

W. A. MURPHEY.
 AUTOMATIC ADVERTISING DEVICE.
 APPLICATION FILED MAY 27, 1910.

1,019,688.

Patented Mar. 5, 1912.

2 SHEETS—SHEET 1.

Fig. 1.

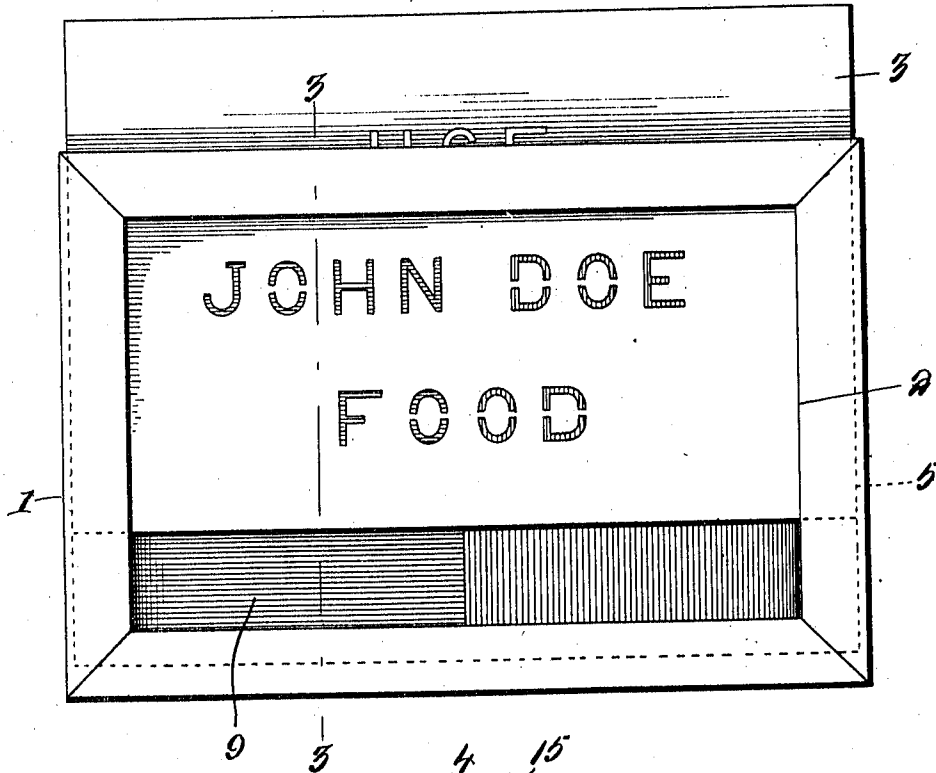
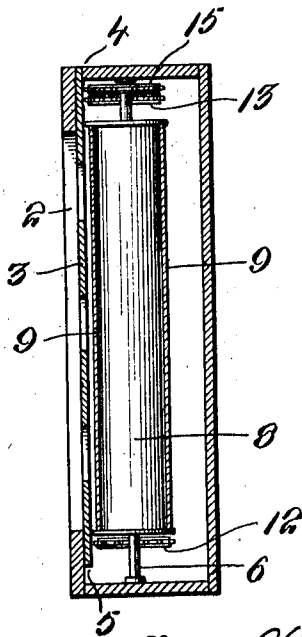


Fig. 2.



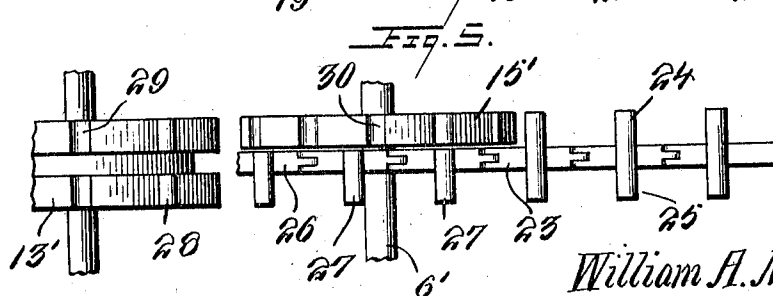
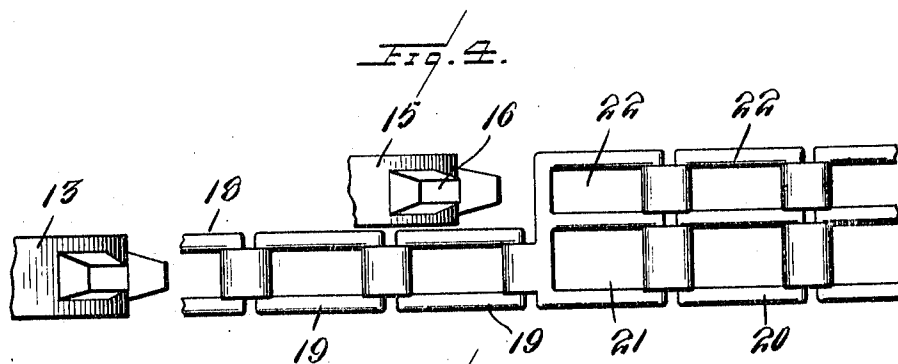
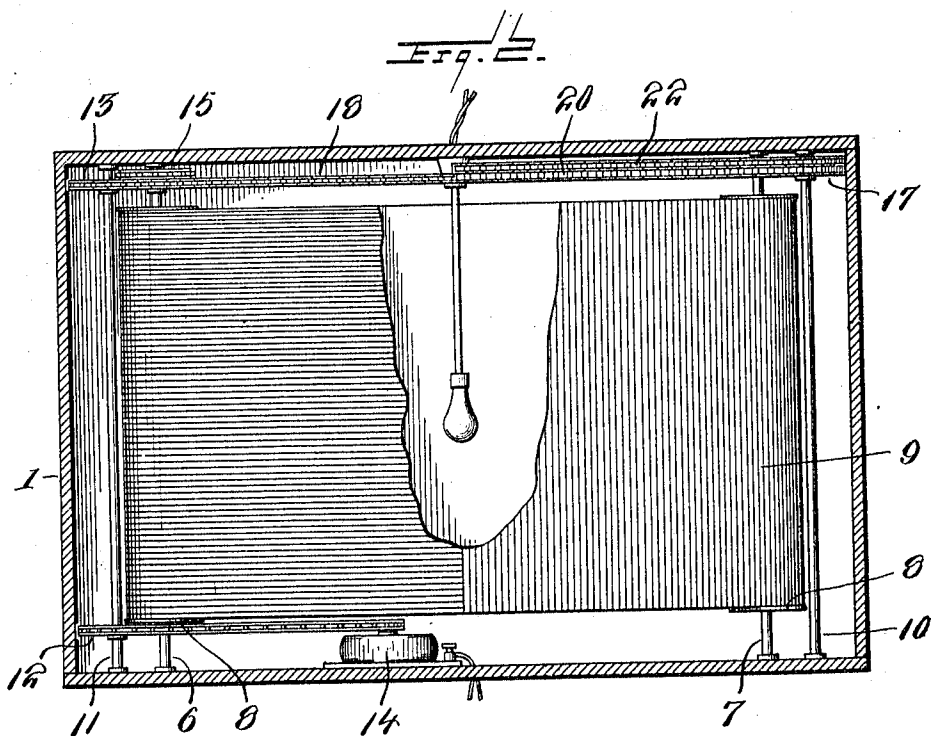
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1,019,688.

2 SHEETS—SHEET 2.



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UNITED STATES PATENT OFFICE.

WILLIAM A. MURPHEY, OF DALLAS, TEXAS.

AUTOMATIC ADVERTISING DEVICE.

1,019,688.

Specification of Letters Patent.

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Application filed May 27, 1910. Serial No. 563,807.

To all whom it may concern:

Be it known that I, WILLIAM A. MURPHEY, a citizen of the United States of America, residing at Dallas, in the county of Dallas and State of Texas, have invented new and useful Improvements in Automatic Advertising Devices, of which the following is a specification.

This invention relates to an automatic advertising device and particularly to one employing means capable of exhibiting various forms of signs or display cards, the object of the invention being to provide an endless belt of transparent material which is differently colored, the characters of the sign or display card being of openwork form so that the letters of the sign may be artistically changed in color to present a very attractive appearance.

Another object of the invention is to provide an improved intermittent feed mechanism for the transparent belt so that the differently colored portions thereof will be exposed for the desired period behind the characters of the sign so that all of the characters will appear of a uniform color.

In the drawings, forming a portion of this specification and in which like numerals of reference indicate similar parts in the several views:—Figure 1 is a front elevation of my improved sign showing the display card in a partly withdrawn position. Fig. 2 is a sectional elevation of the sign showing the intermittent driving means on the endless transparent belt, a portion of the belt being broken away to display the illuminating means. Fig. 3 is a detail vertical section taken on the line 3—3 of Fig. 1. Fig. 4 is a detail elevation of a portion of the driving chain for the transparent belt. Fig. 5 is a similar view of a slightly modified form of chain.

My improved automatic display device comprises a casing or receptacle 1 in which is formed an opening 2 for the sign or display card 3, the characters of the sign being of cut-out construction, as shown. The sign casing is formed at its top with an opening 4 to facilitate the insertion and removal of the sign or display card as is obvious, and as shown, the side members of the sign are formed with vertical grooves 5 for receiving the side edges of the said display card.

The casing 1 has mounted therein vertically disposed spaced shafts 6 and 7, each

of which being provided with a suitable roller or drum 8. These rollers have operatively associated therewith an endless belt 9 which is formed of differently colored transparent material. A shaft 10 is located adjacent to the shaft 7, it being suitably journaled in the casing. A driving shaft 11 is located adjacent to the shaft 6, and as shown, it is provided at one end with a sprocket wheel 12 and at its opposite end with a gear wheel 13. A motor 14 of any preferred well known construction is preferably mounted in the casing and operatively geared to the sprocket 12. The shaft 6 is provided with a sprocket 15 upon which is formed peripheral feet 16 for a purpose to be hereinafter described. The sprocket 15 is located out of a plane with the sprocket 13 and out of a plane with the sprocket 17 upon the shaft 10. An endless chain 18 is operatively associated with the sprockets 13 and 17. This chain consists of a series of links 19 and a series of links 20, the links 20 having tooth-engaging portions 21 which are disposed in line with the links 19 to form a positive engagement at all times of the chain with the sprockets 13 and 17. The links 20 are formed with tooth-receiving portions 22 which are disposed out of alignment with the links 19 and they are adapted to receive the toothed peripheral surface of the sprocket 15.

The driving chain just described is such that its differently formed links will transmit to the roller 8 intermittent rotary movement and as one-half of the belt is formed of the links 20 the transparent belt 9 will be moved to cause one color to be disposed directly behind the open characters of the display card or sign 3 for a suitable interval and until the driving chain has made a one-half revolution.

In the modified form of chain shown in Fig. 5, the links 23 are formed with teeth portions 24 and 25 and the links 26 of the remaining portion of the chain are formed to provide teeth 27. The teeth 25 and 27 of the chain are adapted for engagement in grooves 28 of the wheel 13' and the teeth 24 are adapted to be engaged in similar grooves 29 in the wheel. The teeth 24 are also adapted to be engaged in grooves 30 in the wheel 15' so as to impart to the shaft 6' the desired intermittent rotary movement. An electric light or its equivalent is disposed between

the parallel side portions of the belt 9 for establishing the desired illumination for the display card.

I claim:—

- 5 In an advertising device, a casing, a sign having transparent portions arranged in the casing, an endless transparent differently colored belt at one side of the sign, drums journaled in the casing and supporting the
- 10 belt, a driving shaft journaled in the casing and located adjacent one of said drums, an idler shaft journaled in the casing and located adjacent the other of said drums, a sprocket wheel carried by each of said
- 15 shafts, a sprocket wheel carried by each of

said drums, said last-named sprocket wheels being located out of the plane of said first-named wheels, an endless chain connecting said first-named wheels and inclosing said second named wheels, and means carried by the upper portion of said chain and adapted to engage said last-named sprocket wheels whereby to impart an intermittent rotary motion to said drums.

In testimony whereof I affix my signature in presence of two witnesses.

WILLIAM A. MURPHEY.

Witnesses:

BERN WILSON,

HORACE WILLIAMS.

Copies of this patent may be obtained for five cents each, by addressing the "Commissioner of Patents, Washington, D. C."