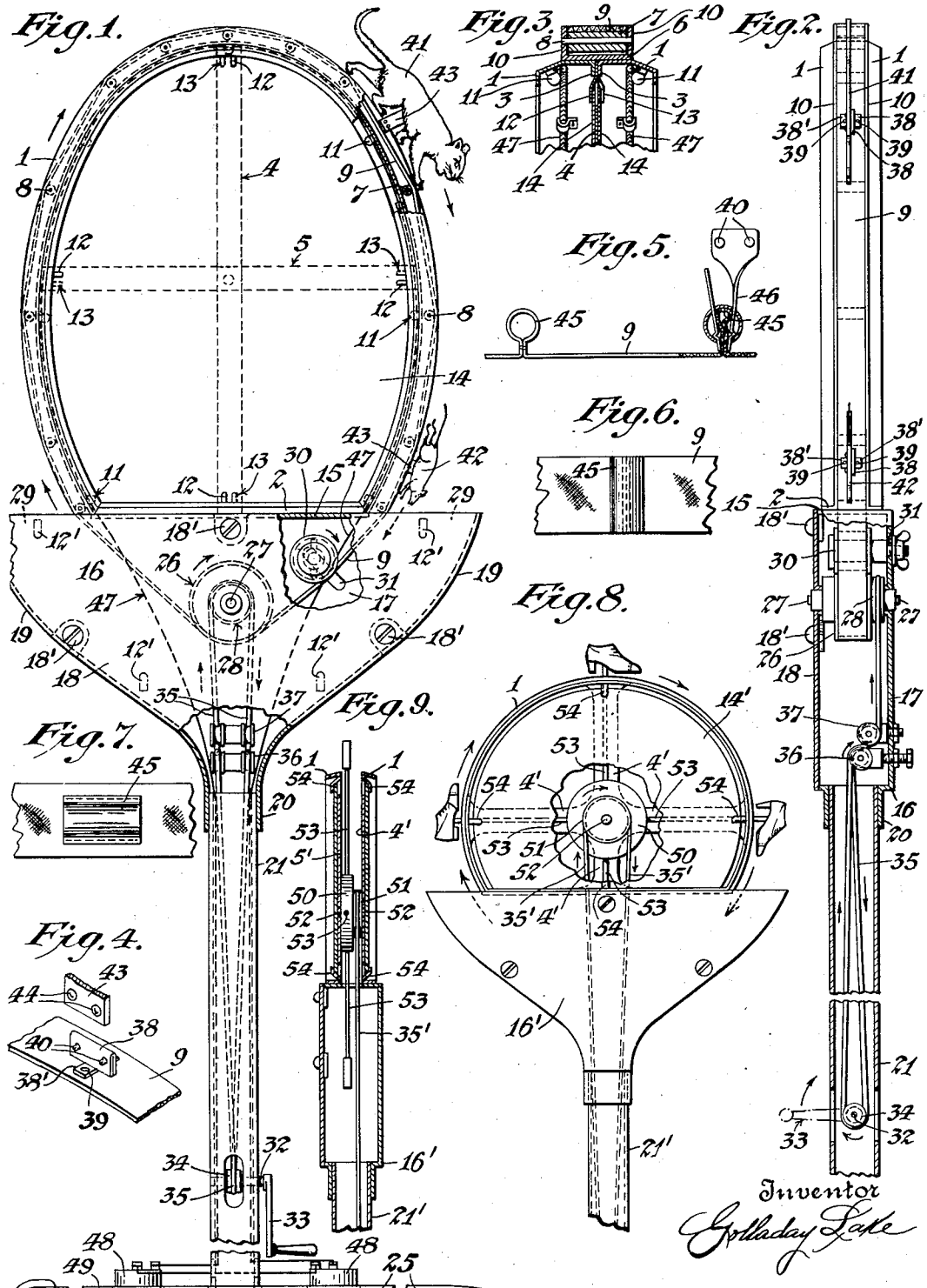
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DISPLAY DEVICE

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DISPLAY DEVICE

Golladay Lake, Grenada, Miss.

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6 Claims. (Cl. 40—126)

This invention relates to display devices with particular adaptation herein to advertising signs such as are commonly carried through the streets, and the primary object of the invention resides in the provision of a combined sign and display device in which a movable object or objects associated therewith are mechanically operated to give animation thereto, in this instance manually by the bearer of the sign, to thereby more effectively attract the attention of persons in the vicinity of the advertising material displayed on the apparatus.

The objects so animated may represent one animal, or an animal pursuing another, or again simply the particular articles that are so advertised, or a simulation thereof, such for example as cigarettes. But in any event the said objects are caused to move upon the sign. Another object of the invention is to provide means to prolong the period during which the sign may be effectively displayed, beyond ordinary daylight hours, consisting of electrically illuminated lamps arranged to reflect light simultaneously on both sides of said sign. Other objects of the invention include simplicity of structure, light weight, interchangeability of the display cards and movable objects, together with mechanical adjustments.

My invention is fully set forth in detail in the following specification and drawing forming a part thereof in which latter I have illustrated a preferred embodiment showing in this instance a comic characterization of the animated means, although it will be readily understood that other representations may be substituted as aforesaid.

Referring to such drawing:

Fig. 1 is a front elevation, partly in section, of one embodiment of my invention.

Fig. 2 is a side elevation, partly in section, of the apparatus shown in Fig. 1.

Fig. 3 is a detail fragmentary section of the upper portion of Fig. 1.

Fig. 4 is a detail perspective view showing means for attaching the movable objects to the belt.

Fig. 5 is a detail side elevation of a portion of the belt showing modified attaching means.

Fig. 6 is a plan view of a portion of the belt shown in Fig. 5.

Fig. 7 is a similar view but slightly modified.

Fig. 8 is a front elevation of a modified form of the invention, partly broken away, and

Fig. 9 is a side elevation thereof, partly in section.

Similar numerals refer to similar parts throughout the several views.

As illustrated in the drawing the framework of the device consists of two oval sheet metal members 1 having flat bases 2 and flanges 3, between which and secured thereto to form a rigid structure, are cross members 4 and 5. A channel member 6 of oval configuration is secured to the outer periphery of the members 1 and provides a supporting structure for a series of rollers 7 pivoted therein on pins 8. Member 6 also serves to guide an endless belt 9 between the flanges 10 of said channel and contributes further rigidity to the aforesaid framework.

A series of electric lamps 11 are mounted on the framework 1 on either side of the cross members 4 and 5. The latter are provided with spring clips 12 and 13 which may be punched outwardly to extend on opposite sides of members 4 and 5 for supporting advertising display cards 14 which may be readily removed from said clips for the substitution of other cards when desired.

This unit is secured in any suitable manner on the top 15 of a hollow casing or housing 16 having a rear wall 17 and a removable panel 18, secured by screws 18', to provide access to the interior of said housing. The sides 19 of the housing 16, as seen in Fig. 1, taper downwardly from a contour offset from but complementary to that of the members 1, and terminate in a cylindrical portion 20 integral with the rear wall 17, to receive a hollow handle 21 which is secured within said portion 20. The lower end of handle 21 may be tapered as at 23 and is thus adapted to be inserted in a pocket 24 of a waist belt 25 worn by the bearer of the sign.

A flanged roller 26 is mounted within the housing 16 on a shaft 27 journaled in the wall 17 and panel 18, and a driving pulley 28 is secured thereto or forms an integral part thereof. The top 15 of housing 16 has openings 29 adjacent either side, and belt 9 passes through these openings and beneath roller 26. A tension pulley 30 slidably mounted in slot 31 on rear wall 17, serves to adjust the tension of belt 9 so that it will press firmly against roller 26 and rollers 7 and be driven when power is applied through pulley 28.

Adjacent the lower part of the handle 21 is a transverse shaft 32 having a crank 33 attached thereto. Shaft 32 carries a pulley 34 for driving a belt 35 which latter passes around pulley 34 and upwardly over a pulley 36, an idler 37 and around the pulley 28. The pulley 36 is movably supported on rear wall 17 so that the tension of belt 35 may be controlled. When crank 33 is rotated pulley 34 will rotate belt 35, which in turn drives pulley 28 and through roller 26 belt 9 is then rotated.

Belt 9 is provided with metal clips 38, shown in Fig. 4, which are suitably spaced thereon and are secured to said belt as by rivets 39 through bent portions 38'. Clip 38 has secured thereto a pair of male members 40 of the ordinary well known snap fastener type, so that any desired object may be attached when provided with the

corresponding female elements of said fastener. For this purpose the movable objects such as the cat 41 and rat 42, as shown in Fig. 1, may have a tab 43 extending as an integral part. Tabs 43 have the female members 44 of said snap fasteners mounted thereon whereby these objects may be snapped in place on the belt 9 a suitable distance apart and move about the framework 1 when the belt is rotated. These objects will pass through one of the openings 29 and momentarily disappear within the housing 16 to reappear subsequently through the other opening on the opposite side.

It will be noted that as the belt 9 travels over the rollers 7 it will abruptly change its direction of movement through a series of angles as the different rollers are encountered, thus causing the objects to partake of a similar movement to give added animation.

The panel 18 and rear wall 17 may be provided with clips 12' as indicated in dotted lines on panel 18, for attaching additional display cards not shown, which latter may contain advertising material, or a pictorial representation for association with the moving objects, such as a stone wall or hollow log into which the animals shown will appear to plunge and reappear again. The belt 9 may be of elastic material or fabric, and modified means for securing the objects thereto may consist of the loops 45 integrally formed by stitching as shown in Figs. 5 and 6, or separately attached as in Fig. 7. Well known spring clasps 46 may be utilized having the snap fastener elements applied thereto as in Fig. 5, or fastening means may be applied directly through the loops as will be readily understood. To supply current for the lamps 11 they may be connected in series by conductors 47 forming a circuit through batteries 48 carried in pockets 49 in belt 25.

In Figs. 8 and 9 I have shown a simplified modification of my invention in which the two members 1 of the framework are separated, as shown in Fig. 9, to provide a space within which is mounted a rimless wheel having a hub 50 with a pulley 51 secured thereto or integrally combined therewith. Pivots 52 on opposite sides are journaled in cross members 4' and 5' of said framework. Wire spokes 53 extend radially from hub 50 and slightly beyond the framework, and upon said spokes may be mounted any desired objects so that they will protrude from and give the appearance of sliding over said framework, such as the shoes illustrated.

A hollow housing 16' is provided within which a portion of the wheel extends so that when it is rotated the objects attached thereto will be carried through said housing and be momentarily hidden as in Fig. 1. A belt 35' surrounds pulley 51 and extends through handle 21'. Means for rotating said belt and thereby rotating the wheel may correspond to the pulley 34 and crank 33 of Fig. 1 with similar means for adjusting the tension of the belt 35' if desired. Likewise similar removable display cards 14' held by clips 54 on members 4' and 5', may be provided on opposite sides as shown.

As aforesaid I may substitute objects adapted for the instruction of children, or other objects relating to different advertising material, or comic characterizations, on the ends of the spokes 53.

While I have shown and described several embodiments of my invention for the purpose set forth it is to be understood that I do not wish to be limited thereto, as the device can be materially reduced in size and cheapened for distribution, for example as an advertising novelty having any animated comic or other characteristics desired. It is also to be understood that the essential features of my invention might be exemplified in various other alternative forms, such as for the aforesaid instruction of children by substituting objects representing various well known animals, or the alphabet, or numerals etc., instead of the merchandise offered for sale or comic features illustrated in the drawing, and I desire to be limited only by the state of the prior art and the appended claims.

I claim:

1. A display device comprising a framework including a portion provided with supporting means for the material to be displayed, a belt mounted on the periphery of said framework and adapted to carry removably attachable objects, a handle for transporting said device, and means associated with said handle for manually driving said belt.

2. A display device comprising a framework, including a portion provided with supporting means for the material to be displayed, a housing beneath same, a belt mounted on the periphery of said framework and adapted to carry objects removably attachable thereon, a portion of said belt extending within said housing, a handle for transporting said device, a driving belt, and a crank adjacent said handle for actuating said belts.

3. A display device comprising a framework including a portion provided with supporting means for the material to be displayed, a housing beneath same, a belt mounted to rotate about the periphery of said framework and adapted to carry removably attachable objects, a portion of said belt extending within said housing, a handle for transporting said device, a driving belt, a crank for actuating said belts, and means for adjusting the tension of said belts.

4. A display device comprising a framework, removable attachable display cards mounted on said framework, a handle for transporting said device, a housing intermediate said handle and framework, a belt mounted to rotate about the periphery of said framework and adapted to carry removably attachable objects, a portion of said belt extending within said housing, a driving belt, a crank for actuating said belts, and a waist belt for the bearer of the device including a pocket for supporting said handle.

5. A display device comprising a framework, including a portion provided with supporting means for the material to be displayed, an endless belt mounted to rotate on said framework, means for securing objects to said belt, a handle for transporting said device, a screen intermediate said handle and framework, a portion of said belt being hidden by said screen, and means for driving said belt to animate said objects.

6. A display device comprising, in combination, a framework including a portion provided with supporting means for the material to be displayed, a rotatable belt mounted on said framework and adapted to carry objects, and a handle for transporting said device having means associated therewith for controlling the operation of said belt.

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