

Dec. 19, 1939.

C. R. WOOTEN

2,183,705

DISPLAY DEVICE

Filed Feb. 23, 1939

3 Sheets-Sheet 1

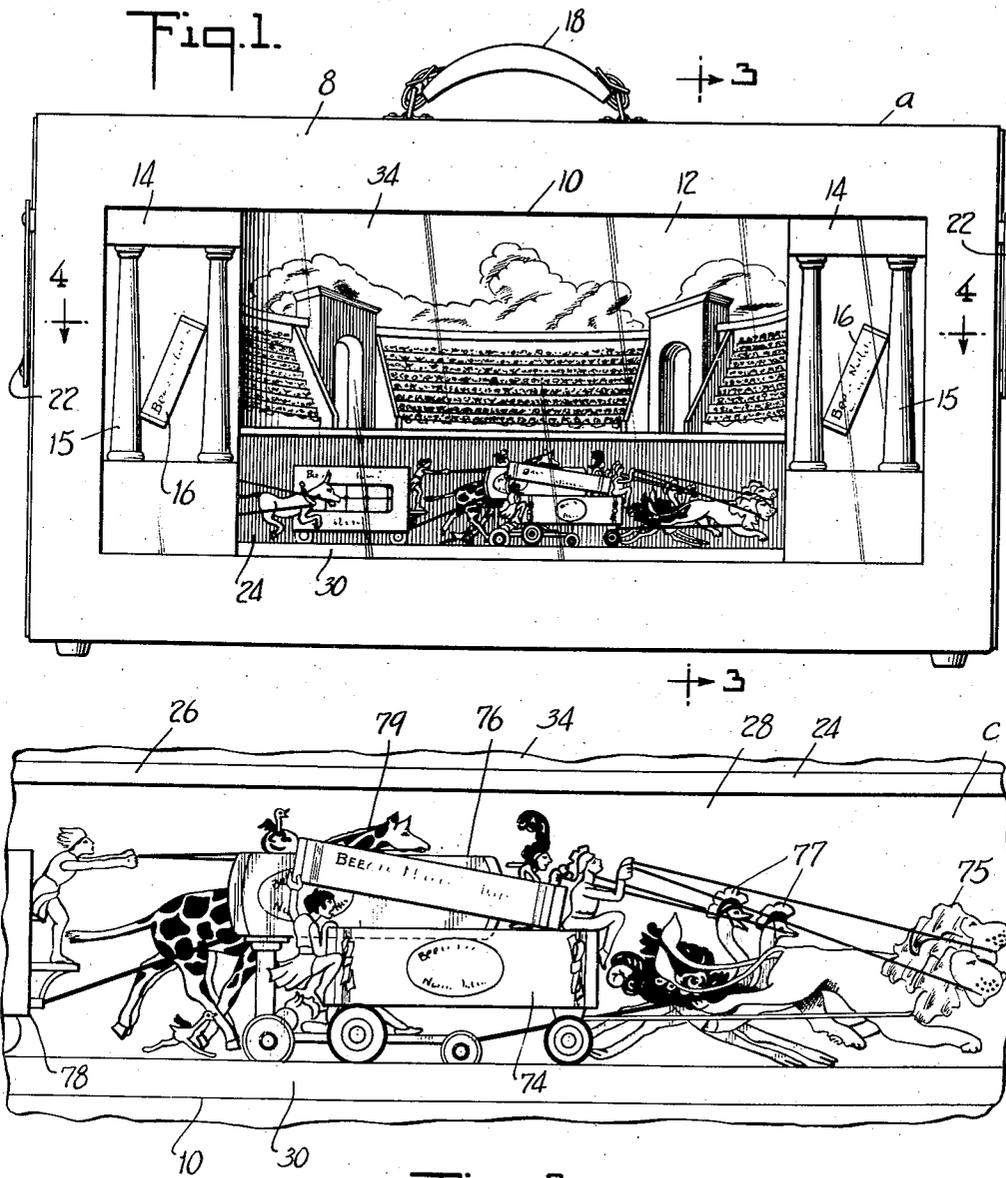


Fig. 2.

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3 Sheets-Sheet 2

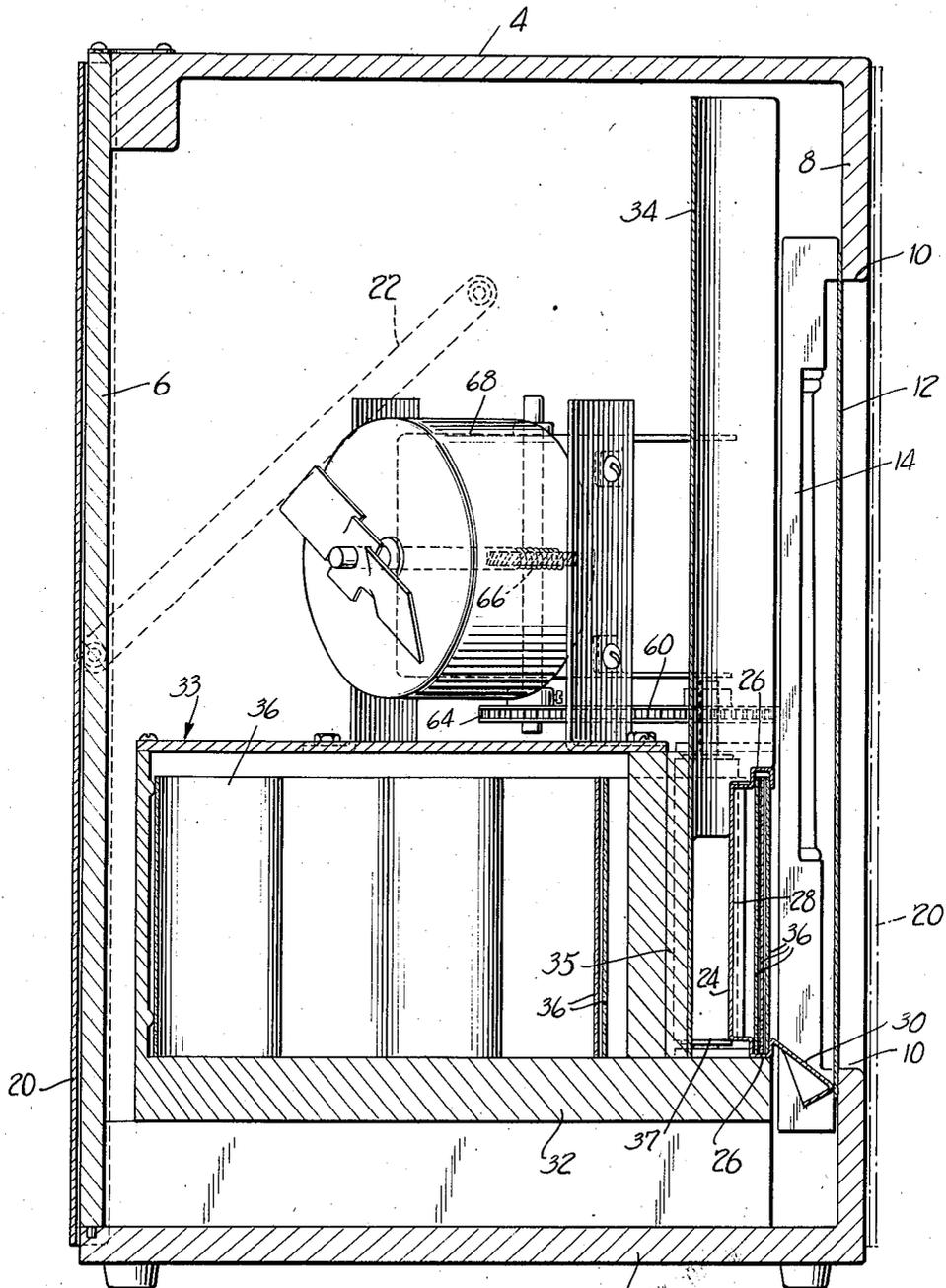


Fig. 3.

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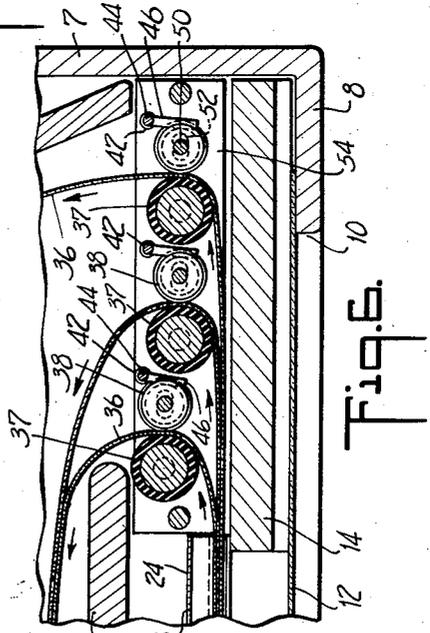
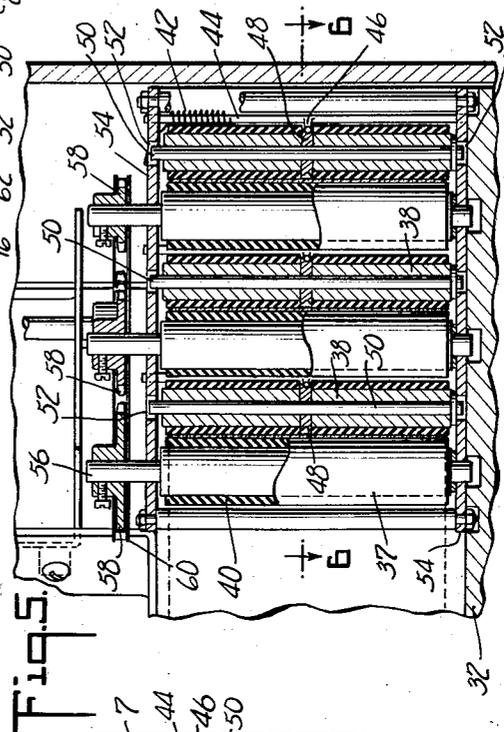
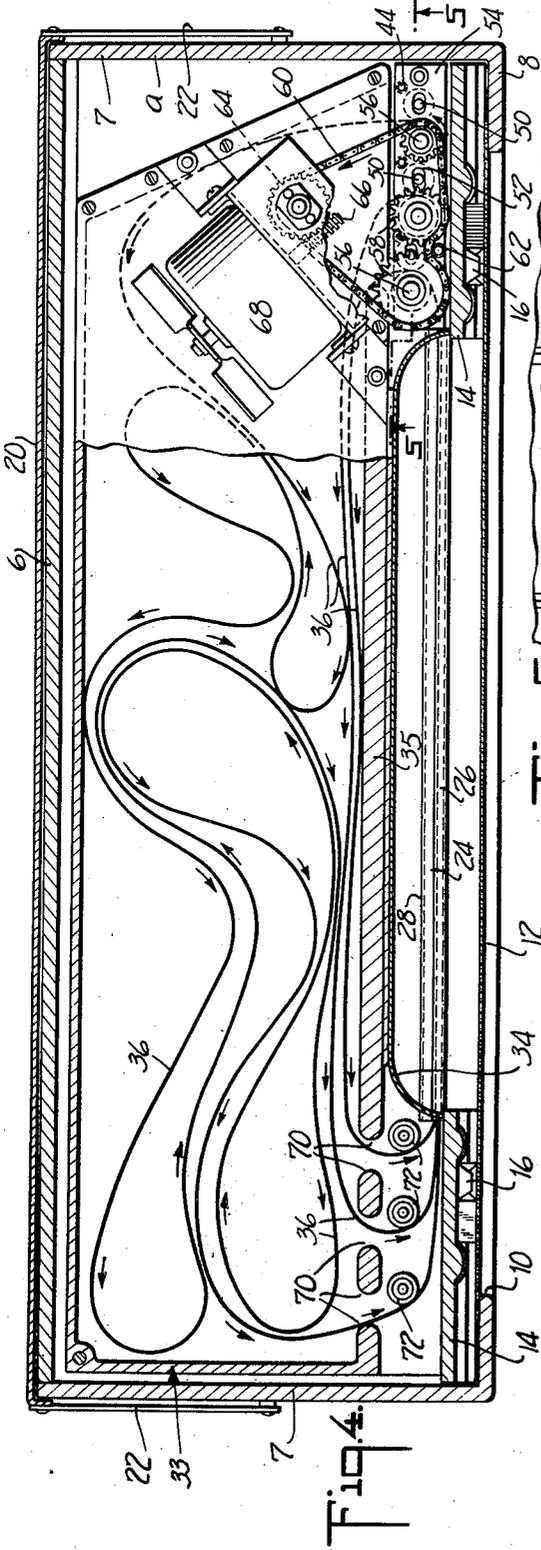
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3 Sheets-Sheet 3



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# UNITED STATES PATENT OFFICE

2,183,705

## DISPLAY DEVICE

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Application February 23, 1939, Serial No. 257,794

8 Claims. (Cl. 40—32)

The present invention relates to display devices, and has for its object to provide a novel and improved device of this character that is particularly adapted for advertising purposes.

Other objects of the invention and features whereby they may be attained, will be readily understood from the following description and accompanying drawings, in which:

Figure 1 is a front view of a display device embodying the features of the invention in their preferred form;

Fig. 2 is a view on an enlarged scale corresponding to a portion of Fig. 1;

Figs. 3 and 4 are sectional views respectively taken on the lines 3—3 and 4—4 of Fig. 1;

Fig. 5 is a detail sectional view, partly in elevation, taken substantially on the line 5—5 of Fig. 4; and

Fig. 6 is a sectional view taken on the line 6—6 of Fig. 5.

The device illustrated in the drawings is particularly adapted for display in store windows. The device is provided with a casing having a bottom wall 2, a top wall 4, a rear wall 6, end walls 7, and a front wall 8. The front wall is provided with a rectangular opening or window 10 that is closed by a transparent window-pane 12. Near the ends of the window may be panels 14 spaced back of the window-pane, which may have ornamental pillars 15 formed thereon and packages of chewing gum 16 or other articles.

The casing of the device may be in the form of a traveling case as shown, having a handle 18 to permit the device to be easily carried by the salesman. The window may be closed when the device is in transit by means of a cover member 20 which is suspended on the ends of links 22 having their other ends pivoted on the end walls 7 of the casing.

Extending between the panels 14 is a sheet metal member 24 having U-shaped guideways 26 formed in its upper and lower edges, and an intermediate portion 28 connecting the guideways and serving as a background. The member 24 has a portion 30 extending downwardly and outwardly from the upper outer edge of the lower guideway 26 to the window-pane 12, and has its front or outer edge spaced slightly below the window opening 10. The member 24 may be in simulation of a race track, the upright portion 28 being in simulation of the inner fence of the track.

The member 24 may be supported on the bottom wall 32 of a casing 33 which in turn is de-

tachably supported on the bottom wall 2 of the outside casing of the device.

At the rear of the member 24 is an upright sheet metal member 34 having its end portions curved in an arc to the inner edges of the panel members 14. The lower portions of the member 34 may be secured to the bottom wall 32 and a partition or wall 35 of the inner casing 33. The front side of the member 34 above the guide member 24 may have an illustration thereon of a portion of the inside of a coliseum as indicated. Thus in looking through the window there is seen the representation of a race track having its inside fence formed by the member 28, and above that is seen the seats of a coliseum.

The guideways 26 of the sheet metal member 24 serve to guide three endless strips 36 of transparent flexible material. The longitudinal edges of these strips are received in the guideways so as to maintain the strips in rubbing or sliding contact with each other throughout the length of the guideways. The portion 28 of the member 24 is spaced in proximity to the rear side of the rear-most strip 36 so as to form a background for the strips.

Each of the three strips 36 pass from one end of the guide member 24 between a pair of rollers 37, 38 vertically arranged. The several rollers are provided with flexible rubber sleeves 40 for frictionally engaging the sides of the strip. The roller 38 of each pair is yieldingly pressed toward the other roller 37 by means of a spring 42 coiled about a rod 44 which carries an arm 46 that engages in a grooved roll 48 in the center of said roller 38, the latter being in sections arranged at opposite sides of the roll 48. Said spring 42 tends to turn its associated rod 42 to cause the arm 46 to yieldingly press said roller against the other roller, each roller 38 having the ends of its shaft 50 mounted in elongated slots 52 in supporting plates 54 secured to the inner casing 33 of the device.

The roller 37 of each pair has the ends of its shaft 56 extending through bearing openings in the supporting plates 54, and the upper ends of each of said shafts has a sprocket wheel 58 secured thereon. The sprocket wheels of the roller shafts 56 are all driven so as to drive the rollers, by means of a sprocket chain 60 that engages teeth of all three rollers, the chains being held in engagement with the sprocket teeth by a suitable idler roller 62. The chain 60 is driven by a sprocket wheel 64 which in turn is driven by a worm 66 on the end of the shaft of a motor 68.

The three sprocket wheels 58 are of different

sizes so that in the construction shown the pair of rollers engaging the outermost strip 36 is driven at the greatest speed, the adjacent strip is driven at a substantially lesser speed, and the inner strip is driven at a relatively slow speed.

The several strips 36 pass from said pairs of rollers back of the partition 35 of the inner casing, and enter the left-hand ends of the guides 26 through apertures 70 in the partition 35 and over guide rollers 72.

The outer strip 36 which travels at a considerably greater speed than the others, may be made much longer than the others and the slack in the strip is permitted to form in folds in a space within the inner casing 33 back of the partition 35.

The several strips may bear illustrations of racing figures, such as people, animals, and vehicles of various kinds. In the portions of the strips shown in Fig. 2 the outer strip is provided with an illustration of a vehicle 74 which is drawn by lions 75; the next strip is shown bearing the illustration of a vehicle 76 which is drawn by a pair of ostriches 77, and the innermost strip is shown bearing a vehicle 78 which is drawn by one or more giraffes 79.

The various figures may have the appearance of being in motion so that when all three transparent strips are driven at different speeds as described the figures on the various strips have the appearance of racing about the track of the coliseum in a remarkable like-like manner. The vehicles may if desired carry illustrations of packages of chewing gum, candy, or other packaged products for advertising purposes.

As will be evident to those skilled in the art, my invention permits various modifications without departing from the spirit thereof of the scope of the appended claims.

What I claim is:

1. In a display device of the class described, the combination of a casing having a window therein, a plurality of endless strips of flexible transparent material having corresponding portions thereof arranged in upright position transversely of the window and one behind the other, said portions of the strips being visible through said window and the other portions of the strips being hidden from view, and means for traversing said strips longitudinally at different speeds, the several strips bearing illustrations of racing figures so arranged as to simulate a race between the figures as the strips are thus traversed.

2. In a display device of the class described, the combination of a casing having a window in the front thereof, a plurality of endless strips of flexible material having corresponding portions thereof arranged in upright position transversely of the window and one behind the other in close proximity, said portions of the strips being visible through said window and the other portions of the strips being hidden from view, an opaque member at the rear of said portion of the rearmost strip in simulation of a fence at one side of a race track, the inside of a portion of a coli-

seum being simulated above the fence and visible through the window, and means for traversing said strips longitudinally at different speeds, the several strips bearing illustrations of racing figures so arranged as to simulate a race between the figures as the strips are thus traversed.

3. In a display device of the class described, a plurality of endless strips of flexible transparent material, means for guiding corresponding portions of said strips in superposed relationship, and means for traversing such strips in the same direction but at different speeds, the several strips bearing illustrations of racing figures so arranged as to simulate a race between the figures as the strips are thus traversed.

4. A structure according to claim 3 in which an opaque member is spaced in proximity to the rear side of said portion of the rearmost strip.

5. In a display device of the class described, a plurality of strips of transparent material having portions thereof arranged in superposed relationship, and means for traversing said strips in the same direction but at different speeds, the several strips bearing illustrations of racing figures so as to simulate a race between the figures as the strips are thus traversed.

6. In a display device of the class described a plurality of strips of transparent material having portions thereof arranged in superposed relationship, and an opaque member spaced in proximity to the rear side of the rearmost strip, the several strips bearing illustrations of racing figures so arranged as to simulate racing figures as the strips are thus traversed.

7. In a display device of the class described, a casing having a window therein at least three strips of flexible transparent material having corresponding portions thereof arranged in upright position transversely of the window and one behind the other, said portions of the strips being visible through said window and the other portions of the strips being hidden from view, the outermost strip being longer than the other strips, and means for traversing said strips longitudinally at different speeds, the outermost strip being traversed at a greater speed than the other two, and the several strips bearing illustrations of figures so arranged as to simulate a race between the figures as the strips are thus traversed.

8. In a display device of the class described, a plurality of endless strips of flexible transparent material, means for guiding corresponding portions of said strips in superposed relationship, and means for traversing said strips at different speeds comprising a pair of rollers between which each strip passes, means for yieldingly pressing the rollers of each pair toward each other to cause them to bear in driving contact with the strip, a sprocket wheel driving one of the rollers of each pair, and a sprocket chain in driving engagement with all of said sprocket wheels.

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