R. M. GAFFNEY.

ADVERTISING DEVICE AND THE LIKE.

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1,214,534.

Patented Feb. 6, 1917.

Fig. 1.

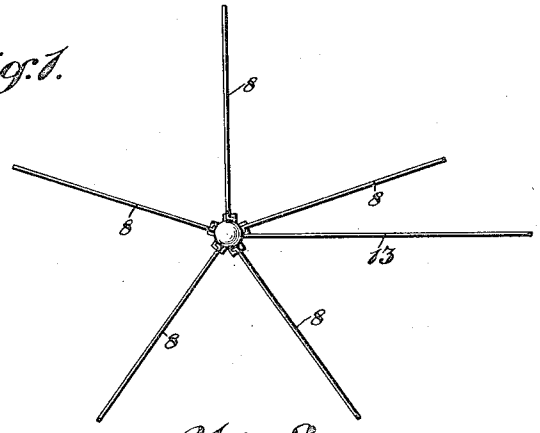


Fig. 3.

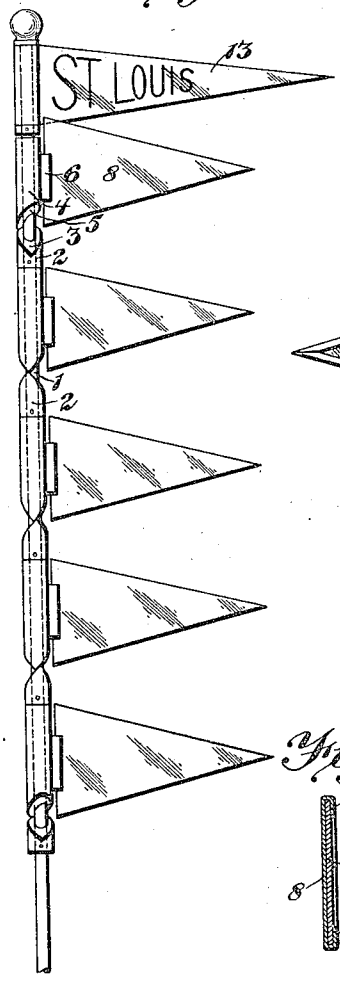


Fig. 2.

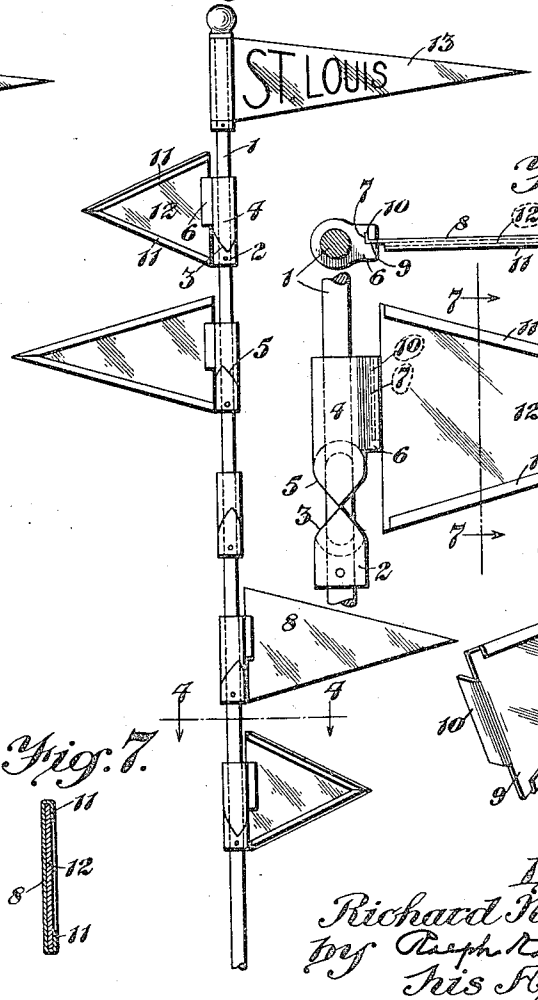


Fig. 4.

Fig. 5.

Fig. 6.

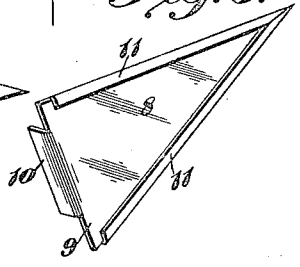


Fig. 7.

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THE NORRIS PETERS CO., PHOTO-LITHO., WASHINGTON, D. C.

UNITED STATES PATENT OFFICE.

RICHARD M. GAFFNEY, OF ST. LOUIS, MISSOURI.

ADVERTISING DEVICE AND THE LIKE.

1,214,534. Specification of Letters Patent. Patented Feb. 6, 1917.

Application filed December 30, 1915. Serial No. 69,464.

To all whom it may concern:

Be it known that I, RICHARD M. GAFFNEY, a citizen of the United States, residing at the city of St. Louis, State of Missouri, have invented certain new and useful Improvements in Advertising Devices and the like, of which the following is a specification, reference being had to the accompanying drawing, forming a part thereof.

This invention relates to certain new and useful improvements in advertising devices and the like.

The general object of my present invention is to provide a comparatively simple, inexpensive, and easily manufactured device especially adapted for advertising purposes, my invention residing in the provision of a device comprising, for the purpose stated, a mast adapted to be fixed in upright position at any suitable place and a plurality of display or advertising-bearing vanes or wings so mounted upon the mast that, while, in the event of a wind-storm or the like, the several vanes are free to rotatably move independently to protected position upon, and behind, the mast, the several vanes or wings have or assume normally such relative stationary positions upon the mast that, the device being viewed from any angle, the display or advertising-matter borne by one or more of the several vanes or wings may be readily observed, and in various novel features of form, construction, arrangement, and combination of parts, all as will hereinafter be described and afterward pointed out in the claims.

In the accompanying drawing, which illustrates any invention in preferred form,—Figure 1 is a plan view of my new advertising device with its several advertising-bearing or display vanes or wings in normal or so-called radially staggered position; Fig. 2 is a side elevational view of the same; Fig. 3 is a side elevational view of the same with the several advertising-bearing vanes or wings shown in abnormal or wind-protected position; Fig. 4 is an enlarged cross-sectional view through the mast on approximately the line 4—4, Fig. 2, showing also in plan one of the vanes or wings; Fig. 5 is an enlarged fragmentary side elevational view; Fig. 6 is an enlarged perspective view of one of the vanes or wings; and Fig. 7 is a sectional view through one of the vanes or wings on approximately the line 7—7, Fig. 5.

Referring to the said drawing, in which like reference characters refer to like parts throughout the several views, 1 indicates a suitable rod or pole of any proper length and diameter adapted to form the mast of my new advertising device, mast 1 being adapted in practice to be suitably fixed in upright position at any suitable or desired place or location, as, for instance, upon a sign-board or building, street-corner, or the like. Pinned or otherwise fixed in suitable spaced apart relation upon mast 1 is a plurality of short tubular sections or bearing-members, as I will call them, 2. At its upper end, each member 2 is cut away at a suitable angle to provide an oblique or cam-face 3, the several cam-faces 3, as seen particularly in Fig. 2, being, as may be described, in annularly staggered relation relatively to one another about mast 1.

Loosely journaled on mast 1 is a second series of tubular sections or vane-carrying members, as I will term them, 4, rotatable members 4 corresponding in number with fixed members 2. Each respective member 2 being adapted to provide a bearing on mast 1 for a respective member 4, as shown, the several members 4 are each oppositely cut away at their lower ends to similarly provide oblique or cam-faces 5 adapted to neatly match and coöperate with the cam-faces 3 of fixed bearing-members 2. Lengthwise each member 4 is preferably integrally provided with a projecting enlargement 6 having a bayonet-slot or the like 7 open at its upper end.

8 indicates the vanes or wings, each of which in side elevation has preferably, as shown, the form of an isosceles triangle. Centrally at its base, each vane 8 is provided longitudinally with a projecting portion 9 flanged laterally, as at 10, relatively to one side face of the vane, flanged portion 9 of the vane being adapted to slidably fit removably in the slot 7 of a respective member 4. At its legs, each vane 8 on its opposite face is provided with laterally-disposed inturned flanged portions 11, the vane 8 with its side flanged portions 11 providing an open-end pocket adapted to slidably receive and display a suitable triangular plate, card, or the like 12 bearing upon its exposed face the advertising matter to be exhibited.

In use or operation, mast 1 being in fixed upright position, the several display vanes or wings 8, due to the coöperative engage-

ment of the cam-faces 3 and 5, will be normally held from rotatable movement about mast 1, the several vanes 8, correspondingly with their bearing-members 2, normally projecting radially from the mast 1 in a so-called annularly staggered series one above the other, whereby, as will be obvious, irrespective of the particular angle at which the device may be viewed, the advertising-matter or the like exhibited and displayed by one or more of the vanes may be readily observed. In the event of a more or less heavy wind-storm, which might otherwise wreck or damage the device, the several respective vanes 8, however, will be caused to rotatably move about mast 1, the several cam-faces 5 of rotatable members 4 riding up the several respective cam-faces 3 of fixed members 2 and the several vanes 8 then radially projecting in alinement one above the other from, and, as may be described, behind, mast 1, protected thereby from the wind. On the wind sufficiently subsiding, the several members 4 with their carried display-vanes 8 will by gravity automatically, so to speak, ride down cam-faces 3, display-vanes 8 again assuming their said several respective normal positions.

The several parts of my device being preferably of metal, the same is capable of withstanding considerable wear or hard usage without injury; however, it will be obvious that, when necessary, vanes 8 may be readily replaced, and further, that the advertising-matter borne or exhibited by the several vanes may be easily changed when desired, plates 12 being conveniently removable from said pockets and flanged portions 9 of the vanes being removable from the slots 7 of the rotatable members 4. To add to the attractiveness of my device, a flag, weather-vane, or the like 13 may be suitably fastened upon mast 1 at its upper end, as shown.

It is to be understood that any desired number of display vanes 8 with their carrying and bearing-members 4 and 2, within the limits of the device, may be provided upon mast 1, and that changes in the form, construction, arrangement, and combination of the several parts of my device may be made and substituted for those herein shown and described without departing from the nature and principle of my invention.

Having thus described my invention, what I claim and desire to secure by Letters Patent is:

1. In an advertising device or the like, a mast adapted to be fixed in upright position, a bearing-member fixed on the mast, said bearing-member having a cam-face, a vane-carrying member journaled on the mast and having a cam-face oppositely disposed to the cam-face of the bearing-member, and a display-vane carried by, and rotatably movable on the mast with, said vane-carrying-member, said vane-carrying member bearing at its said cam-face upon, and cooperatively engaging, for the purposes stated, with, the cam-face of said bearing-member.

2. In an advertising device or the like, a mast adapted to be fixed in upright position, a plurality of radiating display vanes journaled for rotation upon said mast, and staggered means on the mast coöperatively engaging with the journals of said vanes for normally locking the vanes stationary upon the mast in an annularly staggered series therealong.

3. In an advertising device or the like, a mast adapted to be fixed in upright position, a plurality of bearing-members fixed on the mast in an endwise spaced apart annularly staggered series lengthwise of the mast, a plurality of vane-carrying members journaled for rotatory movement on the mast and bearing respectively upon said bearing-members, and radiating display-vanes carried by, and movable rotatably on the mast with, said vane-carrying members, said vane-carrying and bearing members coöperatively engaging to normally lock said vanes at their said vane-carrying members stationary upon the mast in a similar annularly staggered series along the mast.

4. In an advertising device or the like, a mast adapted to be fixed in upright position, a plurality of bearing-members fixed on the mast in endwise spaced apart relation, each of said members at its upper end having a cam-face and the cam-faces of said several members being disposed in an annularly staggered series lengthwise of the mast, a plurality of vane-carrying members journaled on the mast and each having a cam-face, the cam-faces of said vane-carrying members being oppositely disposed to the cam-faces of said bearing-members, and display vanes carried by, and movable rotatably on the mast with, said vane-carrying members, said vane-carrying members bearing at their respective cam-faces upon, and coöperatively engaging, for the purposes stated, with, respective cam-faces of said bearing-members.

In testimony whereof, I have signed my name to this specification.

RICHARD M. GAFFNEY.

Copies of this patent may be obtained for five cents each, by addressing the "Commissioner of Patents, Washington, D. C."