladder, and said plates or panels are preferably, though not necessarily, substantially rectangular in form and they may be composed of any suitable material, for instance, cardboard, wood, metal or composition such as celluloid.

One end of a flexible or semi-flexible piece of material 11 is suitably secured by an adhesive or otherwise to the upper portion of one of the faces of the uppermost block or panel 10, and this member 11 extends upwardly over the upper edge of said member 10 and thence downwardly over the face of said upper member 10 opposite the face to which the end of member 11 is secured.

The width of member 11 is less than the width of the block or panel 10 to which it is secured and thus the side edges of member 11 are inset slightly with respect to the side edges of the block or plate to which it is secured.

The lower portion of member 11 extends between the lower end of block or panel 10 and the upper end of block or panel 10a and the lower end of said member 11 is suitably secured to the upper portion of the face of block or panel 10a that is on the same side with the face of block or panel 10 to which the upper edge of member 11 is secured.

Secured to the lower portion of the face of block or panel 10a opposite the face to which the lower end of member 11 is secured, is the upper end portion of a flexible or semi-flexible member 11a similar to member 11, and the upper portion of this member 11a extends between the lower end of block or panel 10a and the upper end of block or panel 10b.

The lower portion of member 11a extends between the lower end of block or panel 10b and the next lower block or panel 10c and the end of this member 11a is turned upwardly and secured to the lower portion of the face of block or panel 10b on the opposite side from the face that is covered by the body portion of member 11a.

The upper portion of a flexible or semi-flexible

member 11b, which is practically identical with the members 11 and 11a, is suitably secured to the upper portion of the face of block or panel 10b that is covered by member 11a and said member 11b extends downwardly over the face of block or panel 10b opposite the face that is covered by member 11a and the lower portion of said member 11b passes between the lower end of block or panel 10b and the upper end of the next lower block or panel 10c.

The lower end of member 11b is suitably secured to the upper portion of one of the faces of block or panel 10c and on the same side with member 11a.

This method of connecting the blocks or panels to provide the articulated structure known as Jacob's ladder is continued through the length of the device and both side faces of the blocks or panels 10a, 10b, 10c and the other blocks or panels of the device bear letters, characters, symbols, pictures or the like which may be arranged to form words or related advertising matter when read in sequence.

Both faces of the connecting members 11, 11a, 11b and the other similar members, bear letters, characters, symbols, pictures or the like, which constitute words or data that may be used for advertising purposes.

In order that the articulated blocks or panels may swing outwardly and downwardly so that they appear to unfold as the device is operated, connecting members, in addition to the letter or character bearing members 11, 11a, 11b and the like, are provided and these additional connecting devices are preferably in the form of narrow tape-like strips of flexible or semi-flexible material, and they are applied to the faces of the blocks or panels adjacent the side edges thereof, and to the sides of the relatively wide character bearing members 11, 11a and 11b.

The upper ends of a pair of these narrow connecting members designated by the numeral 12 are arranged on one of the side faces of block or panel 10a adjacent the side edges thereof and the upper portions of these narrow members 12 extend between the lower end of upper block or panel 10 and the upper end of block or panel 10a, and said upper ends are secured to the lower portion of the face or block of panel 10 on the opposite side from connecting member 11.

The lower portions of these narrow connecting members 12 extend between the lower end of block or panel 10a and the upper end of block or panel 10b and said ends are secured to the lower portion of the side face of block or panel 10a on the same side to which the lower end of connecting member 11 is attached.

The upper portions of a second pair of narrow connecting members 12a pass between the lower end of block or panel 10 and the upper end of block or panel 10a and the said ends are suitably secured to the upper portion of the face of block or panel 10a immediately beneath the connecting members 12. These connecting members 12a extend downwardly over the side portions of the face of block or panel 10a on the opposite side from the connecting members 12 and the lower portions of said connecting members 12a pass between the lower end of block or panel 10a and the upper end of block or panel 10b. The lower ends of these connecting members 12a are suitably secured to the upper portion of the face of block or panel 10b on the same side with the connecting members 12.

The arrangement of the narrow tape-like strips

that connect the side portions of the blocks or panels is continued throughout the length of the device, and said narrow connecting members, together with the wider character bearing members 11, 11a and 11b permit the blocks or panels to swing outwardly and appear to unfold as the device is manipulated and which manipulation consists of turning the uppermost block or panel 10 upside down.

It will be understood that as the device is manipulated and the blocks or panels change positions, the different letters, characters or pictures that are carried by the faces of the blocks or panels and the wide connecting members 11, 11a and 11b, change positions so that when read in sequence the letters form words and the characters or pictures combine to illustrate or to present advertising matter or the like in an attractive and interesting manner.

In Figs. 5 and 6 I have illustrated a modified form of the device wherein a series of blocks or panels 15 that correspond with the blocks or panels 10, 10a and 10b are connected so as to swing downwardly and reverse their positions as the position of the uppermost block or panel is reversed and the connecting means comprises relatively wide members 16 that are approximately the same width as the block or panels and which wide connecting members 16 correspond with the connecting members 11, 11a and 11b previously described, and said wide members being connected to the blocks or panels in the same manner that the members 11, 11a and 11b are connected.

In this modified construction flexible members 17 of heavy thread, cord or the like, take the place of the relatively narrow connecting members 12 and 12a. These connecting members 17 are arranged between the blocks or panels 15 in practically the same manner as the connecting members 12 and 12a, but they are disposed centrally or midway between the side edges of the blocks or panels 15 and in order that the connecting means between the blocks and panels may function properly the wider connecting members 16 are slotted lengthwise at points intermediate their side edges, and which slots are designated by the numeral 18.

In this form of the device both faces of the block or panels 15 and both faces of the wide connecting members 16 bear letters, characters, illustrations or the like which are arranged so as to constitute attractive and interesting advertising matter.

In the manipulation of the smaller forms of the device, the uppermost block or panel is held in the hand and when reversed in position or turned upside down, the entire series of blocks or panels below the uppermost one will swing outwardly and downwardly in sequence, thus reversing their positions and in so doing a different set or series of letters, characters, illustrations or the like, and which constitute advertising matter, will be brought into view.

The device may be made in various sizes to suit different requirements and conditions, and where used in window displays or for outdoor advertising purposes a suitable motor may be utilized for intermittently reversing the position of the uppermost block or panel.

One of the particular advantageous features of my invention is the formation of an articulated device composed of a series of blocks, panels or plates and connections between said blocks, plates or panels, and both connections and blocks

being reversible so as to display four different sets of surfaces that bear letters, characters, illustrations or the like.

Thus it will be seen that I have provided an advertising device or novelty that involves the principles of the well known Jacob's ladder, and the construction of the device and particularly the connections between same, together with the articulated plates or panels, bearing letters, characters or the like on both faces so as to provide a maximum degree of advertising matter and which latter is displayed in an interesting and attractive manner.

It will be understood that minor changes in the size, form and construction of the various parts of my improved advertising device may be made and substituted for those herein shown and described without departing from the spirit of the invention, the scope of which is set forth in the appended claim.

I claim as my invention:

An advertising device, a series of panel-like members of similar size and shape, narrow strips

of flexible material arranged on the side portions of alternate panel-like members, the ends of which strips are connected to the panel-like members so that those members below the uppermost member will successively reverse their positions subsequent to the reversal of position of the uppermost member, both faces of which members bear characters that appear in subsequence as the device is operated, a single series of wide flexible members arranged on both faces of alternate panels between the first mentioned series of narrow flexible members, the ends of which wide flexible members are connected to the ends of the panels so that the latter may reverse their positions, which wide series of flexible members reverse their positions simultaneously with the reversal of the positions of the panels and both faces of which wide flexible members bear characters that appear in vertical sequence as the device is operated and to cooperate with the upper and lower panels to form words.

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