

ADVERTISING SIGN.

APPLICATION FILED JULY 18, 1910.

Patented Feb. 7, 1911.

2 SHEETS—SHEET 1.



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983,438.

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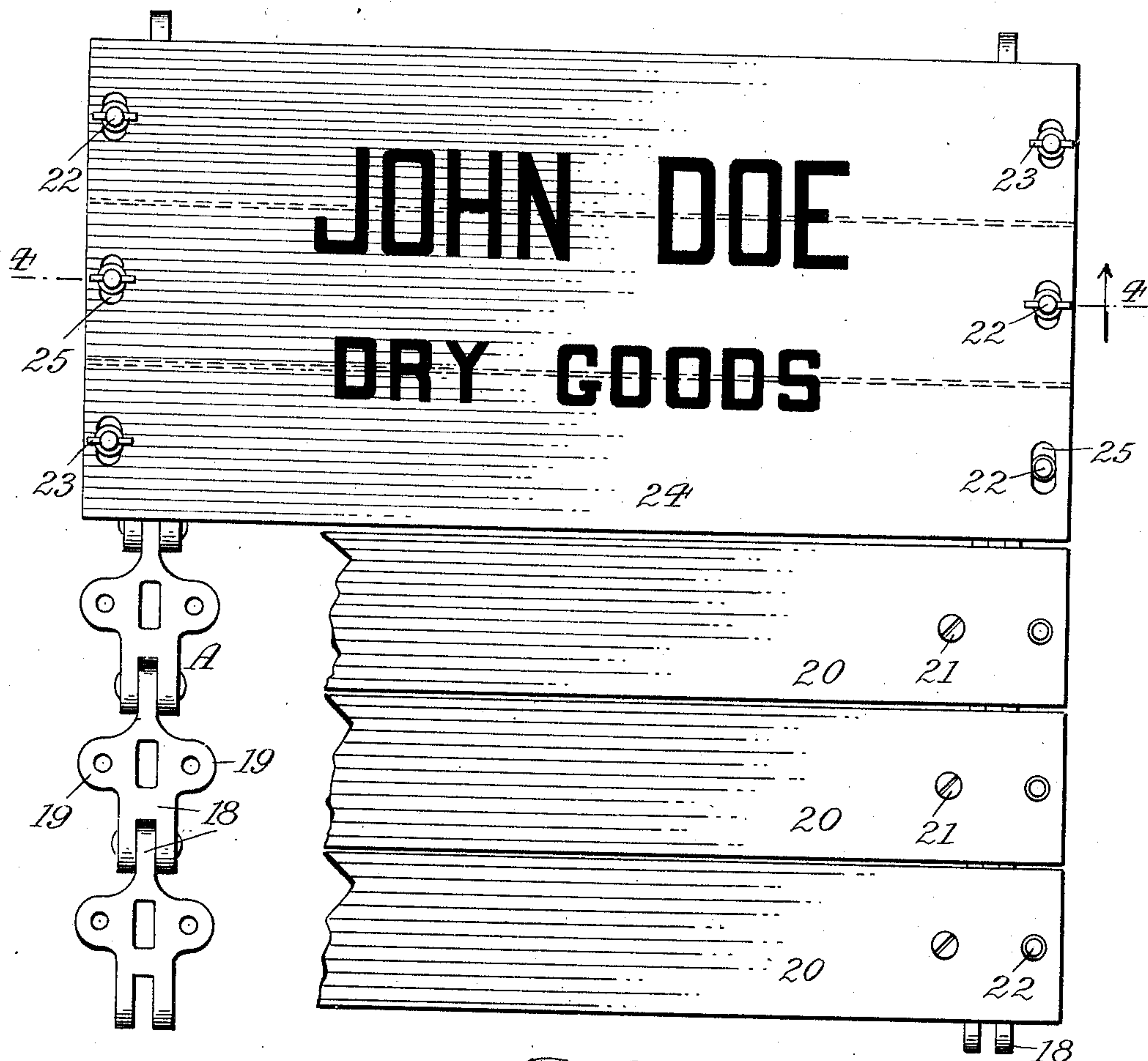


Fig. 3.

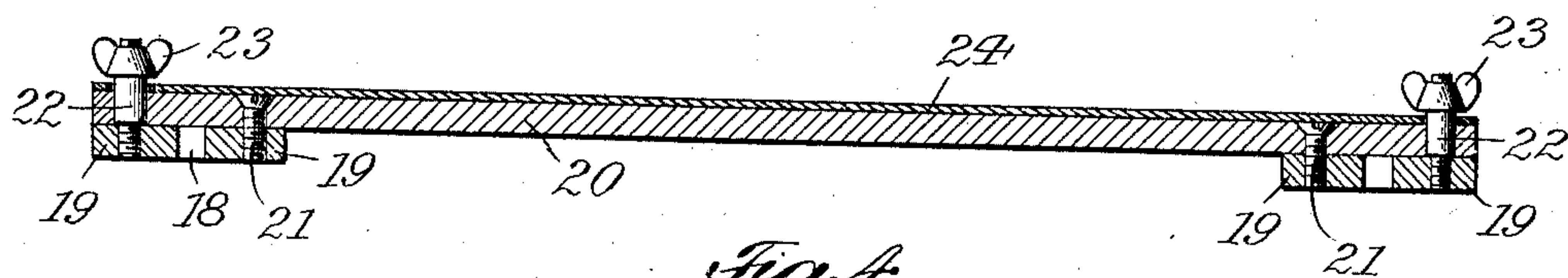


Fig. 4.

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UNITED STATES PATENT OFFICE.

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ADVERTISING-SIGN.

983,438.

Specification of Letters Patent.

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To all whom it may concern:

Be it known that I, MORTEN S. GRUSKIN, a citizen of the United States, residing at New York city, county and State of New York, have invented new and useful Improvements in Advertising-Signs, of which the following is a specification.

This invention relates to an advertising sign of novel construction, which is adapted to successively display in a conspicuous manner a cycle of interchangeable sign plates of like or different sizes.

In the accompanying drawing: Figure 1 is a front view partly broken away of an advertising sign embodying my invention; Fig. 2 a side view thereof; Fig. 3 a detail of part of the sign, showing the chains and slats, and Fig. 4 a section on line 4—4, Fig. 3.

From a base plate 10, adapted to rest on the ground, roof, platform or other support, extend a pair of uprights 11, braced as at 12.

In uprights 11 is journaled near the bottom thereof a transverse shaft 13 which receives rotary motion from a suitable motor 14. Above shaft 13 there extend between uprights 11 and in parallelism with shaft 13 a number of fixed shafts 15. In proximity to uprights 11, there are rigidly secured to shaft 13 a pair of sprocket wheels 16, which are in vertical alinement with sprocket wheels 17 loosely turning on shafts 15. Each vertically alined set of wheels 16, 17 is engaged by an endless chain A which is composed of a series of pivoted links 18, having laterally projecting perforated ears 19. Across chains A extend a series of slats 20 which are connected to links 18 by screws 21 engaging the inner chain-ears 19. Into the outer ears are tapped bolts 22 that extend through a corresponding perforation of slats 20 and carry at their threaded free ends winged nuts 23. Flexible sign plates

24 bearing advertising matter, are attached to slats 20, each plate being of a height to cover any suitable number of said slats. Plates 24 are preferably composed of sheet metal and are provided near each edge with slots 25, which are engaged by bolts 22, so that by manipulating winged nuts 23, the plates may be readily removed and replaced. Slots 25, are elongated with their major axis extending in parallelism with chains A, so that bolts 22 are free to play in the slots. This play permits metal plates 24 to freely round the top and bottom curves during which movement the run of the plates is greater than that of the slats.

In use, shaft 13 by wheels 16, 17 and chains A will impart a slow rotary movement to the sign plates and cause them to be successively exposed to view. My advertising sign permits display signs of different sizes to be carried by the slats, as owing to the flexibility of said plates, they may overlap a plurality of said slats, and will bend intermediate the slats at the ends of the chain-runs. In this way large and small advertisements indiscriminately arranged may be successively displayed in a conspicuous manner.

I claim:

An advertising sign comprising a pair of endless chains having ears projecting laterally from both sides thereof, a series of slats, bolts connecting said slats to the inner chain ears, a series of flexible sign plates superposed upon the slats and having elongated marginal slots and bolts engaging the outer chain ears and passing loosely through said slots.

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