

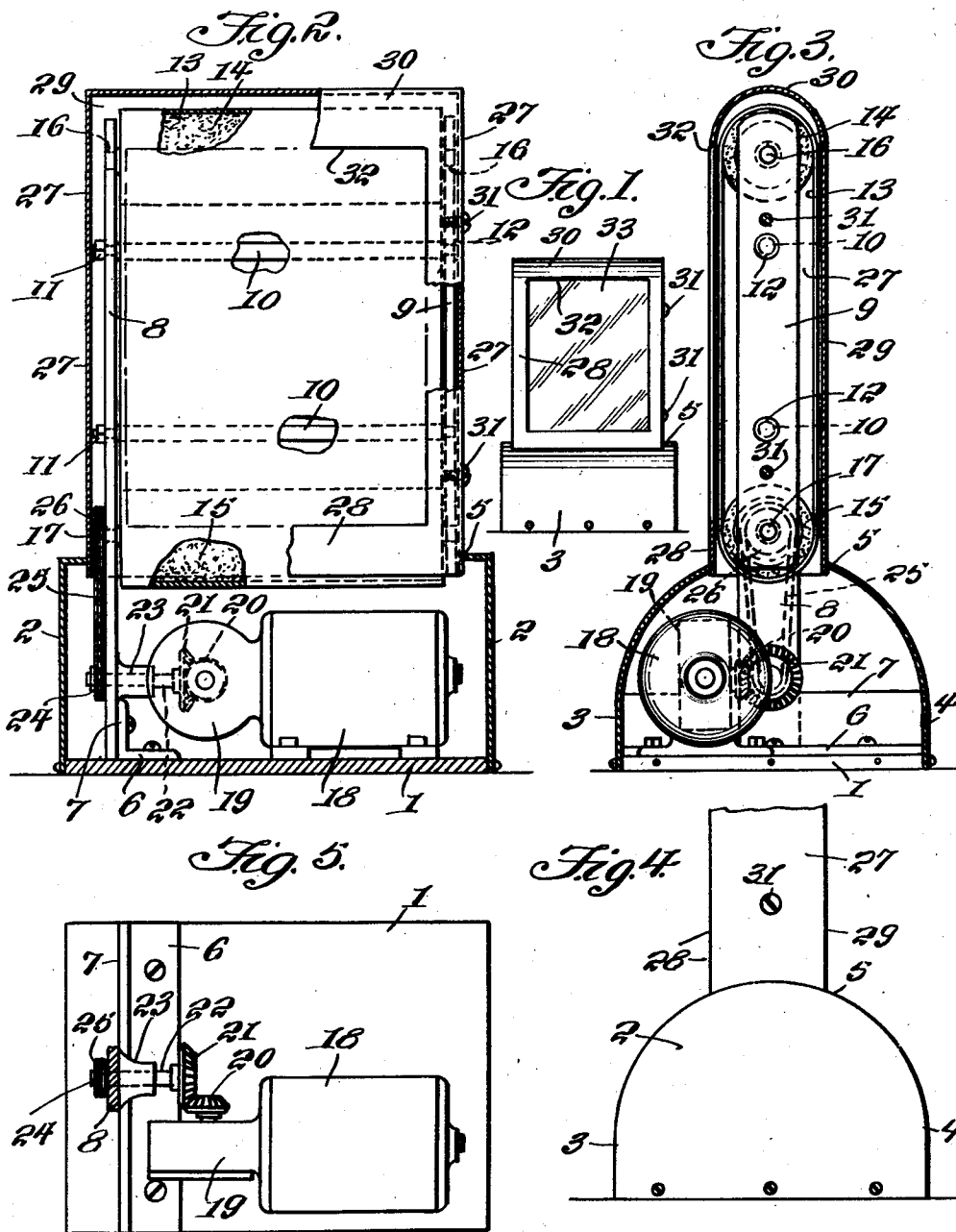
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A. UTNE

2,298,990

ADVERTISING DEVICE

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WITNESSES:
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ADVERTISING DEVICE

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5 Claims. (Cl. 40—32)

This invention relates to advertising devices of the changeable exhibiting type, and its general object is to provide a device that includes an endless web or band having advertising matter thereon and mounted for travel within a housing having a window opening for the advertising matter to show therethrough.

An important object is to provide an advertising device by which ready access can be had to the web to allow easy and expeditious changing thereof.

A further object is to provide an advertising device of the character set forth, that is attractive and neat in appearance, inexpensive to manufacture, simple in construction, and extremely efficient in operation, use and service.

This invention also consists in certain other features of construction and in the combination and arrangement of the several parts, to be hereinafter fully described, illustrated in the accompanying drawing and specifically pointed out in the appended claims.

In describing the invention in detail, reference will be had to the accompanying drawing wherein like characters denote like or corresponding parts throughout the several views, and in which:

Figure 1 is a front view of the device which forms the subject matter of the present invention.

Figure 2 is a partial vertical sectional view taken lengthwise through the housing of the device, and illustrates parts broken away and in elevation.

Figure 3 is a vertical sectional view taken at right angles to Figure 2 adjacent one side of the housing.

Figure 4 is a fragmentary side view of the device.

Figure 5 is a horizontal sectional view taken just above the motor, with the housing removed from the base.

Referring to the drawing in detail, the reference numeral 1 indicates a rectangular base of any suitable material, such as sheet metal, and which provides a bottom wall for the lower section of the housing, the lower section including straight side walls 2 and front and rear walls 3 and 4 respectively, that are straight for a portion of their height from the base and thence are rounded toward each other to merge accordingly into a rounded upper wall 5 that has a slot or elongated rectangular opening therein for the major portion of its length. The walls 2, 3, 4 and 5 are preferably integral with each other and like the base may be made from sheet metal,

and the walls 2, 3 and 4 have their lower edges fixed by screws or the like to a downturned marginal flange formed on the base 1.

A right angled attaching bracket coextensive with the width of the base has its lower horizontal portion 6 fixed to the base adjacent one end thereof, and secured to and rising centrally from the vertical portion 7 is a flat upright side member or bar 8 that is of a height to extend through the slot of the upper wall and a considerable distance above the lower section, as best shown in Figure 3. Paralleling the bar 8 is a companion flat side member or bar 9 that is supported by cross rods 10 bridging the bars and having reduced ends extending therethrough, the reduced ends providing shoulders bearing against the confronting faces of the bars for holding the bar 9 fixed relative to and in parallelism with the bar 8. The reduced ends of the rods that extend through the bar 8 are threaded for receiving nuts 11, to allow ready removal of the rods from the bar 8, while the opposite reduced ends of the rods are threaded in or may be permanently fixed to the bar 9, as at 12. By that construction, it will be obvious that the rods and bar 9 are removable as a unit, relative to the bar 8, to allow changing of an endless web or band 13, which will be presently described. The bar 9 is shorter than the bar 8 and has its lower end terminating slightly below the slot in the upper wall 5, and its upper end terminates even with that of the bar 8, as clearly shown in Figure 2.

Bridging the bars 8 and 9 are upper and lower rollers 14 and 15 respectively, that are preferably formed from rubber or like material and are provided with trunnions 16 and 17 respectively, which are mounted for rotation in the bars. Trained about the rollers for travel thereon is the web 13 that has advertising matter printed or otherwise provided thereon.

In order to bring about travel of the web 13, the lower roller 14 is rotated, and for that purpose, I provide an electric motor unit 18 fixed to the base, the unit including a reducing gear box 19 having a stub shaft extending laterally therethrough, with a bevel pinion 20 fixed to the outer end of the shaft and meshing with a bevel gear 21 which in turn is fixed to a shaft 22. The shaft 22 is mounted for rotation in a collar bearing 23 formed on the inner face of the bar 8 adjacent its lower end, and the shaft 22 extends through the bar 8 for disposal beyond the outer face thereof, as best shown in Figure 5. Fixed to the outer end of the shaft 22 is a sprocket 24

having trained about the same a chain 25 which is likewise trained about a sprocket 26 fixed to the lower roller trunnion that extends outwardly of the bar 8, as shown in Figure 2.

The upper section of the housing is in the form of a removable relatively narrow rectangular cover that is adapted to enclose all of the structure of the device above the lower section of the housing. The upper or cover section is preferably made from sheet metal to provide side walls 27, front and rear walls 28 and 29 respectively, and a round top wall 30, while the lower end of the cover is open and fittingly mounted in the slot of the top wall 5 for disposal slightly below the latter, as best shown in Figure 3. The cover section is held in place by screw bolts 31 extending through a side wall 27 thereof and threaded in the bar 9, as clearly shown in Figure 2. The front wall 28 is provided with a window opening 32 for the major portion of its area and the opening 32 is preferably closed by a glass panel 33.

From the above description and disclosure in the drawing, it will be obvious that when my device is in operation, the web will travel slowly about the rollers, so that the advertising matter can be readily observed through the window opening, as it passes the same. It will be further obvious that the web can be changed in an easy and expeditious manner, merely by removing the cover section and the rods 10 from the bar 8.

The web may be made from any suitable material, such as fabric, flexible metal or paper, and when it is made from paper, it can be applied to the rollers without removing the bar 9 and the rods, as I make the same out of a strip of paper which is first disposed about the rollers and thence the ends of the strip are adhesively secured together. In removing the paper web from the rollers, it can be cut or torn therefrom, with the result it will be seen that it is necessary only to remove the cover section when it is desired to change the paper web.

While it has been stated that the walls of the lower and cover sections are made from sheet metal, they can be made from plastic material, or the like.

It is thought from the foregoing description that the advantages and novel features of the invention will be readily apparent.

It is to be understood that changes may be made in the construction and in the combination and arrangement of the several parts, provided that such changes fall within the scope of the appended claims.

What I claim is:

1. An advertising device comprising a housing including a lower section and a removable upper section, a base providing the bottom wall for the lower section, a pair of uprights, one of said uprights being fixed within the lower section and rising from the base for disposal above the lower section, means for removably securing the other upright to said fixed upright in spaced parallel relation thereto, rollers between the uprights and journaled therein, an endless web trained about the rollers for travel thereon, means within the lower section and associated with one of said rollers for actuating the web, said upper section providing a cover enclosing the uprights and rising from the lower section, and the upper section having a window opening therein through which the web may be observed.

2. An advertising device comprising a housing including an elongated lower section and an upper section, a base providing the bottom wall for the lower section, a right angled attaching bracket fixed to the base and including a vertical portion, a pair of uprights, one of said uprights being fixed to said vertical portion and rising therefrom for disposal above the lower section, means for removably securing the other upright to said fixed upright in spaced relation thereto, an endless web mounted for travel between the uprights, said lower section having a slot along the length of the top thereof, said upper section providing a cover enclosing the uprights and having its lower end mounted in the slot, means for removably securing the upper section to one of said uprights, said upper section having a window opening therein through which the web may be observed, and means within said sections for actuating the web.

3. An advertising device comprising a housing including a lower section and a relatively narrow upper section, a base providing the bottom wall for the lower section, a pair of uprights, one of said uprights being fixed within the lower section and rising from the base for disposal above the lower section, rods secured to and bridging the uprights for holding the same in spaced parallel relation to each other, rollers between the uprights, trunnions for the rollers and journaled in the uprights, an endless web trained about the rollers for travel thereon, means within the lower section and associated with a trunnion of one of said rollers for actuating the web, said upper section providing a cover enclosing the uprights and rising from the lower section, and the upper section having a window opening therein through which the web may be observed.

4. An advertising device comprising a housing including an elongated lower section and a relatively narrow upper section, a base providing the bottom wall for the lower section, said lower section including front, rear and side walls fixed to the base and a top wall having a slot along the length thereof, a pair of uprights, one of said uprights being fixed within the lower section and extending through the slot for disposal above the lower section, means for removably securing the other upright to said fixed upright in spaced parallel relation thereto, rollers between the uprights and including trunnions journaled therein, an endless web having advertising matter thereon and trained about the rollers, means within the lower section and connected with a trunnion of one of said rollers for actuating the web, said upper section providing a cover enclosing the uprights and including front, rear, top and side walls and an open lower end extending through the slot, the front wall of the upper section having a window opening therein through which the web may be observed, and means for removably securing the upper section to one of said uprights.

5. An advertising device comprising a housing including an elongated lower section and a removable upper section, a base providing the bottom wall for the lower section, a pair of uprights, one of said uprights being fixed within the lower section and rising from the base for disposal above the lower section, means for removably securing the other upright to said fixed upright in spaced parallel relation thereto, upper and lower rollers between the uprights and including trunnions journaled therein, one of the trunnions of the lower roller extending through

its upright, a sprocket fixed to the extending end of the last mentioned trunnion, an advertising web trained about the rollers, a motor unit fixed to the base, a shaft geared to the motor unit and journaled in said fixed upright, a sprocket fixed to said shaft, a chain trained about said sprockets to rotate the lower roller for actuating

the web, said upper section providing a cover enclosing the uprights and rising from the lower section, and the upper section having a window opening therein through which the web may be observed.

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