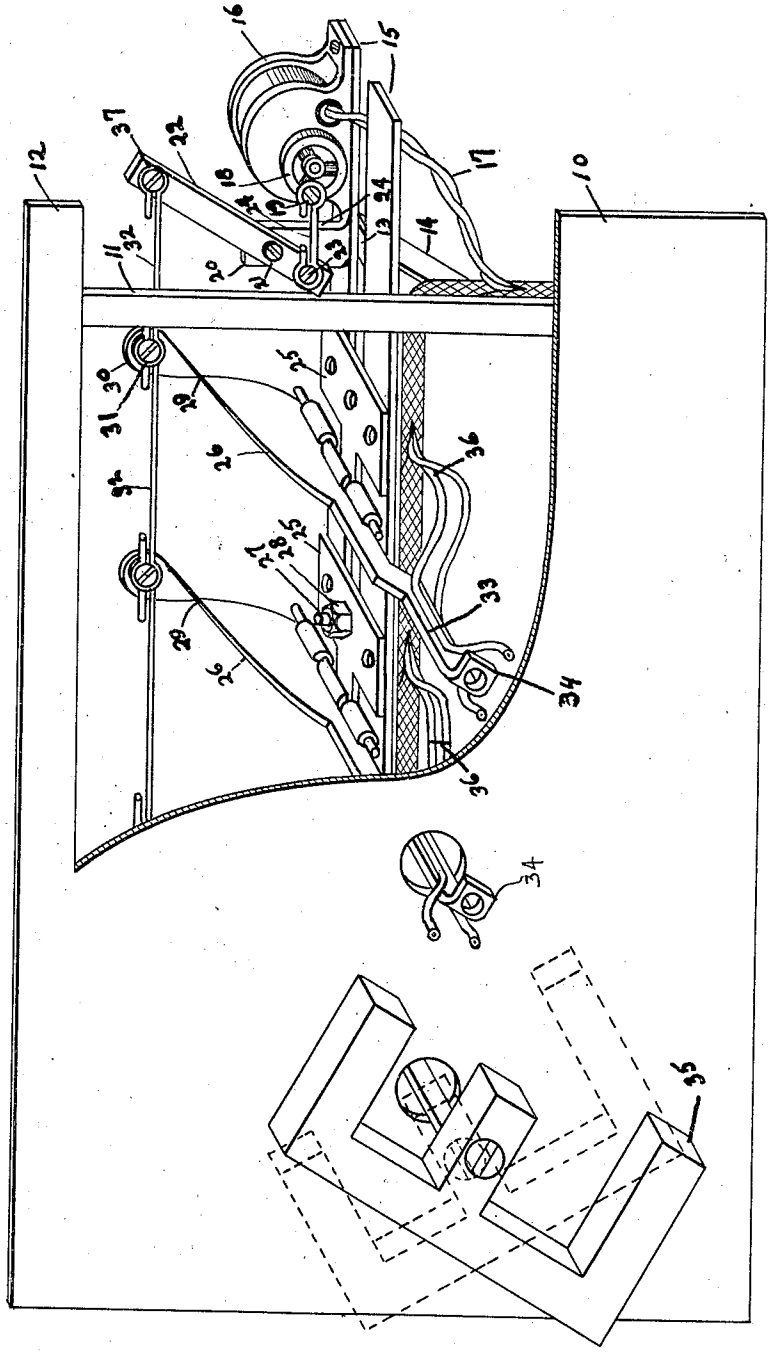
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ADVERTISING DEVICE

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ADVERTISING DEVICE

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9 Claims. (Cl. 40—139)

This invention relates to an improved advertising device and has particular relation to animated signs. It is intended primarily to provide means for causing movement of signs or to the elements forming the complete or part of the complete advertising device to attract attention thereto.

Prior to this invention animation of signs and other advertising mediums have been effected by means of lights.

An object of the invention is to provide means for effecting sufficient movement of a sign or the elements forming the sign to attract attention to such sign.

A further object of the invention is to provide an advertising means which can be manufactured and maintained in operating condition at minimum cost.

With the foregoing and other objects in view the invention consists of the novel construction, combination and arrangement of parts hereinafter more specifically described and illustrated. In the accompanying drawing wherein is shown one embodiment of the invention but it is to be understood that changes, variations and modifications may be resorted to which fall within the scope of the claims hereunto appended.

The drawing discloses a sign with part broken away to more clearly illustrate the invention.

Referring to the drawing in detail, 10 indicates the face of a sign which is adapted to be supported by uprights 11, and cross members 12. For supporting the apparatus for causing movement of the sign or the element making up the sign are horizontal members 13 and 15. Bracing members 14 are secured to the uprights 11 and the free end of members 13.

Mounted on one of the members 15 is power transmitter 16, which in the drawing is shown to be an electrical motor. The power transmitter 16 receives its energy by conductors 17 from a source not shown. Operatively connected to power transmitter 16 is member 18 which has attaching means 19 thereon. Formed integrally with the transmitter frame is upright bar 20 which has secured at 21 a rocker arm 22. Near the lower end of arm 22 is means 23 for receiving and holding connecting rod 24. Upon the rotation of the member 18 the arm 22 is adapted to swing back and forth due to the fact that rod 24 is eccentrically connected to the member 18.

Removably secured to members 15 are hinge-like members which consist of a secured section 25 and an unsecured section 26. Section 25 may be secured in place by any suitable means, for example by bolt 27 and nut 28. The portion 26 is hingedly connected to portion 25. The upper part of 26 is bent or turned at 29 so that the end 30 is substantially at right angles to the lower part of 26. The upper part has an aperture therein for receiving rod securing means 31. Motion is transmitted to members 26 by means of rods 32.

The front part of members 26 are formed to present an element or letter holding arm 33, the outer end 34 being bent at substantially right angle to the rest of the arm. The end 34 is provided with an aperture so that a letter or other element can be secured thereto.

In case the letter or element 35 is to be illuminated conductors 36 extend along the arm 33 to the illuminating means, letters or element 35. A sufficient play must be left in the conductors 36 to permit movement of the letters or elements 35.

The arms 33 extend through openings in the face 10 which form the background of the sign. The letter "E" shown in the drawing indicates two positions the letter or elements of a sign will assume by means of the movement of members 26.

Rods 32 are shown with hooked ends which may conveniently be hooked over members 31 but it is to be understood that the power transmitting rods may take any suitable form so long as the motion is transmitted from the power transmitter 16 to the letters or elements 35. The upper end of arms 22 is provided with a screw or rod connecting means 37, and through the medium of a rod 32 motion of the arm 22 is imparted to means 37.

The construction of the hinge-like members permits of ready removal thereof in case repair is needed. The construction also permits of relatively easy means of assembling the new advertising medium.

In the drawing one element supporting arm has a letter mounted thereon, one secured in place with no element secured in place, and one not secured in place to show how the arm may be removed.

It is believed that those skilled in the art will readily understand the operation of the invention but for the sake of clarity a brief description thereof will be given.

The sign consisting of letters or other elements having been erected, each letter or element that is to be moved is connected to the arm 33. The power transmitter being put in opera-

tion, member 18 is caused to rotate. The rotary motion is translated to reciprocating motion. The arm 22 swings to and fro causing members 26 to move and thus impart motion to letters or elements 35.

It is to be understood that only one construction of the new advertising means is shown but the form may be altered without departing from the scope of the invention.

What I claim is:

1. An advertising device, a plate-like member hinged on one longitudinal edge to a support, an advertising element secured to an end of the plate member, the other end of the plate member twisted into a plane substantially parallel to the advertising element, and the last-mentioned end of the plate-like member connected with a driving mechanism.

2. In an advertising device, a power transmitter, a rocker arm, means for connecting the rocker arm to the power transmitter, plate-like members hinged at one edge to a support, a letter connected to an end of the plate-like member, the other end of the plate-like member formed to be in a plane substantially parallel to the letter, and means for connecting the rocker arm to the last-mentioned end of the plate-like member.

3. In a sign, a driving mechanism, a plate-like member hinged on one longitudinal edge to another plate-like member, the latter-mentioned plate-like member secured to a support, a lettter secured to an end of the first-mentioned plate-member, the other end of the first-named plate member twisted into a plane substantially parallel to the letter and means for connecting the driving mechanism to the plate end.

4. A sign of the class described, a face, letters mounted for movement adjacent the face, plate-like members mounted behind the face, and each hinged at one edge to a support, a letter connected to each plate-like member at one end, the other end of each plate-like member twisted into a plane substantially parallel to the letter, and means for connecting the last-mentioned end of the plate-like member to a driving mechanism.

5. In an advertising device, a plurality of moveable letters, a plate-like member mounted behind each letter and hinged at one longitudinal edge to a support, each letter connected to one end of the plate member, the other end of the plate-member formed to lie in a plane substantially parallel to the letter and at substantially right angle to the first-mentioned end of the plate-member, means for connecting the plate-members together, and driving mechanism for imparting motion to the connecting means for the plate-members.

6. An advertising device, a plate-like member hinged on one longitudinal edge to a support, a letter secured at substantially its mid section to one end of the plate-member, the other end of the plate-member twisted into a plane substantially parallel to the letter, and the last-mentioned end of the plate-member connected with a driving mechanism.

7. An advertising device, a bar-like member hinged on one longitudinal edge to a support, an advertising element secured at substantially its mid section to one end of the bar-like member, the other end of the bar-like member formed to lie in a plane substantially parallel to the advertising element, and the last-mentioned end of the bar-like member connected with a driving mechanism.

8. A sign of the class described, a face, a plurality of letters mounted for movement adjacent the face, bar-like members hinged on one longitudinal edge to a support, and mounted behind each letter one end of each bar-like member secured to substantially the midsection of a letter, the other end of each bar-like member formed to lie in a plane substantially parallel to the letter, means for connecting the last-mentioned end of each bar-like member together, and driving mechanism connected with the connecting means for the bar-like member ends.

9. An advertising device comprising a moveable character, a metallic hinge-like member behind the character, one section of the hinge forming a support for the character, an intermediate section connected to a frame support, the far end of the hinge twisted to lie in a plane substantially parallel to the character, and means for imparting motion to the hinge at the far end.

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