

(No Model.)

J. CASTLE.

ADVERTISING DEVICE FOR CARS.

No. 375,987.

Patented Jan. 3, 1888.

Fig. 2.

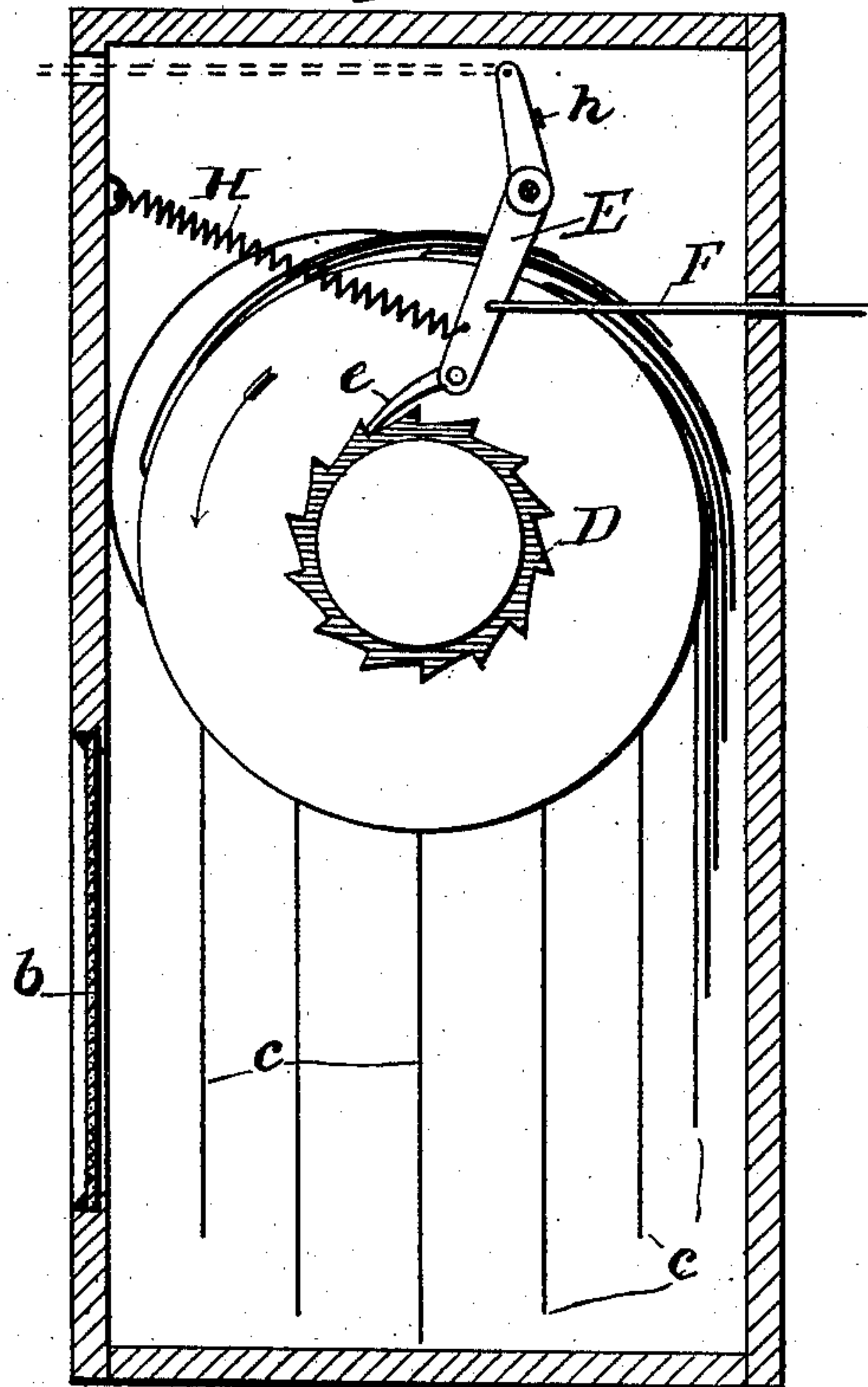


Fig. 3.

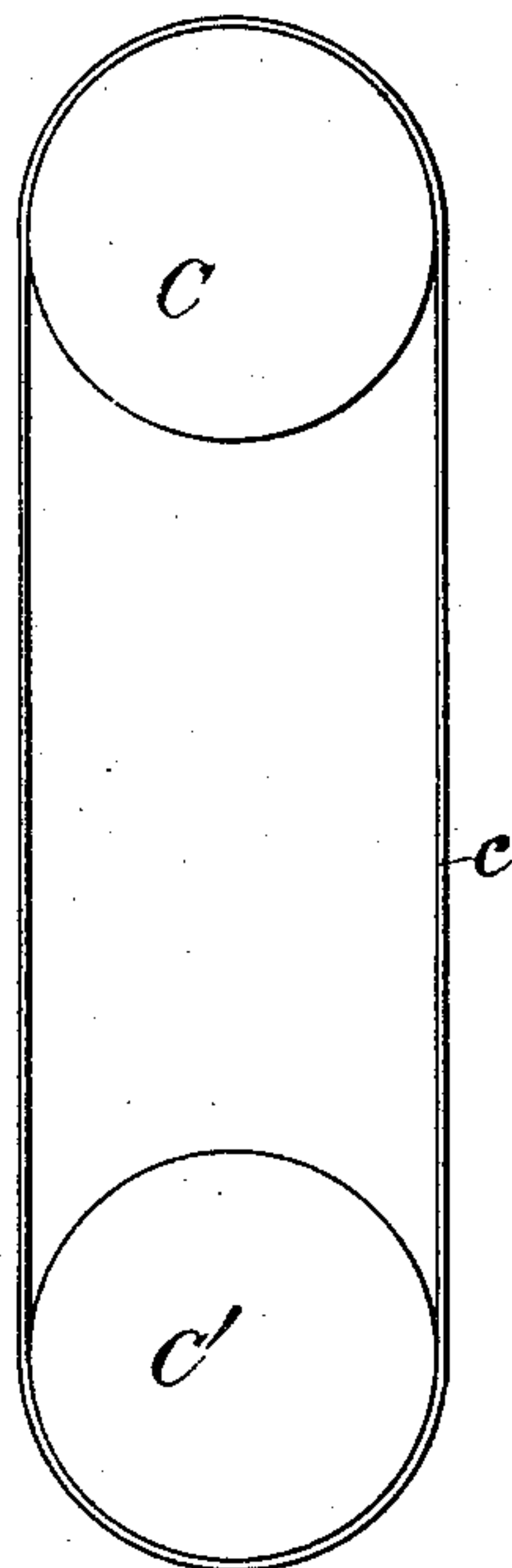


Fig. 1.

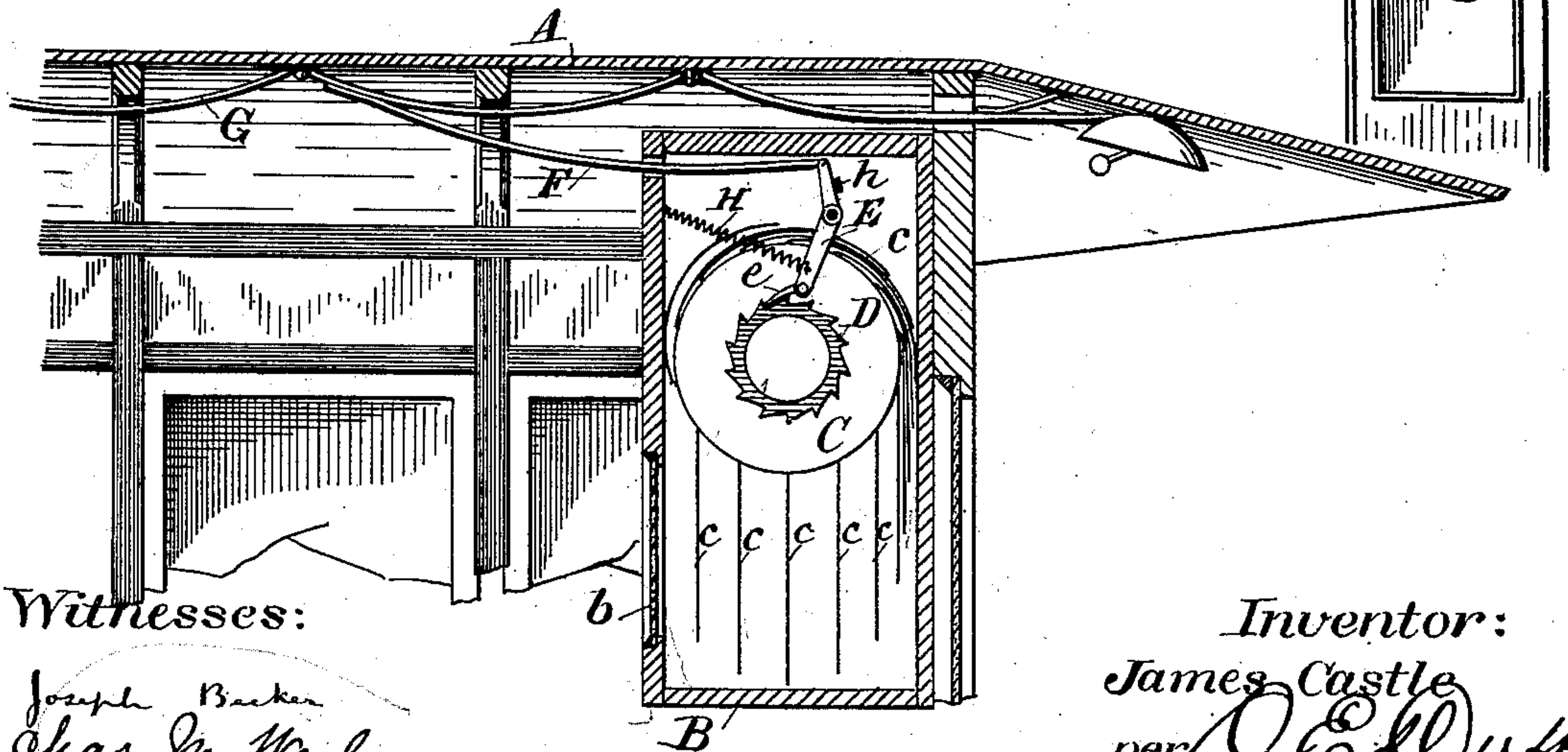


Fig. 4.

Witnesses:

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per *J. E. Duff*  
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# UNITED STATES PATENT OFFICE.

JAMES CASTLE, OF TORONTO, ONTARIO, CANADA.

## ADVERTISING DEVICE FOR CARS.

SPECIFICATION forming part of Letters Patent No. 375,987, dated January 3, 1888.

Application filed October 15, 1887. Serial No. 252,446. (No model.)

*To all whom it may concern:*

Be it known that I, JAMES CASTLE, of Toronto, in the Province of Ontario and Dominion of Canada, have invented certain new and useful Improvements in Advertising Devices for Cars; and I do hereby declare that the following is a full, clear, and exact description of the invention, which will enable others skilled in the art to which it appertains to make and use the same, reference being had to the accompanying drawings, and to the letters of reference marked thereon, which form part of this specification.

The object of my invention is to provide a machine that will display movable advertisements in a suitable case adapted to be placed in a street-car, the operative force necessary to move the advertisements being derived from the movement of the bell-cord when the bell is rung for the purpose of giving a signal; and my invention consists of a case with a glass front, through which the advertisements may be seen, and a roller or rollers which carry sheets upon which the advertisements are printed, suitable mechanism being employed to rotate the roller or rollers, so that all the advertisements will be displayed in turn.

In the drawings, Figure 1 is a vertical section of a car with my invention applied. Fig. 2 is a sectional view of the case and an end view of the roller. Fig. 3 is a modification of one part of my invention, and Fig. 4 is an end view of a car containing my invention.

Similar letters of reference indicate similar parts in the respective figures.

A is the car.

B is the case, *b* being a glass panel through which the advertisements will be seen:

C is a roller which is supported on suitable bearings in the interior of the case, and on this roller the advertising-sheets *c c c* are secured; or, instead of having one roller with several sheets secured to it, two rollers, C C', might be used, and an endless sheet, *c*, might revolve around these rollers, as shown in Fig. 3. If different advertisements were printed on the sheet *c*, as the sheet revolved they would in turn be brought to view through the glass panel *b*.

To one end of the roller C is secured the ratchet D.

E is a lever pivoted to one side of a case and

carrying at its lower end a dog, *e*, which engages the teeth of the ratchet D. To the upper end of the lever E is attached the cord F, which passes through the casing B and is attached to the bell-cord G.

H is a spring secured at one end to the casing B and at the other end to the lever E, as shown. This spring will have a tendency to pull the lower end of the lever forward, and so cause the roller C to revolve.

*h* is a stop to prevent the spring from pulling the dog *e* out of engagement with the ratchet-teeth.

I do not confine myself to the precise construction and arrangement of mechanism described above for operating the roller, as the bell-cord is not always run through the car in the same position. Such an arrangement as I have described would answer if the bell-cord were run through the hole marked 1 in Fig. 4; but if the cord were run through holes 1 or 3 and the case occupied the position shown it would be better to have a lever, I, pivoted on the outside of the end of the car, to one end of which the bell-cord would be attached and to the other end the cord F to operate the lever E, which in such a case would enter through the back of the case and be attached to the lever, as shown in Fig. 2.

The operation will be easily understood. When the bell-cord G is pulled, the lever E will be moved by means of the cord F against the force of the spring H, and the dog *e* will be drawn back one tooth. When the strain on the cord F is released, the spring H will pull the lower end of the lever forward, and so cause the roller to revolve until the upper end of the lever comes in contact with the stop *h*. As the roller revolves the advertisements *c c c* will be all displayed in turn, no matter whether the arrangement shown in Figs. 1 and 2 or that shown in Fig. 3 is used.

Having thus fully described my invention, what I claim, and desire to secure by Letters Patent, is—

1. In combination with a car, a case, a roller journaled in said case and carrying an advertising-sheet, a ratchet-wheel upon one end of said roller, a lever pivoted in said case, a dog upon the lower portion of said lever to engage the ratchet-wheel, a spring attached to the case and to the lever, and a cord con-

necting the bell-cord and the lever, whereby the roller is rotated when the bell - cord is pulled, substantially as described.

2. In combination with a car, a glass-fronted  
5 case secured in said car, a roller journaled in said case and carrying a series of advertising-sheets, a ratchet-wheel within the case and secured to one end of said roller, a lever piv-  
10 oted in the case above the roller, a dog carried by the lower portion of said lever to engage said ratchet-wheel, a spring having one end secured to the case and its opposite end

to the lower portion of the lever, and a cord connected with the bell - cord and passing through the case and being secured to the lever, whereby the roller is rotated when the bell-cord is pulled, substantially as described.

In testimony that I claim the foregoing as my own I affix my signature in presence of two witnesses.

JAMES CASTLE.

Witnesses:

ALEX. H. GUNN,  
WILLIAM CASTLE.