

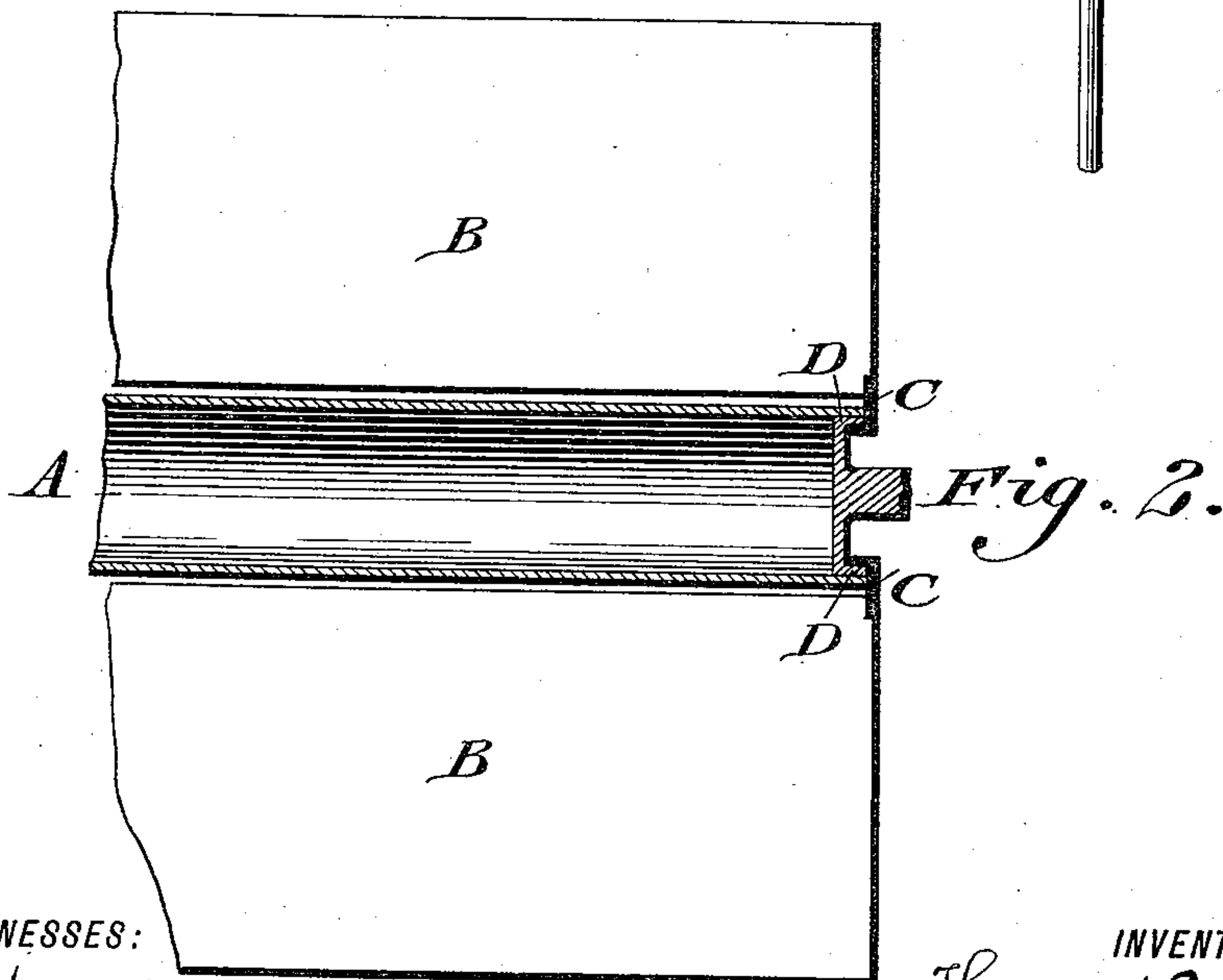
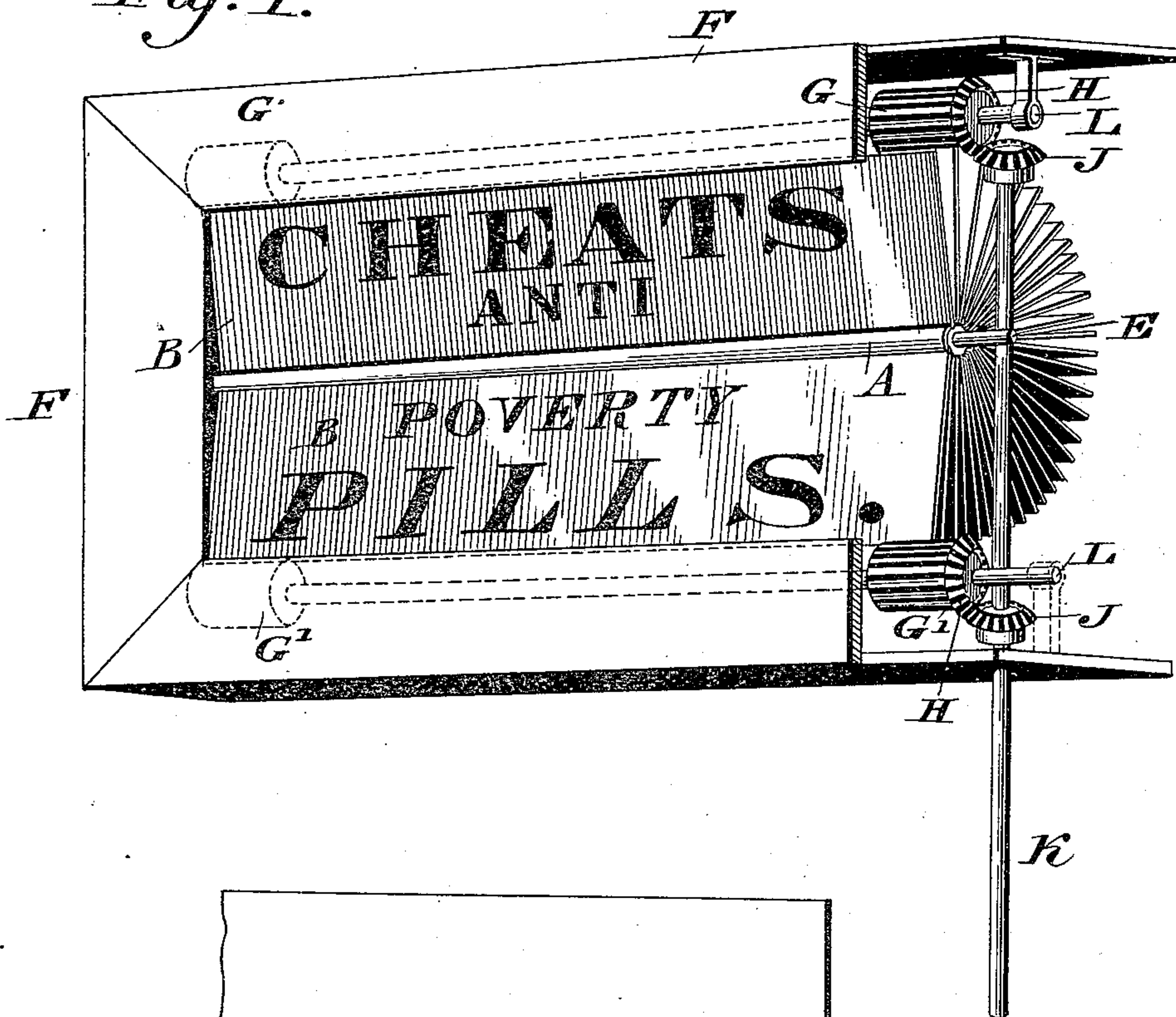
(No Model.)

H. A. SNYDER.  
ADVERTISING DEVICE.

No. 428,423.

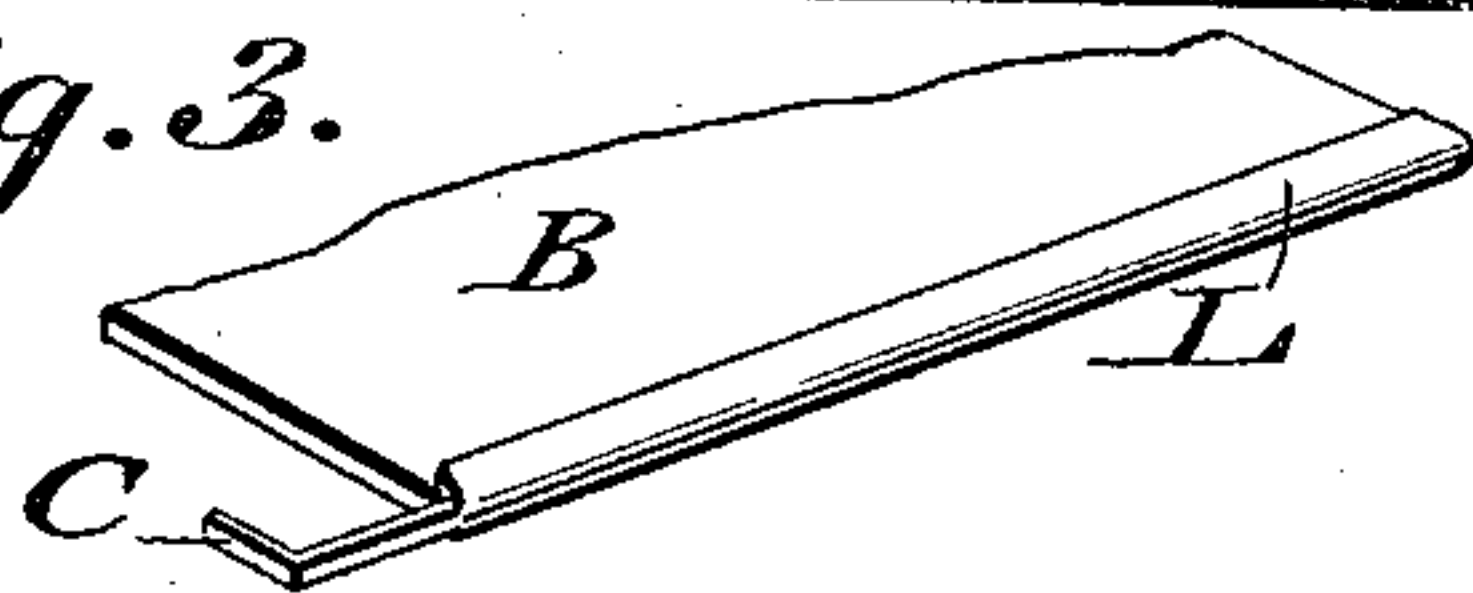
Patented May 20, 1890.

*Fig. 1.*



WITNESSES:

P. H. Chagles. *Fig. 3.*  
L. Douville.



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# UNITED STATES PATENT OFFICE.

HOWARD AUSTIN SNYDER, OF PHILADELPHIA, PENNSYLVANIA.

## ADVERTISING DEVICE.

SPECIFICATION forming part of Letters Patent No. 428,423, dated May 20, 1890.

Application filed February 7, 1890. Serial No. 339,557. (No model.)

*To all whom it may concern:*

Be it known that I, HOWARD AUSTIN SNYDER, a citizen of the United States, residing in the city and county of Philadelphia, State of Pennsylvania, have invented a new and useful Improvement in Advertising Devices, which improvement is fully set forth in the following specification and accompanying drawings.

My invention relates to an advertising device; and it consists of mechanism hereinafter more fully described, and pointed out in the claims.

Figure 1 represents a perspective view of an advertising device embodying my invention. Fig. 2 represents a section thereof on an enlarged scale. Fig. 3 represents a perspective view of a detached portion.

Similar letters of reference indicate corresponding parts in the several figures.

Referring to the drawings, A designates a stationary cylindrical or other shaped head, around which are arranged a number of cards B, whose inner ends are provided with hooks C, which freely engage with flanges D on the ends of the head A, thus movably connecting the cards therewith. The head is supported on a rod or rods E, secured to a box or casing F, the front whereof is open, whereby the faces of the cards may be presented thereat.

G G' designate toothed wheels, which are mounted, respectively, above and below the head A and adapted to engage with the outer ends or peripheries of the cards at the front of the casing F. Connected with the wheels G G' are bevel-pinions H, which mesh with pinions J on the shaft K, the latter receiving power or being rotated in any suitable manner.

The wheels G G' are mounted on shafts L, whose bearings are on the top and bottom walls of the casing F or parts adjacent thereto.

The operation is as follows: The shaft K is rotated, whereby motion is imparted to the gearing J H and G G'. The cards that are below the head A are engaged by the wheels G' and raised, while those above the same are engaged by the wheels G and advanced toward the open front of the casing. When the top card that is foremost clears the wheels G, it drops and takes a position below the head, where it will be engaged by the wheels G' and again raised, the several cards being

pushed up one on the other, the top ones being again engaged by the wheels G, it being noticed that the cards turn on the head A as an axis.

The cards have advertisements thereon, preferably on both faces, so that when one card drops its back presents a new advertisement or completes an advertisement with the face of the card next exposed.

The cards are not necessarily formed of paper or card-board, as sheet-iron or other suitable material may be employed for the same.

In Fig. 3 the hooks C are shown as attached to channel-pieces L', which are clamped to the side edges of the cards or plates, thus firmly connecting the hooks with the cards or plates.

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

1. An advertising device consisting of a card and a toothed wheel engaging therewith, said wheel being adapted to raise the card and then advance it to view and afterward allow the same to drop, substantially as described.

2. An advertising device consisting of cards, a head to which said cards are movably fitted, and a toothed wheel for moving the cards, whereby they present their faces to the front, then drop and are again raised, substantially as described.

3. In an advertising device, a supporting-head having a flange and a card having a hook, the latter engaging said flange, whereby the card is movably connected with the head and may be raised and dropped thereon, substantially as described.

4. In an advertising device, a card having the hook-attaching clamps L', for the purpose set forth.

5. In an advertising device, a rotative head having an end flange, a series of cards movably fitted to said head, toothed wheels for operating said cards, and the gear for controlling the movement of said parts, substantially as described.

HOWARD AUSTIN SNYDER.

Witnesses:

JOHN A. WIEDERSHEIM,  
WM. C. WIEDERSHEIM.