

(No Model.)

I. J. TRENCH.
REVOLVING ADVERTISING DEVICE.

No. 272,174.

Patented Feb. 13, 1883.

Fig. 2.

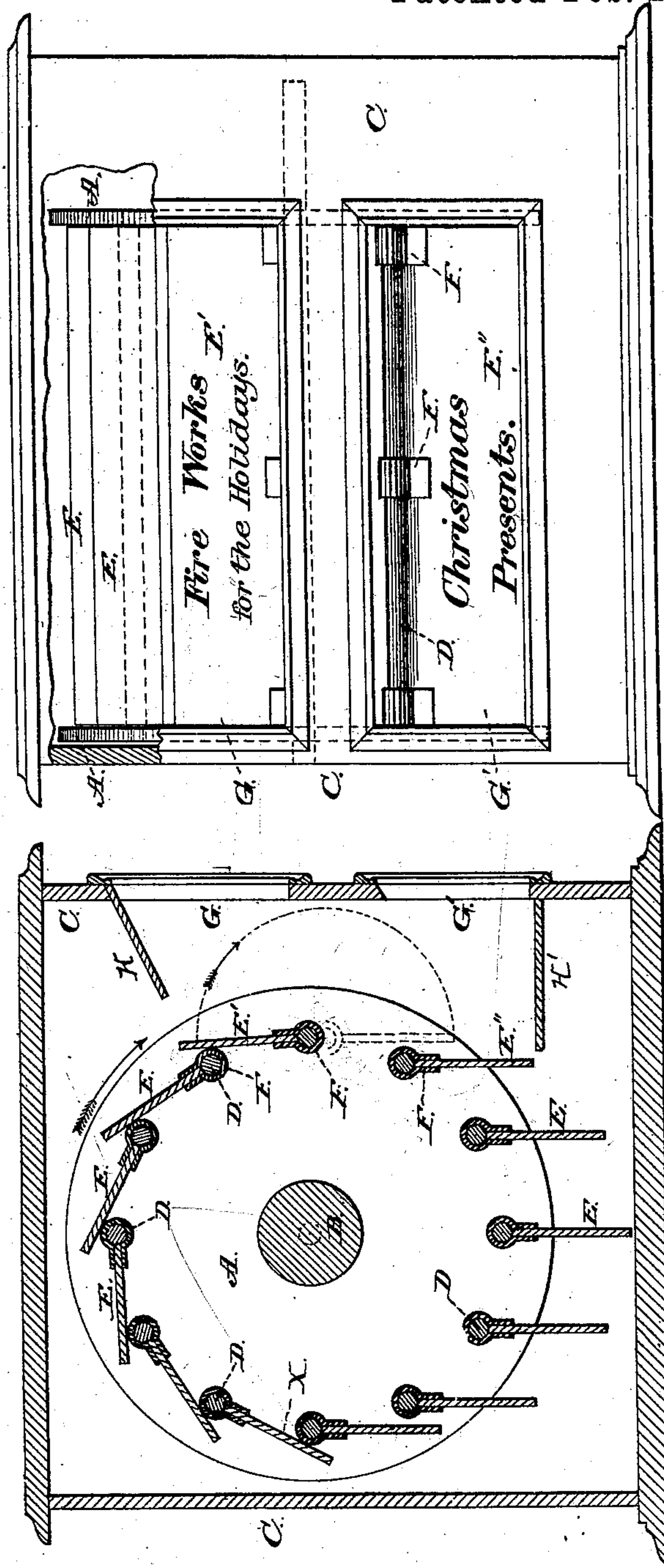


Fig. 1.

Witnesses:

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Inventor:

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UNITED STATES PATENT OFFICE.

IRA J. TRENCH, OF NEW YORK, N. Y., ASSIGNOR OF ONE-HALF TO C. FRED-
ERICK LA MONT, OF SAME PLACE.

REVOLVING ADVERTISING DEVICE.

SPECIFICATION forming part of Letters Patent No. 272,174, dated February 13, 1883.

Application filed March 10, 1882. (No model.)

To all whom it may concern:

Be it known that I, IRA J. TRENCH, a citizen of the United States, residing in the city, county, and State of New York, have invented certain new and useful Improvements in Revolving Advertising Devices; and I do hereby declare that the following is a full, clear, and exact description thereof, reference being had to the accompanying drawings, and to the letters of reference marked thereon, making a part of this specification.

My invention relates to certain improvements in an advertising device, in which a series of advertising-cards are exposed to view consecutively, each for a few moments at a time, upon a revolving drum or wheel, in continuous order.

It has for its object the combination of the greatest possible number of distinct advertisements in the smallest space and the utilization for the purpose of both sides of each card carrying an advertisement.

In the accompanying drawings, Figure 1 is a central vertical transverse section through the wheel and case of my device; Fig. 2, a front elevation thereof.

A A, Fig. 1, are disks secured upon shaft B, rotating in bearings within suitable inclosing-case C. The shaft B is caused to rotate either by springs and clock-work within the case properly geared to the shaft or by any other motive force. A series of rods, D D, are pivoted at each end to turn freely in bearings formed in said disks near the peripheries thereof, so that they shall extend across from the one disk to the other in lines parallel to the central axial shaft and at equal distances apart, thus constituting an open wheel. Upon these transverse rods, which turn loosely in their bearings, the advertising-cards E E' E'' are secured by means of clips F F', fastened to the rods and adapted to engage one edge of said cards. The cards are thus left free to swing from the rods, and will automatically assume a vertical position when depending therefrom below the horizontal plane of the axis of the wheel. The outer free edge of each card will, as it is carried above the level of the axis of the wheel, rest upon the pivot-rod of the card next below it, and will thus be borne over the top of the wheel. In the continued revolution of the wheel each card will be brought into a vertical position with its free edge uppermost,

as shown at E', Fig. 1. When in this position it is exposed to view through a suitable opening, G, in the front of the case C, and the advertisement printed or painted thereon will be fully displayed until the upper edge of the card in its movement passes the perpendicular, whereupon it will drop over (see dotted lines, Fig. 1) and expose to view the rear side of the card, the advertisement upon which will be visible through a second opening, G', in the front of the case. When the card is thus turned over, it will drop in front of and conceal the upper part of the next card beneath, whose lower portion will in the revolution of the wheel soon disappear from view. Above and below the two openings G G' in the front of the case are arranged the inward projections, H H', forming view-guards, as shown, for confining the view to the presented cards, thus avoiding any confusion of the advertisements with those that would be otherwise seen.

I contemplate hinging the cards upon the face or periphery of a cylinder or drum, instead of upon rods D D, interposed between the disks A A.

It is also evident that the mode of hinging a clip or device for holding the card or the edge of the card itself to the periphery of a revolving cylinder or wheel may be varied without departing from my invention, wherein the card or device for holding the card is so pivoted to the cylinder or wheel as to allow the cards to drop over from a vertical position, in which the free edge of the card shall be uppermost, as at E', to a vertical position with said free edge below the pivotal axis, as at E''.

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

In a rotating advertising means, the combination of a casing provided with openings G G' and inward projections H H', and a revolving cylinder, with a series of hinged or pivoted cards with advertising matter on both sides, substantially as described, and for the purpose set forth.

In testimony whereof I have signed my name to this specification in the presence of two subscribing witnesses.

IRA J. TRENCH.

Witnesses:

HENRY A. TRENCH,
JOHN A. ELLIS.