(No Model.) 2 Sheets—Sheet 1.

G. F. WACHTERSHAUSER.

ADVERTISING DEVICE.

No. 538,138. Patented Apr. 23, 1895.

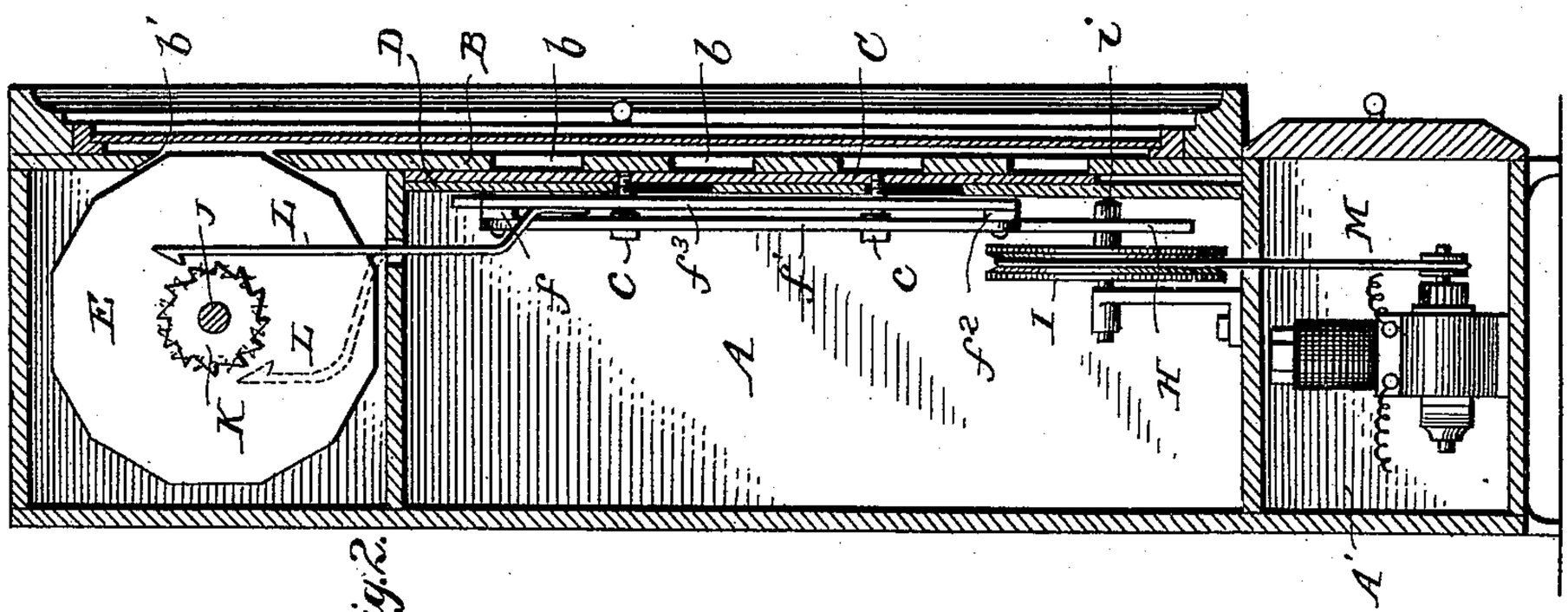

Fig. 2.

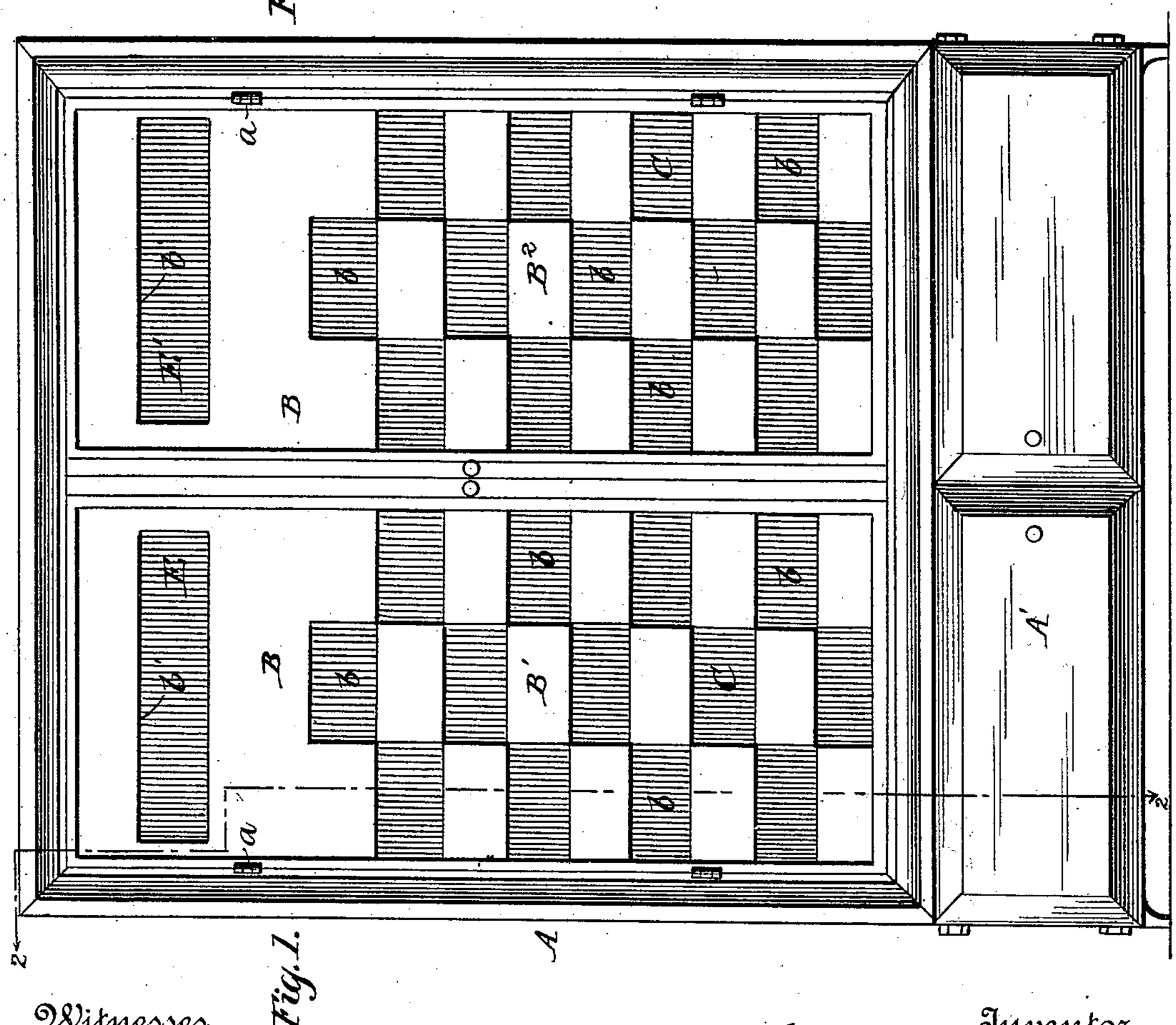

Fig. 1.

Witnesses
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(No Model.) 2 Sheets—Sheet 2.

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Fig. 5.

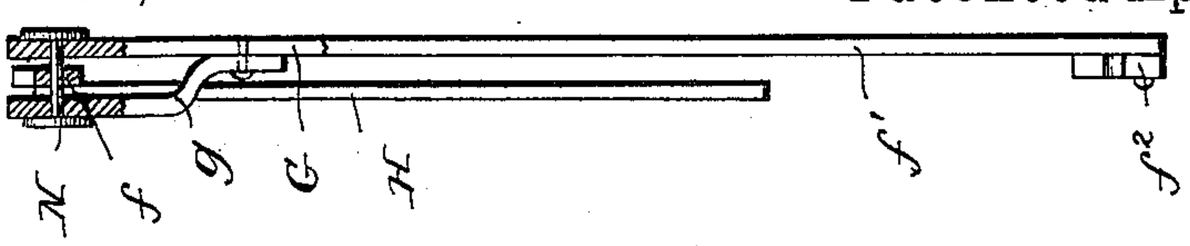


Fig. 4.

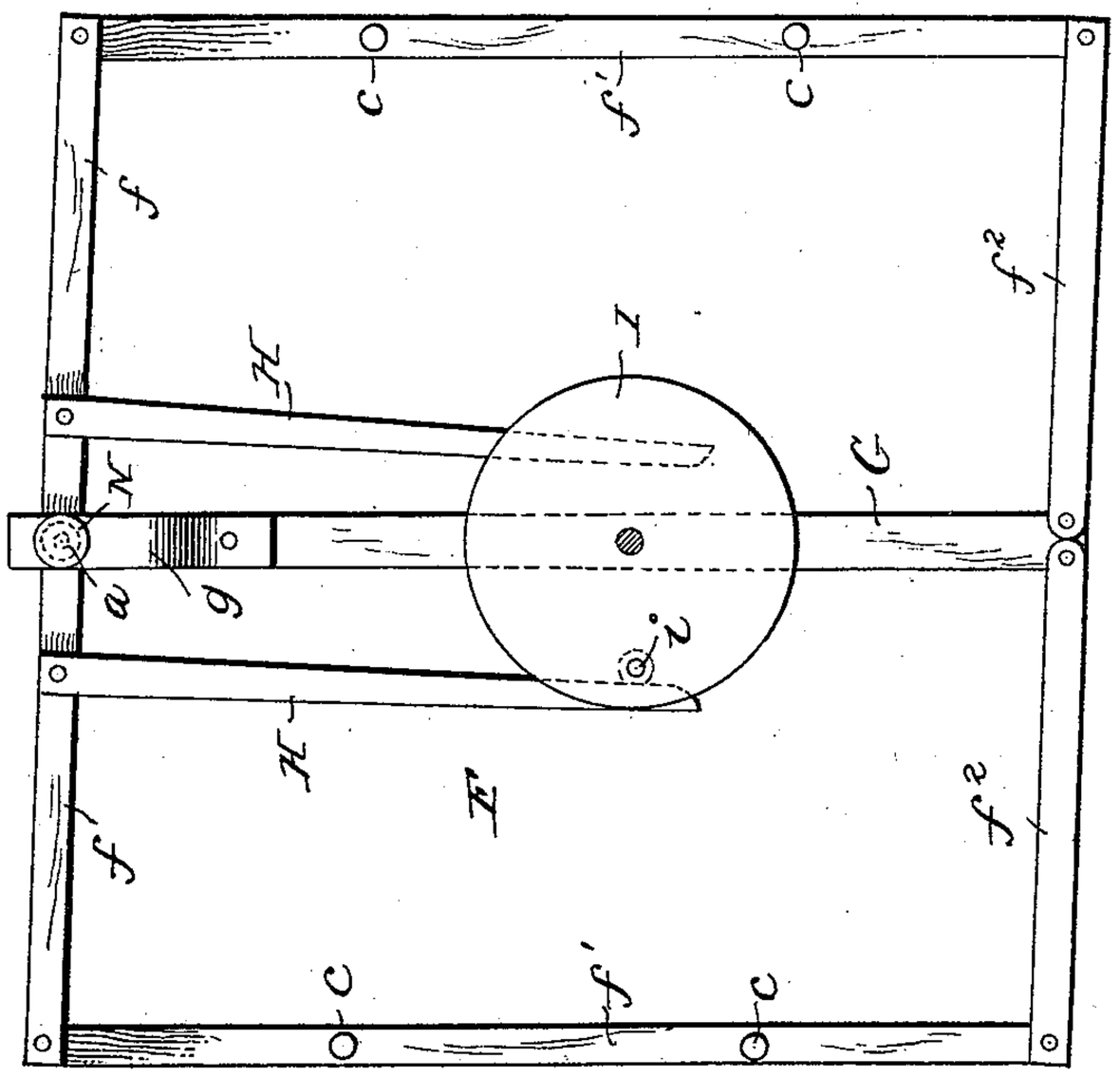
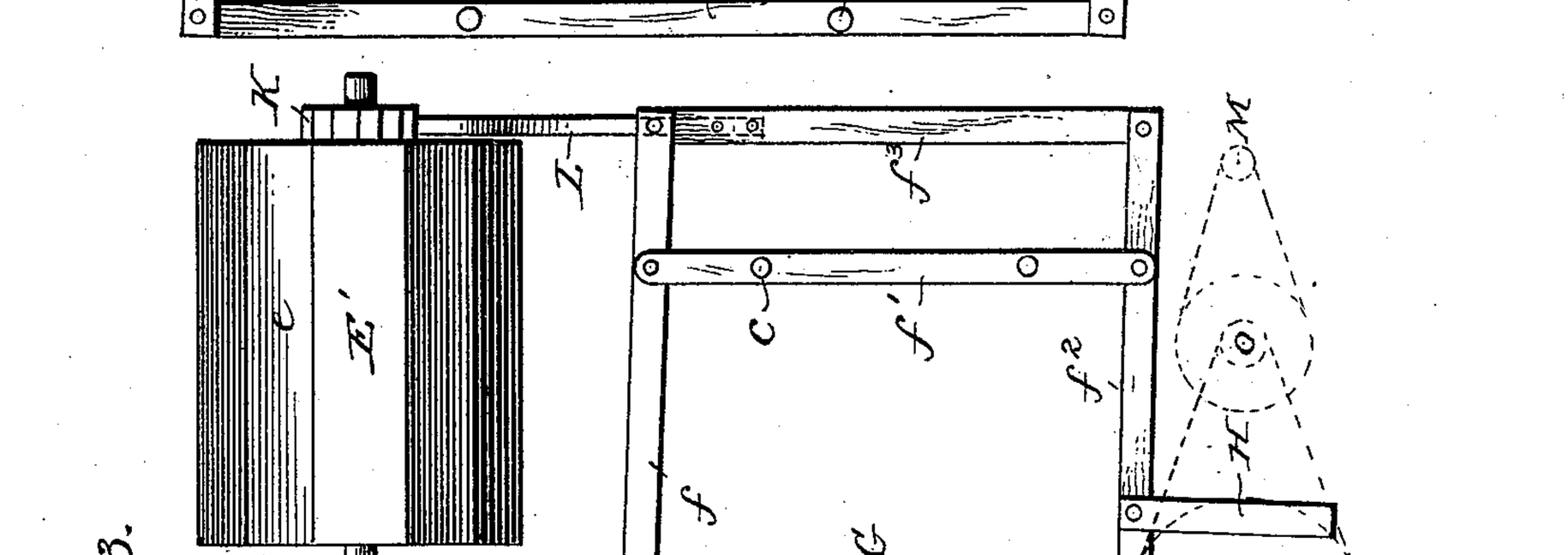


Fig. 3.



UNITED STATES PATENT OFFICE.

GEORGE F. WACHTERSHAUSER, OF WILKES-BARRÉ, PENNSYLVANIA, ASSIGNOR OF ONE-HALF TO WILLIAM E. HARTMAN, OF SAME PLACE.

ADVERTISING DEVICE.

SPECIFICATION forming part of Letters Patent No. 538,138, dated April 23, 1895.

Application filed August 28, 1894. Serial No. 521,532. (No model.)

To all whom it may concern:

Be it known that I, GEORGE F. WACHTERSHAUSER, a citizen of the United States, residing at Wilkes-Barré, in the county of Luzerne and State of Pennsylvania, have invented certain new and useful Improvements in Advertising Devices, of which the following is a specification.

My invention relates to advertising devices of the class in which different cards, pictures and the like are alternately brought opposite and exhibited through openings in a frame or casing. In these devices two or more movable cards may successively be exhibited through the same opening, or there may be stationary cards opposite the openings which are periodically obscured by movable cards. The operations of advertising devices of this class are generally automatic, and they are usually run by clock-work or other light power.

My invention consists in a novel advertising device of the class mentioned, and in means for operating the same, as will be fully described in the following specification and illustrated in the accompanying drawings, in which—

Figure 1 is a front elevation of my improved advertising device. Fig. 2 is a section on the line 2—2 of Fig. 1. Fig. 3 is a rear view with the casing removed. Fig. 4 is a similar view of a modified form; and Fig. 5 is a detail of one of the joints of the operating connections.

Referring to the drawings (Figs. 1 and 2) A represents a box or casing inclosing the device, and provided with a compartment A′ at the bottom for the actuating mechanism.

B is a front or face plate divided into two series B′ B″ of equal rectangular sections, each alternate section being cut out forming slots *b* through which to display advertising matter on the movable slides C in the rear. This plate is generally made removable, or, as shown, in the form of a door hinged at *a*, for convenience of access to the plates in the rear. Longitudinal slots *b′* are also cut near the top of the plate for a purpose hereinafter set forth. In the rear of the front plate are two vertically movable plates C, each about one-half the width of the plate B. The plates are covered with advertising spaces or panels corresponding in size to the slots in the plates B and adapted to register therewith, so that when moved vertically back and forth the advertisements on different lines may be brought to view through the slots and hidden behind the integral parts of the plate alternately.

The sliding plates C are secured by pins *c* (Fig. 2) to the bars *f′* of a balanced framework F (Fig. 4) in the rear part of the casing, and are moved up and down thereby. This framework consists of a rocking cross-beam or balance beam *f* centrally pivoted to a post G, to the ends of which cross-piece are attached the depending pieces *f′*. A pair of links f^2 are pivotally connected to the lower ends of bars *f′* and to post G, their function being to maintain the bars *f′* in a vertical position. On the beam *f*, a short distance each side of the central pivot pin *n*, two depending arms H are rigidly attached, and extend preferably below the center of the frame-work. A wheel I carrying a pin *i* on its periphery, and driven by suitable mechanism, is journaled on the post G between the arms H.

The operation of the parts thus far described is as follows: With each revolution of the pulley I the pin *i* strikes alternately against the depending arms H, moving first one and then the other, and through the beam *f* transmitting a reciprocating vertical motion to the parts *f′* to which are attached the slides C carrying the advertising cards. At each revolution of the wheel I, therefore, each advertising card will be moved into and out of view. This movement takes place quickly, and during the greater part of the revolution the cards remain stationary. The parts being balanced, and pivotally connected, very little power is required to move them, and the device may be operated by ordinary clock mechanism.

In Fig. 3 I have shown the depending arms H attached to the lower cross-pieces *f″*, which construction is preferable in some instances, as where the frame is a long one and the operating mechanism is located beneath it. A motor M is also shown, belted to wheel I through an intermediate shaft O, for operating the device.

A shaft J is mounted in suitable bearings in the upper part of the casing and provided, as shown, with a pair of polygonal rollers E,

E′, which rollers are free to turn upon the shaft. Upon the outer ends of the rollers are ratchet wheels K which are periodically moved forward by means of pawls L upon opposite ends of the balancing frame. See Figs. 1, 2 and 3. The rollers are opposite rectangular openings *b′* in the front of the casing, and as the balancing frame is operated in the manner heretofore described, the advertising panels on the faces of the rollers are presented successively to the openings. It will be obvious that it is immaterial whether the rollers move in one direction or the other and in some instances I may use a single roller instead of two.

In Fig. 5 I have shown the means of hanging the beam *f* of the balance frame. A support *g* is attached to the post G and a hole large enough to permit the pivot to turn loosely is drilled through the fork thus formed. This pivot fits tightly into the hole in the beam *f*, and turns with it. After the pivot has been inserted, covers N N are glued or otherwise fastened over the holes in order to keep the pivot in its place and to keep the beam *f* centered between the forks so as to be free from frictional contact therewith. Similarly constructed joints may be made wherever pivots are used.

It is obvious that if the movable plates C are of the same length as the series of slotted sections B′ B″, when moved downward or upward vacant spaces would appear in the top or bottom rows. To obviate this, I may make the movable plates C longer by the width of one slot than the sections B′ B″, and place additional panels thereon. This, however, necessitates making the containing box longer than need be, and, where space is a consideration, I prefer to make the slides of equal length with the sections B′ B″ and to place in the rear of the movable plates C a stationary plate D having a row of advertising panels at the top and bottom, so that when the plates are moved, these panels will be shown. The plate D is cut away in the center to permit the connections *c* between the rods *f′* and the plates C to work up and down freely.

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

1. In an advertising device the combination with a front plate having a series of openings, of two movable plates in the rear of the front plate provided with advertising panels adapted to register with said openings, a balance beam to the arms of which said rear plates are suspended, a motor, and connections from the motor constructed to shift the beam and the advertising panels periodically, substantially as described.

2. In an advertising device the combination with a front plate having a series of openings, of two movable plates in the rear of the front plate, provided with advertising panels adapted to register with said openings, a balance beam with which said rear plates are connected, arms connected with the beam, and a wheel or crank having a pin arranged to shift said arms periodically, substantially as described.

3. In an advertising device the combination with the front plate having a series of openings, of two movable plates in the rear of the front plate, provided with advertising panels adapted to register with said openings, a balance beam with which said rear plates are connected, rollers having advertising panels adapted to register with openings in the front plate, ratchet wheels connected with the rollers and pawls connected with the balance beam and arranged to operate the ratchet wheels, substantially as described.

In testimony whereof I affix my signature in presence of two witnesses.

GEORGE F. WACHTERSHAUSER.

Witnesses:
G. A. CASSIDY,
W. L. RAEDER.