Oct. 15, 1929. D. BEASLEY 1,732,178

CHANGEABLE SIGN

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Fig. 1

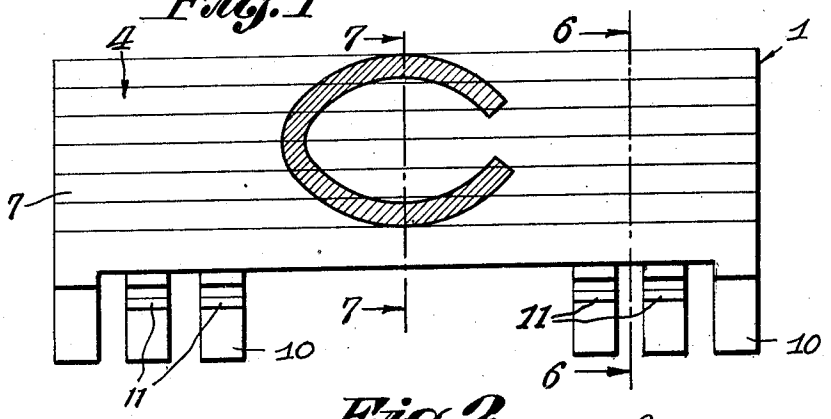


Fig. 2.

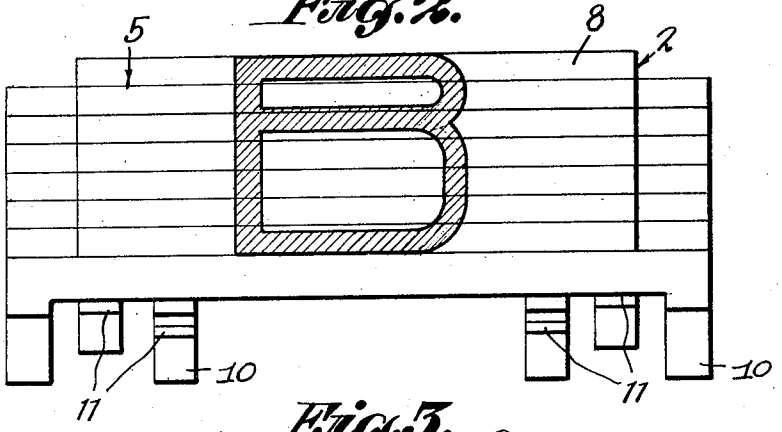
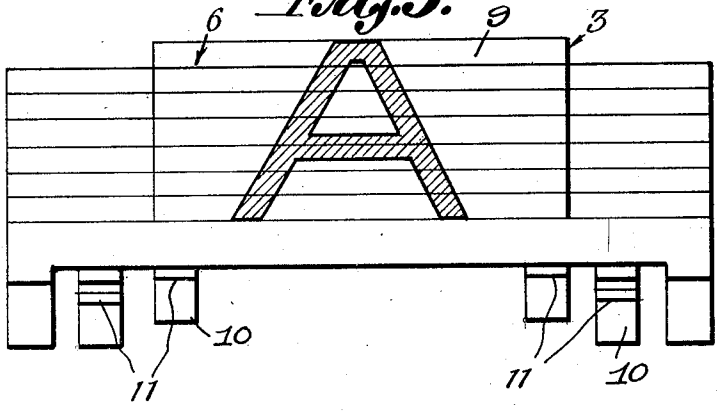


Fig. 3.



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Fig. 4

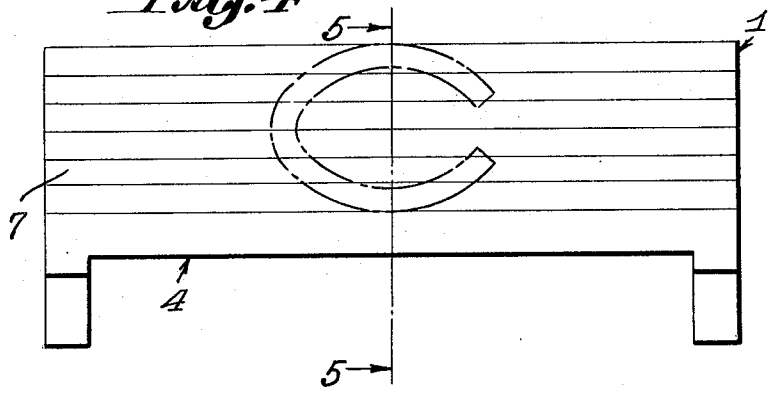


Fig. 5.

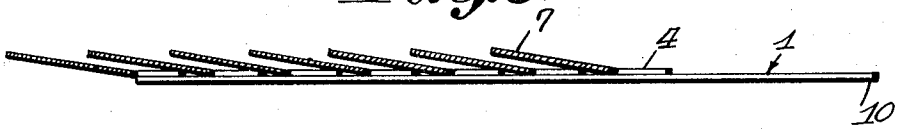
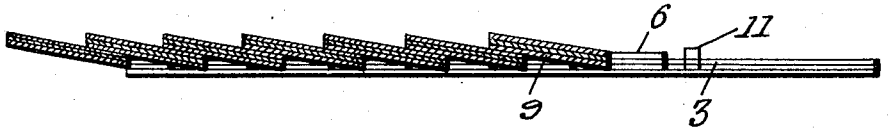


Fig. 6.



Fig. 7.



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Patented Oct. 15, 1929 1,732,178

UNITED STATES PATENT OFFICE

DOUGLAS BEASLEY, OF LIVERMORE, CALIFORNIA

CHANGEABLE SIGN

Application filed September 29, 1928. Serial No. 309,261.

My present invention has reference to an advertising apparatus and is in the nature of a changeable sign.

The primary object of the invention is the provision of an advertising apparatus which is made up of panels or sections that include longitudinally arranged slats of the same width provided with parts or portions of letters, pictures, or other characters and normally disposed one to the rear of the other, any of such panels being shiftable so that the separate letters, pictures or other characters thereon will be presented to view while the characters on the remaining panels remain concealed.

A further object is the provision of an advertising apparatus in the nature of a shiftable sign which shall be of an extremely simple construction, easily operated to bring different letters, objects or pictorial representations to view or to obscure the same and wherein the nature of the devise is such that the operation is mystifying to those unacquainted with the construction.

The drawings illustrate one satisfactory embodiment of the improvement and are to be read in connection with the accompanying description, and the appended claim.

In the drawings:

Figure 1 is a face view of an advertising apparatus in accordance with this invention.

Figure 2 is a similar view but showing one of the panels shifted to obscure the advertising matter disclosed on the panel in Figure 1.

Figure 3 is a similar view but showing another panel shifted to disclose the advertising thereon and to obscure the advertising matter illustrated by Figures 1 and 2.

Figure 4 is a plan view of one of the panels.

Figure 5 is a transverse sectional view approximately on the line 5—5 of Figure 4.

Figure 6 is a sectional view substantially similar to Figure 1 but showing two of the panels associated.

Figure 7 is a sectional view approximately on the line 7—7 of Figure 1.

In carrying out my invention I make use of any desired number of substantially U-shaped frames, there being three desclosed by the drawings and indicated respectively by the numerals 1, 2 and 3. The frames are flat and in the disclosure are inverted, that is, the ends of the substantially U-shaped members are extended downwardly, the said ends being arranged at right angles with respect to the connecting elements therefor. On the ends 2 of each of the frames I secure panels 4, 5 and 6, respectively. Each of the panels is slit or otherwise formed with slats 7—7 8—8 and 9—9, respectively. As disclosed by the sectional views in the drawings the slats are arranged at an outward angle from their connection with the panels and are all at the same inclination. Also by reference to the drawings it will be seen that all of the slats are of the same width, although the length of the slats and likewise the length of the panels vary. The slats 7, 8 and 9 are each inscribed with a portion of a letter, figure, pictorial representation or like advertising matter which, when the frames are shifted, disclose the complete letter, etc. The frames and panels are arranged in lapping relation which, of course, is true with respect to the plates which I have termed the slats 7, 8 and 9. In the showing of the drawings the frame and panel 1 and 4 are arranged at the front of the improvement, so that the remaining frames, panels and slats, will when the device is in normal position, be concealed by the slats 7. The slats 8 and 9 have also inscribed thereon parts or sections of advertising matter which in the showing of the drawings is the alphabetical letters B and A, but as above stated, other advertising indicia may be inscribed upon the said slats.

All of the frames have their lower ends formed with downwardly extending portions in the nature of tabs or handles 10, respectively. While not shown by the drawings these tabs or handles are designed to be operated by a suitable motor, so that the different panels will be alternately shifted and thereby expose the advertising matter on one of the panels, and when such matter is disclosed it will be apparent that the panel bearing the same will obscure or conceal the remaining panels. Of course, the slats on the panels of each frame are of the same number.

It is believed that the simplicity of my construction and the advantages thereof will be perfectly apparent to those skilled in the art to which such invention relates but obviously I do not wish to be restricted to the precise details herein set forth and, therefore, hold myself entitled to make such changes therefrom as fairly fall within the scope of what I claim.

The device is, of course, provided with stop means for limiting the movement of the frames, panels and slats in both directions. The walls provided between the panels and slats may serve to limit the inward or collapsing movement of the center of the panels, but stop means, such as is indicated by the numeral 11, must be employed for limiting the panels when the slats thereon are shifted to exposed position.

Having described the invention, I claim:

In a changeable sign, series of slats of the same width, disposed at the same inclination and arranged one to the rear of the other for covering each other when so arranged, a panel on which each series of slats is fixed and a U-shaped frame on which each of the panels is secured, handles depending from the frames, and the said frames being shiftable to move the slats of one series over the slats of the other series for obscuring the latter and advertising matter on the respective series of slats.

In testimony whereof I affix my signature.

DOUGLAS BEASLEY.