Each sector between slot 62 and the hub of the disc is colored in similar concentric bands of blue, red and green. Each sector outside of each slot 64 is colored in similar concentric bands of blue and red, the sector between slot 64 and the hub being in bands of red and green. The sector on one side of each slot 64 is in bands of red, green, yellow and red, while the sector on the other side of each slot 64 is colored with alternate bands of yellow and black. Each sector is similar to other sectors 90 degrees from it.

In operation, with shutter 42 rotating more rapidly than disc 38, slots 60 travel more or less slowly past the sectors of the disc, similar sectors being visible through each slot 60. While slots 60 of the shutter register with, and are traveling across, slots 62 of the disc, the speed of the shutter is such that the entire outer ring of advertising matter is visible to the eye of the observer, or at least the impression on the eye is the same as if the entire message were visible at the same time. While the advertising message on stationary plate 24 is being read by the observer, the color zones in the same sector with slots 62 are also visible in the form of rings of color concentric with the advertising matter, thus making a very attractive display of advertising matter and color as indicated in Fig. 6.

In like manner, when shutters 60 register with slots 64 the inner advertising message is visible together with the color zones in the same sectors with slots 64 forming a different display of advertising matter and color rings as indicated in Fig. 8.

The above described advertising displays are for only brief spaces of time, sufficient however to permit the observer to read the messages, then as the shutter gains on the slotted color disc the advertising displays will fade out and be replaced by displays of color rings formed by the sectors between slots 62 and 64. These displays are indicated in Figs. 7 and 9.

The various displays fade into each other in comparatively rapid succession dependent on the relative speeds of rotation of shutter 42 and color disc 38.

It is to be understood that the invention is not limited to the specific embodiment herein illustrated and described but may be used in other ways without departure from its spirit as defined by the following claims.

I claim:

1. In a device of the class described, in combination, a motor having a stationary bearing hub and a rotatable shaft projecting therethrough, a shutter having a hub fast on said shaft, a disc having a hub rotatably fitted on said shaft, and means reacting against said motor hub for resiliently pressing said disc hub against said shutter hub whereby said disc will be rotated when said shaft is impositively rotated.

2. The invention set forth in claim 1 in which said resilent pressing means includes a rubber washer in contact with said motor hub.

3. In a display device, a rotatable member, and means for rotating the same, a plate surrounding the rotatable member and carrying an advertising message, a shutter member fixed to the rotatable member and presenting a bearing surface, a slotted member between the plate and the shutter member, said slotted member being loosely mounted upon the rotatable member, and means passing through the plate and engaged with the slotted member for pressing the same into engagement with the bearing surface on the shutter and causing impositive rotation of said slotted member with the rotatable member.

In testimony whereof I hereto affix my signature.

JOHN H. KLIEGL.