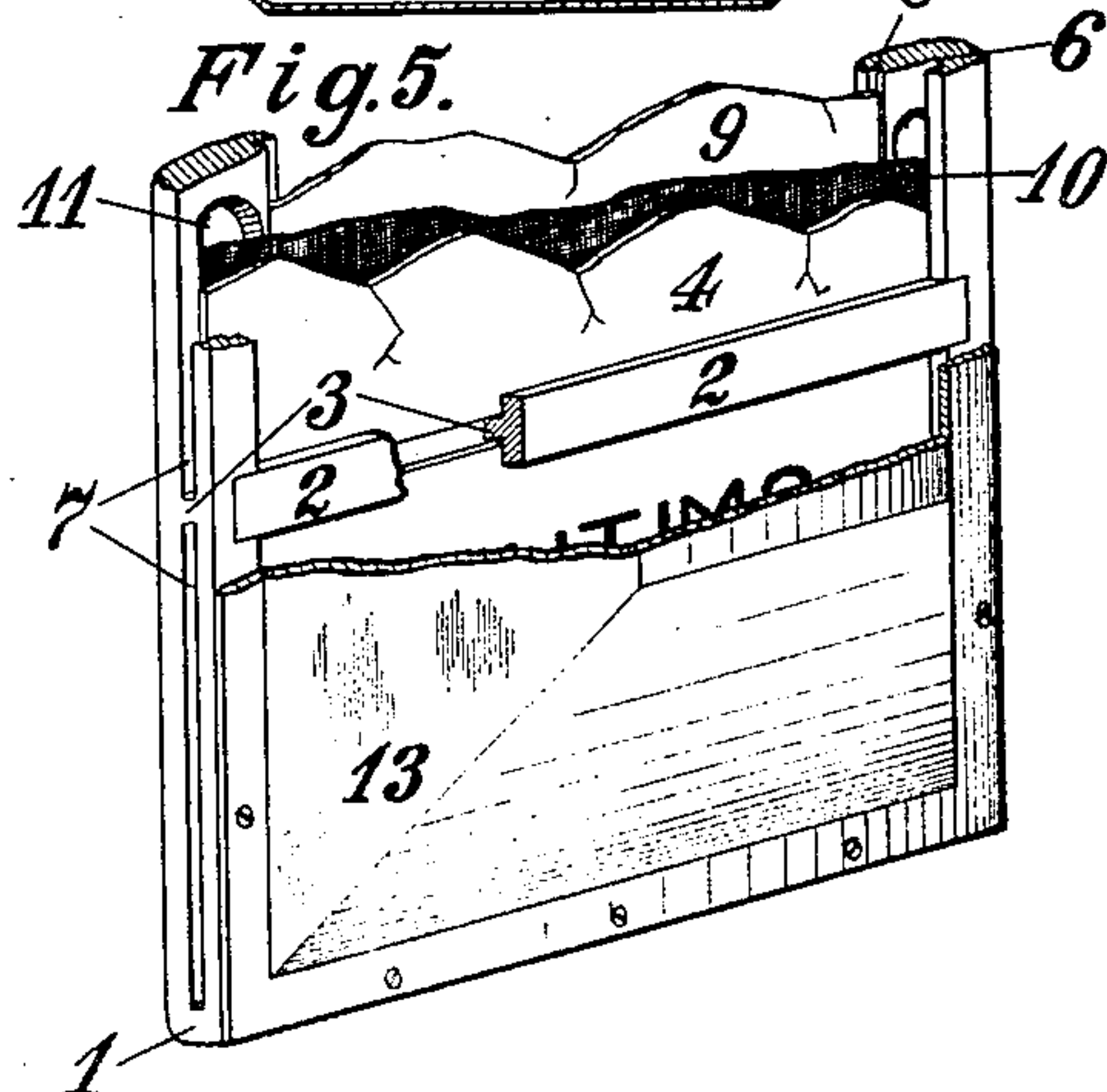
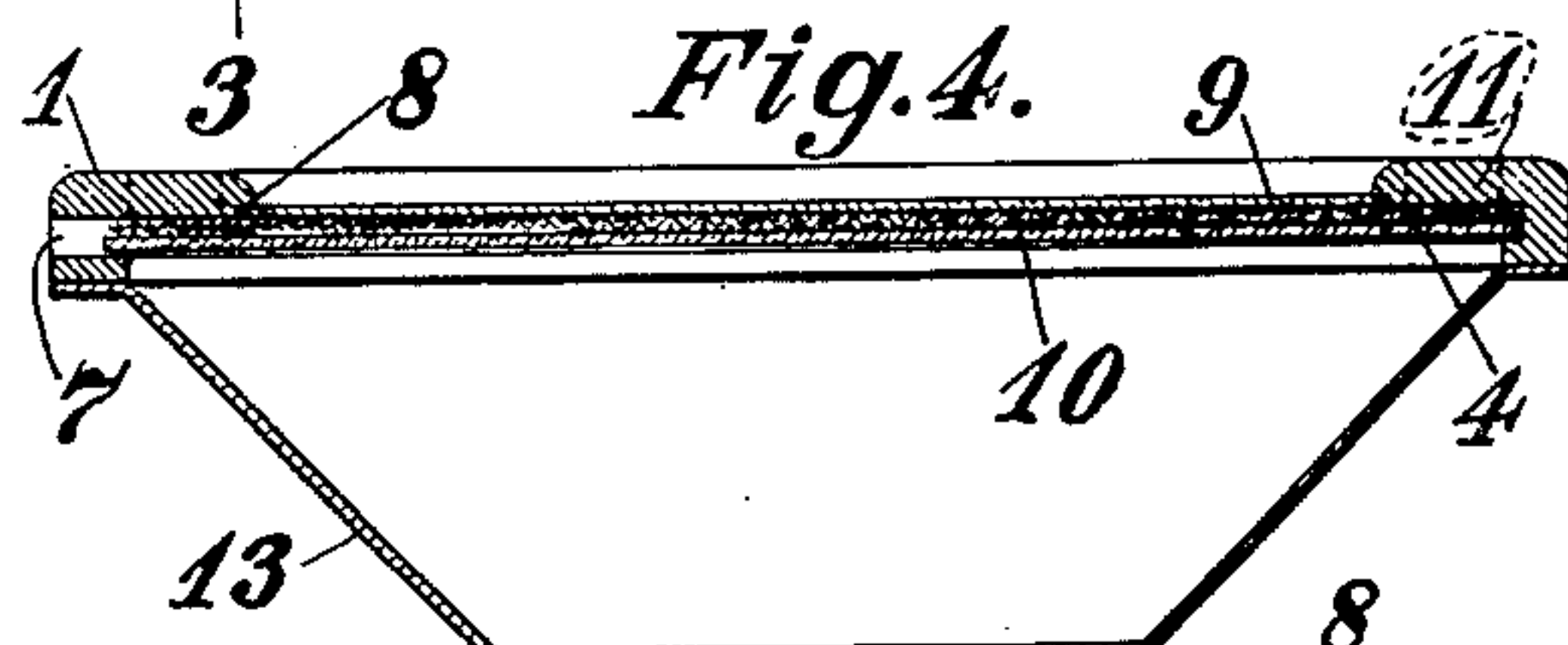
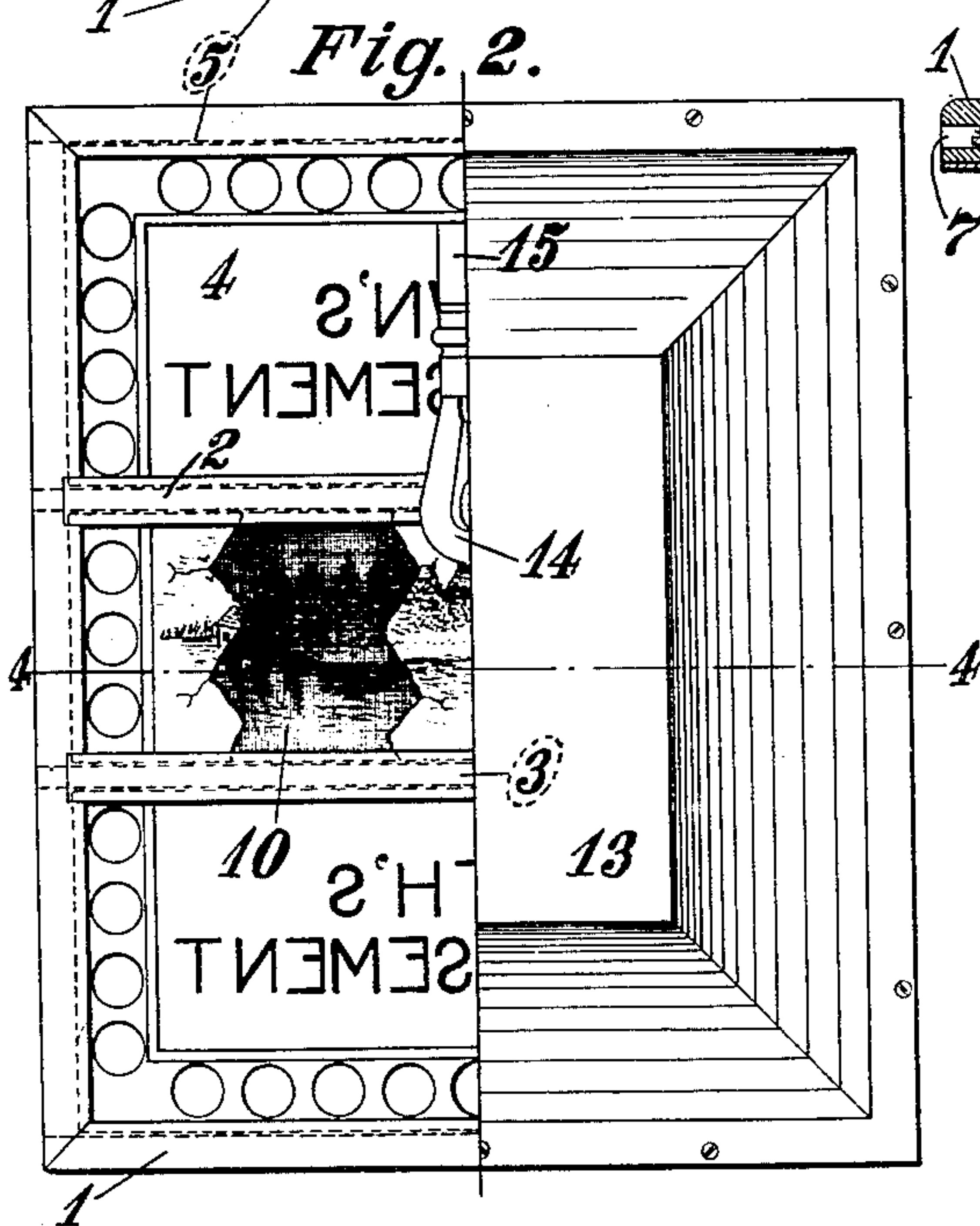
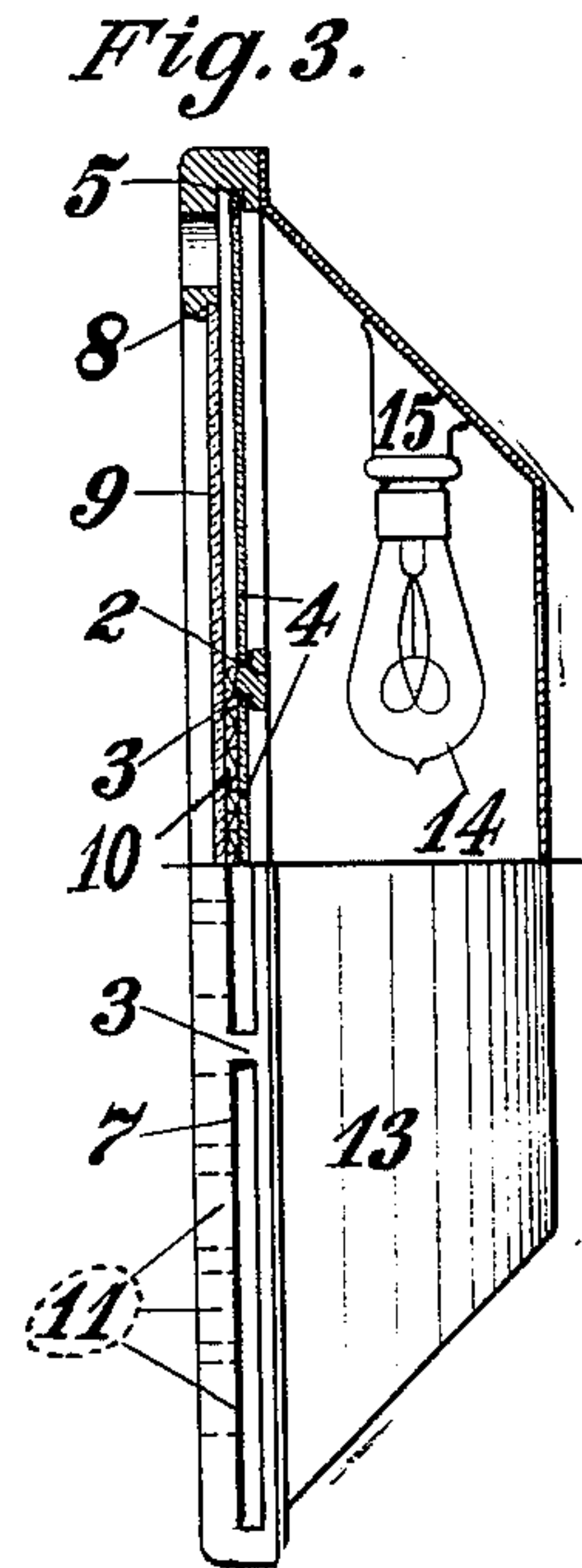
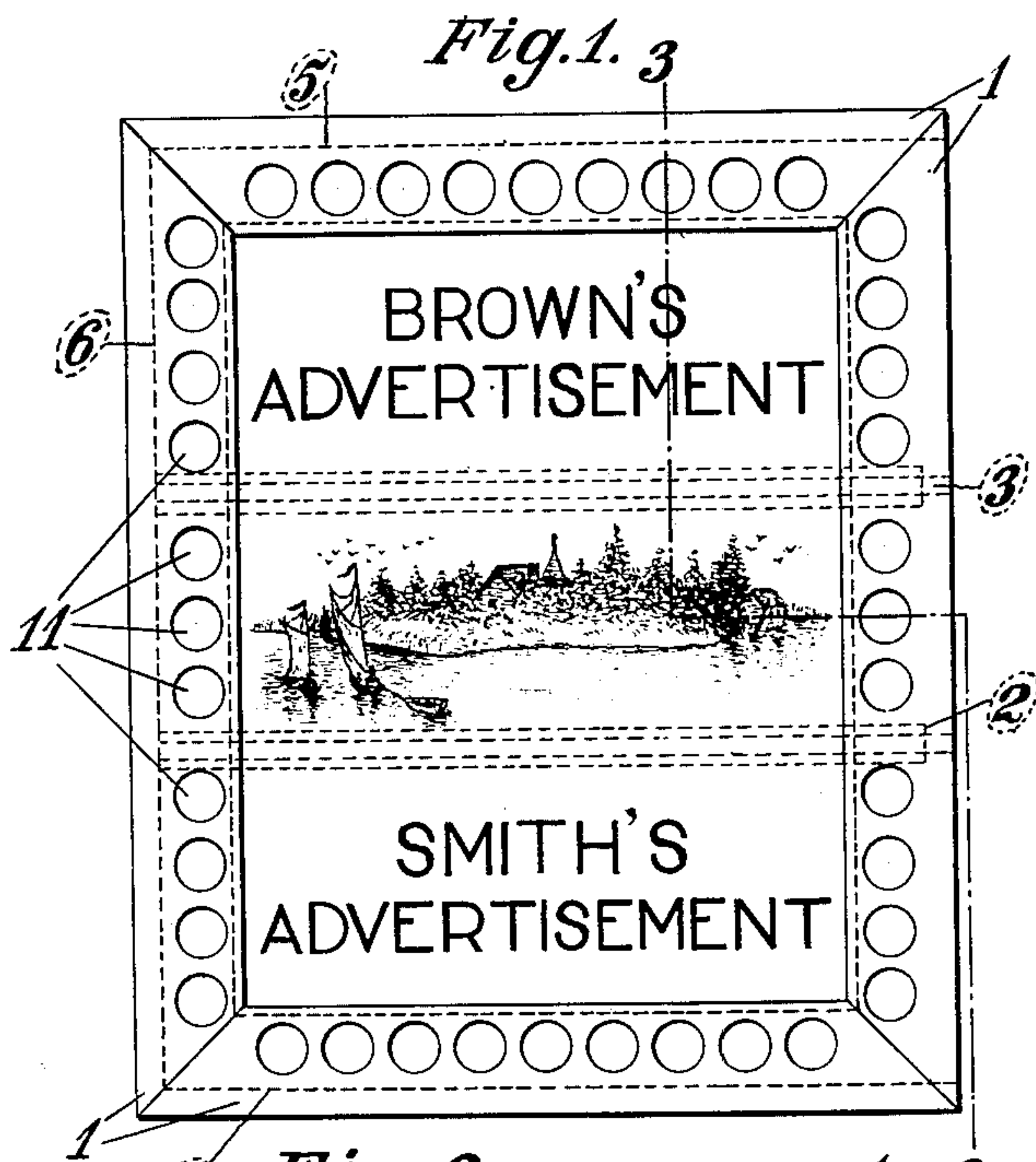


No. 854,779.

PATENTED MAY 28, 1907.

G. L. THORNE.
ADVERTISING DEVICE.
APPLICATION FILED JAN. 25, 1906.



Witnesses:
Gladys Walton.
Geo. T. Anderson.

Inventor:
George L. Thorne,
By Hugh N. Wagner,
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UNITED STATES PATENT OFFICE.

GEORGE L. THORNE OF ST. LOUIS, MISSOURI, ASSIGNOR OF ONE-HALF TO
M. J. POPE AND ONE - HALF TO FRANK D. THORNE, OF ST. LOUIS,
MISSOURI.

ADVERTISING DEVICE.

No. 854,779.

Specification of Letters Patent.

Patented May 28, 1907.

Application filed January 25, 1906. Serial No. 297,872.

To all whom it may concern:

Be it known that I, GEORGE L. THORNE, a citizen of the United States, residing at the city of St. Louis and State of Missouri, have
5 invented certain new and useful Improvements in Advertising Devices, of which the following is a specification, reference being had therein to the accompanying drawing.

This invention relates to advertising devices, especially to that kind in which rays of light are caused to shine through transparent or translucent material or through openings in opaque material on which the advertisement is displayed, and relates particularly to
15 the manner of arrangement of the frame and slides bearing the advertisements, etc.

In the accompanying drawings forming part of this specification, in which like numbers of reference denote like parts wherever
20 they occur throughout the several views, Figure 1 is a front view of the device; Fig. 2 is a rear view, part of the reflector being removed, leaving the advertising and pictorial matter exposed; Fig. 3 is a side elevation
25 partly in section on the line 3—3, Fig. 1. Fig. 4 is a transverse sectional view on the line 4—4, Fig. 2. Fig. 5 is a fragmentary perspective view of the rear of the device, partly broken away.

30 The various parts are mounted in connection with a frame consisting of upright and horizontal panels 1. Extending transversely across the rear of the frame and mounted in the vertical panels are cross-pieces 2 which are
35 provided with ribs 3 on which the panes of glass 4 can slide. The top and bottom panels 1 have grooves 5 therein, also adapted to hold the panes 4. One of the vertical panels is provided with grooves 6 in which the ends
40 of the panes 4 can fit, while the opposite panel is slotted at 7. Each pane 4 is inserted through a slot 7, each of said slots being rendered independent of its neighbor by the intervention of rib 3, and rests in the groove 5
45 of the lower cross-panel, or on ribs 3 of the cross-pieces 2, or fits into the groove 5 in the upper cross-panel, and each one extends into its appropriate groove 6, so that each pane 4 is held snugly in place, but can be removed
50 easily by withdrawal through its slot 7. In the drawings I have shown two cross-pieces 2, which would divide the frame into three portions and allow the use of three panes of glass 4, but it is obvious that any desired number of

cross-pieces can be used and the number of
divisions changed accordingly. 55

Fitting on a shoulder 8 in the frame may be a protecting pane of glass 9, which is large enough to cover the entire opening in the front of the frame. The sliding panes 4 with
60 the pictorial or advertising matter thereupon are inserted behind this large pane 9. As the panes 4 are readily removable sidewise through the slots 7, it will be seen that this matter can be changed just as frequently as
65 desired. In Figs. 2, 3, and 4 I have shown a screen 10 made of any translucent material, on which the pictorial matter can be placed, instead of being on the pane 4. This screen may be inserted between the large front pane
70 9 and the sliding pane 4, the latter as well as the former then constituting protection for the screen.

In the panels 1 may be a plurality of perforations 11, said panels being made extra wide,
75 in which advertising matter can be placed. A reflector 13 is secured to the outer edges of panels 1 of the frame, so that the perforations 11 are entirely within the confines of the reflector. Inside of the reflector is an incan-
80 descent lamp 14 of any ordinary type, mounted on a thermostat 15, which causes the lamp 14 to flash intermittently.

The operation of the device is as follows: As the reflector is mounted so that it entirely
85 covers all of the openings through the panels, when the lamp 14 is turned on the rays of light will shine through the openings 11 in the panels, as well as through the panes 4, thus prominently displaying the advertising
90 or pictorial matter upon said panes or upon the screen 10. When it is desired to change the matter all that is necessary is to remove one of the panes 4 and insert another one in its place, or to change screen 10 for another
95 screen on which a different picture is found. The pictorial matter is placed in the frame merely to attract attention to the advertisements, and the intermittent flashing of the lamp also helps make the device more notice-
100 able.

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

1. In a device of the character described, 105 the combination of a frame composed of panels, cross-pieces mounted in said panels, a plurality of panes of glass supported by said

panels and cross-pieces, a pane fixed in said frame covering and protecting said other panes, and a translucent screen disposed between the large and the small panes.

- 5 2. In a device of the character described, the combination of a frame composed of panels, a fixed front pane resting within said panels, a sliding rear pane and a translucent screen disposed between the two panes, a re-
10 flector mounted on said panels, and a lamp within the reflector, whereby rays of light are diffused through the panes and the screen.
3. In a device of the character described, the combination of a frame composed of pan-
15 els, one of which is slotted, cross-pieces mounted in said panels, a plurality of panes on which advertising matter is placed supported by said panels and said cross-pieces, and a translucent screen placed between two
20 of said advertising panes.
4. In a device of the character described, the combination of a main frame composed of panels, a plurality of cross-pieces mounted therein and serving to divide said frame into
25 independent sections, a translucent screen displayed in one of said sections, and a plurality of separately-removable advertising panes displayed in the remaining sections, said panes being supported by said cross-
30 pieces and said panels.
5. In a device of the character described, the combination of a main frame, a plurality of cross-pieces mounted therein and serving to divide said frame into independent sec-
35 tions, a translucent screen displayed in one of said sections, a plurality of separately-removable advertising panes displayed in the remaining sections, a reflector secured to said frame, and a lamp within the reflector, the
40 lamp being so arranged that the rays of light

shine through said translucent screen and each of said panes.

6. In a device of the character described, the combination of a main frame composed of panels, the center opening of said frame
45 being divided into a plurality of independent sections, a translucent screen displayed in one of said sections, a plurality of advertising panes displayed in the remainder of said sections, and a large pane covering and pro-
50 tecting all of said sections.

7. In a device of the character described, the combination of a main frame, a pictorial screen fixed in one section thereof, and ad-
55 vertising panes removably displayed in other sections thereof, said panes and said screen being independent of each other.

8. In a device of the character described, the combination of a main frame, a con-
60 stantly-exhibited translucent screen, and a plurality of separately-removable advertising panes displayed in portions of said main frame not covered by said screen.

9. In a device of the character described, the combination of a frame composed of per-
65 forated panels, one of which is slotted, cross-pieces mounted in said panels, a plurality of sliding panes on which advertising matter is placed supported by said cross-pieces, and a
70 translucent screen displayed midway between two of said advertising panes, said panes being displayed through both the opening in the center of said panels and through the perforations therein.

In testimony whereof I have affixed my
75 signature in presence of two witnesses.

GEORGE L. THORNE.

Witnesses:

HUGH K. WAGNER,
FRANK D. THORNE.