

No. 773,874.

PATENTED NOV. 1, 1904.

W. A. KRESS.
ADVERTISING SIGN.

APPLICATION FILED APR. 28, 1904.

NO MODEL.

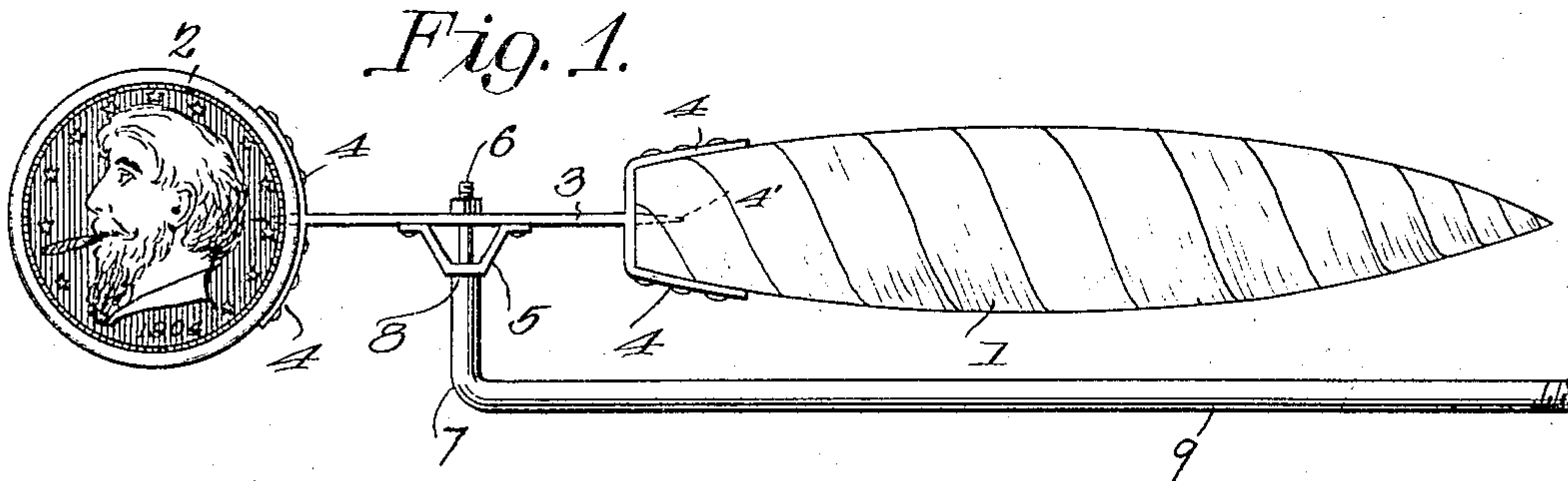


Fig. 2.

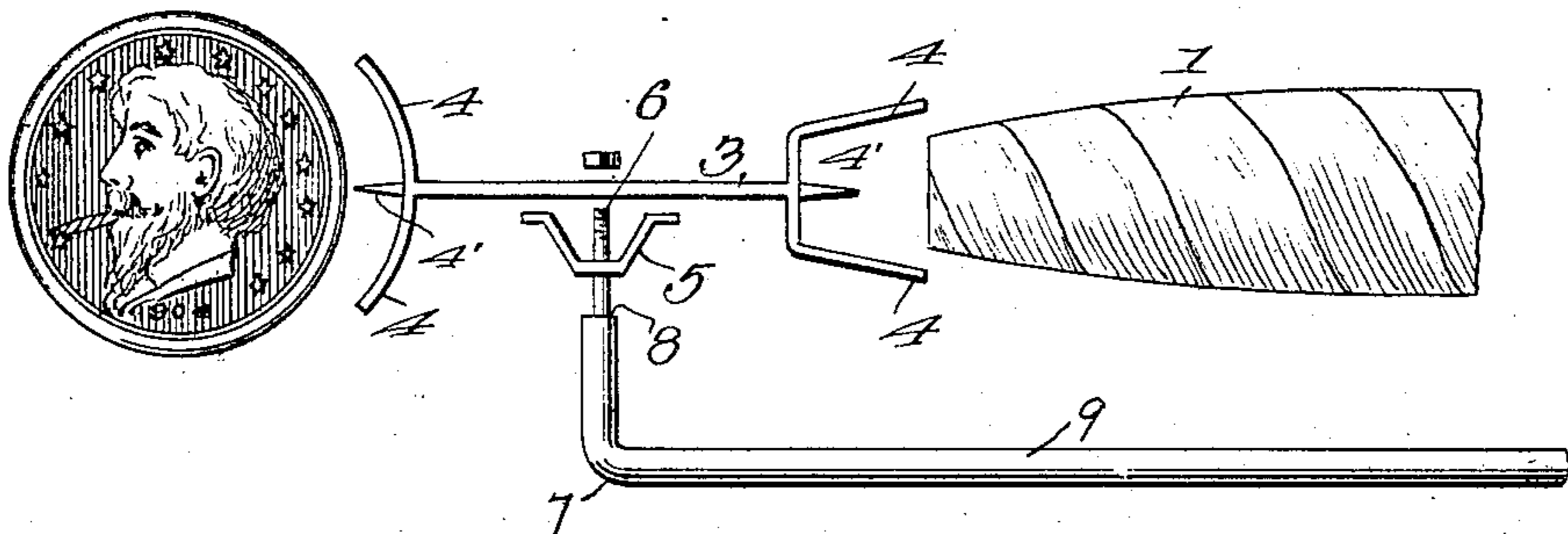


Fig. 3.

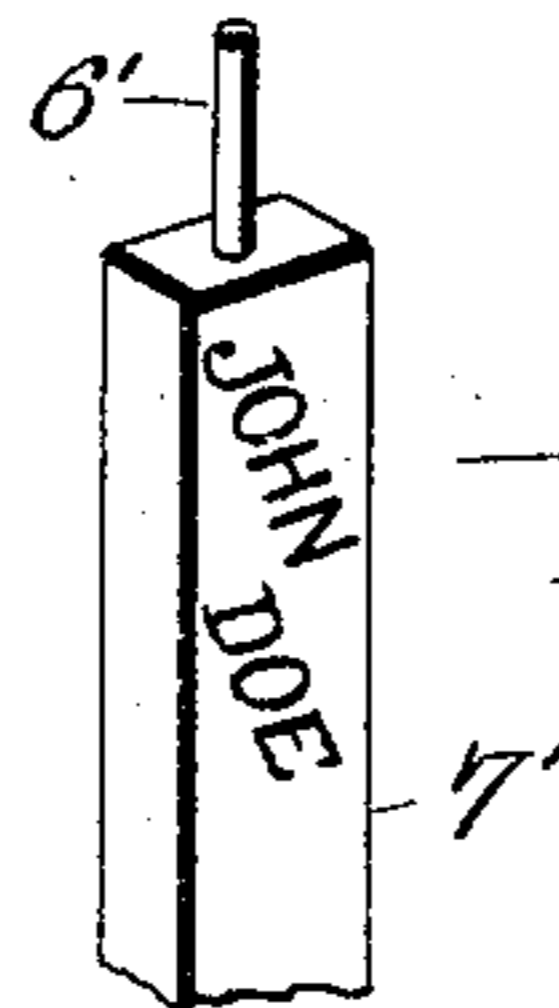
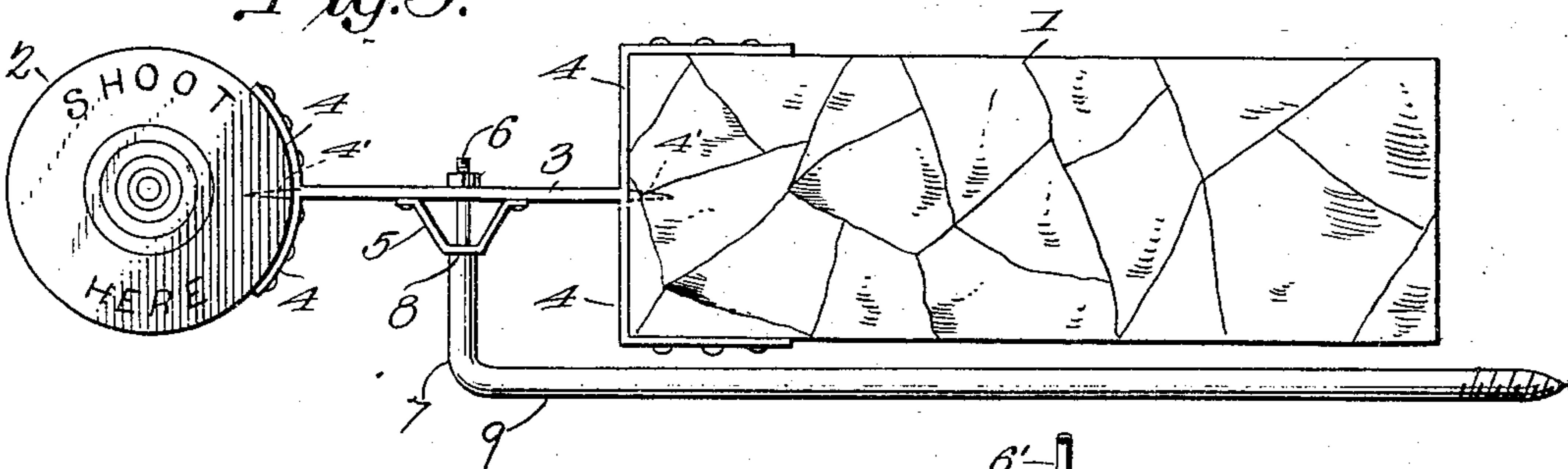


Fig. 4.

Witnesses
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UNITED STATES PATENT OFFICE.

WILLITTS A. KRESS, OF ARKANSAS CITY, KANSAS.

ADVERTISING-SIGN.

SPECIFICATION forming part of Letters Patent No. 773,874, dated November 1, 1904.

Application filed April 28, 1904. Serial No. 205,354. (No model.)

To all whom it may concern:

Be it known that I, WILLITTS A. KRESS, a citizen of the United States, residing at Arkansas City, in the county of Cowley and State of Kansas, have invented a new and useful Advertising-Sign, of which the following is a specification.

My invention relates to signs used for advertising purposes, and has for its objects to produce a simple, inexpensive device of this character which will be highly attractive, thereby drawing general attention thereto, and one which will disclose at a glance the nature or character of the goods advertised.

To these ends the invention comprises the novel features of construction and combination of parts more fully hereinafter described.

In the accompanying drawings, Figure 1 is a side elevation illustrating one form of embodiment of the invention. Fig. 2 is a detail view showing the parts of the device disconnected. Fig. 3 is a view similar to Fig. 1 and illustrative of another embodiment of the invention. Fig. 4 is a view of a modified form of pivoting post or standard.

Referring to the drawings, it will be seen that my improved sign is in the nature of a weather-vane pivoted for free rotation, as usual, upon the upper end of a post or standard or other suitable support, the blade or vane proper of the sign, which is acted upon by the wind for indicating the direction of the latter, being made in imitation of the article of merchandise being advertised or in the character of a figure or symbol by which said merchandise is represented or known to the trade. In Fig. 1 I have illustrated a sign designed for the purpose of advertising cigars, in which the wind blade or vane proper, 1, is made in imitation of a cigar, while the counterbalancing-weight 2 of the vane is preferably in the form of a circular disk designed for the reception of lettering or other advertising matter, such as an appropriate picture, in the present instance that of a man smoking. Lettering may be applied to the blade 1, if so desired. The parts 1 and 2 are connected by an element 3, preferably formed from strap metal, provided at each end with a pair of oppositely-disposed arms 4, adapted

for attachment, respectively, to the members 1 and 2, one pair of the arms being oppositely extended around the end and upon opposite sides of the adjacent end of the member 1 and secured thereto by screws or otherwise, while the other pair of arms, 4, are bent to extend oppositely along the periphery of the member 2 and are attached to the latter by means of screws or equivalent fastening devices. Centrally between each pair of arms 4 is a sharpened projecting spur 4', which penetrates the material of the parts 1 and 2, thus retaining said parts firmly in place. Attached to the member 3, adjacent to its longitudinal center, is an auxiliary strap-metal element 5, constituting a bearing, which, together with the element 3, is centrally perforated, said perforations being disposed in vertical alinement and adapted to receive a pintle 6, provided upon the upper end of a support 7, the latter being, as shown in Figs. 1 and 2, preferably in the form of a vertical rod or standard, having at a point beneath and suitably remote from its upper terminal a bearing shoulder or stop 8 and having its lower end provided with an angularly-extended portion 9 to be driven or screwed into the wall of a building or the like.

In Fig. 3 I have illustrated a sign designed for advertising plug-tobacco, in which the blade or vane proper, 1, is formed in imitation of a plug of tobacco, while the counterbalancing-weight 2 bears thereon the representation of a target, the device in other respects being identical in construction and operation with that above described.

In Fig. 4 I have illustrated a form of support adapted for mounting the vane along roadways or the like in country advertising. This support comprises a post 7', having a pintle 6' arising therefrom, the side of the post being adapted for the reception of advertising matter appropriate to the goods represented by the vane.

From the foregoing it will be seen that I produce a simple device which will be very attractive, and thus highly effective as an advertising medium aside from subserving the functions of an ordinary wind-vane. In attaining these ends I do not limit myself to

the precise details herein set forth, as minor changes may be made therein without departing from the spirit of the invention.

Having thus described the invention, what
5 is claimed is—

1. In an advertising-sign of the weather-
vane type, a vertical pintle, means for sup-
porting the same, a pair of connected mem-
bers having spaced perforations through
10 which the pintle passes, one of said members
being provided at each of its ends with a pair
of arms, and advertisement-carriers secured
to and supported by said arms.

2. In an advertising-sign of the weather-
15 vane type, a support having a horizontal
shoulder and provided with a pintle extend-
ing upward from the shoulder, said pintle

having a threaded upper end, a pair of con-
nected members formed of strip metal and
provided with spaced perforations for the 20
passage of the pintle, a nut adapted to the
threaded end of the pintle and holding said
members in position, one of the members be-
ing provided at each of its ends with a pair
of spaced arms and an impaling-pin, and ad- 25
vertisement-carriers secured to the pin and
arms, substantially as specified.

In testimony that I claim the foregoing as
my own I have hereto affixed my signature in
the presence of two witnesses.

WILLITTS A. KRESS.

Witnesses:

W. D. KREAMER,
GEO. H. TERRILL.