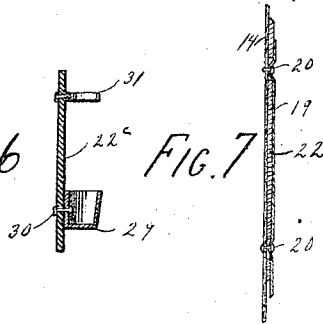
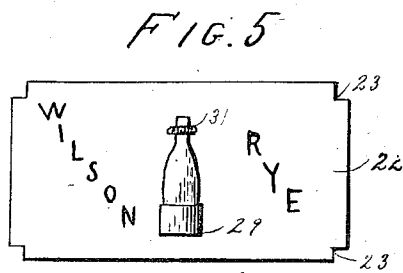
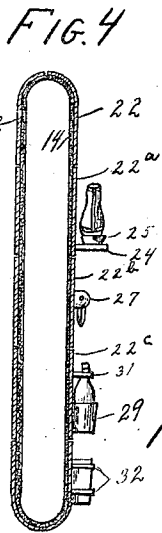
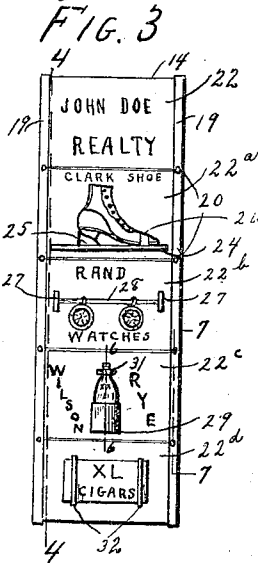
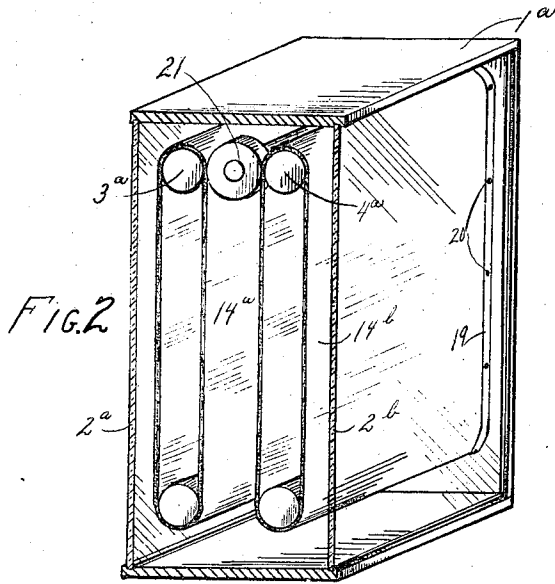
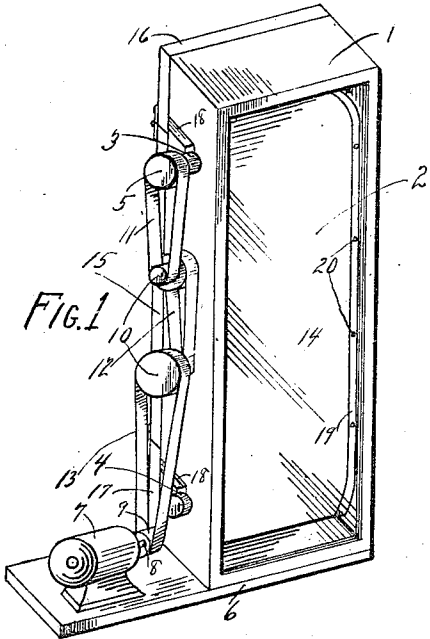


L. M. SAVAGE.
 ADVERTISING DEVICE.
 APPLICATION FILED NOV. 27, 1916.

1,263,124.

Patented Apr. 16, 1918.



Luther M. Savage, Inventor

By W. Wallace Kaim, Jr.

his Attorney

UNITED STATES PATENT OFFICE.

LUTHER M. SAVAGE, OF GREENVILLE, NORTH CAROLINA, ASSIGNOR OF ONE-HALF TO
OLTHUS L. JOYNER, OF GREENVILLE, NORTH CAROLINA.

ADVERTISING DEVICE.

1,263,124.

Specification of Letters Patent.

Patented Apr. 16, 1918.

Application filed November 27, 1916. Serial No. 133,617.

To all whom it may concern:

Be it known that I, LUTHER M. SAVAGE, a citizen of the United States, residing at Greenville, in the county of Pitt and State of North Carolina, have invented certain new and useful Improvements in Advertising Devices, of which the following is a specification.

This invention relates to advertising devices and more particularly to a device for displaying advertisements having improved mechanism by means of which advertising cards or objects may be successively brought to the attention of the eye through the movement of a continuous support or web.

The objects of the invention are to provide a device of the character described of simple and compact construction; to produce improved means for attaching the advertising cards or plates to the carrying device; to produce an improved form of advertising card, and to provide other improvements the details of which will be more fully pointed out hereinafter.

The invention will first be described with reference to the accompanying drawings which form a part of the specification and will then be more particularly pointed out in the claims appended thereto.

In said drawings:

Figure 1 is a perspective view of one form of my improved advertising device;

Fig. 2 is a perspective view of a second form of advertising device showing two movable webs, and with one end of the casing removed for the sake of clearness;

Fig. 3 is a front plan view of the belt or carrying means used in connection with the device;

Fig. 4 is a section on the line 4—4 of Fig. 3;

Fig. 5 is an enlarged plan view of a sign plate adapted to be used in connection with the carrying belt;

Fig. 6 is a section on the line 6—6 of Fig. 3 showing in detail one method of attaching objects to the sign plates, and

Fig. 7 is a section on the line 7—7 of Fig. 3 showing in detail the specific means for attaching the sign plates to the carrying belt.

Similar reference numerals refer to similar parts throughout the several views.

In carrying out my invention I preferably employ an elongated casing or housing 1 of any desired length, breadth and thickness

to best suit the particular requirements for which it is to be used. The front of this casing is open and preferably secured within this opening in any suitable manner is a sheet of transparent material such as glass 2, whereby the interior of the casing may be open to the eye. Rotatably mounted within the casing and at the bottom and top thereof are two rollers or drums 3 and 4, the ends of which preferably pass through the side walls of the casing which thus form bearings therefor, while one end of the upper roller is preferably provided with an enlarged wheel or pulley portion 5 adapted to have a belt run therearound. Secured to the bottom of the casing is a base or extension 6 and upon this extension is mounted a motor 7 preferably of the generally used electric type so that it may be used in connection with the customary 110 volt electric systems, and upon the shaft 8 of the motor is mounted a wheel or pulley 9. Rotatably mounted on the side of the casing are a plurality of reducing pulleys 10, and these pulleys and the drum pulley 5 are inter-connected by means of any suitable form of belting 11, 12; the lower pulley being connected to the motor shaft pulley 9 by a belt 13. While I have shown the motor and pulley wheels as mounted outside of the casing it is of course obvious that arrangements could easily be made whereby they could be mounted entirely within the casing.

An endless apron or belt 14 of any suitable flexible material preferably cloth or canvas is carried upon the drums 3 and 4 and will rotate therewith upon operation of the motor. This belt is adapted to be removed from the drums so that a second belt may be placed in position for a purpose as will be brought out hereinafter, and in order to permit of this removal and to provide access to the belt without necessarily removing same, I have cut away a portion of the rear wall 15 of the casing at both the top and bottom thereof, and have provided hinged doors 16 and 17, through which openings the drums may be withdrawn, L-shaped transverse slots 18 being cut into the side walls of the casing down into the drum-axle bearings for this purpose, it being understood that the slots 18 are duplicated on both sides of the casing though only those on one side are shown.

Secured to each edge of the endless belt 14

55 any desired length, breadth and thickness

is a flexible band or belt 19 preferably of elastic material. These bands are secured to the apron by any suitable means such as by rivets, clips or bolts 20, and these fastening devices are spaced apart a distance substantially equal to the width of the advertising sign plates which are adapted to be used in connection with the device, the portion of the flexible bands lying between adjacent fastening members being entirely free from any connection with the apron.

Fig. 2 illustrates a modification of my device showing the use of two endless belts 14^a and 14^b carried within one casing, the drums 3^a and 4^a of each belt being intergeared in any suitable manner, a friction pulley 21 being shown in contact with the drums through the medium of the endless belts. In this construction the casing 1^a is open at both the front and back thereof, and glass plates 2^a and 2^b are suitably secured therein, whereby both aprons may be seen and twice as much advertising matter permitted as is possible in the form shown in Fig. 1, since the rear of the aprons are naturally traveling upside down, the removal of the drums in this instance being preferably provided for by hinging one of the end portions of the casing to the casing proper. This feature of double reels may be carried out indefinitely; three, four or even more aprons being placed within a single casing and being driven from one motor, the rotating drums of the aprons being suitably intergeared.

Referring now more particularly to Figs. 3 and 5, I purpose to use in connection with my endless aprons, a series of advertising sign plates 22 having cut away corners 23 so as to permit of their easy insertion upon the apron with their ends inserted under the elastic bands; these plates may be provided with the customary printed advertising matter and in addition thereto I have provided means whereby the specific article advertised may in some cases be attached directly to the plate and be carried around therewith. The plates are preferably made of any suitable flexible material such as heavy paper, and in order to attach them to the apron it is only necessary to insert each end thereof under the elastic bands or belts 19, the cut away portions 23 fitting around the fastening bolts or members 20 which attach the bands to the apron proper, thus locking the plates securely in place upon the traveling apron; the elastic members 19 easily bending around the face of the plate 22 and firmly engaging same at the juncture therewith of the fastening members, as is clearly illustrated in Fig. 7.

It is to be observed that the plates 22 are flexible in the direction of the movement of the belt and that they are of a greater height than the radius of the drum over which they pass. This flexibility of the plates com-

binated with the elasticity of the bands which attaches the plates to the belt allows the plates to be held in close engagement with the belt when the same are passed around the drum. The fact that the plates are held in close engagement with the belt when they are passed around the drum allows the applicant's device to be of comparatively narrow width in comparison with the device in which the plates are allowed room in which to swing loosely around the drum.

The plates themselves may if desired carry articles referred to in the advertisements on the plates, for instance the plate 22^a shown in Fig. 3 has attached thereto in any suitable manner, a shelf 24 upon which is secured a heel plate 25 and an elastic band 26; thereby adapting the shelf to form a support for a shoe secured thereon; the plate 22^b is shown as having two supporting members 27 secured thereto and spaced a suitable distance apart, a rotatable pin or bar 28 being secured between these members upon which many various kinds of articles may be carried, such as watches; the plate 22^c shown specifically in Figs. 5 and 6, has a cup shaped member 29 pivotally secured thereto by means of a bolt or rivet 30; and a spring clip or resilient yoke-shaped member 31 secured immediately above the cup-shaped member, whereby a bottle may be carried on the plate, the bottom of the bottle resting in the cup shaped member while the neck of the bottle is held in place by means of the clip; and the plate 22^d is shown as provided with two elastic clips 32 for holding such an article as a cigar box in place; the purpose of the elastic member 31 used in connection with the bottle; and the elastic clips 32 used with the cigar box being to permit the plates to give away from the bottle and box respectively when they are passing around the drums.

It will be observed from the above examples that the object carried by the plate is free to give away from the same when it is attached to the plate by two separate spaced fastening means, one of which is flexible.

While I have shown these fastening devices as securing the advertised article to the plates it is understood of course that they might as easily be applied directly to the belt itself, and furthermore that any number of various kinds and shapes of articles could be attached to the plates though I have only shown certain specific means of attachment.

The advantages of my improved advertising device are obvious. By the described construction I am enabled to provide a simple and cheap form of advertising device which may be set up either indoors or outdoors and may be run in connection with any common electric lighting system; furthermore by providing separate plates for each advertisement I am enabled to replace

the several advertisements without changing the entire belt; while the use of the advertised articles themselves in connection with the advertising plates is a strikingly and distinctly novel feature of the invention.

Having thus described my invention what I claim as new and desire to secure by Letters Patent of the United States is:

1. In an advertising device, a casing having a sight opening, an endless belt therein, means for guiding and driving said belt, said means including a drum over which said belt passes, flexible elastic bands secured to each edge of said belt at spaced intervals to form loops, and a plurality of flexible plates mounted on said belt having their corner portions cut away to provide reduced end portions to enter said loops, said plates being of greater height than the radius of said drum and being flexible in the direction of movement of the belt whereby the plates will be held in close engagement with the belt when it passes around the drum.

2. In an advertising device, a casing, an endless belt, means for guiding and driving

said belt, said means including a drum over which the belt passes, means for securing a plurality of flexible plates to said belt, said plates being flexible in the direction of movement of the belt, longitudinally spaced fastening means on said plates whereby articles to be displayed can be attached to said plates, and one of said fastening means being resilient whereby to allow the article attached to the plate to give away from the same when said article is passed around said drum.

3. In an advertising device, a plate, a cup-shaped member pivotally secured to said plate, and a yoke-shaped resilient member secured to said plate adjacent said cup-shaped member whereby a bottle may be yieldingly held in position on said plate.

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

LUTHER M. SAVAGE.

Witnesses:

CHAS. K. TAYLOR,
W. G. BUCH.

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