

(No Model.)

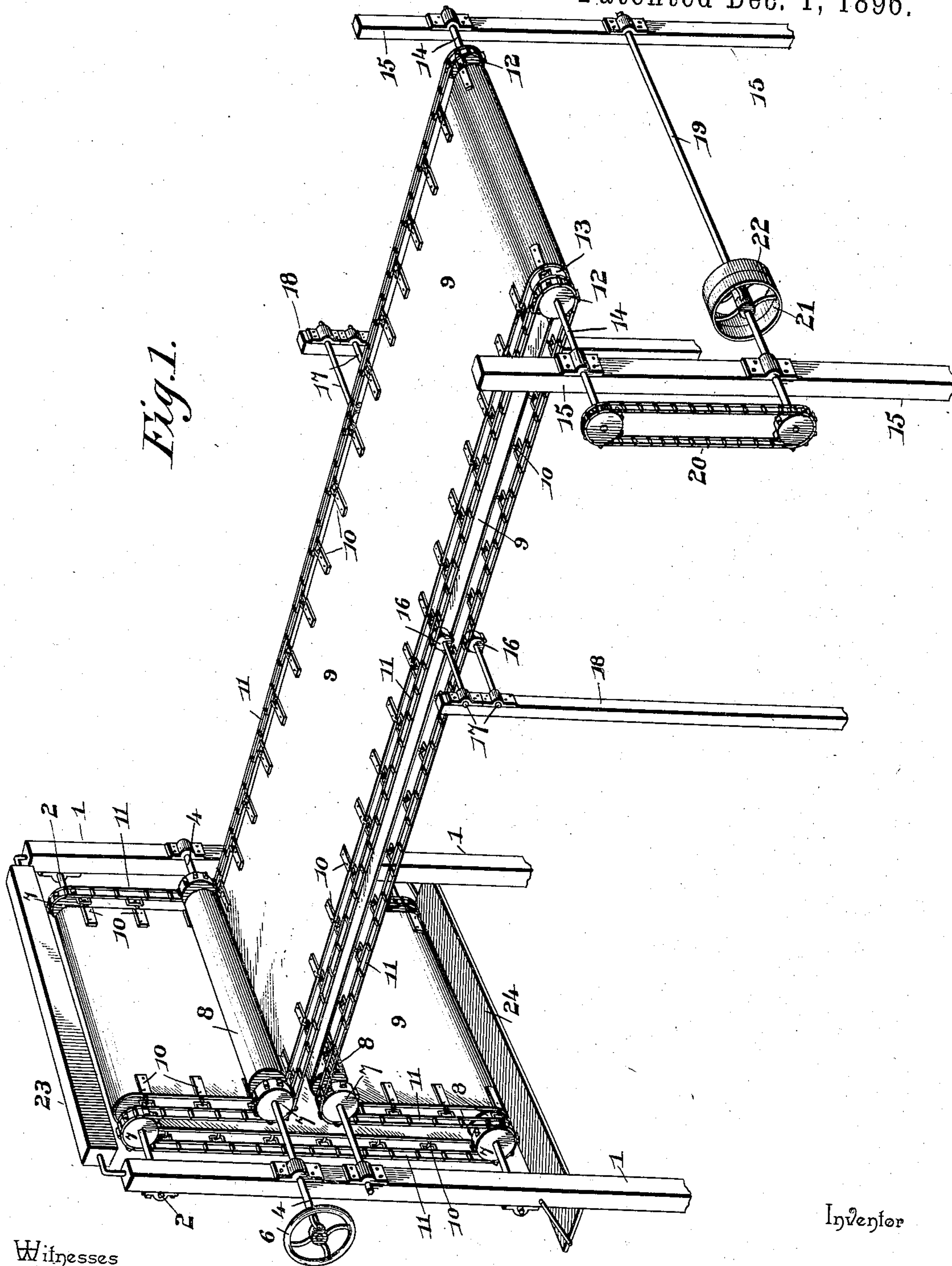
3 Sheets—Sheet 1.

J. A. KENNEL.
ADVERTISING DEVICE.

No. 572,262.

Patented Dec. 1, 1896.

Fig. 1.



Inventor

Witnesses

Jas. K. McClure
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By His Attorneys,

Joseph A. Kennel

C. A. Snow & Co.

(No Model.)

J. A. KENNEL.
ADVERTISING DEVICE.

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Fig. 2.

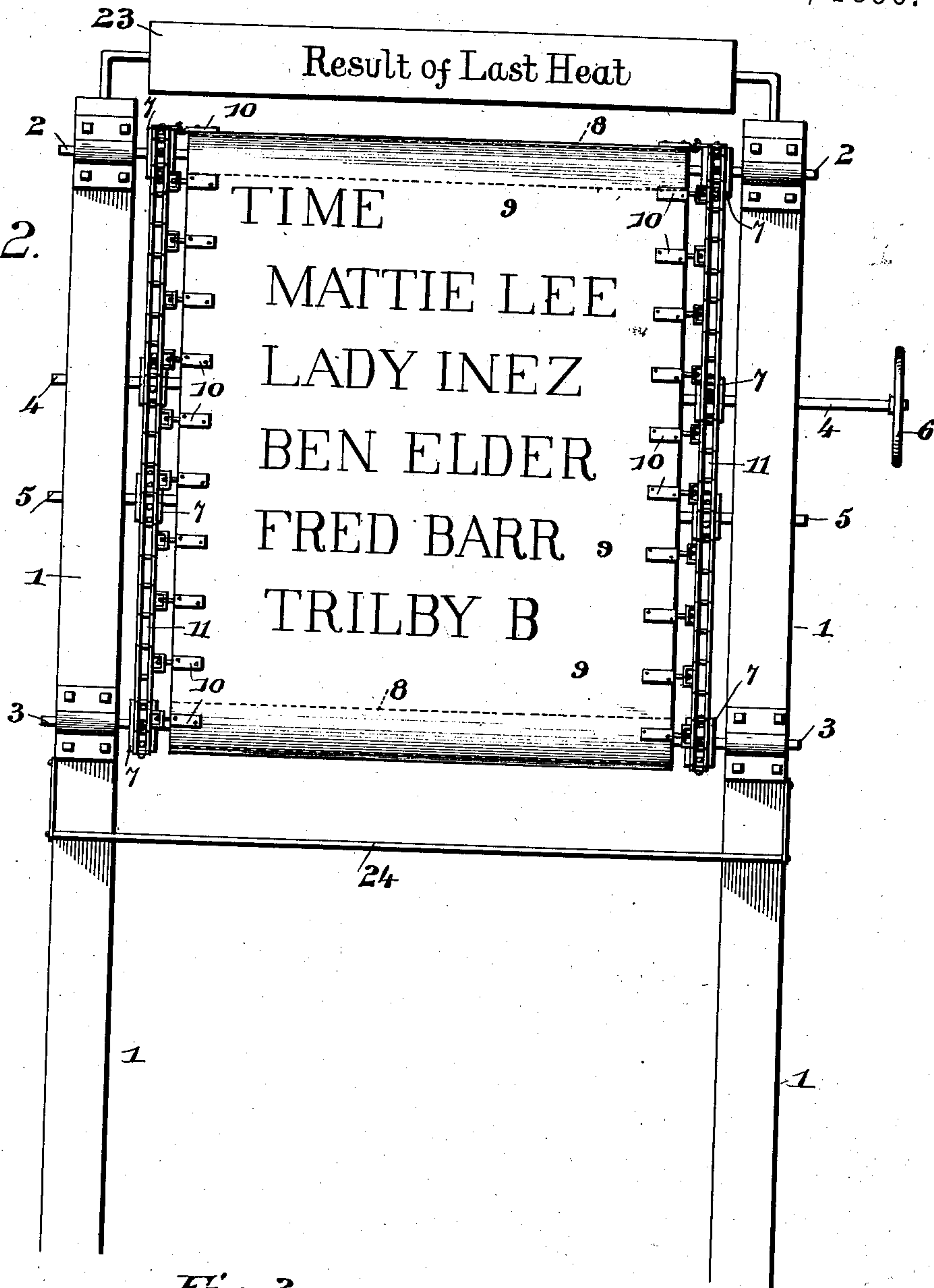


Fig. 3.



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(No Model.)

3 Sheets—Sheet 3.

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Fig. 5.

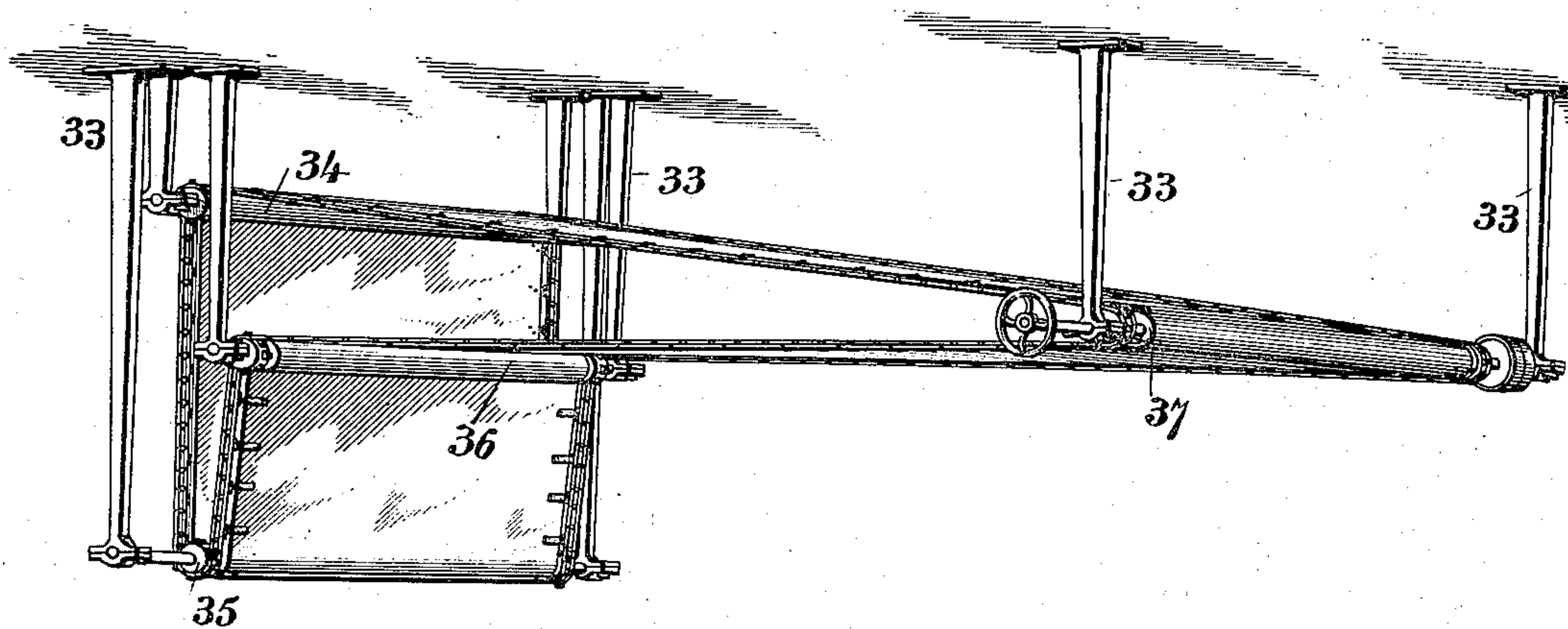
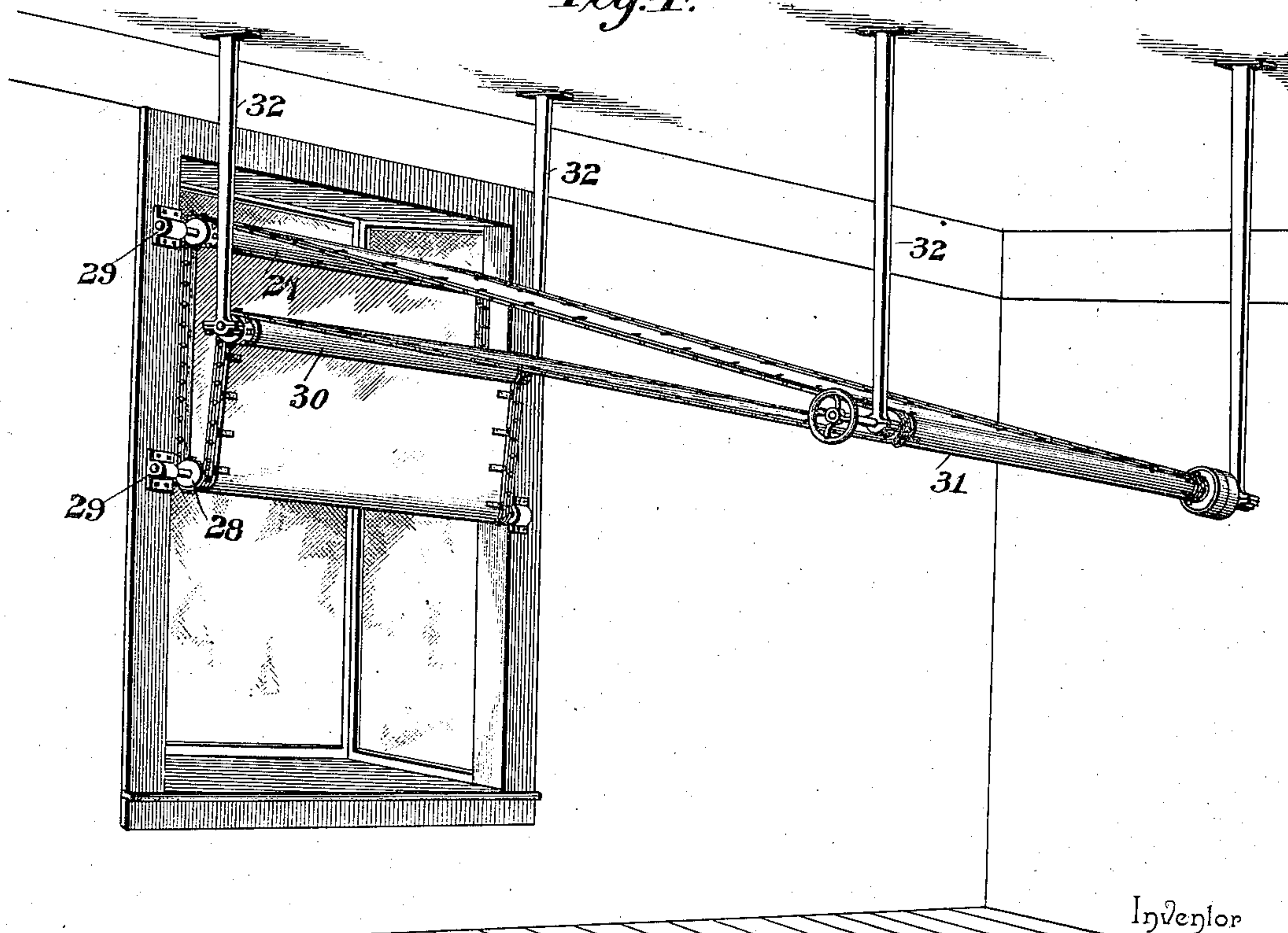


Fig. 4.



Inventor

Witnesses

Jas. K. McLaughlin
[Signature]

By his Attorneys, Joseph A. Kennel
Chas. Snow & Co.

UNITED STATES PATENT OFFICE.

JOSEPH A. KENNEL, OF EATON, OHIO, ASSIGNOR OF TWO-THIRDS TO
HENRY H. FARR AND JOHN M. GALE, OF SAME PLACE.

ADVERTISING DEVICE.

SPECIFICATION forming part of Letters Patent No. 572,262, dated December 1, 1896.

Application filed June 10, 1896. Serial No. 594,978. (No model.)

To all whom it may concern:

Be it known that I, JOSEPH A. KENNEL, a citizen of the United States, residing at Eaton, in the county of Preble and State of Ohio, have invented a new and useful Advertising Device, of which the following is a specification.

My invention relates to an advertising device designed to display successively a series of advertisements or items of information, and adapted for use in announcing results of races and other events in connection with fairs, field-sports, and the like, and for use in connection with show-windows of stores.

Further objects and advantages of this invention will appear in the following description, and the novel features thereof will be particularly pointed out in the appended claims.

In the drawings, Figure 1 is a perspective view of a device constructed in accordance with my invention arranged as an outdoor exhibitor. Fig. 2 is a front view of the same. Fig. 3 is a detail view in perspective of one of the removable advertising slats. Fig. 4 is a perspective view of a device embodying my invention employed as a show-window exhibitor. Fig. 5 is a similar view of the device constructed for indoor use and suspended from the ceiling.

Similar numerals of reference indicate corresponding parts in all the figures of the drawings.

The front or main frame of the form of my invention illustrated in Figs. 1 and 2 consists of uprights 1, supporting bearings in which are mounted upper and lower spindles 2 and 3 and intermediate spindles 4 and 5, the upper intermediate spindle being preferably fitted at one end with a hand-wheel 6. Each of the spindles above described is provided contiguous to the plane of each upright with a chain-wheel 7, and between the chain-wheels on each spindle is a drum or roller 8.

It is the object of my invention to expose the surface of a portion of a flexible medium 9, carrying a plurality of advertisements, the exposed portion thereof forming only a small part of the entire surface of the medium, and the medium being capable of linear movement to bring different portions of its surface

successively into view at the front of the main or display frame. With this object in view the portion of the medium which in the construction illustrated consists of an endless apron is passed between the intermediate drums or rollers and respectively over and under the upper and lower drums or rollers, the edges of the apron being provided with means, consisting of hooks 10, for engagement with endless chains 11, which traverse the chain-wheels 7. Inasmuch as the carrier-chains and the apron may be of any desired length it will be seen that differently-arranged means for supporting the inoperative portion thereof may be adopted, but in the construction illustrated the rear portions of said parts traverse chain-wheels 12 and a drum or roller 13 on a spindle 14, mounted upon rear posts 15, while intermediate portions of the chains are supported by chain-wheels 16 on upper and lower spindles 17, mounted upon intermediate posts 18.

The intermediate supporting devices, including the intermediate spindles 4 and 5, are preferably arranged at such a height as to hold the lower side of the endless apron at a distance of approximately eight feet from the ground, whereby it does not interfere with the passage of persons thereunder, and any suitable means for communicating motion to the apron to expose different portions of its surface may be employed, such as the hand-wheel 6, above described, or a driving-shaft 19, connected by means of a chain 20 with the spindle 14 and carrying fixed and loose belt-pulleys 21 and 22.

The detachable means, as hooks, for securing the lateral edges of the flexible advertising medium or apron to the carrier-chains provide for employing a plurality of interchangeable advertising mediums in connection with the same carriers to suit the particular sport or game which is in progress.

Mounted horizontally upon the upper ends of the uprights 1 is an announcement-drum 23, having a plurality of sides bearing general announcements serving, for instance, as headings for auxiliary announcements made upon the subjacent exposed portion of the flexible medium. Fixed to the uprights below the plane of the lower spindle 3 is a plat-

form 24, upon which an operator may stand to append the time of a race or event or accomplish any other necessary adjustment of the mechanism.

5 In practice I prefer to employ auxiliary advertising-strips 25, of canvas or its equivalent, provided with terminal hooks 26 for engagement with the chains, said strips being adapted for arrangement transversely upon the
10 surface of the apron. These strips may be inscribed by means of painted characters or their equivalent with names indicating horses or other participants in an event.

While I have thus far described my invention as adapted for outdoor use, it will be seen
15 by reference to Figs. 4 and 5 that it is equally adapted for indoor use to advertise merchandise. In Fig. 4 I have shown the apparatus arranged in connection with a show-window,
20 with the upper and lower guiding devices or rollers 27 and 28, carried by brackets 29, secured to the frame of the window, while the intermediate and rear guiding devices 30 and 31 are supported by hangers 32, depending
25 from the ceiling. In the construction illustrated only one intermediate guiding-roller is employed, the same being disposed in rear of and between the horizontal planes of the rollers 27 and 28. The operation is the same
30 as heretofore described in connection with the form of my invention which is illustrated in Figs. 1 and 2.

In Fig. 5 I have shown another modified arrangement adapted for advertising within
35 a store, in which case all of the guiding devices are mounted upon hangers 33, of different lengths, depending from the ceiling or other overhead support. The arrangement of the upper and lower display-rollers 34 and
40 35 and the intermediate and rear guiding-rollers 36 and 37 is the same as in the other forms of the invention.

Various changes in the form, proportion, and the minor details of construction may be
45 resorted to without departing from the spirit or sacrificing any of the advantages of this invention.

Having described my invention, what I claim is—

50 1. In an advertising device, the combination with upper and lower main guiding devices having spindles carrying terminal chain-wheels, auxiliary guiding devices arranged in rear of the plane of the main guiding de-
55 vices and also having chain-wheels, carrier-chains traversing said chain-wheels, and means for communicating motion simultane-

ously to the carrier-chains, of a flexible advertising medium, as an apron, provided at its lateral edges with means for detachably
60 engaging the carriers, and held stretched between the planes thereof, whereby a plurality of interchangeable mediums may be applied to the same carriers, substantially as specified.

2. In an advertising device, the combination
65 of upper and lower guiding devices including spindles carrying terminal chain-wheels and intermediate rollers, intermediate guiding devices corresponding in construction with the upper and lower guiding devices, end-
70 less carriers, as chains, traversing said chain-wheels, auxiliary guiding and supporting devices for the portions of the carriers in rear of said intermediate guiding devices, and a flexible advertising medium provided at its
75 lateral edges with means for detachably engaging the carriers and held from sagging between its edges by said rollers, substantially as specified.

3. In an advertising device, the combination
80 of upper and lower and intermediate guiding devices, auxiliary guiding and supporting devices arranged in rear of the plane of the upper and lower guiding devices, endless carriers traversing said guiding devices, an
85 endless apron attached at its edges to the carriers and adapted to be exposed at the portion between said upper and lower guiding devices, and flexible advertising-strips inscribed with advertising matter detachably
90 secured at their extremities to the carriers, and intermediately supported by the apron, substantially as specified.

4. An advertising device, for displaying the results of sports or games, comprising a
95 display-frame having uprights, movable guiding devices mounted upon the uprights, an endless flexible advertising medium mounted upon said guiding devices and adapted to be adjusted longitudinally to expose different
100 portions of its surface at the front of the display-frame, and an adjustable drum 23 mounted above the uppermost guiding devices and having a plurality of faces adapted to bear
105 announcements to agree with the advertising matter exhibited upon the exposed portion of the medium, substantially as specified.

In testimony that I claim the foregoing as my own I have hereto affixed my signature in the presence of two witnesses.

JOSEPH A. KENNEL.

Witnesses:

G. W. DAUGHERTY,
JAMES A. GILMORE.