(No Model.) 2 Sheets—Sheet 1.

J. A. & J. B. WRIGHT.

ADVERTISING DEVICE.

No. 485,676. Patented Nov. 8, 1892.

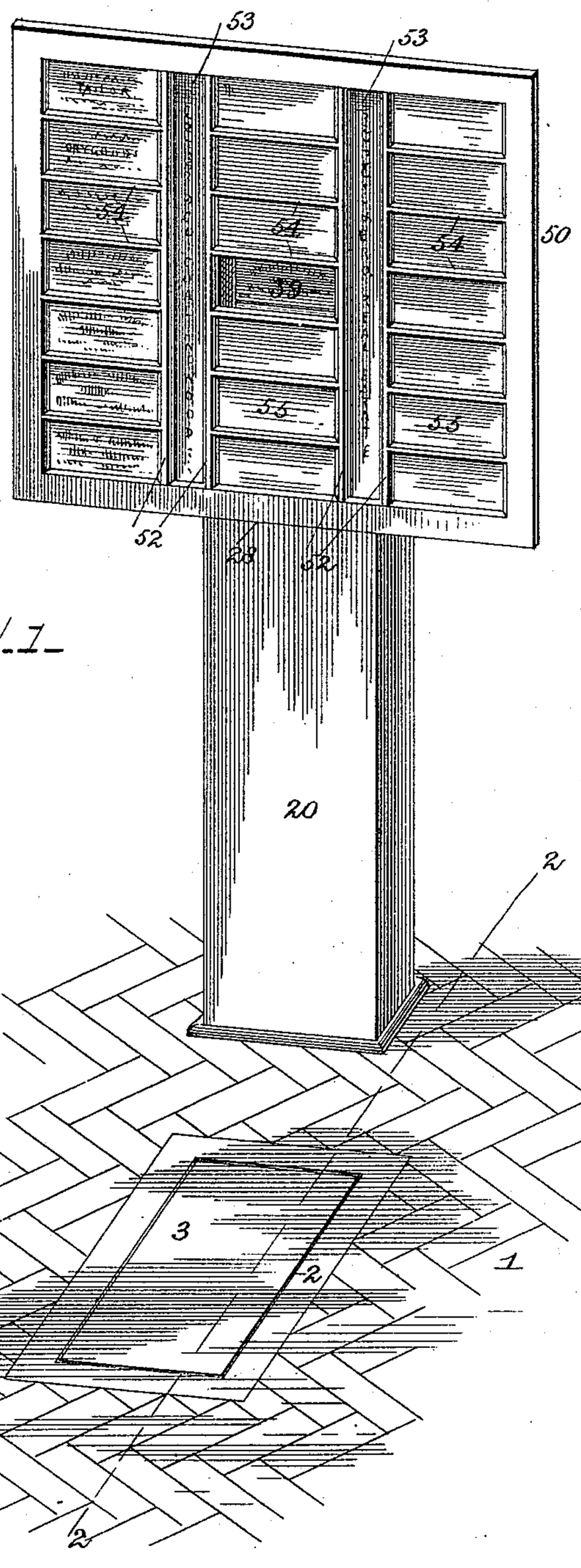
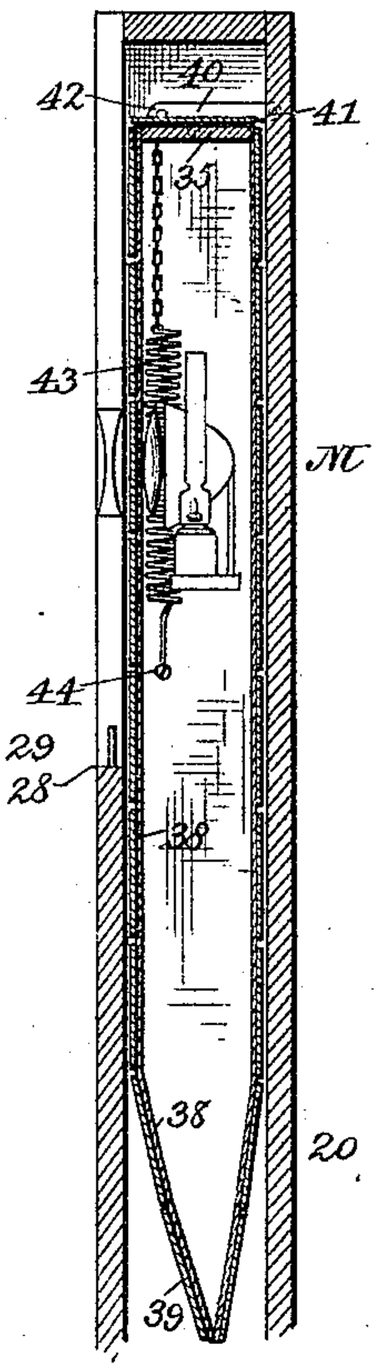


Fig. 1.

Fig. 3.



Witnesses
Chas. H. Durand
L. Collamer.

Inventors
James A. Wright,
John B. Wright,
By their Attorneys,
C. A. Snow & Co.

(No Model.) 2 Sheets—Sheet 2.

J. A. & J. B. WRIGHT.

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Fig. 6.

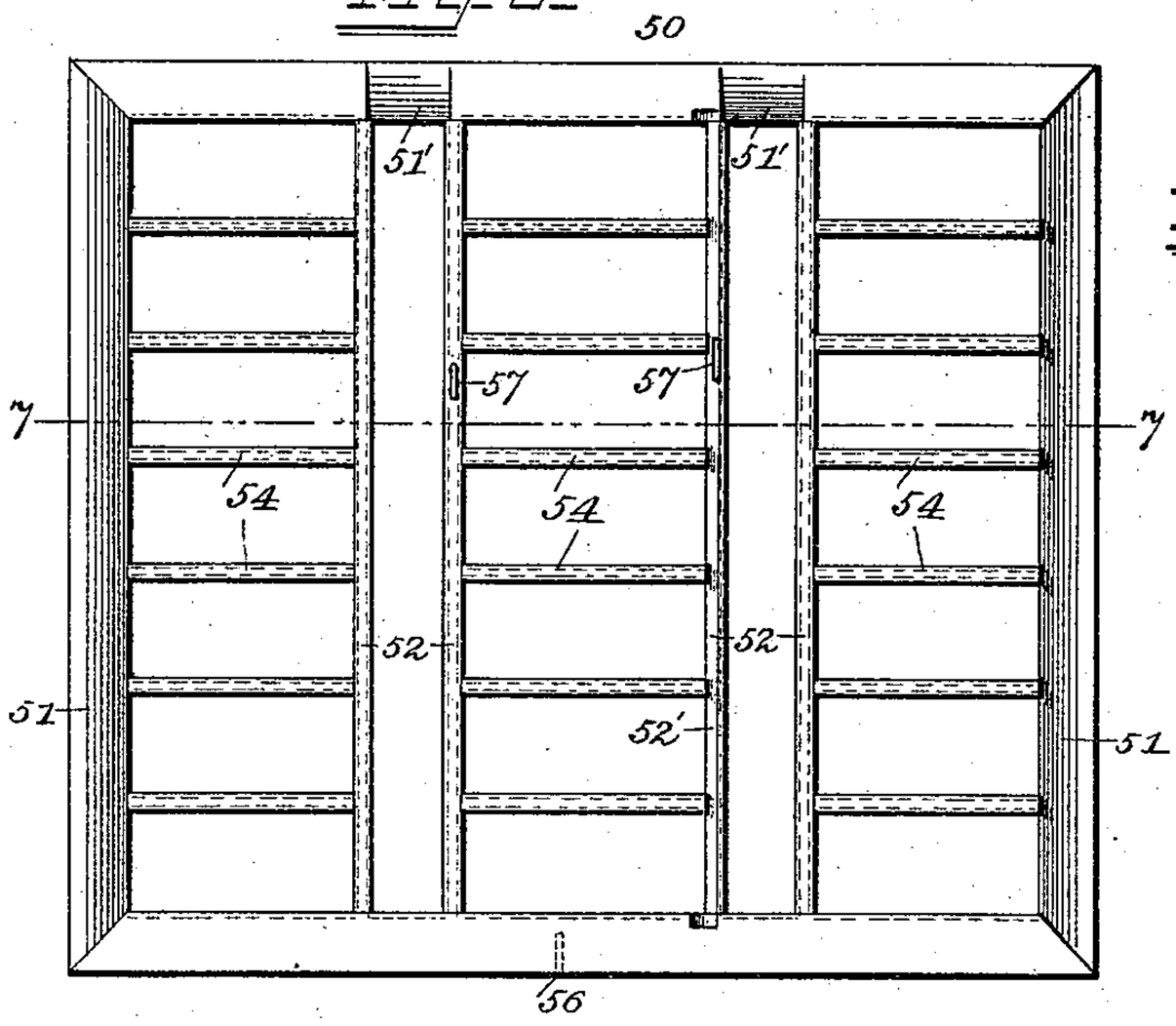


Fig. 7.

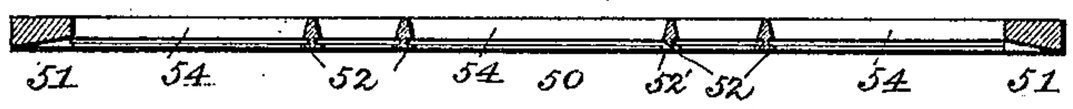


Fig. 5.

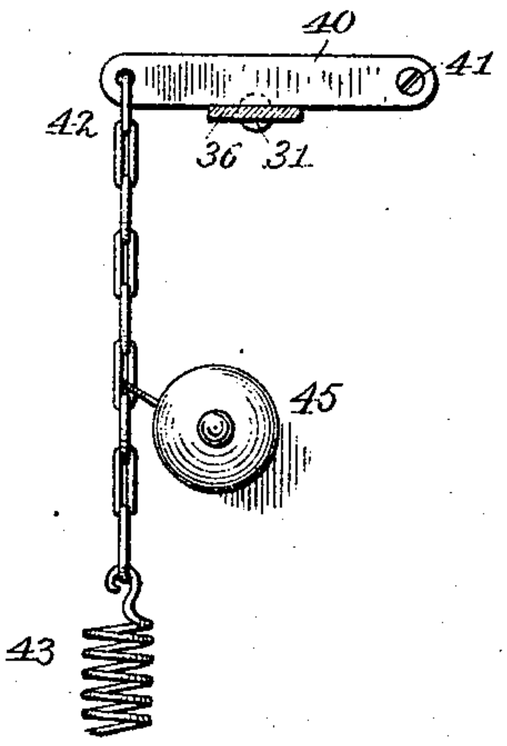
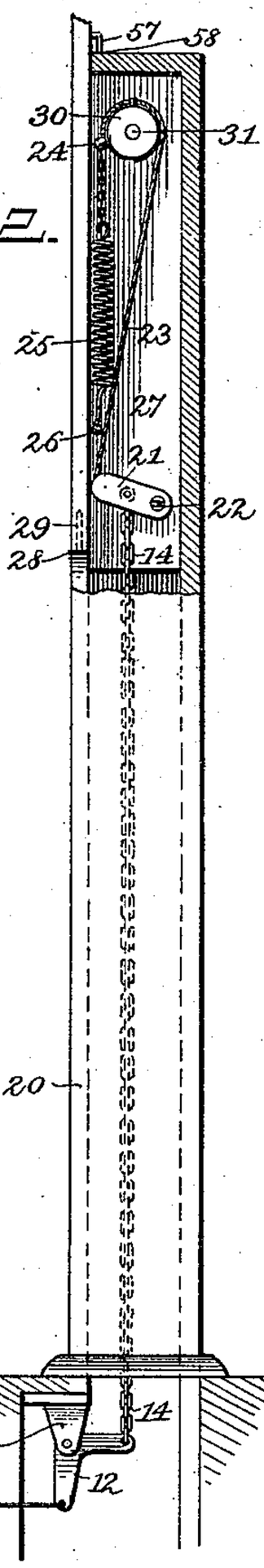


Fig. 2.



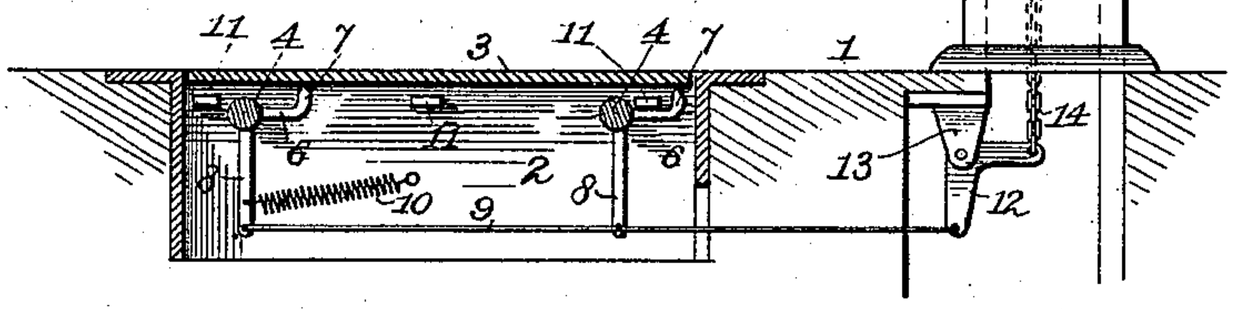
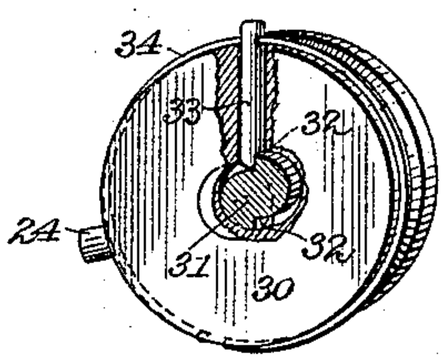


Fig. 4.



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UNITED STATES PATENT OFFICE.

JAMES A. WRIGHT AND JOHN B. WRIGHT, OF ROCKINGHAM, NORTH CAROLINA.

ADVERTISING DEVICE.

SPECIFICATION forming part of Letters Patent No. 485,676, dated November 8, 1892.

Application filed December 7, 1891. Serial No. 414,332. (No model.)

To all whom it may concern:

Be it known that we, JAMES A. WRIGHT and JOHN B. WRIGHT, citizens of the United States, residing at Rockingham, in the county of Richmond and State of North Carolina, have invented a new and useful Advertising Device, of which the following is a specification.

This invention relates to advertising, and more especially to that class thereof known as "picture-exhibitors;" and the object of the same is to produce certain improvements in devices of this character.

To this end the invention consists in a machine embodying the construction hereinafter more fully described and claimed, and as illustrated on the two accompanying sheets of drawings, wherein—

Figure 1 is a general perspective view of this improved machine with the treadle located in the sidewalk and the standard and frame at one side thereof. Fig. 2 is a vertical section on the line 2 2 with the right side of the standard removed. Fig. 3 is an enlarged central vertical section of the upper portion of the standard, showing in outline where we locate a magic lantern and omitting the frame. Fig. 4 is an enlarged perspective detail of the ratchet-wheel partly in section to show its construction. Fig. 5 is an enlarged elevation of the brake mechanism, showing the bell as connected therewith. Fig. 6 is an inside elevation of the frame. Fig. 7 is a cross-section thereof on the line 7 7 of Fig. 6.

Referring to the said drawings, 1 designates the sidewalk having a hole 2, within which fits loosely a platform or treadle 3.

4 4 are rock-shafts journaled in bearings beneath the sidewalk at each transverse side of said hole, and 6 are arms projecting horizontally from the shafts to one side thereof and having turned-up ends 7, which support the treadle, depending levers 8 from said shafts being connected by a wire or chain 9, which leads inwardly beneath the platform and sidewalk toward the building.

10 is a spring connected with one or both of the levers and holding the platform normally raised, and 11 are stops and limiting the downward movement of the platform, so as to prevent a too-great depression thereof.

12 is a bell-crank lever pivoted in a bracket 13, the chain 9 being connected with one arm of the lever and a vertical chain 14 leading up from the other arm thereof.

20 designates a standard or casing of rectangular horizontal section and mounted on or rising from the sidewalk or secured to a building at such point that the vertical chain 14 rises inside the standard.

21 is a short lever pivoted at one end 22, connected between its ends to the chain 14, and connected at its other end by a chain or cord 23, which leads upwardly in the standard over a ratchet-wheel 30, being connected to a pin 24 in the periphery thereof, and thence extending down to a coiled contractile spring 25, which is attached at its lower end 26, to a partition 27, which stands transversly across the standard.

The ratchet-wheel 30 is journaled loosely upon the right end of a horizontal shaft 31, the latter being provided with oppositely-disposed notches 32, and 33 is a pawl sliding within the body of the wheel and thrown normally into the notch beneath the tip by a spring 34, all as best seen in Fig. 4. The shaft 31 is journaled in the partition 27, and at the left side of the standard between said journals it is provided with a large flat wing 35, and adjacent its left bearing it is slightly flattened, as at 36. Over said wing passes an endless apron 38, of cloth or other fabric, and 39 are cards independently connected to the outer face of the apron, the vertical width of each card being equal to the width of said wing.

The brake mechanism, (best seen in Fig. 5,) comprises a bar 40, pivoted at 41 at one end to the left side of the standard, bearing at its center on the slightly-flattened portion 36, and connected, as at 42, to a chain, which leads downward to a contractile spring 43, secured at its lower end 44 to the casing.

45 designates merely in outline a gong or bell of any approved pattern or construction, which is connected with the chain, so that when the brake-bar rises the bell will be sounded, although we reserve the right to apply this bell to any other preferred part of the machine or to omit it entirely if we desire.

The frame 50, best seen in Figs. 6 and 7, has the rear faces of its vertical side bars beveled, as at 51, and its top bar provided with beveled notches 51′. 52 are vertical bars located in the frame and grooved on their adjacent faces, so as to receive vertical strips 53 of card-board or the like, which are inserted in the upper ends of the grooves through the notches 51′.

54 are horizontal strips connecting the two inner vertical strips with each other and the two outer vertical strips with the side bars of the frame, and 55 are short horizontal cards inserted between the grooved adjacent edges of the horizontal strips, the outer cards being inserted at the outer ends of the grooves by reason of said bevel 51 and the inner cards being inserted by means of a bevel 52′ on the rear face of one of the vertical strips. The front of the casing 20 is omitted from the line 28 to the upper end thereof, and a pin 29 rises from the end of this front. The frame above described closes the open front of the casing, the pin 29 entering a hole 56 in the lower cross-bar of the frame, and hooks 57 on the rear sides of the inner vertical strips of the frame take into holes 58 in the upper end of the standard. By this means the frame is detachably connected to the standard and closes the opening in front thereof; but when one or more of the center tier of cards are withdrawn an equal number of the cards 39 of the endless series will be exposed through the openings in the frame.

Every time a pedestrian passing this device steps on the platform or treadle he operates the rock-shafts, draws on the chain, turns the ratchet-wheel, moves its shaft one-half revolution and thereby carries the cards one space upward, the movement of this shaft operating the brake-mechanism and sounding an alarm on the bell, whereby attention is called to the advertising device and to whatever reading, pictorial, or other matter may be placed on the stationary cards as well as those of the endless series, as many of the latter being exposed as there are of the former withdrawn from the vertical tier. The frame by its specific construction is adapted to be removed from the standard when it is desired to change the cards, and the peculiar bevels above described permit the cards to be very easily withdrawn and inserted. The device can be made of any size and materials, and we preferably employ those above indicated; but in some cases the cards 35 may be replaced by ground glass strips having signs or inscriptions printed thereon, and a reflector or magic lantern, as designated in outline by the letter M, may be suitably supported within the standard, so as to throw the signs or inscriptions greatly magnified onto the sidewalk, the building across the way, a sheet, or a suitable screen of any kind, and this construction can be used to advantage in connection with the treadle and operating devices above set forth.

What is claimed as new is—

1. An advertising-frame having the rear faces of its side bars beveled and beveled notches in the rear face of its upper cross-bar, vertical strips in said frame having their opposite faces grooved and arranged in pairs beneath the edges of said notches, one of said strips having a beveled rear face, horizontal grooved strips connecting the outer vertical strips with the side bars and the inner vertical strips with each other, the grooves opening in line with the bevels on the side bars and on said vertical strips, and pieces of card-board removably located in said grooves, as and for the purpose set forth.

2. In a device of the character described, the combination, with a treadle or platform located in a hole in the sidewalk, rock-shafts journaled below said platform and having projecting arms supporting it, depending levers from the shafts, and a spring bearing one of said levers in a direction to hold the platform normally raised, of an upright standard, a shaft journaled across the upper end thereof, and connections between said treadle and shaft for causing the latter to turn intermittently when the former is depressed, brake mechanism for preventing a retrograde movement of the shaft, and an endless series of advertising-panels mounted on said shaft and by the motion thereof successively exposed through an opening in the front of said standard, substantially as described.

3. In a device of the character described, the combination, with a treadle, an upright standard having its front cut away and having a vertical partition, a lever pivoted at one end to the partition, and a chain connecting the treadle with the lever between its ends, of a shaft journaled through the partition and one side of the standard and having notches, a ratchet-wheel journaled on the shaft and having a spring-actuated pawl engaging said notches, a chain leading from the other end of said lever around the wheel to a contractile spring, endless series of advertising-panels mounted on said shaft and by the motion thereof successively exposed through said cut-away portion, and retaining devices for said shaft, substantially as described.

4. In a device of the character described, the combination, with an upright standard having an opening in its face, a horizontal shaft across the standard near the upper end of said opening, and means for turning the shaft intermittently in one direction, the latter being flattened near one journal, of a series of advertising-panels successively exposed through said opening, a lever pivoted at one end to the standard and bearing between its ends on said flattened portion, a chain leading from the other end of the lever to a contractile spring, and a bell connected

with the chain, substantially as hereinbefore described.

5. In an advertising device, the combination, with an upright standard rectangular in cross-section and with the upper portion of its front cut away on a horizontal line, and advertising mechanism, substantially as described, within the standard, of a frame having hooks in its back removably seated in holes in the upper end of the casing, and a pin rising from said horizontal line and removably entering a hole in the lower end of the frame, the latter having an opening in front of said cut-away portion adapted to expose the advertising matter, all substantially as and for the purpose hereinbefore set forth.

In testimony that we claim the foregoing as our own we have hereto affixed our signatures in the presence of two witnesses.

JAMES A. WRIGHT.
JOHN B. WRIGHT.

Witnesses:
C. D. GALE,
T. C. GUTHRIE.