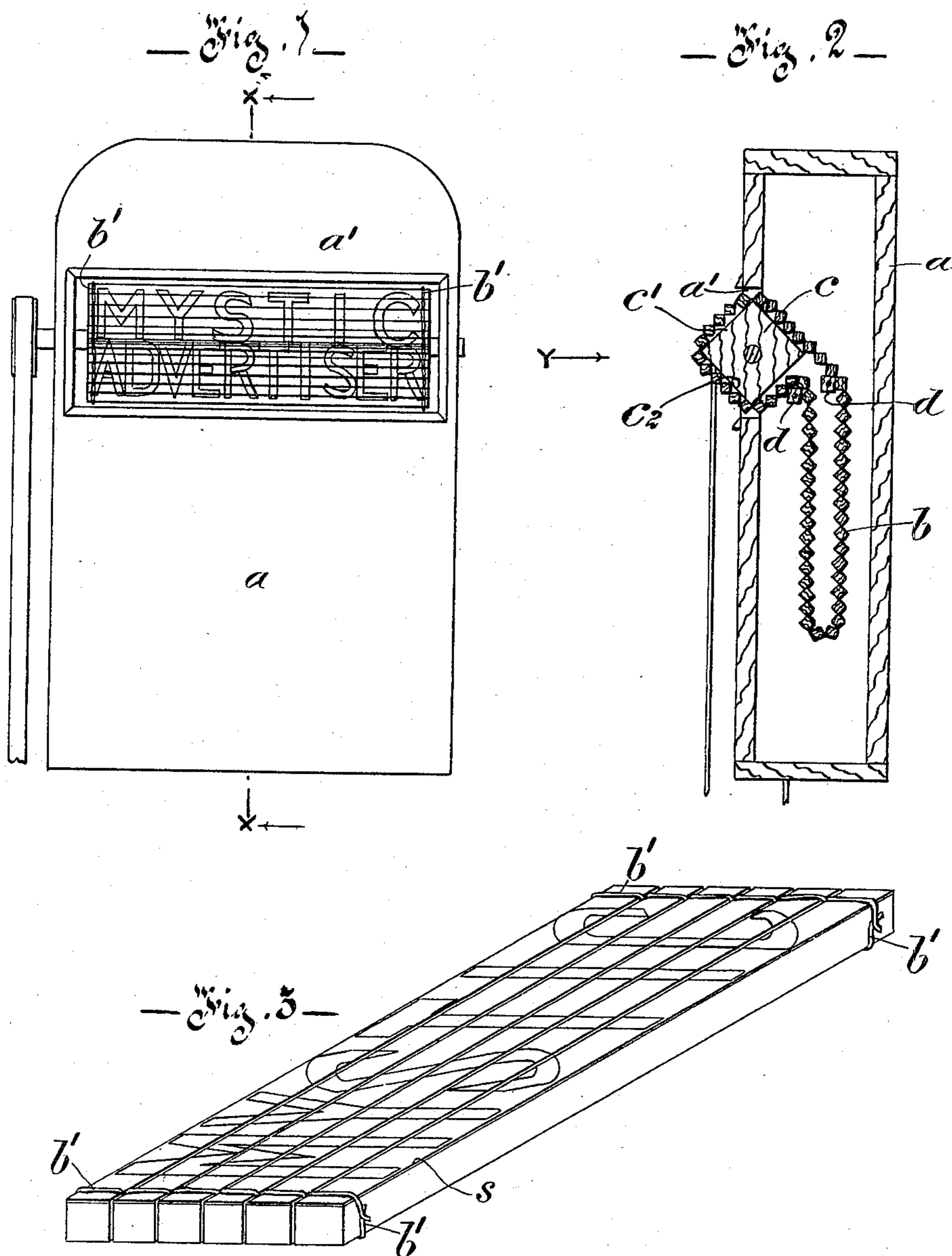


(No Model.)

R. BAYLEY.
ADVERTISING MEDIUM.

No. 561,306.

Patented June 2, 1896.



Witnesses
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ROBERT BAYLEY, OF MONTREAL, CANADA.

ADVERTISING MEDIUM.

SPECIFICATION forming part of Letters Patent No. 561,306, dated June 2, 1896.

Application filed May 16, 1895. Serial No. 549,586. (No model.)

To all whom it may concern:

Be it known that I, ROBERT BAYLEY, of the city of Montreal, in the district of Montreal and Province of Quebec, Canada, have invented certain new and useful Improvements in Advertising Mediums; and I do hereby declare that the following is a full, clear, and exact description of the same.

The object of my invention is to provide a device upon the rotation of which a portion of the surface of device will present to view two or more different advertisements, each being presented independently of the other and at different times.

The invention may be said to consist of a series of rectangular bars connected together to form a flexible band of sufficient length to encircle and be carried by a rotatable rectangular roll adapted, upon rotation, to present to view different portions of such band, and these portions will each carry two advertisements and present them to view, each at a different time and independently of the other.

For full comprehension, however, of the invention reference must be had to the annexed drawings, forming a part of this specification, in which like symbols indicate corresponding parts, and wherein—

Figure 1 is a front elevation of my complete advertising medium; Fig. 2, a transverse vertical section of same on line xx , Fig. 1; and Fig. 3, a detail perspective view of the band, with the bars arranged to receive the lettering of the advertisement.

As a preferable means for carrying my device I provide a box a , the front side of which has an opening a' therein, through which the portions of the flexible band b , carried by two of the sides of the rectangular roll c , are exposed to view.

To enable two advertisements to be shown at different times by each of the two portions of the band b exposed to view, I form the bars of such band also rectangularly and connect them together at their ends by cords $b' b'$ or any other flexible means, with their corners adjoining, as shown in Fig. 2. Upon one side of each of the bars presented by the side c' of roll c is marked a sufficient part of each of the necessary letters to form the word

"Mystic," and upon one side of each of those bars presented by the side c^2 of the roll is marked a sufficient part of each of the necessary letters to form the word "Advertiser" when viewed from the point indicated by arrow Y, and upon the adjacent sides of such last-mentioned bars can be marked in a like manner any other advertising matter which will be presented, and the words "Mystic" and "Advertiser" caused to disappear immediately the roll c is given one-quarter rotation.

The band b can of course be lengthened, as shown in Fig. 2, to accommodate any number of advertisements, in which case friction-rollers d should preferably be used to facilitate the working of the band, and the roll c can be rotated by belt and pulley or any other suitable means.

I prefer to mark the advertisements upon the bars either by placing them side by side with their faces to receive the advertisements turned up so that the desired words may be painted thereon, or the advertisement can be first printed upon a strip of paper s to be affixed to the bars and then slitted, as shown in Fig. 3.

What I claim is as follows:

1. An advertising medium comprising an inclosing casing, an aperture in same, an operating-roll and an endless belt, the latter formed of a series of bars, angular in cross-section, each bar presenting two or more exposed sides or surfaces at right angles to each other and suitably marked, and such bars being flexibly jointed together, for the purpose set forth.

2. An advertising medium comprising an inclosing casing, an annular operating-roll and an endless belt, the latter formed of a series of bars, each bar having two or more exposed sides or surfaces at right angles to each other, bearing separate sections or strips of paper previously united in a single piece and marked or printed with advertising matter, such as a word, segregate parts of each letter of which are carried by each bar, the single piece being afterward affixed to such bars and then divided to form such separate sections, and such bars being flexibly jointed together for the purpose set forth.

3. An advertising medium comprising an inclosing casing, an aperture in same, a rectangular operating-roll located in said opening so that two sides thereof may be exposed
5 at one time, and an endless belt, the latter formed of a series of rectangular bars approximately square in cross-section, flexibly jointed together with two of the diametrically opposite corners of each bar in line with two of
10 the diametrically opposite corners of the adjacent bars and suitably marked, for the purpose set forth.

4. An advertising medium comprising an inclosing casing, a rectangular operating-roll
15 and an endless belt, the latter formed of a series of rectangular bars flexibly jointed together at their diametrically opposite corners and each bar having its two exposed sides or

surfaces suitably marked, for the purpose set forth.

5. In an advertising medium, an operating-roll angular in cross-section to afford plane surfaces, and a series of bars square in cross-section and disposed about such operating-roll with two of the diametrically opposite
20 corners of each bar in line with two of the diametrically opposite corners of the adjacent bars, so that their surfaces will be at an angle to the plane surfaces of such roll, and suitable advertising matter on two of the sur-
25 faces of each bar for the purpose set forth. 30

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