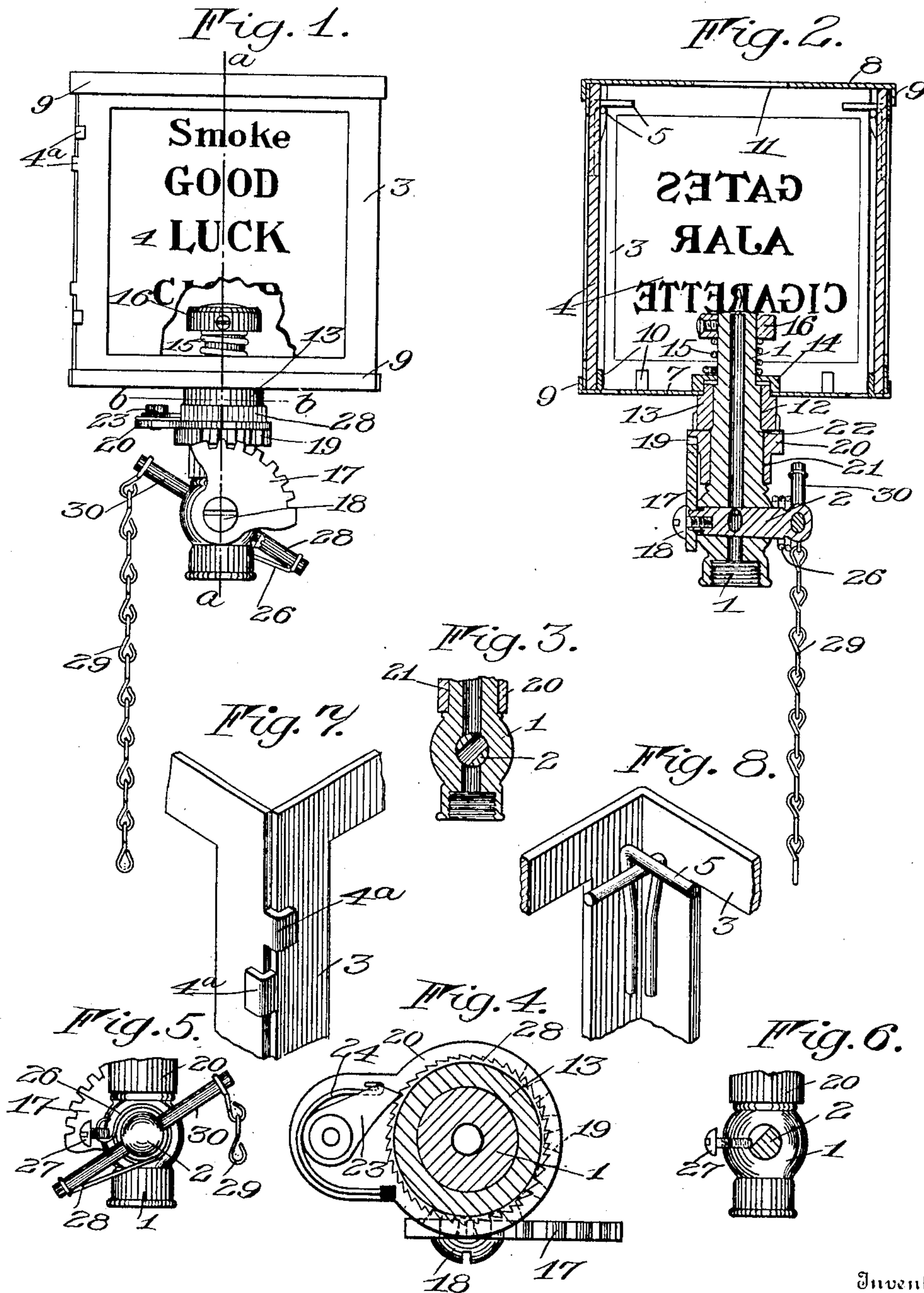


J. P. RYAN.  
 ADVERTISING DEVICE.  
 APPLICATION FILED JAN. 25, 1908.

906,564.

Patented Dec. 15, 1908.



Inventor

Witnesses  
 Walter D. Payne.

W. H. Finney

James P. Ryan  
 By Charles Rich

Attorney



# UNITED STATES PATENT OFFICE.

JAMES P. RYAN, OF ROCHESTER, NEW YORK.

## ADVERTISING DEVICE.

No. 906,564.

Specification of Letters Patent.

Patented Dec. 15, 1908.

Application filed January 25, 1908. Serial No. 412,560.

*To all whom it may concern:*

Be it known that I, JAMES P. RYAN, of Rochester, in the county of Monroe and State of New York, have invented certain new and useful Improvements in Advertising Devices; and I do hereby declare the following to be a full, clear, and exact description of the same, reference being had to the accompanying drawings, forming a part of the specification, and to the reference-numerals marked thereon.

The present invention relates to advertising devices and more particularly to those in which an advertisement holder is movably mounted and illuminated in order to render the device conspicuous, an object of the invention being to provide a construction, preferably adapted to be employed for lighting cigars, in which all the advertisements will be exposed to view but will have their positions changed periodically.

To this and other ends the invention consists in certain improvements and combinations of parts all as will be hereinafter more fully described, the novel features being pointed out in the claims at the end of the specification.

In the drawings: Figure 1 is a view in elevation of a device constructed in accordance with this invention. Fig. 2 is a vertical section on line *a-a* of Fig. 1. Fig. 3 is a detail vertical section through the valve that controls the illuminating device. Fig. 4 is a horizontal section on line *b-b* of Fig. 1. Fig. 5 is a detail view of the valve operating lever. Fig. 6 is a detail view to illustrate the stop for the turning plug. Fig. 7 is a detail perspective view of the outer face of one corner of the casing, and Fig. 8 is a like view of the inner face of another corner.

The present embodiment of this invention comprises an illuminating element which preferably consists of a gas burner 1 controlled by a valve or turning plug 2.

An advertisement holder is rotatably mounted about the burner and preferably comprises a rectangular casing having translucent panels or side walls. This casing embodies rectangular side pieces 3 all formed from one piece of metal, the meeting edges of which have lugs 4<sup>a</sup> bent over each other. Translucent plates 4 carrying advertisements close the openings in the side pieces and are held to the latter by fasteners 5 preferably in the form of L shaped fingers secured in the corners of the casing and extend-

ing over the inner faces of the plates 4. The bottom 7 of the casing is formed from a piece of metal separate from the sides and is provided with flanges 9 which are secured to the lower edges of the side pieces. It also has fingers 10 struck upwardly therefrom and engaging the inner faces of the plates to assist in holding the latter against the side pieces. The top 8, which has an opening 11 through which the light may be reached, is also formed with flanges 9 at its edges to embrace the side pieces to permit its removal for the changing of the translucent panels or advertisements.

The advertisement holder is preferably supported by the burner tube and for this purpose the latter is provided with a bearing 12 on which turns a collar 13 having the bottom 7 secured thereto by a ring 14; and in order to prevent the advertisement holder turning too freely, a retarding device is employed and preferably consists of a coil spring 15 surrounding the burner tube above the collar and arranged between the ring 14 and a ring 16 which is fastened to the upper end of the tube.

A suitable device is employed to control both the illuminating element and the advertisement holder, and this device preferably embodies a segmental or curved rack or gear 17 secured by a screw 18 to the turning plug 2 and holding the latter against withdrawal from its seat. The gear 17 meshes with a gear segment 19 formed on a collar 20 that turns on a bearing 21 arranged beneath bearing 12 but separated therefrom by a shoulder 22. The collar 20 also carries a pawl 23 pressed by a spring 24 toward a toothed wheel or ratchet 28 to cooperate therewith, the ratchet preferably being formed on the collar 13 so that when the collar 20 is rotated in one direction, the collar 13 with the casing will be caused to move therewith, and when the collar 20 is rotated in the other direction the pawl will ride over the ratchet, thus providing an intermittent driving connection between the valve and the advertisement holder.

The valve or plug 2 may be moved in any suitable manner, but in the present instance it normally tends to move to closed position under the action of a spring 26 which may surround the turning plug and be secured at one end to the screw 27 and at its other end to an arm 28 on the turning plug. Its movement in the other direction may be effected



by a pull chain 29 which is connected to an arm 30 on the plug.

As it is desirable that the turning plug shall not completely extinguish the light when the burner does not have an igniting device, I employ a stop arranged for limiting the movement of the plug so that the latter cannot completely shut off the gas. This stop is in this instance formed by the inner end of the screw 27 (see Fig. 6) which may be adjusted to permit the valve to shut off entirely the gas.

The operation of the invention is as follows: The chain 29 is pulled to open the valve, and this causes the pawl 23 to shift ratchet 28 and change the positions of the advertisements. With the release of the pull chain the spring 26 causes the pawl to move over the ratchet to its original position. The advertisements may be changed by removing the top of the casing.

A device constructed in accordance with this invention is inexpensive to manufacture and serves as a very effective advertising medium, especially when employed as a cigar lighter, for the reason that it moves as the attention of the smoker is directed thereto. Its parts are few and not liable to become disarranged.

I claim as my invention:

1. In an advertising device, a rotatably mounted casing open at its top and having translucent walls containing advertisements, an illuminating and cigar lighting element surrounded by the casing, and a device for controlling the illuminating element and the rotation of the casing.

2. In an advertising device, the combination with a gas burner and a valve for controlling the same, of an advertisement holder, movably mounted about the burner and operatively connected to the valve to be moved thereby.

3. In an advertising device, the combination with a gas burner, and a valve for controlling the same, of an advertisement holder rotatably mounted about the burner and operatively connected to the valve to be moved thereby.

4. In an advertising device, the combination with a gas burner and a valve for controlling the same, of a casing rotatably mounted on the burner and having translucent advertisement-carrying walls, and con-

nection between the valve and the casing whereby the latter moves on the operation of the former.

5. In an advertising device, the combination with a gas burner and a valve controlling the same, of a collar surrounding the burner, an advertisement holder moved by the collar, and a gear segment secured to the valve and meshing with the collar.

6. In an advertising device, the combination with a gas burner and a valve controlling the same, of a collar surrounding the burner and carrying a ratchet, an advertising holder carried by the collar, a second collar surrounding the burner and carrying a pawl cooperating with the ratchet, and connection between the second-named collar and the valve.

7. In an advertising device, the combination with a gas burner and a valve controlling the same, of a collar surrounding the burner and carrying a ratchet, an advertisement holder carried by the collar, a second collar surrounding the burner and carrying a pawl cooperating with the ratchet, and connection between the second named collar and the valve, comprising a toothed portion on the collar and a toothed segment meshing with said toothed portion.

8. In an advertising device, the combination with a gas burner, and a valve for controlling the same, of a device tending to move the valve to closed position, and a movably mounted advertisement holder surrounding the burner having connection with the valve by which it is operated.

9. In an advertising device, the combination with a gas burner, and a valve for controlling the same, of a device tending to move the valve to closed position, and an advertisement holder comprising a casing having translucent advertisement carrying walls, rotatably mounted about the burner and operatively connected to the valve.

10. In an advertising device, the combination with a gas burner, and a valve controlling the same, of an advertisement holder rotatably mounted about the burner, and connection between the valve and the holder embodying an intermittent driving device.

JAMES P. RYAN.

Witnesses:

RUSSELL B. GRIFFITH,  
H. H. SIMMS.