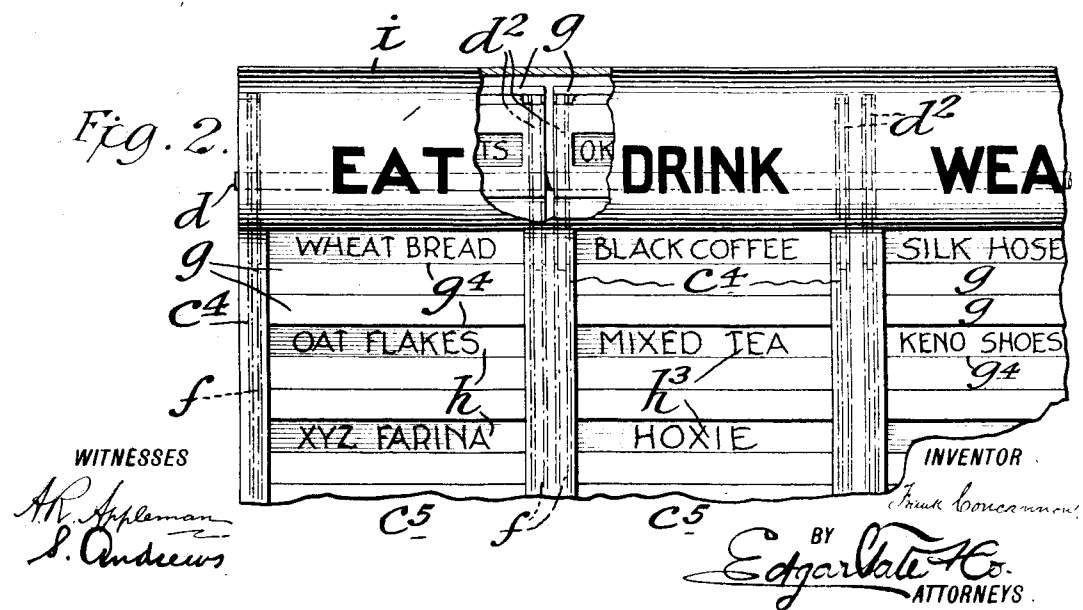
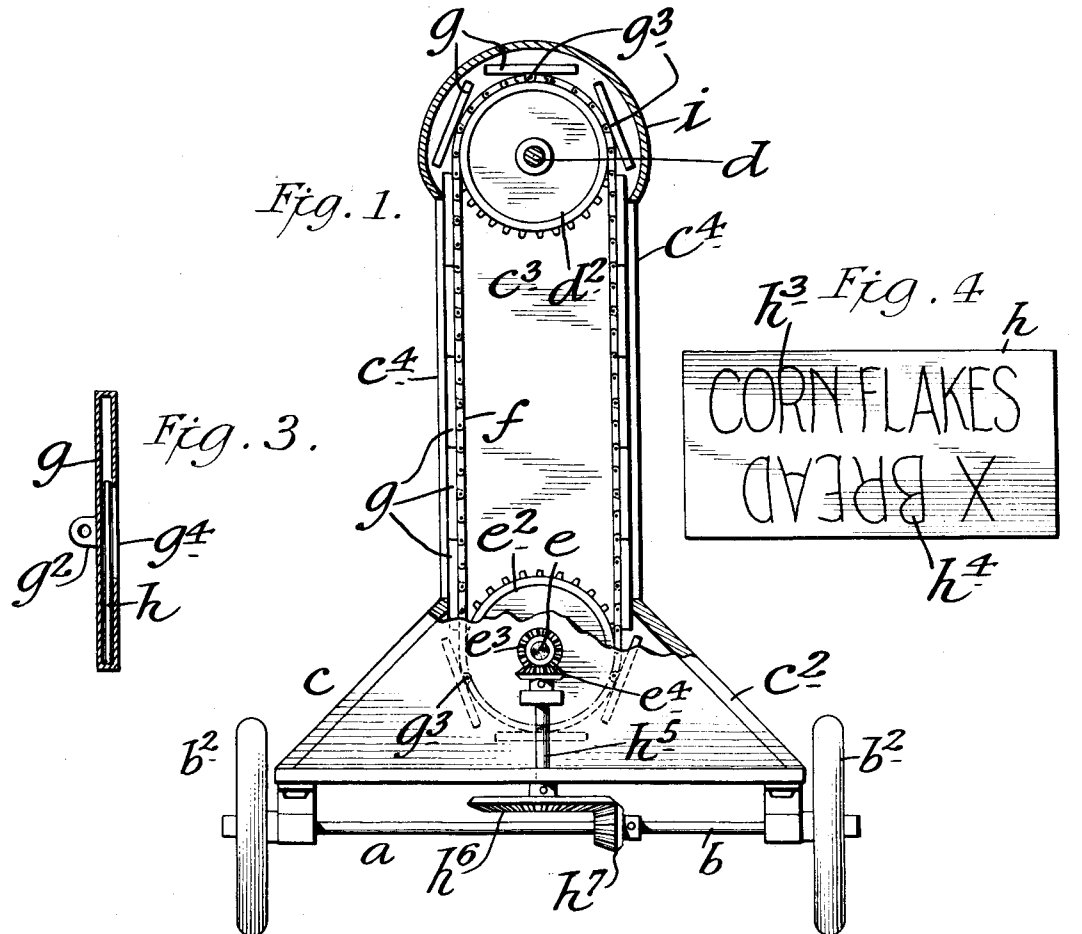


F. CONCANNON.
ADVERTISING APPARATUS.
APPLICATION FILED AUG. 21, 1912.

1,063,010.

Patented May 27, 1913.



UNITED STATES PATENT OFFICE.

FRANK CONCANNON, OF NEW YORK, N. Y.

ADVERTISING APPARATUS.

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Specification of Letters Patent.

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Application filed August 21, 1912. Serial No. 716,138.

To all whom it may concern:

Be it known that I, FRANK CONCANNON, citizen of the United States, and residing at New York, in the county of New York and State of New York, have invented certain new and useful Improvements in Advertising Apparatus, of which the following is a specification, such as will enable those skilled in the art to which it appertains to make and use the same.

This invention relates to advertising devices or apparatus, and the object thereof is to provide an improved device or apparatus of this class, made in the form of a truck or other vehicle and adapted to be moved about over the streets of a town or city, and which is particularly designed to attract attention and which is also designed for the advertisement of a number of separate articles arranged in classified order and mounted in connection with an endless belt device which is constantly moving and whereby the specific advertisements are constantly changing.

The invention is fully disclosed in the following specification of which the accompanying drawing forms a part, in which the separate parts of my invention are designated by suitable reference characters in each of the views, and in which;—

Figure 1 is an end view of a device or apparatus involving my invention, part of the construction being in section;—Fig. 2 a partial side view thereof with part of the construction broken away;—Fig. 3 a sectional view of a sign plate housing which I employ in connection with the endless belt which forms a part of the apparatus, and showing one of the sign plates thereon, and Fig. 4 a face view of one of said sign plates.

In the practice of my invention, I provide a suitable truck or similar device *a* involving axles *b*, only one of which is shown, said axles being provided with wheels *b*², and in practice, the truck may be propelled or moved about in any desired way, or by any suitable means.

Mounted on, connected with, or secured to the axles *b* is a body *c* comprising, in the form of construction shown, a bottom part *c*² and a top part *c*³, and the sides of the bottom part *c*², in the form of construction shown, are inclined inwardly and upwardly, and the sides of the top part *c*³ are vertical and parallel, and mounted in the top por-

tion of the top part is a horizontal shaft *d*, and mounted in the bottom part *c*² is a horizontal shaft *e*, and the top part *c*³ consists of a suitable frame involving vertically and equally spaced side members *c*⁴ which divide the sides of said top part into the vertical panels or spaces *c*⁵.

The shaft *d* is provided with a plurality of pairs of sprocket wheels *d*² spaced to correspond with the vertically arranged panels or spaces *c*⁵, and the shaft *e* is provided with similarly spaced sprocket wheels *e*², and mounted on each of these pairs of sprocket wheels is an endless chain belt device *f* provided with sign plate housings *g*, the backs of which are provided with ears *g*² whereby, they are pivoted to the endless belt devices *f*, as shown at *g*³. The housings *g* are also provided with horizontal front openings *g*⁴, and placed in each of said housings is a sign plate *h* the face of which is provided with two separate advertisements *h*³ and *h*⁴, said advertisements being reversed, as shown in Fig. 4, and being both of the same classification, and the movement of the plates *h* in the housings *g* is approximately equal to the transverse width of the separate advertisements on the plates *h* and the openings *g*⁴ in the front of the housings.

At the top of the top portion *c*³ of the body *c* is a horizontal stationary casing *i* which is circular in cross section and open at the bottom, and in which the sprocket wheels *d*² and the endless belt devices *f* are adapted to turn, and it will also be seen that the shaft *e* is inclosed in the bottom part *c*² of the body *c*, as are also the sprocket wheels *e*² and the endless belt devices *f* with the sign plate housings *g* turn in the bottom portion *c*² of the body *c*.

The shaft *e* is provided at one end with a beveled gear *e*³ which meshes with a corresponding gear *e*⁴ on a vertically arranged shaft *h*⁵ provided at its lower end with a large beveled gear *h*⁶ which meshes with a smaller beveled gear *h*⁷ on one of the axles, and by means of this construction, when the truck is moved about the endless belt devices *f* will be turned by the sprocket wheels *d*² and *e*² and the sign plate housings *g* will be moved vertically through the panels or spaces *c*⁵ and the signs on the plates *h* may be clearly seen and read, as indicated in Fig. 2.

The sign plate housings *g* are equally spaced on the endless belt devices *f* and as

they move through the spaces or panels c^5 , fill said panels or spaces, and the sign plates h are of less transverse dimensions than the housings g and are freely movable in said housings, and as said housings turn on the sprocket wheels d^2 and e^2 they assume the position shown in Fig. 1, and in the upward movement of the housings g on one side of the frame, formed by the top portion c^3 of the body c , one of the signs on each of said sign plates may be read, and as the housings move downwardly on the opposite side of said frame the other signs on said sign plates may be read, as will be readily understood.

The opposite sides of the casing i at the top of the part c^3 of the body c are provided with headings or classifications of various articles to be eaten, drunk or worn, these headings in the arrangement shown being as follows;—"Eat", "Drink" and "Wear", and the signs on the corresponding sign plates in the housings g are specific advertisements under each of said headings, in the arrangement shown, as will also be seen in Fig. 2.

It will be understood that when my improved advertising device or apparatus is designed for use at night it will be provided with suitable means for illuminating the various signs or advertisements thereon, and by means of my improvement I provide a sign or advertising device or apparatus which will command and attract attention at all times, whether in the day time or at night time, and a large number of articles may thus be advertised at a comparatively slight expense.

My invention is not limited to the exact details of the construction herein shown and described, and various changes therein and modifications thereof may be made, within the scope of the appended claims, without departing from the spirit of my invention or sacrificing its advantages, and I reserve the right to make all such alterations therein and modifications thereof as fairly come within the scope of the appended claims.

Having fully described my invention what I claim as new and desire to secure by Letters Patent is:—

1. An advertising apparatus involving an upright body or frame, parallel rotatable shafts mounted in the top and bottom portions thereof, the sides of the body or frame being provided with vertical panels, a plurality of endless belt devices mounted on said shafts and corresponding in number with said panels, horizontally arranged ad-

vertising members movably connected with said endless belt devices and movable vertically through said panels and around said shafts and consisting of housings having openings in the front thereof and movable plates placed in said housings and one side face of which is provided with two rows of advertisements reversely arranged, said plates being movable laterally in said housings through a space the width of which is approximately the same as the transverse width of one of said advertisements and of the openings in the front of the housings.

2. An advertising apparatus involving an upright body or frame having parallel shafts and an endless belt device movable around said shafts and provided with horizontally arranged advertising members movably connected therewith and consisting of housings having openings in the front thereof, and movable plates placed in said housings and one side face of which is provided with two rows of advertisements reversely arranged, said plates being movable laterally in said housings through a space the width of which is approximately the same as the transverse width of one of said advertisements and of the openings in the front of said housings.

3. An advertising apparatus involving an upright body or frame having parallel shafts and an endless belt device movable around said shafts and provided with horizontally arranged advertising members movably connected therewith and consisting of housings having openings in the front thereof, and movable plates placed in said housings and one side face of which is provided with two rows of advertisements reversely arranged, said plates being movable laterally in said housings through a space the width of which is approximately the same as the transverse width of one of said advertisements and of the openings in the front of said housings, the top of the frame being also provided with a stationary part beneath which the endless belt device is movable, and on the opposite sides of which are printed headings indicating the different classes of articles the names of which are placed on said advertising members.

In testimony that I claim the foregoing as my invention I have signed my name in presence of the subscribing witnesses this 20th day of August 1912.

FRANK CONCANNON.

Witnesses:

C. MULREANY,
S. ANDREWS.