Nov. 16, 1937. G. S. SHAW 2,099,281

MOVING BAND FOR ADVERTISING AND THE LIKE DEVICES

Filed Feb. 18, 1936 4 Sheets-Sheet 1

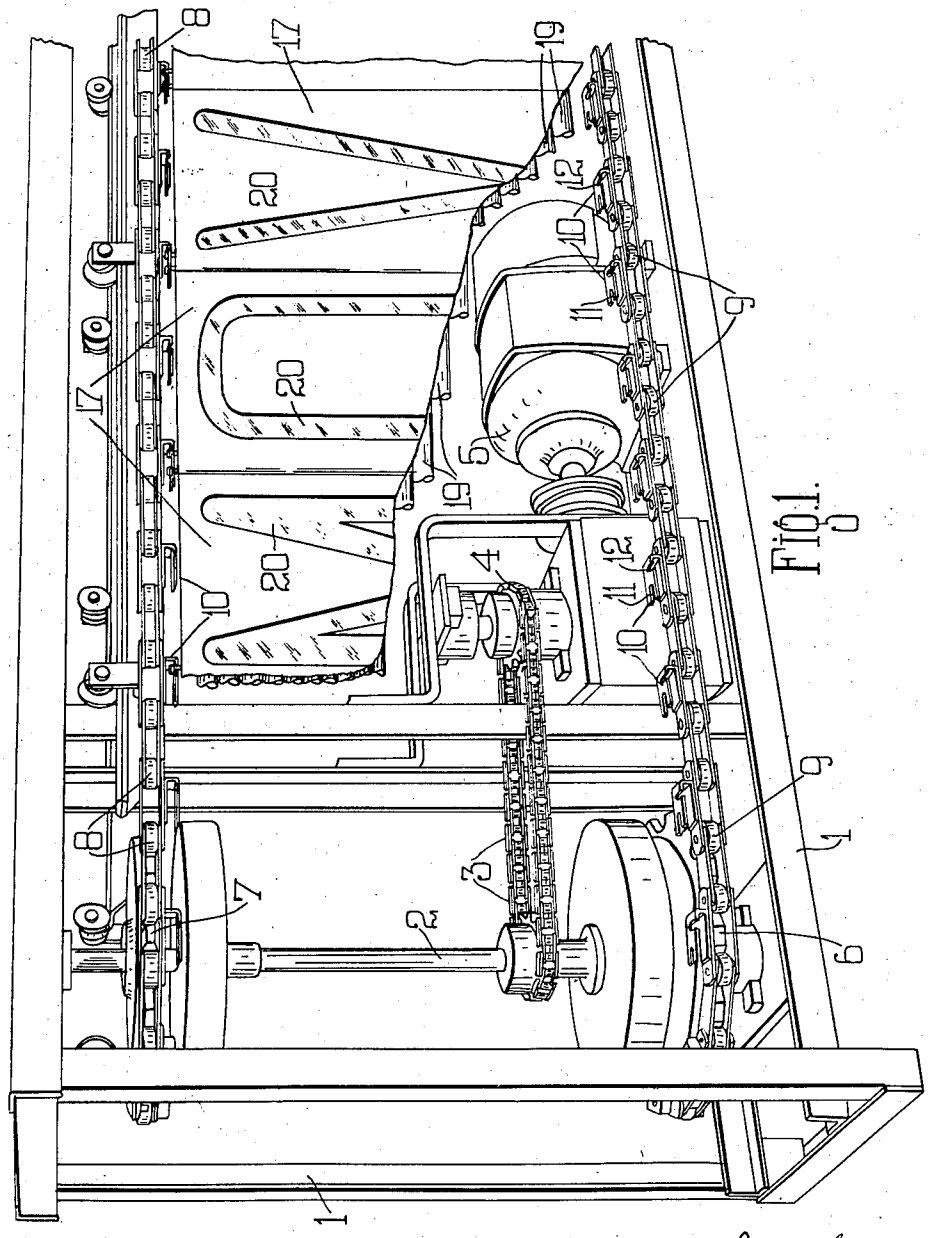


Fig. 1.

Inventor:
George S. Shaw
By: Mason & Porter
Attorneys

Nov. 16, 1937. G. S. SHAW 2,099,281

MOVING BAND FOR ADVERTISING AND THE LIKE DEVICES

Filed Feb. 18, 1936 4 Sheets-Sheet 2

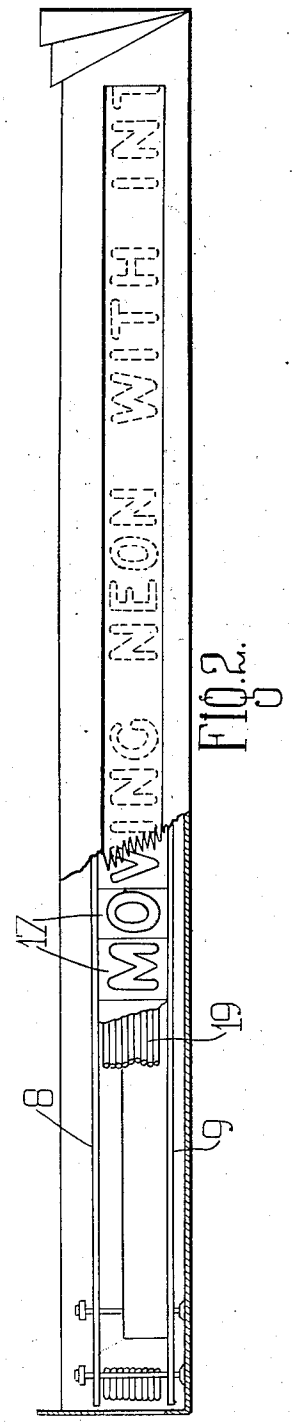


Fig. 2.

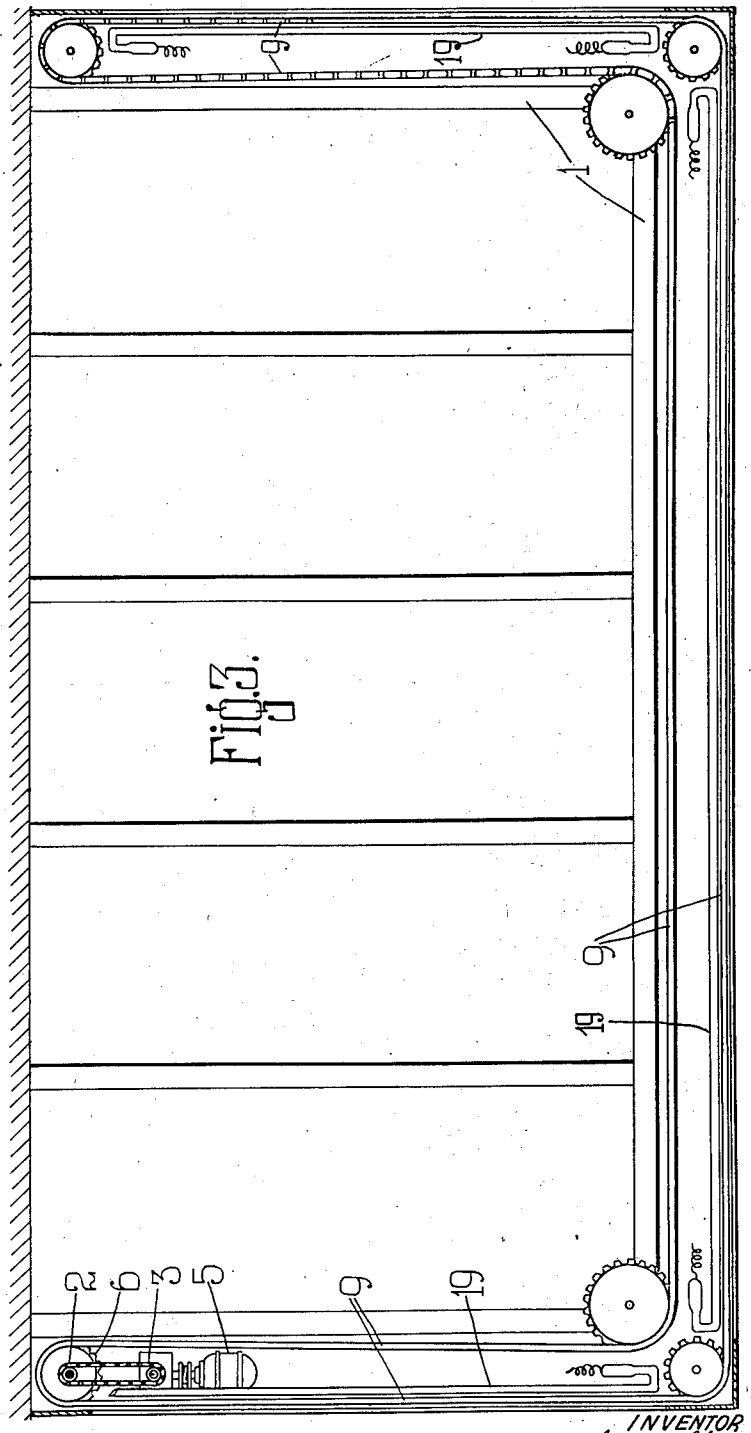


Fig. 3.

INVENTOR
BY G. S. Shaw
Mason & Porter
ATTORNEYS

Nov. 16, 1937. G. S. SHAW 2,099,281

MOVING BAND FOR ADVERTISING AND THE LIKE DEVICES

Filed Feb. 18, 1936 4 Sheets-Sheet 3

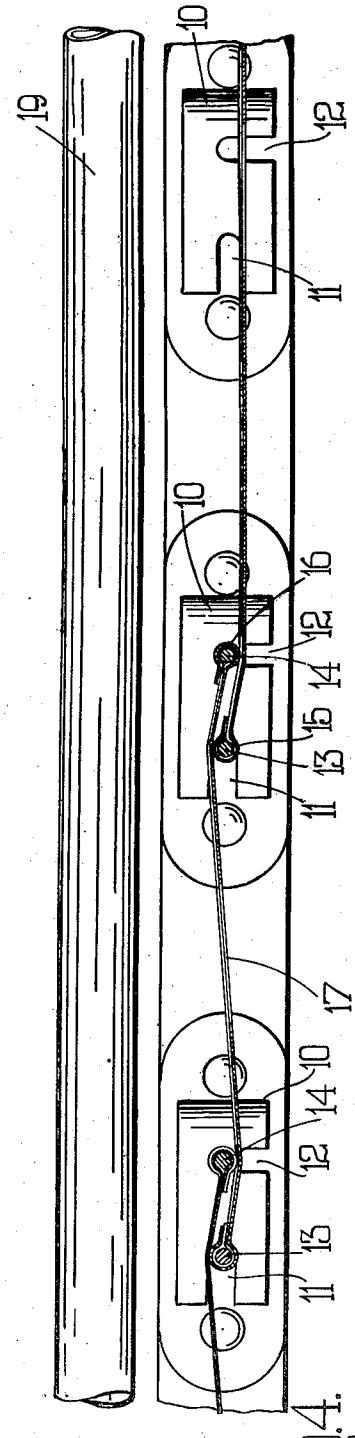


Fig. 4.

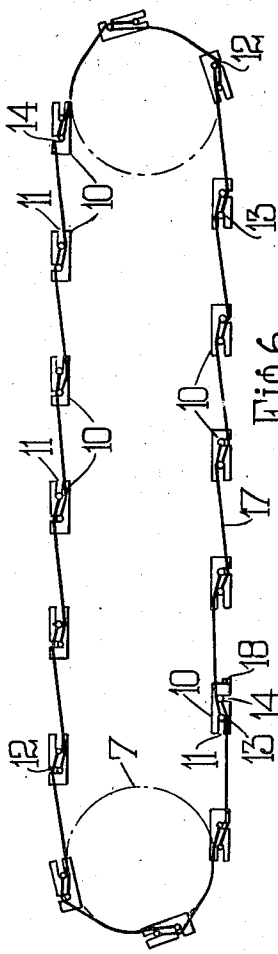


Fig. 6.

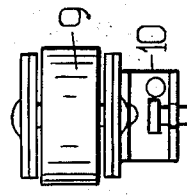


Fig. 8.

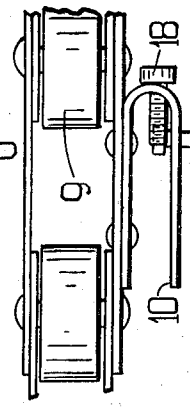


Fig. 7.

Inventor:
George S. Shaw
By: Mason & Porter
Attorneys

Nov. 16, 1937. G. S. SHAW 2,099,281

MOVING BAND FOR ADVERTISING AND THE LIKE DEVICES

Filed Feb. 18, 1936 4 Sheets-Sheet 4

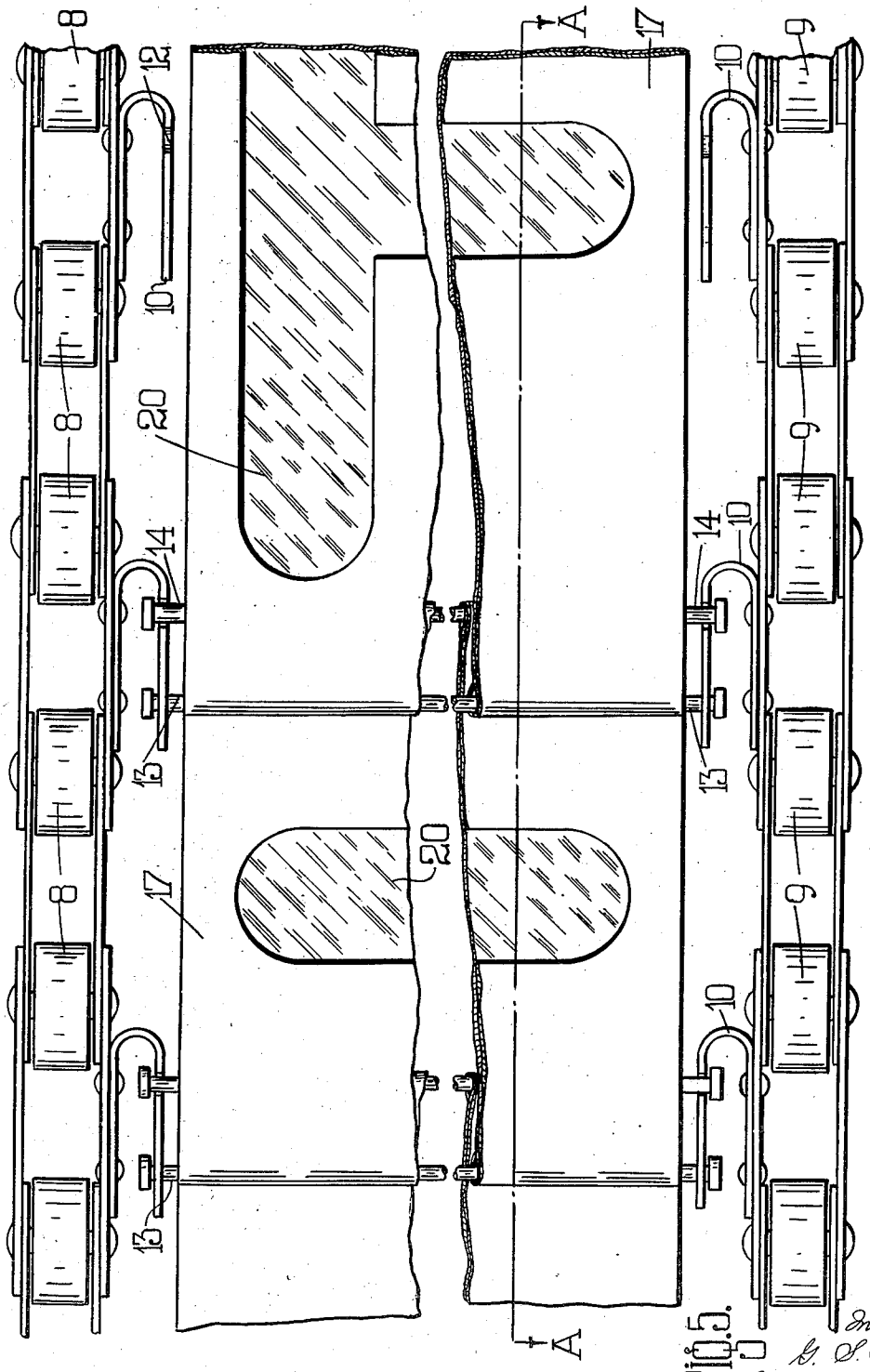


Fig. 5.

Inventor:
G. S. Shaw
By: Macon & Porter
Attorneys

Patented Nov. 16, 1937 2,099,281

UNITED STATES PATENT OFFICE

2,099,281

MOVING BAND FOR ADVERTISING AND THE LIKE DEVICES

George Stanley Shaw, Wallasey, England

Application February 18, 1936, Serial No. 64,593
In Great Britain March 13, 1935

3 Claims. (Cl. 40—32)

The present invention relates to a moving band for use with advertising devices or devices for projecting a continuously changing message of the type in which light passes through a band the parts of which are translucent and parts of which are opaque.

It is the object of the present invention to produce a band for use with light projection advertising or the like devices in which sections carrying one figure, letter or the like or a group of figures, letters or the like may be removed and replaced by other sections. Such replaceability of sections of the band renders it possible to alter the message or other indication at will.

According to the present invention, a band for use with light projection or the like advertising devices is formed of a pair of carrier members which are spaced apart and adapted to support between them a plurality of interchangeable and detachable elements, each consisting of opaque material having cut-out signs, letters or the like and having readily detachable fastenings with the said carrier members.

The invention is more particularly described with reference to the accompanying drawings in which:—

Figure 1 is a view in perspective and partly in section of one form of construction.

Figure 2 is a diagrammatic view of the device in use.

Figure 3 is a sectional plan view corresponding to Figure 2.

Figure 4 is a plan view of one of the carrier elements taken on the line A—A of Figure 5.

Figure 5 is an elevation of part of the carriers with detachable letter or the like elements in place.

Figure 6 is a diagrammatic plan view of the elements assembled on the carriers.

Figures 7 and 8 are details of construction.

The advertising or the like sign comprising a casing 1 is adapted to support a driving spindle 2 driven by chain or the like means 3 from a main driving sprocket 4 in geared relationship with the driving motor 5. The spindle 2 has sprockets 6, 7, keyed upon it which engage carrier members formed of a pair of chains 8, 9. Each of these chains carry in spaced relationship brackets 10, which are provided with a pair of slots 11, 12 (Figure 4) at right angles to one another adapted to receive mushroom-headed spindles 13, 14 respectively passing through hem pockets 15, 16 respectively, disposed on opposite edges of pieces of flexible partly opaque and partly translucent material 17, forming display letters or devices. Each of these sign elements consists of a piece of opaque flexible material having a letter or design punched out therefrom, which piece of material is backed by a sheet of translucent gauze or the like 20. These letters 17 are assembled on the carrier chains 8, 9, by first threading the spindle 13 into the slots 11, and then threading the spindle 14 into the axial slot 12 of the next link; the threading of the next spindle 13 into the slot 11 of this link simultaneously locks the spindle 14 of the next sign element and prevents accidental displacement of this.

The sign elements consequently can be assembled each one locking the next by slackening the chain carrier elements 8, 9, or alternatively, one or all of the brackets 10 may be provided with means to lock the spindles 13, 14, such for instance, as a set-screw 18 passing through the bracket and adapted to project across the slot in this, and thus prevent accidental displacement of the mushroom-headed spindle 12, 13, as the case may be, as shown in Figures 6, 7 and 8.

The brackets 10 are provided in considerable number so that sign elements 17 of varying width can be accommodated on the carrier chains or elements 8, 9.

Any illuminating devices, such as banks of neon tubes 19 may be disposed behind the exposed run of the display elements 17 supported by the carrier chains 8, 9, as shown in Figures 1, 2 and 3.

The device is particularly suitable for instance for mounting in a canopy over the entrance to a building as shown in Figures 2 and 3, where a display may be made on three open sides of the casing of the canopy as shown in Figure 3.

By this means it will be seen that a moving display sign is provided in which the message, advertisement or the like to be displayed as a moving sign can be rapidly interchanged at will without necessitating the punching or construction of a complete fresh endless band.

The invention is not restricted to assembling the display signs 17 as an endless band, but these may be assembled on a band which is first reciprocated from right to left and then from left to right, and so forth.

Instead of a positive locking of the spindle ends 13, 14 into the slots of brackets, the brackets may be magnetized to hold the steel ends of the spindles upon them or in open slots thereon.

I declare that what I claim is:—

1. A display device comprising in combination a pair of endless flexible carrier elements, pairs

of brackets disposed thereon at spaced intervals, a plurality of interchangeable display sign elements, fastenings on opposite ends of said display sign elements engaging alternate brackets of a pair, so that the end of one display sign element always overlaps the end of the next display sign element.

2. A display device comprising in combination a pair of endless flexible carrier elements, pairs of brackets disposed thereon at spaced intervals, a plurality of interchangeable flexible display sign elements, fastenings on opposite ends of said display sign elements engaging alternate brackets of a pair, so that the end of one display sign element always overlaps the end of the next display sign element.

3. A display device comprising in combination a pair of endless flexible carrier elements, spaced brackets on said elements each having a pair of open slots, one axially thereto, and one transversely thereto, a plurality of separate flexible interchangeable display sign elements, pins on each end of each display sign element, one pin engaging in a transverse slot in advance of the pin on the opposite end of the next sign element engaging in a longitudinal slot of the same bracket.

GEORGE STANLEY SHAW.