J. A. Royce.

Advertising Apparatus.

No. 66637. Patented Jul. 9. 1867.

Fig. 1.

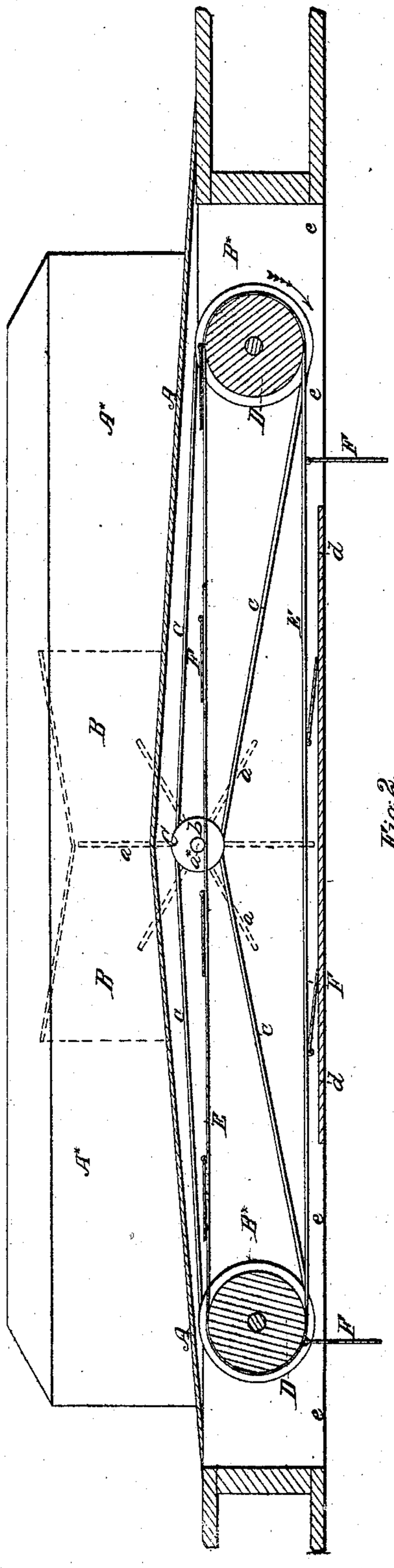
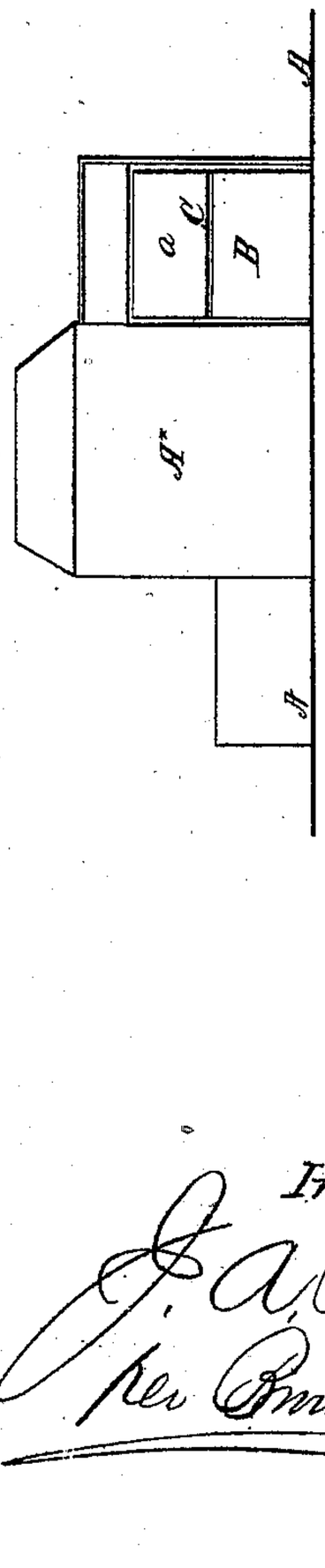


Fig. 2.



Witnesses:

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JOSIAH A. ROYCE, OF LEE, MASSACHUSETTS.

Letters Patent No. 66,637, *dated July* 9, 1867.

ADVERTISING APPARATUS.

The Schedule referred to in these Letters Patent and making part of the same.

TO ALL WHOM IT MAY CONCERN:

Be it known that I, J. A. ROYCE, of Lee, in the county of Berkshire, and State of Massachusetts, have invented certain new and useful improvements in Advertising Apparatus; and I do hereby declare that the following is a full, clear, and exact description of the same, reference being had to the accompanying drawings, making a portion of this specification, in which—

Figure 1 is a vertical longitudinal section, showing an apparatus constructed according to my invention.

Figure 2 is an end view of the same.

Similar letters of reference indicate corresponding parts in both figures.

This invention is more especially designed for use in railroad cars, steamboats, &c.; and it consists in an endless band furnished with advertising cards, tags, or labels, and so combined with a suitable ceiling and openings formed therein, that as the aforesaid band is operated the cards or labels will be displayed at intervals through the said openings.

The invention further consists in a wheel constructed with radial floats and arranged at the roof of the car, so combined with an endless band furnished with advertising cards or tags that the aforesaid wheel, being rotated by the action of the current of air induced by the forward motion of the car, will operate the endless band to expose the advertising cards attached thereto successively to view.

The invention further consists in certain novel arrangements of parts, whereby the most facile and effective operation of the main feature of the invention is secured.

To enable others to understand the construction and operation of my invention, I will proceed to describe it with reference to the drawings.

A represents the roof of a railroad car, and A* indicates the elevated central part thereof. Situated upon the roof A, at any desired part thereof, is a case, B, the ends of which are made flaring or enlarged, as shown in dotted outline in fig. 1. The ends of this case B are open, in order to permit the passage of a current of air through the same as the car moves forward. A wheel, C, constructed with radial vanes or floats, *a*, is so situated within and below this case B that the floats at the upper side thereof will extend up into the said case in such manner that the current of air just mentioned will cause the said wheel to revolve. Secured upon one end of the axle *a** of the wheel C is a pulley, *b*, which is connected by belts *c* with two rollers, D, situated within a space, B*, formed between roof A and the ceiling *d* of the car, the said rollers supporting or carrying an endless band, E, to the outside of which, suspended by their edges, are attached cards, tags, or plates, F, upon which are marked or printed any desired advertisement or device. An opening, *e*, of any desired length, and of a width equal to or slightly greater than that of the band E and the cards attached thereto, is formed in the ceiling *a*, below each roller D, so that as the said cards are brought over the aforesaid openings they will fall into a vertical position through the same, and thus expose to view the advertisements thereon, the said advertisements being thus brought very prominently into view. As the car moves forward the air passes through the case B in a current with a velocity proportioned to the speed of the car, the volume of air passing through the said case being materially increased by the greater size of the flaring ends thereof, and acts upon the radial floats of the wheel C to communicate a rotary motion to the said wheel, which, acting through the pulley *b* and belts *c*, revolves the rollers D, and consequently operates or revolves the endless band E to bring the cards F successively over the openings *e* and expose them to view, as hereinbefore set forth, the said cards being held in a horizontal position while passing from one of the said openings to the other by the intervening portion of the ceiling *d*. The said cards, as they are carried over upon the upper side of the endless band E, assume by their own weight the horizontal position shown in fig. 1.

By these means any desired number of business or other cards or advertisements may be automatically exhibited to the view of the occupants of the car, the said cards or advertisements being shown successively, at slight intervals, as they pass to the openings *e*, as hereinbefore fully set forth. The apparatus may, furthermore, be employed upon steamboats or other vessels, as well as upon cars and land carriages.

What I claim as my invention, and desire to secure by Letters Patent, is—

1. The endless band E, furnished with suspended cards or tags F, in combination with the openings *e* of the ceiling *d*, substantially as and for the purpose specified.

2. The wheel C, constructed with radial floats, and arranged at or upon the roof of the car, in combination with the endless band E, furnished with cards or tags, substantially as herein set forth for the purpose specified.

3. The case B, open at both ends, arranged upon the roof of the car and in relation with the wheel C, substantially as herein set forth for the purpose specified.

4. The wheel C, pulleys *b*, and belts *c*, arranged in relation with each other and with the rollers D, endless band E, openings *e*, and cards or tags F, substantially as herein set forth for the purpose specified.

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Witnesses:

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