

APPLICATION FILED JUNE 16, 1910.

2 SHEETS--SHEET 1.

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G. M. & W. R. GUERRANT.
 ADVERTISING DEVICE.
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993,296.

Patented May 23, 1911

2 SHEETS—SHEET 2.

Fig. 2.

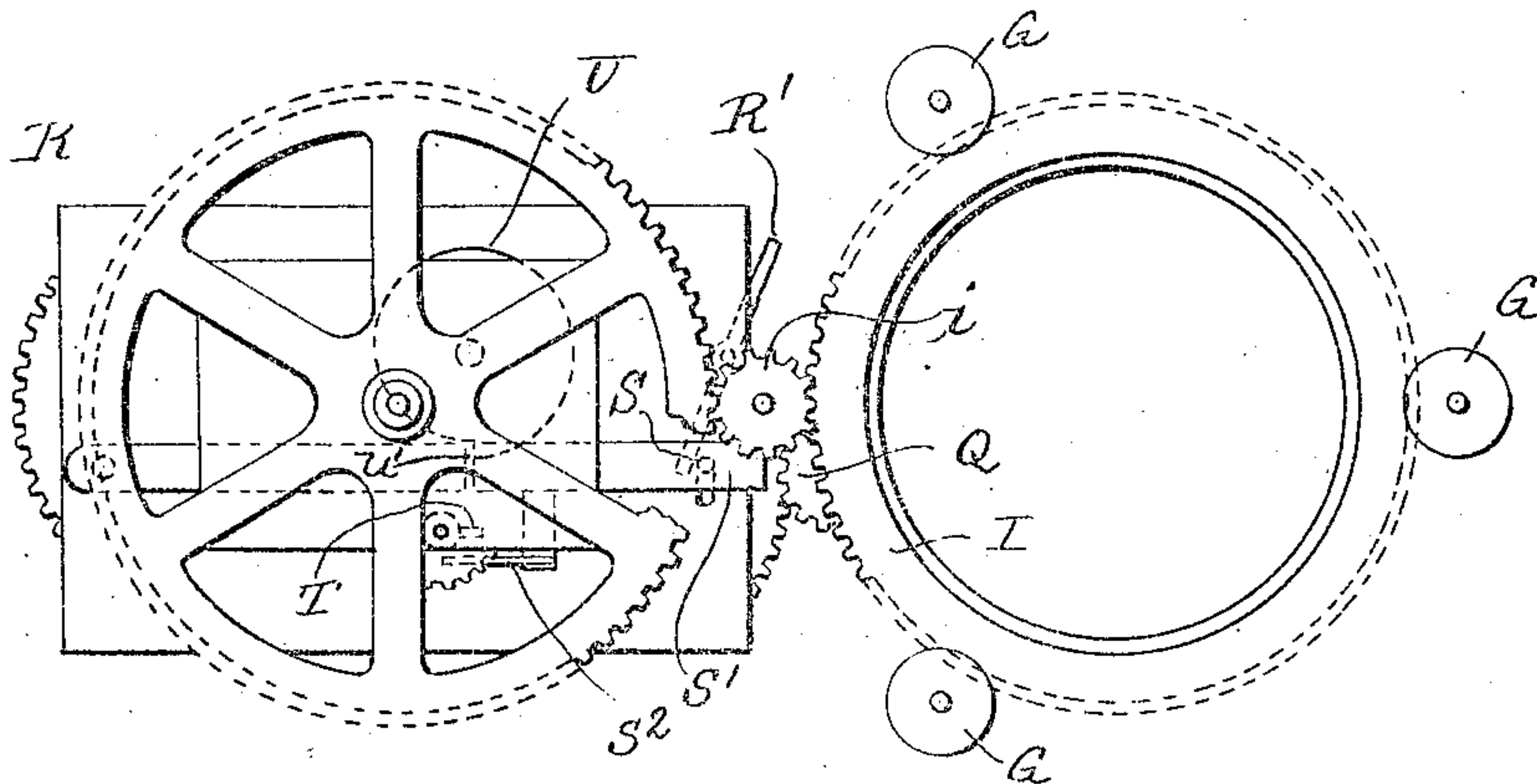


Fig. 3.

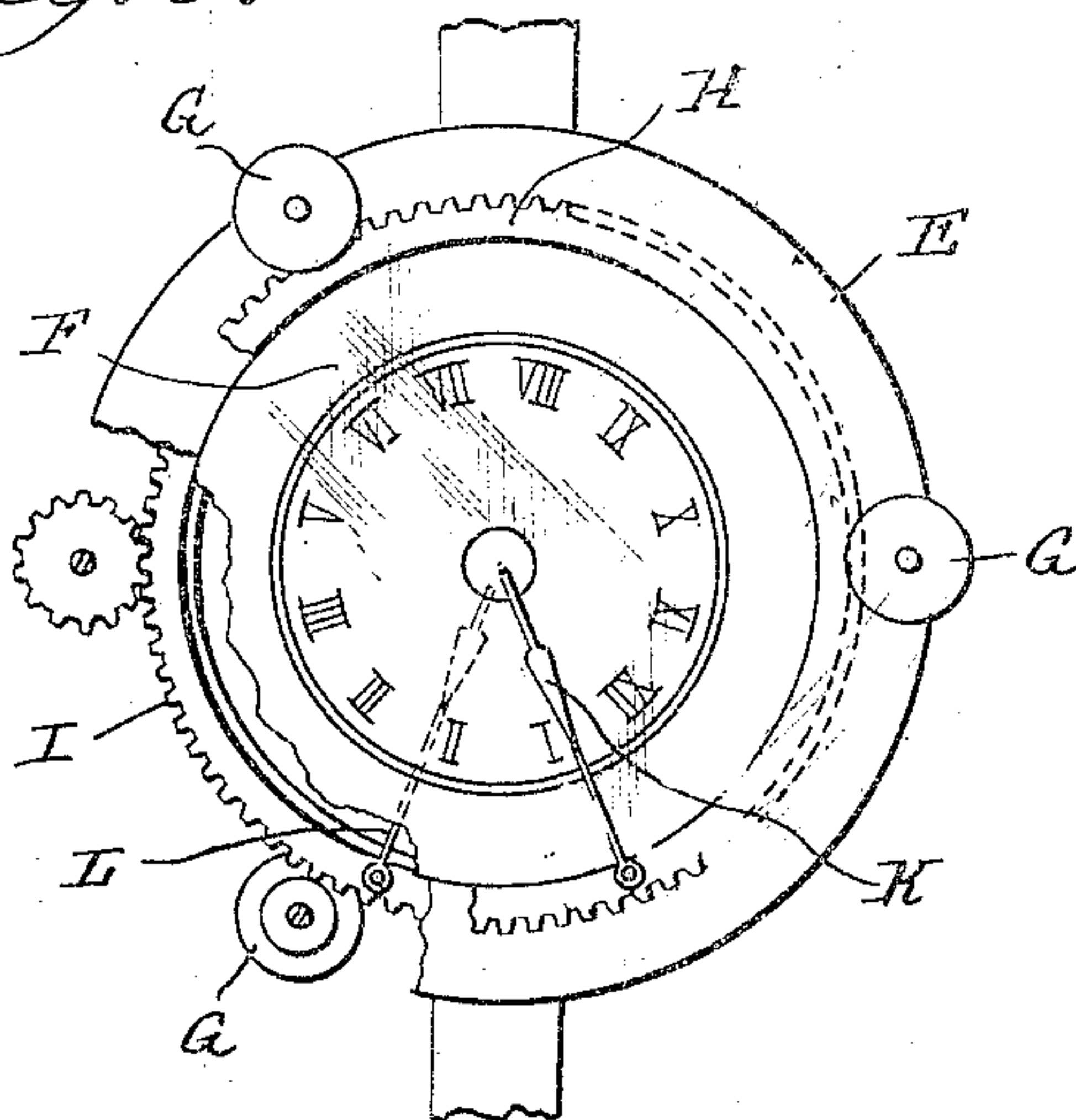
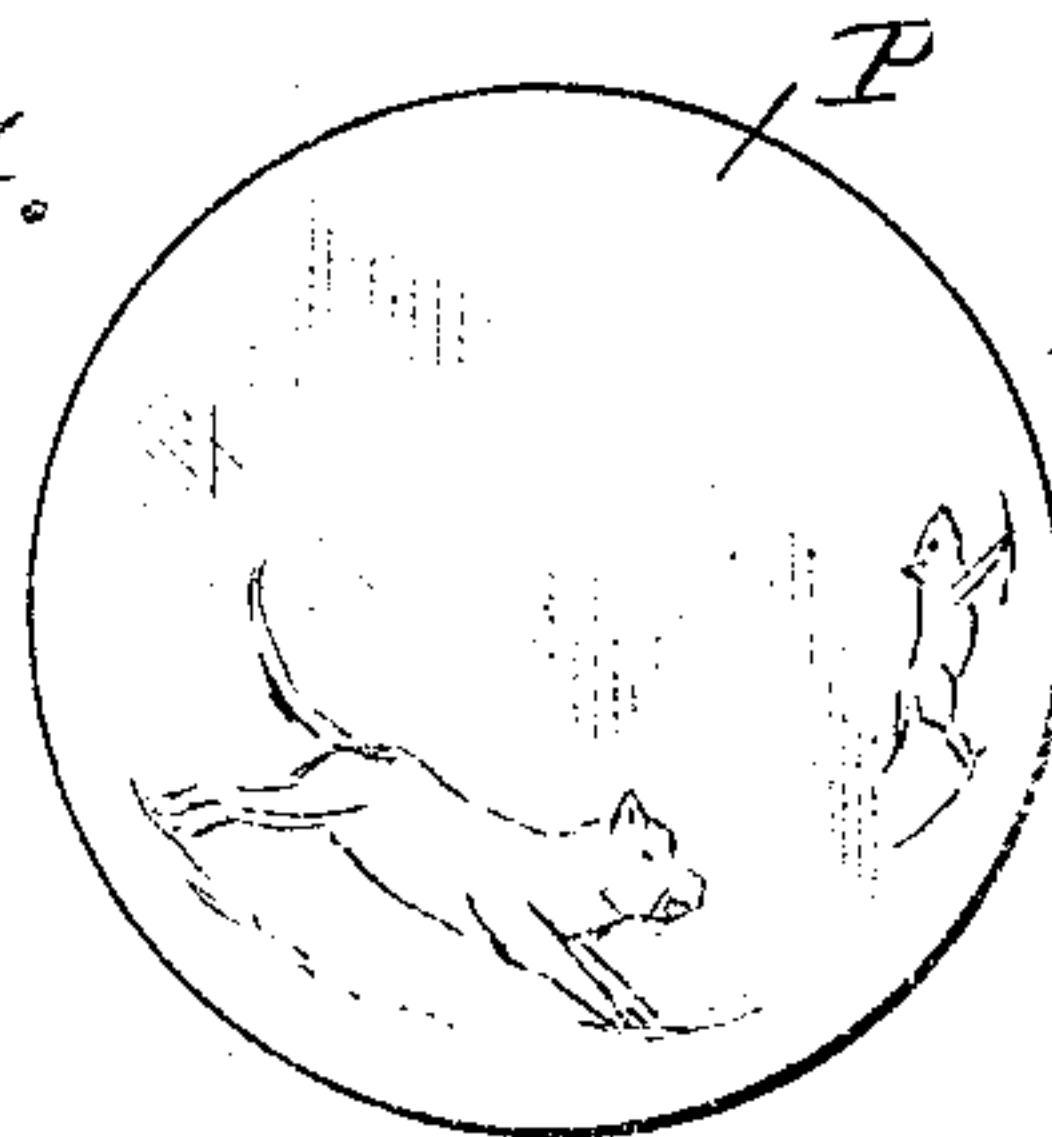


Fig. 4.



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UNITED STATES PATENT OFFICE.

GEORGE M. GUERRANT AND WILLIAM R. GUERRANT, OF DANVILLE, VIRGINIA, ASSIGNORS, BY MESNE ASSIGNMENTS, TO VIRGINIA PATENT SALES CORPORATION, OF RICHMOND, VIRGINIA, A CORPORATION OF VIRGINIA.

ADVERTISING DEVICE.

993,296.

Specification of Letters Patent.

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To all whom it may concern:

Be it known that we, GEORGE M. GUERRANT and WILLIAM R. GUERRANT, citizens of the United States, residing at Danville, county of Pittsylvania, and State of Virginia, have invented certain new and useful Improvements in Advertising Devices; and we 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 this specification, and to the figures and letters of reference marked thereon.

The present invention relates to advertising devices such as are designed for projecting the image of an object or objects upon a surface where it will attract attention and excite interest.

In the embodiment of the invention adopted for illustrative purposes, the device is primarily intended to be suspended at a suitable height to project the image of a clock face, or images of moving objects upon the floor where they may be observed by passers-by and serve to attract purchasers.

The invention consists in certain novel details of construction and combinations and arrangements of parts, all as will be hereinafter described and particularly pointed out in the appended claims.

In the accompanying drawings—Figure 1 is a sectional elevation of an apparatus embodying the present improvements; Fig. 2 is a section in a horizontal plane indicated by the line 2—2, Fig. 1, but omitting the supporting frame of the apparatus; Fig. 3 is a detail plan view partly in section showing the dial of the clock with hands supported in proper relation thereto for indicating time; and Fig. 4 is a plan of an advertising dial which may be used as a substitute for one of the hands of the clock when advertising of this character is desired.

The frame in which the apparatus is preferably supported may conveniently consist of uprights A having cross-pieces A' at top and bottom, respectively, and a suspension handle or bail A². The whole frame work and operating parts may be surrounded by a suitable casing of ordinary construction which it is not deemed necessary to illustrate herein. Between two of the uprights A there is mounted a light concentrating lens C and a projecting lens D, both of

conventional form and arranged in proper relation to each other so that light from a lamp or other source of illumination indicated at B, will be concentrated upon objects interposed between the lenses and images of said objects projected on the floor or other surface. Between the lenses there is mounted an annular fixed supporting frame E serving to support and carry fixed objects for projection such, for instance, as the transparent clock dial F and said fixed frame E also supports preferably both above and below the same horizontally arranged grooved guide rollers G between which externally toothed rings H and I are supported so as to be capable of rotation on an axis coincident with the axis of the lens and dial. Where designed for the projection of a clock face, one of the toothed rings H, for instance, is adapted to carry the minute hand K for the clock, while the other ring I is adapted to carry the hour hand L, said hands being supported from their outer ends, as shown in Fig. 3 of the drawings. The effect of projecting a dial and hands as thus arranged is to give the impression of a clock which is run without operating mechanism or connections of any character and avoids the projection of any shadows within the clock face, except the shadows necessary for depicting a complete face and hands. For operating the toothed rings, they are adapted to mesh with pinions *h* and *i*, respectively, journaled on a shaft M held in the fixed frame E. The position of the pinion *i* on said shaft is determined by an adjustable collar N located below the pinion. An ordinary clock work, indicated at O, is secured to the frame and relatively large gear wheels *o* and *o'* are mounted on the minute and hour hand arbors and adapted to mesh respectively with pinions *h* and *i*.

As thus arranged, the apparatus is a complete equipment for projecting images of a clock dial, but, inasmuch as it is desirable to provide a means whereby interest may be occasionally stimulated, provision is made whereby one of the toothed rings for example ring I may be adapted to have removably supported thereon a transparency such, for instance, as that shown at P, Fig. 4, having pictures of interest thereon, and instead of rotating said ring slowly, as will be the case with the clock hand, the pinion *i* is

lowered or adjusted by hand out of mesh with the clock wheel o' and into mesh with a pinion Q, establishing a gear connection between pinion Q and toothed ring or object support. The pinion Q is conveniently mounted on a shaft driven by a spring motor R and normally held in check by a stop S interposed in the path of the motor fan R' . The stop S is mounted on a lever S' pivoted to move horizontally and adapted to be retracted periodically by a projection T on one of the clock train arbors which engages with an upwardly extending arm S^2 mounted on the lever S' . The operation of the clock train will periodically withdraw the stop S from the path of the motor fan allowing the motor to run and thereby rapidly rotate the toothed ring I to give the images of the projected objects the appearance of objects in motion. In order to continue the motion for a longer period than would be permitted by the continued movement of the clock and then to arrest said motion, a scroll cam U is mounted on one of the motor arbors in position to engage a projection u' on the lever S' so as to hold said lever retracted until the scroll cam has made a complete revolution.

Obviously, by the provision of three supports for the objects, the images of which are to be projected, one of said supports being fixed and the other two movable at different speeds, various combinations of projected images may be made other than the mere projection of a clock dial and it thus becomes possible to produce novel effects which will renew the interest of observers.

Having thus described our invention, what we claim as new and desire to secure by Letters Patent of the United States, is—

1. In an advertising device, the combina-

tion with concentrating and projecting lenses, annular object supports arranged concentrically of the field of light, a clock train, a motor and means for connecting one of said annular supports with either the clock train or motor, substantially as described.

2. In an advertising device, the combination with concentrating and projecting lenses, a toothed ring, means for supporting said ring, a clock train, a motor, a pinion in mesh with said toothed ring and adapted to be connected either with the clock train or with the motor, and means whereby an object the image of which is to be projected may be mounted on the ring.

3. In an advertising device, the combination with concentrating and projecting lenses, grooved rollers disposed about the field of light concentration, a toothed ring supported between said grooved rollers, a clock train, a motor, a pinion meshing with said toothed ring and adapted to be connected either with the clock train or with the motor, and means whereby an object the image of which is to be projected may be removably mounted on the ring.

4. In an advertising device, the combination with the light concentrating and projecting lenses, the annular object support mounted to rotate concentrically of the concentrated field of light, gearing for rotating said support, a motor for operating said gearing and a clock train for periodically releasing said motor.

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