

No. 889,390.

PATENTED JUNE 2, 1908.

D. J. McOSKER.
TRAVELING ADVERTISING APPARATUS.

APPLICATION FILED AUG. 16, 1906.

2 SHEETS—SHEET 1.

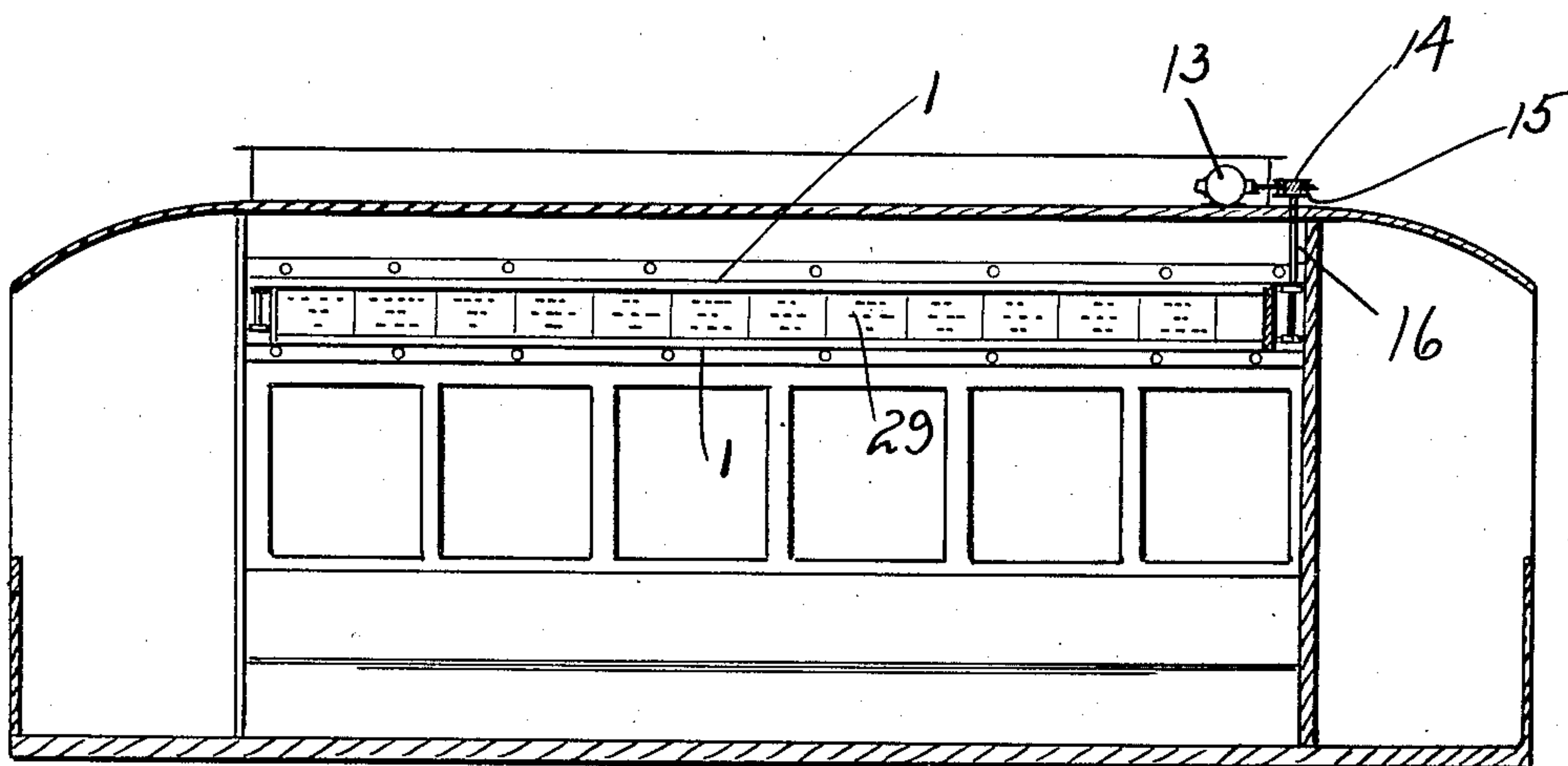


Fig. 1.

Fig. 2.

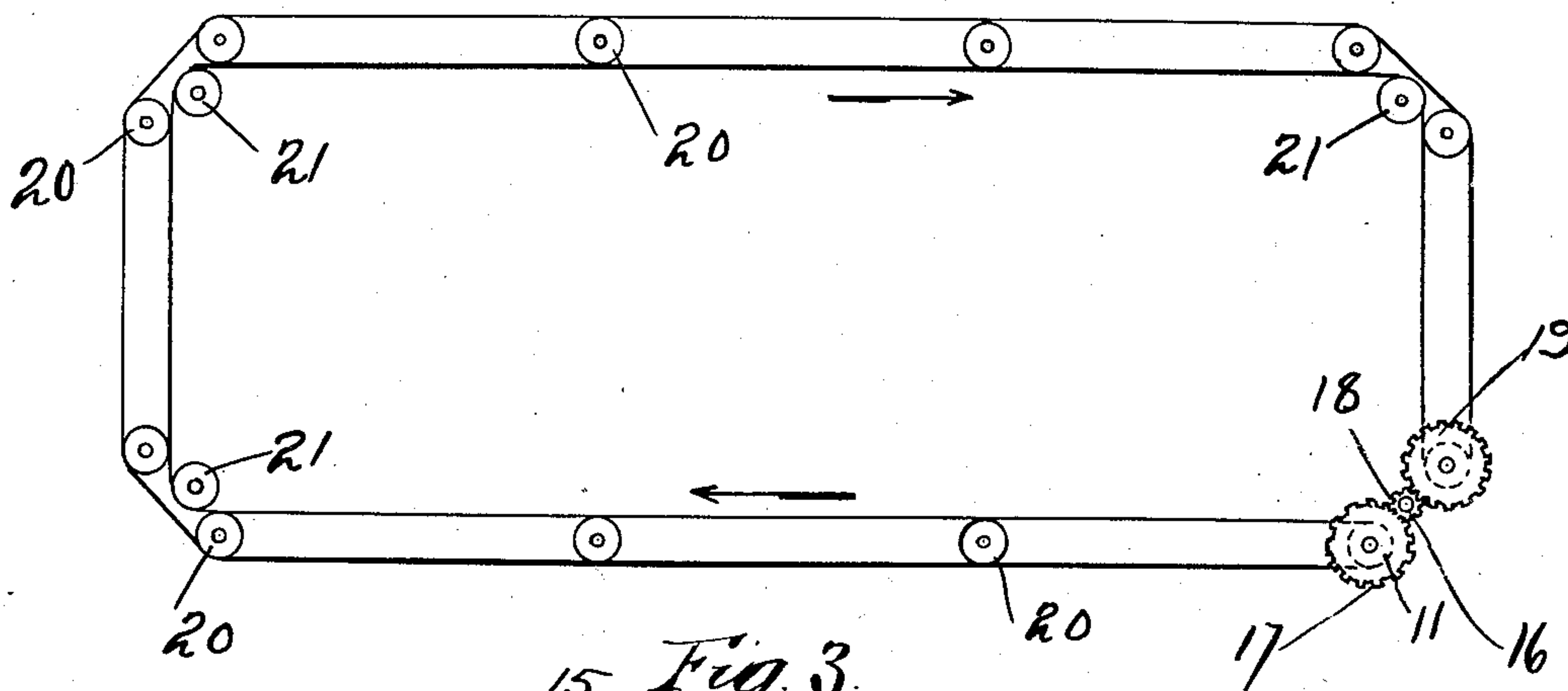
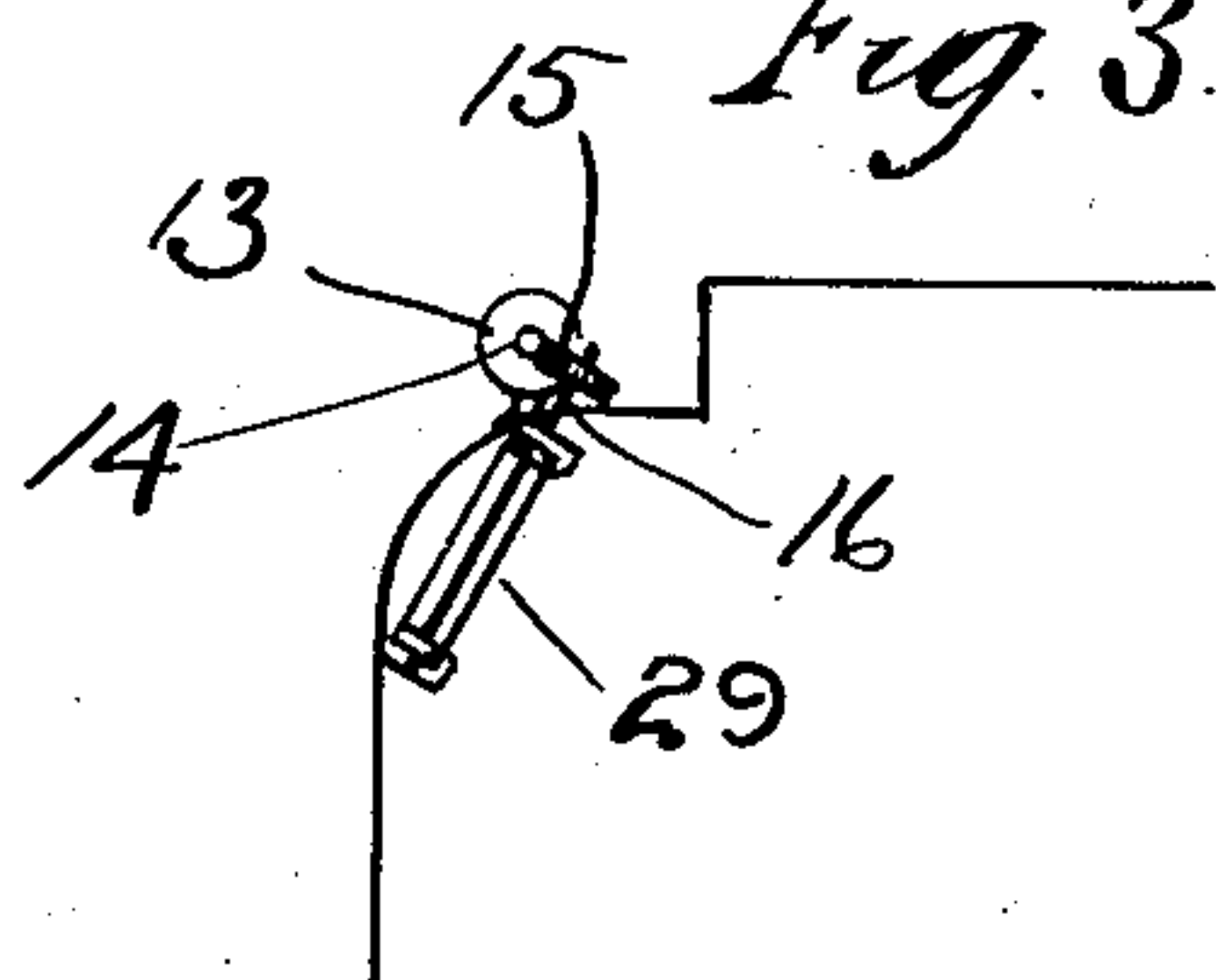


Fig. 3.



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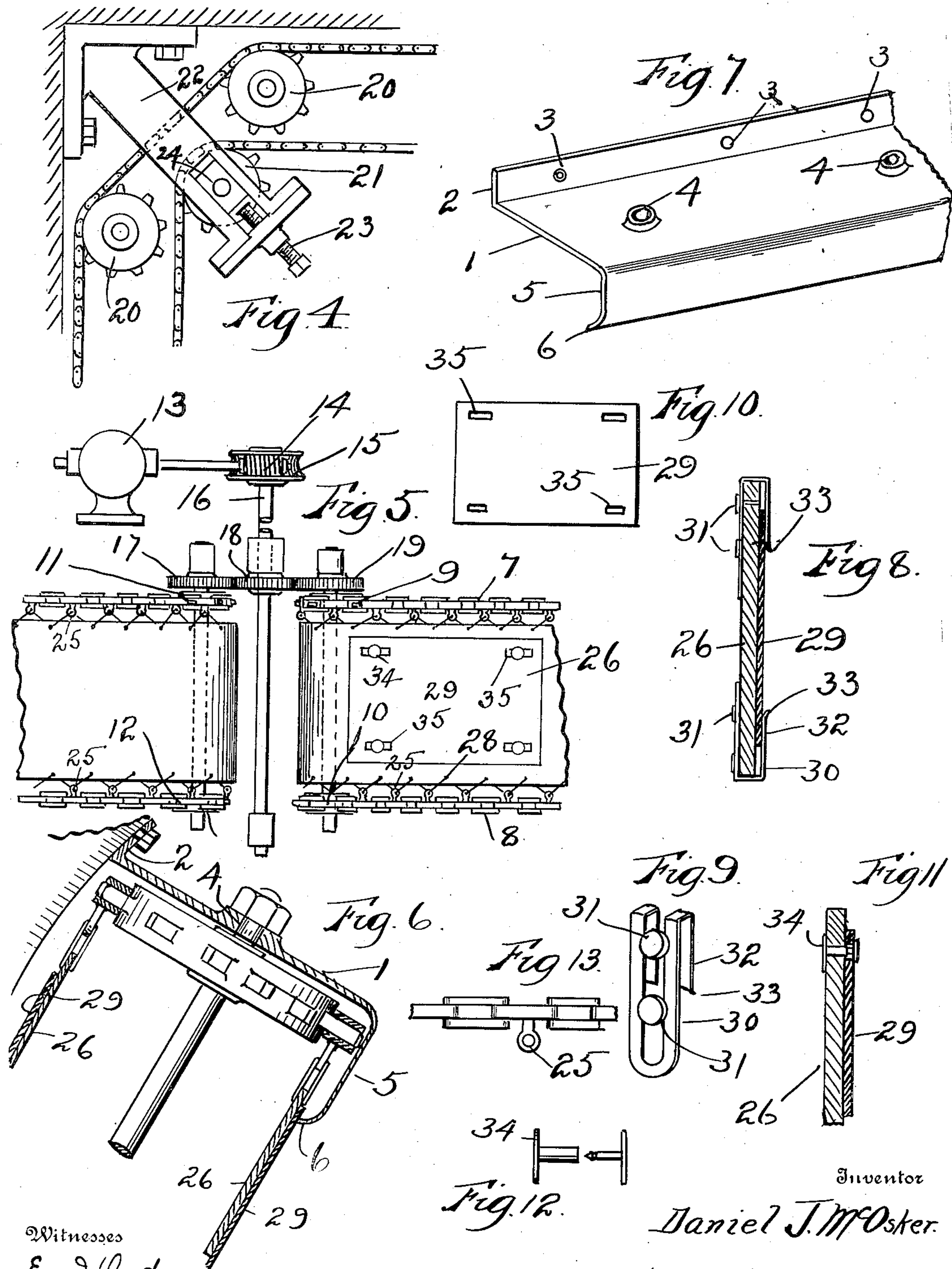
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UNITED STATES PATENT OFFICE.

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TRAVELING ADVERTISING APPARATUS.

No. 889,390:

Specification of Letters Patent.

Patented June 2, 1908.

Application filed August 16, 1906. Serial No. 330,833.

To all whom it may concern:

Be it known that I, DANIEL J. McOSKER, a citizen of the United States, residing at the city of Providence, in the county of Providence and State of Rhode Island, have invented certain new and useful Improvements in Traveling Advertising Apparatus, of which the following is a specification, reference being had therein to the accompanying drawing.

This invention relates to traveling advertisements and has for its object to provide an apparatus that is more particularly adapted to be operated in street cars or the like, to cause each advertising sign located therein to move along or travel before all the passengers so as to attract attention thereto and cause the advertisements to be read, thus increasing their effectiveness and value.

A further object of the invention is to provide suitable and convenient means whereby the ordinary pasteboard advertising cards, such as those usually used on street cars, may be readily attached to and detached from an endless traveling belt.

A special feature of the invention is that these cards are flexible and attached on their edges to a flexible belt or band and are held closely to the same by clips or other suitable fastenings to be carried by said belt and follow the same around the pulleys, thereby reducing to a minimum the lateral space to be occupied by the apparatus and the cards.

A further object of the invention is to provide a double belt to run both back and forth on each side and across the ends of the car whereby more than twice the usual number of cards may be displayed. This apparatus may also be used for street signs and general advertising purposes.

The invention is fully set forth in this specification and more particularly pointed out in the accompanying claims.

In the drawings: Figure 1—is a side elevation of a car in section, illustrating the traveling advertising cards and the comparative space occupied by the same. Fig. 2—is a diagrammatic view illustrating the double belt system, showing the course of travel of said belt and the advertising cards attached to the same. Fig. 3—illustrates an end view in outline of one corner of the car showing the inclined position in which the apparatus is adapted to stand in order to better accommodate itself to the shape of that portion of the car in which it is to run.

Fig. 4—illustrates the traveling chain belt and the pulleys used in conducting the same around the corners in the car. Fig. 5—is a front view illustrating the two lines of chain belting as being conducted over the driving sprockets, and also showing the broad web in between and attached to said lines of chain by lacing. Fig. 6—is an enlarged elevation illustrating one of the sprocket wheels and two lines of the chain in section also the supporting bracket to which the sprockets or conducting pulleys are attached, the whole being set on an angle to suit that portion of the car to which the same is attached. Fig. 7—is a perspective view showing a detail of the bracket to which the conducting pulleys are attached, the edge of which bracket is also adapted to support the chain belt and its attached cards from sagging while passing along in its inclined position. Fig. 8—is an enlarged end section of the belt with a card secured to the face thereof by means of clips. Fig. 9—is a perspective view illustrating one of these clips which is guided to slide endwise on said belt. Fig. 10—is a front view of one of the cards showing the same as being provided with elongated eyelets or slots in each corner. Fig. 11—illustrates another means besides the said clips for connecting said cards to said belt which is that of a separable button or stud. Fig. 12—illustrates the said separable stud with the members drawn apart. Fig. 13—is a detail illustrating the chain belt showing the eye attached to the same to which the canvas belt is laced.

Referring to the drawings, at 1—1 are the guide brackets between which the two lines of conducting chain and belt travel. These guide brackets may be made in short sections or all in a single section, if desired, extending the entire length of the car, and bolted or secured in position in any desired manner. These brackets may be made of steel rolled into the desired form, or they may be of wood or any other suitable material. It is preferred however that they have an upwardly turned flange as at 2, see Fig. 7, which flange is provided with suitable holes 3—3 through which the proper fastening bolts pass. The flat surface of the bracket is also provided with holes as at 4—4 to receive and form a bearing for the supporting shafts of the idler pulleys on which the belt runs.

At 5 is a downwardly turned lip designed

to cover the chain and the upper edge of the cards that are attached to the belt, see Fig. 6. The edge 6 of this lip is preferably turned inward to engage the upper edge of the face
 5 of the card and prevent the same from sagging while traveling in its inclined position together with the chain and belt to which said cards are attached.

At 7 and 8 are the upper and lower lines
 10 of chain belting which belts are driven through the sprocket wheels 9, 10, 11 and 12 by the motor 13 through the worm 14, worm wheel 15, shaft 16 and gears 17, 18 and 19, see Figs. 2 and 5. These chain belts are
 15 preferably driven in the direction illustrated by the arrows, (see Fig. 2), and over idler pulleys 20—20 by which they are conducted around the car. The pulleys 21—21 are arranged, as illustrated in Fig. 4, to be adjusted
 20 in the bracket 22 so as to take up the slack and wear of the belting, which adjustment is accomplished by means of the adjusting screw 23 that acts on the sliding box 24 in said bracket to set said pulley bearing inward
 25 to tighten the chain and keep it at the proper tension. Extending at intervals from the side of each of these link belts 7 and 8 are eyes 25, see Figs. 5 and 13, for the purposes hereinafter explained.

At 26 is a broad belt of leather, fabric, or
 30 other suitable flexible material which may be attached to said chain belts by passing a lacing 27 through the edge of the same as at 28, and also through the eyes 25, or said belt
 35 may be attached to the chains by any other suitable or convenient means.

The advertising cards 29 are preferably made of thin pasteboard or other suitable flexible material, and are preferably attached
 40 to this central flexible belt 26 in such a manner as to hold the same closely thereto and cause them to follow the belt through its entire course around over the guiding pulleys. The means by which these cards are attached
 45 to the belt should be such that they can be manipulated quickly to be both connected and disconnected to and from the belt, and also to allow said cards a slight longitudinal motion to enable them to give or bend freely
 50 while passing around the pulleys. To accomplish this purpose I have provided a set of spring metal clips preferably made from flat stock, as illustrated at 30, in Figs. 8 and 9. The back or loop portion of this clip is preferably
 55 guided on the back of the belt 26 by means of rivet heads 31, or other suitable means, which are arranged to engage said loop portion of the clip allowing it a free vertical motion and at the same time preventing
 60 the clip from moving longitudinally on the belt. By this arrangement the clip is adapted to be moved quickly by hand either up or down so that its spring fingers 32—32 will engage or disengage the card which is located
 65 on the face of the same, as shown in Fig. 8.

It is found in practice that these spring fingers are sufficiently resilient to allow the cards thus held the necessary longitudinal motion. The lower edge of these fingers 32 are preferably turned out at 33 so as to be
 70 passed easily over the edge of the cards without catching the same. As another means for securing these cards to the belt I have provided a separable button or stud, as illustrated at 34, see Figs. 11 and 12. When this
 75 attaching device is used it is necessary to form an elongated eyelet or slot in the edges of the cards as at 35—35, see Fig. 10, through which the post of these separable buttons are passed, as illustrated in Fig. 11, said eyelet
 80 or slot allowing the card the longitudinal motion required.

My improved traveling advertising apparatus possesses many practical features and advantages. The belt to which the advertising
 85 cards are attached is of double length whereby double the number of cards may be attached, the point being that only one-half of the cards are visible at any one time, giving the effect of fresh advertisements constantly appearing before the people. All of
 90 the advertisements are carried down one side of the car across the end, and up the other side of the car and across the opposite end where they disappear from view. After
 95 passing directly in front of every person in the car these cards are then carried by the belt back to re-appear at the point from which they started. The moving of the advertisements in this manner before the passengers makes the same very interesting and
 100 effective and also forms a very attractive proposition to the advertiser, and by being able to more than double the number of effective advertisements in each car the revenue from the apparatus is greatly increased, thereby making the same a good business
 105 proposition to the operator.

Another feature of the invention is the simple and practical means by which the
 110 cards may be quickly attached and detached to and from the traveling belt practically without the loss of time, said means also holding the cards closely to the flexible belt to cause them to follow the same around the
 115 conducting pulleys whereby the lateral space required for the system is reduced to a minimum.

By placing an independent motor on the top of the car the system may be driven continuously whether the car is in operation or not, and by its construction the device is practically noiseless in its operation.

Having thus described my invention, what I claim as new and desire to secure by Letters
 125 Patent, is:

1. An advertising device comprising an endless belt, a plurality of advertising cards, and means for removably attaching said cards to said belt, said cards being constructed
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to permit a longitudinal sliding movement with relation to said attaching means and said belt.

2. An advertising device comprising a pair of parallel sprocket chains, a flexible carrier uniting said chains, means for driving said chains, a plurality of advertising cards, and means passed through said cards for removably attaching the latter to said flexible carrier, said cards being constructed to permit a longitudinal sliding movement with relation to said attaching means and said carrier.

3. An advertising device comprising an endless belt, a plurality of slotted advertising cards, and securing means engaging the slots of said cards to permit a sliding movement of the cards with relation to said belt.

4. In an advertising device, a pair of endless parallel traveling sprocket chains, a band or belt of flexible material located between said two lines of chains and attached to both, a series of advertising cards adapted to be attached to said belt, means for removably attaching said cards to said band or belt, means for adjusting the tension of said belt, a bracket for covering the chains and the outer edges of said cards, said bracket being provided with a lip to engage the face of said cards and support the same together with the belt and chain from sagging, and means for driving said belt.

5. In an advertising device, a pair of endless parallel traveling sprocket chains, a band or belt of flexible material located between said chains and attached to both forming substantially a single belt with a flexible center, said belt being adapted to run double, the two parts passing in opposite directions, a series of advertising cards adapted to be attached to said central belt to follow the same closely over its course, means on said belt for removably attaching said cards thereto, said cards being constructed to permit a slight longitudinal motion with relation to said attaching means and belt, while following the turns of the belt, means for driving said belt, and means for preventing the same from sagging.

6. An advertising device comprising a pair of endless sprocket chains, a flexible carrier connecting said chains to form substantially a single belt, said belt being arranged to run double with the doubled portions moving in opposite directions, a plurality of

advertising cards, means passed through said cards for attaching the same to said belt, said cards being constructed to permit a slight longitudinal movement with relation to said attaching means, and means for imparting movement to said belt.

7. In an advertising device, a pair of endless parallel traveling sprocket chains, a band or belt of flexible material located between said chains and attached to both forming substantially a single belt with a flexible center, said belt being adapted to run double, the two parts passing in opposite directions, a series of advertising cards adapted to be attached to said central belt to follow the same closely over its course, separable studs for removably attaching said cards to said belt, said cards being provided with elongated eyelets through which said studs pass to allow said cards a slight longitudinal motion while passing around the corners on the belt.

8. An advertising apparatus comprising an endless belt, means for attaching advertising cards thereto, brackets formed each of a single sheet of metal and each provided with an integral intumed lip for guiding said belt, and idler pulleys upon which said belt runs, said bracket being provided with bearings for said pulleys.

9. An advertising apparatus comprising an endless belt, means for attaching advertising cards thereto, idler pulleys upon which said belt runs, and brackets each formed of a single sheet of metal having an integral supporting flange at one edge and provided at its other edge with a lip to guide said belt, said bracket being also provided with bearings for said pulleys.

10. An advertising apparatus comprising an endless belt, means for attaching advertising cards thereto, idler pulleys upon which said belt runs, brackets each formed of a single sheet of metal having an integral flange on one edge provided with an intumed lip to engage said belt, said bracket being also provided with bearings for said pulleys, and means for supporting said bracket.

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

DANIEL J. McOSKER.

Witnesses:

HOWARD E. BARLOW,
E. I. OGDEN.