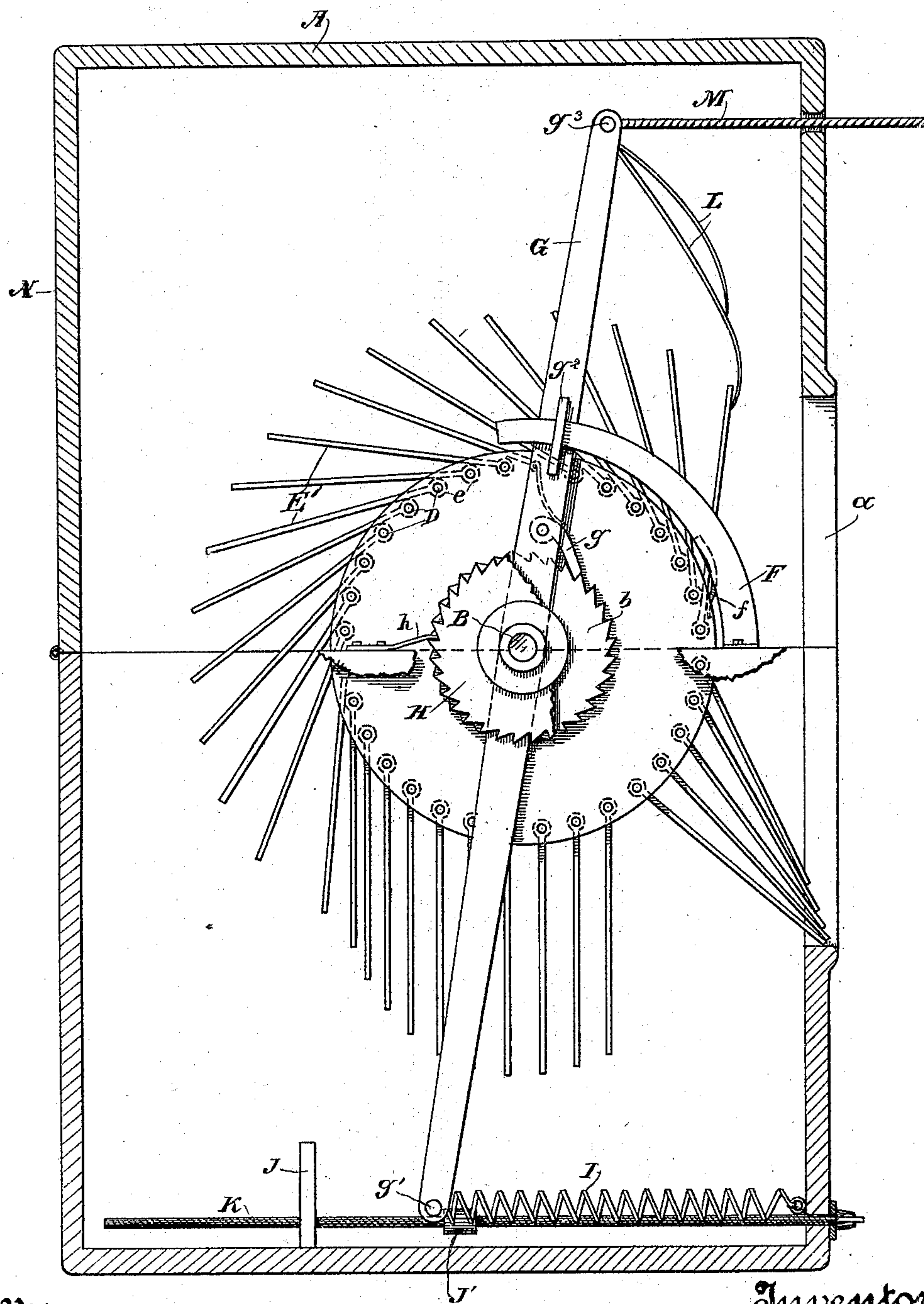


A. C. MORRISSON.
STREET RAILROAD CAR ADVERTISING DEVICE.

No. 559,104.

Patented Apr. 28, 1896.

Fig. 1.



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(No Model.)

2 Sheets—Sheet 2.

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Fig. 2.

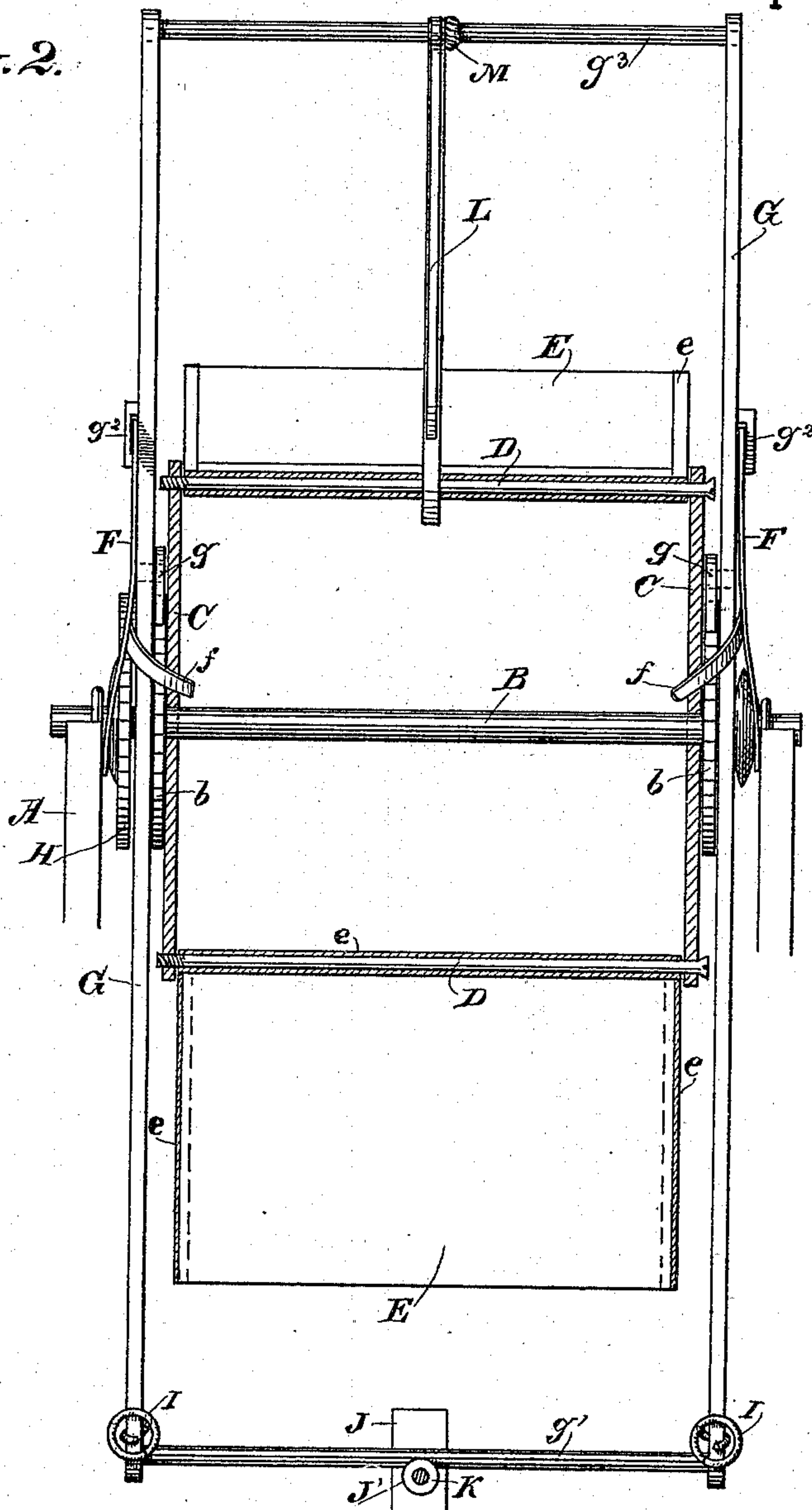
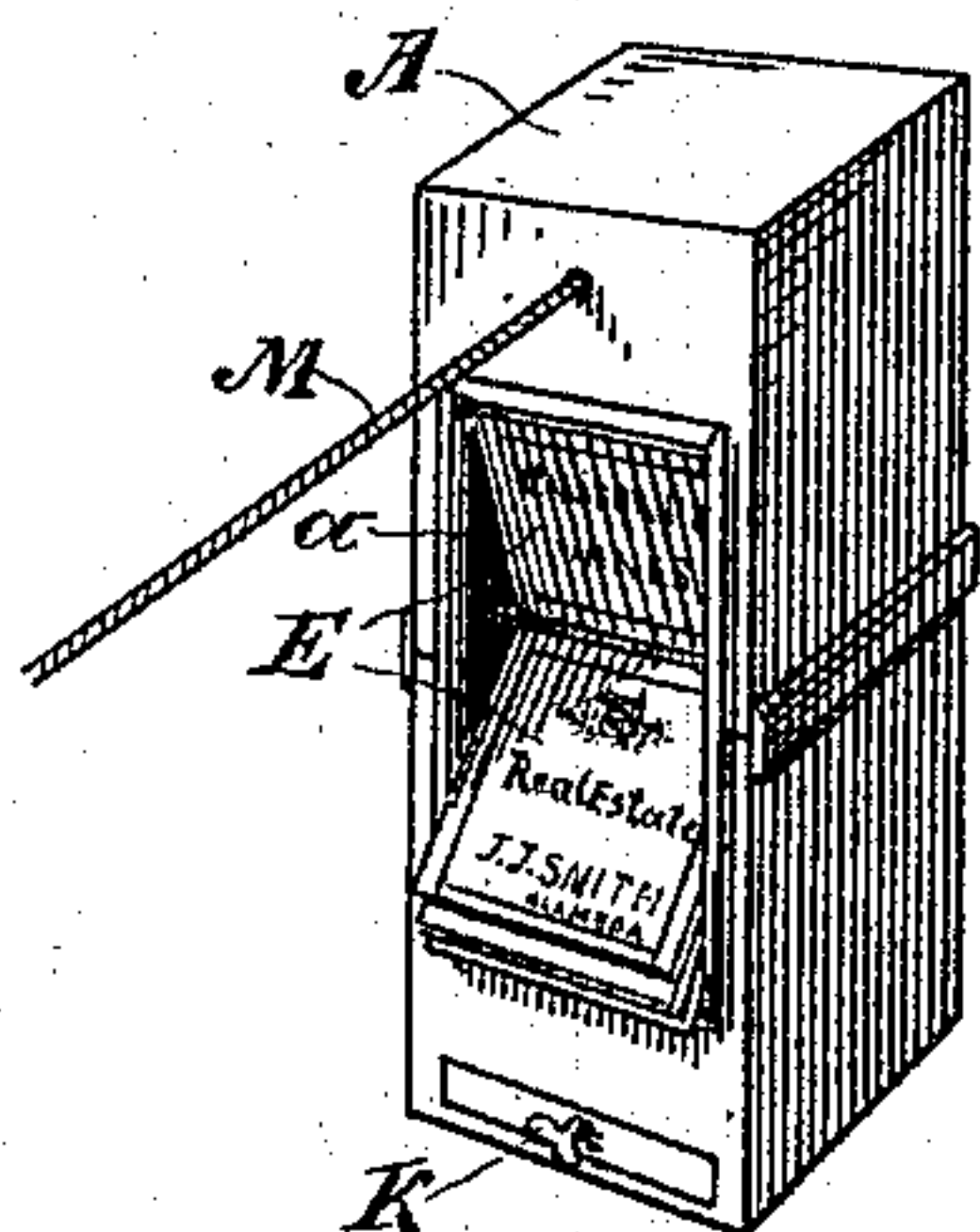


Fig. 3.



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UNITED STATES PATENT OFFICE.

ALBERT C. MORRISSON, OF SAN FRANCISCO, CALIFORNIA.

STREET-RAILROAD-CAR ADVERTISING DEVICE.

SPECIFICATION forming part of Letters Patent No. 559,104, dated April 28, 1896.

Application filed September 9, 1895. Serial No. 561,916. (No model.)

To all whom it may concern:

Be it known that I, ALBERT C. MORRISSON, a citizen of the United States, residing in the city and county of San Francisco, State of California, have invented an Improvement in Street-Railroad-Car Advertising Devices; and I hereby declare the following to be a full, clear, and exact description of the same.

My invention relates to that class of advertising devices in which an intermittently-moving drum or reel has secured to its periphery a number of advertising or display cards, which, by its movement, it successively presents for exhibition behind or within a sight-aperture.

My invention consists in the novel means of mounting, adjusting, and actuating the card-carrying reel, which I shall hereinafter fully describe.

The object of my invention is to provide an advertising device of this kind especially adapted, by reason of its easy connection with the bell cord, rope, or strap of a car, to be used in a street-railroad car.

Referring to the accompanying drawings, Figure 1 is a vertical section through the case, showing the interior mechanism in end elevation. Fig. 2 is a front view of the working parts, the reel being in section. Fig. 3 is a perspective view of the device.

A is a case having in its front a sight-aperture *a*.

B is the reel-shaft, mounted transversely in the case, and C is the reel, consisting of ends fitted to said shaft.

D are peripheral bars of the reel, extending between the ends and so mounted, as by means of inserted screws at one end, that they can be readily removed for the removal and substitution of the cards.

E are the cards, mounted in frames *e* of suitable character, which said frames along one edge are hinged or pivoted to the peripheral bars D of the reel. Rising from the inner walls of the case are the guides F, one on each side, and from these extend inwardly the retaining-arms *f*, which are preferably springs. These arms project over the reel ends and into the path of the cards, their inner ends overlapping the card-frames near their bases, and thus serving to retard the fall of each card long enough to expose one side

while the other side of the previously-fallen card is likewise exposed; but upon the further movement of the reel the retarded card is forced past the retaining-arms, (which, being springy, yield outwardly,) and it drops down to expose its other side.

The reel C has imparted to it the necessary intermittent movement by means of a bail G, the sides of which are freely mounted or pivoted upon the shaft B. These sides carry pawls *g*, which mesh with ratchets *b* upon the shaft B in such a manner that when the bail is moved in one direction the pawls, engaging the ratchets, will cause the advance of the reel, and when the bail moves in the opposite direction the pawls will slip the teeth of the ratchet, so that the reel will not return. In order to insure its remaining in the position to which it is moved, there is upon the end of the reel-shaft B a ratchet H, with which a retaining-pawl *h* engages.

The amount of movement of the actuating-bail G is determined and controlled as follows: The sides of the bail extend downwardly past the shaft D and into the lower portion of the case A, where they are joined by a cross-bar *g'*. Springs I are attached to this cross-bar and to the case and serve to return the bail after it has been operated. The lower cross-bar of the bail operates between stops J and J' in the lower portion of the case A. One or both of these stops may be adjustable, and in this case I have shown the stop J' as being in the form of a nut movable with a screw K, the end of which projects to the front of the case, and by the operation of which the stop J' may be moved back and forth to vary its distance from the fixed stop J, so that the limits between which the lower cross-bar of the bail may vibrate may be varied and the amount of movement of the bail determined, whereby it may cause the reel to advance one or more teeth, as may be desired. The bail may be further guided in its movement by having its sides provided with sockets *g*², playing over the guides F, which carry the retaining-arms *f*. From the upper cross-bar of the bail may extend a light retaining-spring L, passing over the tops of the cards and serving to hold their upper ends temporarily. Any suitable connection may be made with the bail, and in the use to which I in-

tend to put it—namely, in a railroad-car—it is designed to attach the bell rope, strap, or cord M to the bail, so that every time the bell cord, rope, or strap is pulled a fresh card will
5 be exhibited by the operation of the device.

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
10 case having a sight-aperture, a reel mounted within said case and having a series of advertising-cards pivoted to its periphery, and adapted by its movement to be successively exhibited through the sight-aperture of the
15 case, retaining spring-arms projecting from each side and overlapping the path of the cards, whereby each is temporarily restrained from falling, and a means for moving said reel, consisting of a swinging bail mounted
20 upon the reel-shaft and having pawls, ratchets upon the reel with which said pawls engage, springs within the lower portion of the case and connected with the bail for controlling it and stops within the lower portion of
25 the case between which the lower end of the bail moves and by which it is limited, and means comprising a screw and adjustable nut

for varying the distance between said stops whereby the amount of movement of the reel is varied. 30

2. An advertising device consisting of a case having a sight-aperture, a reel mounted in the case and having advertising-cards pivoted to its periphery, guides projecting upwardly within the case and having retaining
35 spring-arms extending into the path of movement of the cards whereby each is temporarily restrained from falling, a bail guided upon said guides and having means for swinging it, an arm extending from said bail for hold-
40 ing the cards, a pawl-and-ratchet connection between the bail and the reel whereby the latter is actuated, retaining-ratchets on the reel and pawls engaging them and adjustable stops in the lower portion of the case between
45 which the base of the bail operates, whereby it is adjusted as to its movement.

In witness whereof I have hereunto set my hand.

ALBERT C. MORRISSON.

Witnesses:

JESSIE C. BRODIE,
S. H. NOURSE.