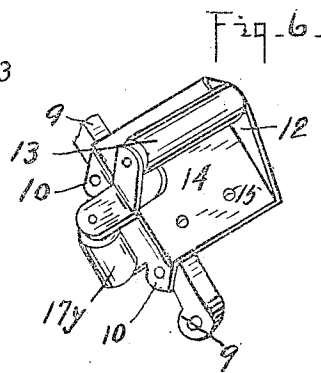
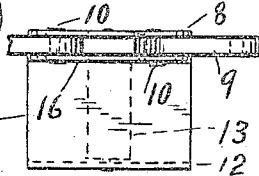
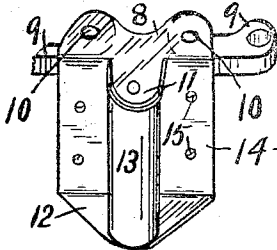
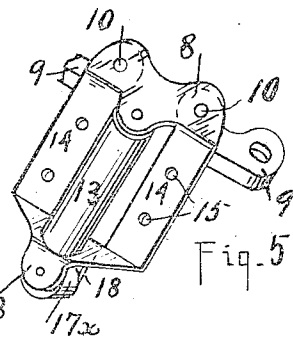
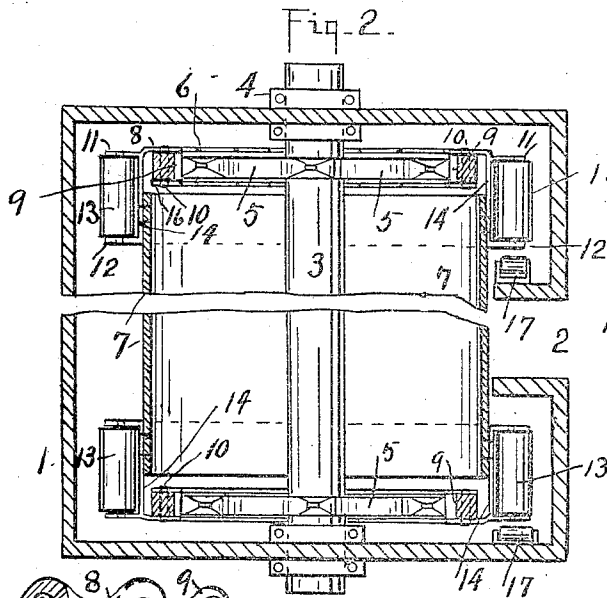
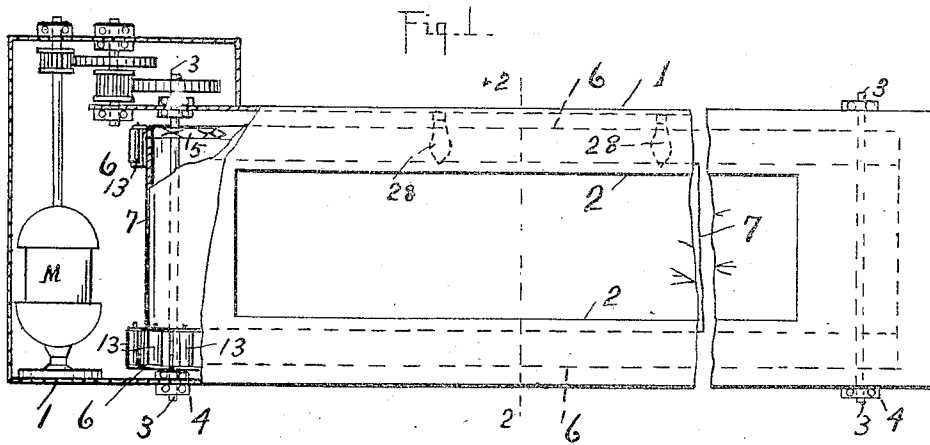


H. F. STOWELL.
ADVERTISING APPARATUS.
APPLICATION FILED JULY 27, 1908.

935,427.

Patented Sept. 28, 1909.



Witnesses

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UNITED STATES PATENT OFFICE.

HENRY FOWLER STOWELL, OF ROCHESTER, NEW YORK.

ADVERTISING APPARATUS.

935,427.

Specification of Letters Patent.

Patented Sept. 23, 1909.

Application filed July 27, 1908. Serial No. 445,625.

To all whom it may concern:

Be it known that I, HENRY FOWLER STOWELL, a resident of Rochester, in the county of Monroe and State of New York, have invented certain new and useful Improvements in Advertising Apparatus; and I do hereby declare the following to be a full, clear, and exact description of the invention, such as will enable others skilled in the art to which it pertains to make and use the same.

This invention relates to advertising apparatus and particularly to the kind having a traveling belt for the advertising matter.

The object of the invention is to provide improved means for display of advertisements in street cars and the like, and furnishing a more extended space for advertisements than the present system, and also making the advertisements more prominent.

The invention consists in the construction hereinafter described and pointed out.

In the accompanying drawing which illustrates the invention and forms part of the specification,—Figure 1 is a front elevation of the apparatus part being broken away; Fig. 2 is a section on line 2—2 of Fig. 1; Figs. 3, 4 are respectively a front perspective view and a rear elevation of parts of an advertising belt carrying and driving chain; Figs. 5 and 6 are perspective views of parts of similar chains of modified construction.

Numeral 1 denotes a box or case of wood or metal of considerable length, it being intended primarily for use in cars, replacing the row of cards commonly carried above car windows. The case has a sight opening 2, glass covered or not as preferred. At opposite ends of the case are vertical shafts 3, having ball bearings 4, and driven by a suitable motor M and intermediate gearing. Sprocket wheels are denoted by 5 at both top and bottom of shafts 3. An endless sprocket chain 6 encircles the upper sprocket wheels and another the lower wheels. To these chains is secured so as to be carried thereby an endless advertising band or belt 7, on the face of which passing in front of opening 2 advertisements are placed by printing, painting, stamping, by attaching separate cards, or otherwise. The case 1 being nearly as long as the car in which it is used the length of advertising space on each side of the car is thus twice the length of the car.

The advertising belt may be of any suit-

able material. Preferably it is either transparent or opalescent, and celluloid is a suitable material. The inside of the case may be suitably lighted to make the advertisements prominent. Lamps 28 supported from the casing in a plane between the sides of the belt are indicated in Fig. 1. By reason of the length and weight of the chains and belt there will be some objectionable sag unless provision is made to prevent it. The chains 6 are of special construction, each alternate link, preferably, comprising a body with horizontal flange 8 to which ordinary links 9 are connected by pivots at 10. 11, 12 are horizontal flanges supporting a vertical anti friction roller 13. The link also has a vertical member 14 with holes 15 to facilitate securing the belt thereto by sewing, riveting, or the like. 16 is a separate plate corresponding in shape to flange 8 and connected thereto by pivots 10 to strengthen and complete the special link. The teeth of wheels 5 engage the chains between links 9. The rollers 13 move along adjacent the inner sides of the case without contact unless it be at points where the belt sags unduly thus throwing the vertical sides of the belt out of the vertical plane. Fig. 1 shows all these special links provided with rollers 13 but evidently such rollers may be used in a part only of such links, especially when the belt is not of great length.

To provide additional vertical belt support at points where it is needed horizontal rollers 17 supported in brackets are placed at intervals. In Fig. 2 such rollers are shown below the chains on the bottom of the case and on a flange above the sight opening. The rollers are directly under the horizontal flanges 12, which in the chains are so near together as to form a practically continuous bearing above the rollers 17. Sometimes it is preferred to support such horizontal rollers (to give vertical support to the belt where needed) on some or all of the special links of the chains whereby such rollers move with the chains and belt. In Fig. 3 such roller is shown at 17'. In use it travels above the flange over opening 2, this being a link of the upper chain. In this construction the lower flange is not a plain horizontal one but has also right angle extensions 18 for roller bearings.

In the special links of the bottom chain the rollers 17' are at the same end of the

member 14 as are links 9 owing to the inverted position of the links, the rollers thus being adapted to travel on or above the case bottom.

3 I am aware that it is not broadly new to support and drive advertising and similar belts by chains at their edges; and also to provide rollers adjacent edges of the belts to steady them and prevent sagging. My invention includes special improved means for accomplishing such results.

What I claim is—

1. The combination with a casing, of a belt, a chain comprising special links each
15 having a flange in one plane to which other links of the chain are connected, and having a belt-supporting part at right angles to said flange, and having extensions on the opposite side of the belt-supporting part from
20 said flange, and a roller with bearings in said extensions.

2. The combination with a casing and an advertising belt therein, of a supporting and moving chain for the belt, such chain comprising special links having extensions to
25 which the belt is secured, the special links

having also roller bearings, and vertical anti friction rollers 13 supported in said bearings.

3. The combination with a casing and an advertising belt, of a supporting and driving chain for the belt comprising special links having extensions to which the belt is secured; the special links having also roller bearings, and horizontal rollers supported in said bearings to give vertical support to the
35 belt where needed.

4. The combination with a casing, of a belt, a chain comprising special links each having a flange in one plane to which other links of the chain are connected, and having
40 a belt-supporting part at an angle to said flange, and rollers below such chain and co-operating directly therewith to aid in supporting the belt, as described.

In testimony whereof I have signed this specification in the presence of two subscribing witnesses.

HENRY FOWLER STOWELL.

Witnesses:

GEORGE H. BEMISH,
JOSEPH H. PERKINS.