

No. 622,928.

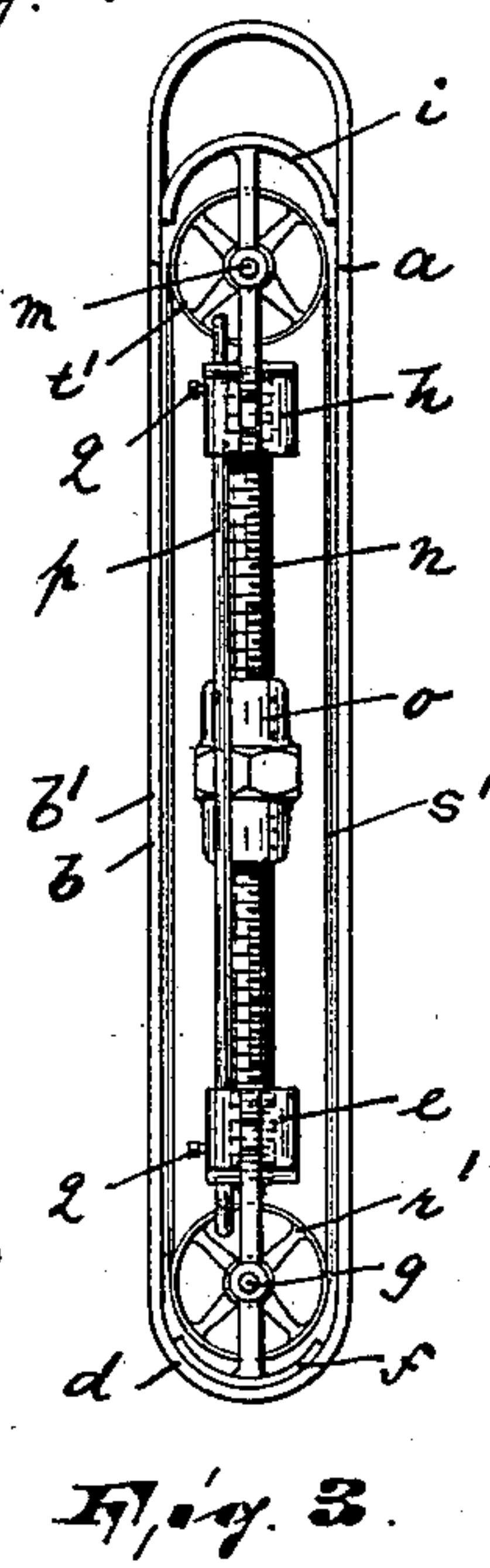
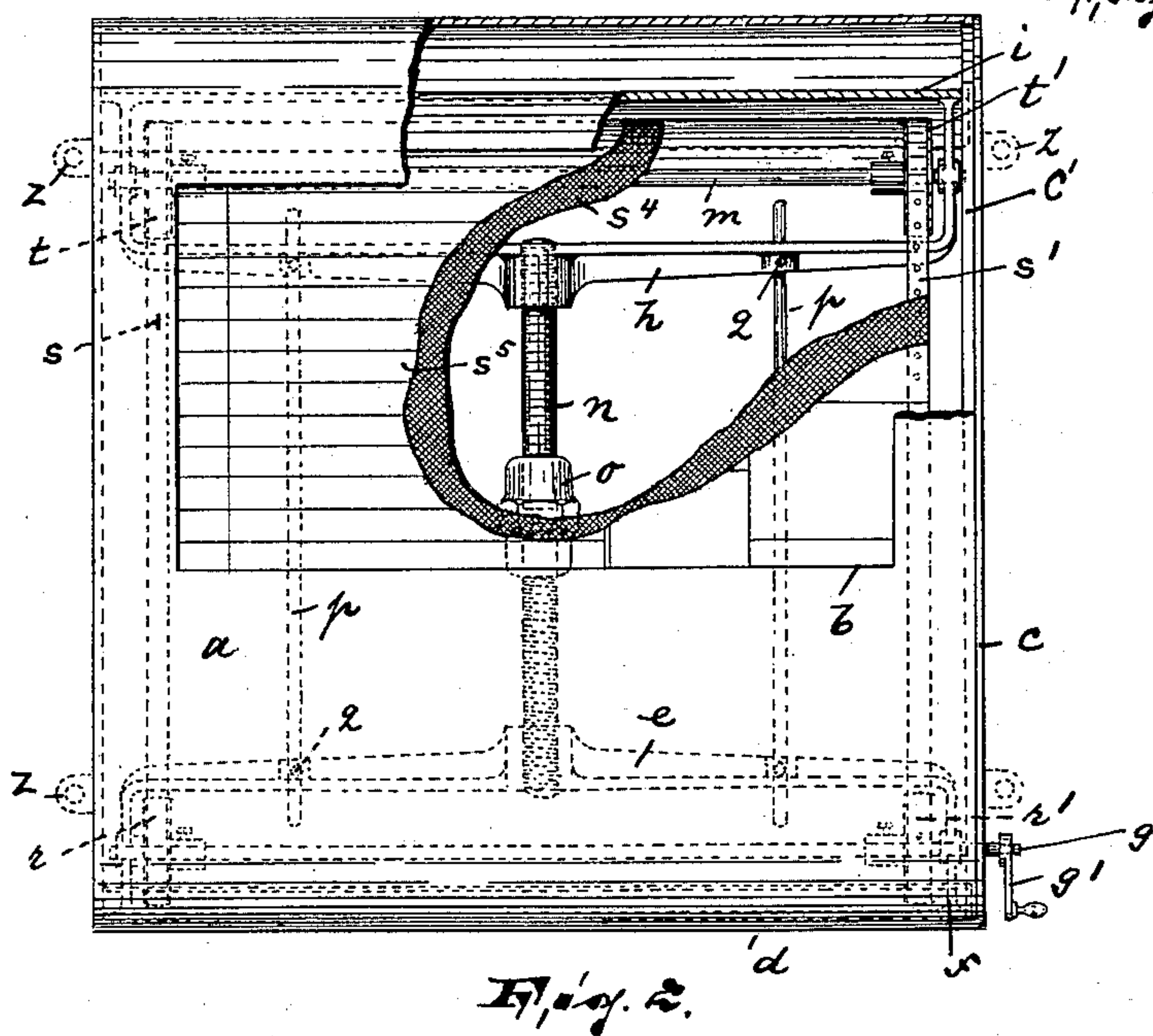
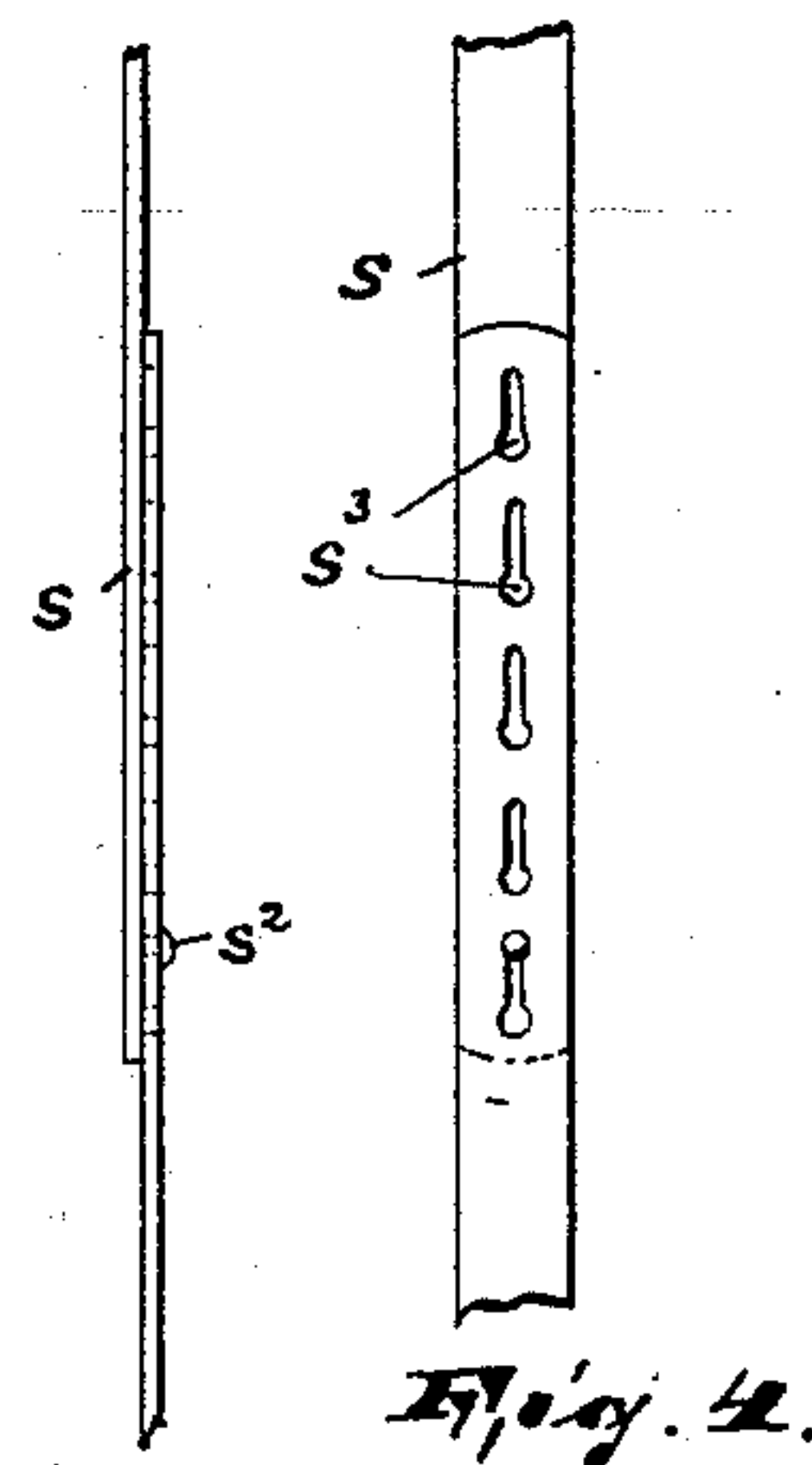
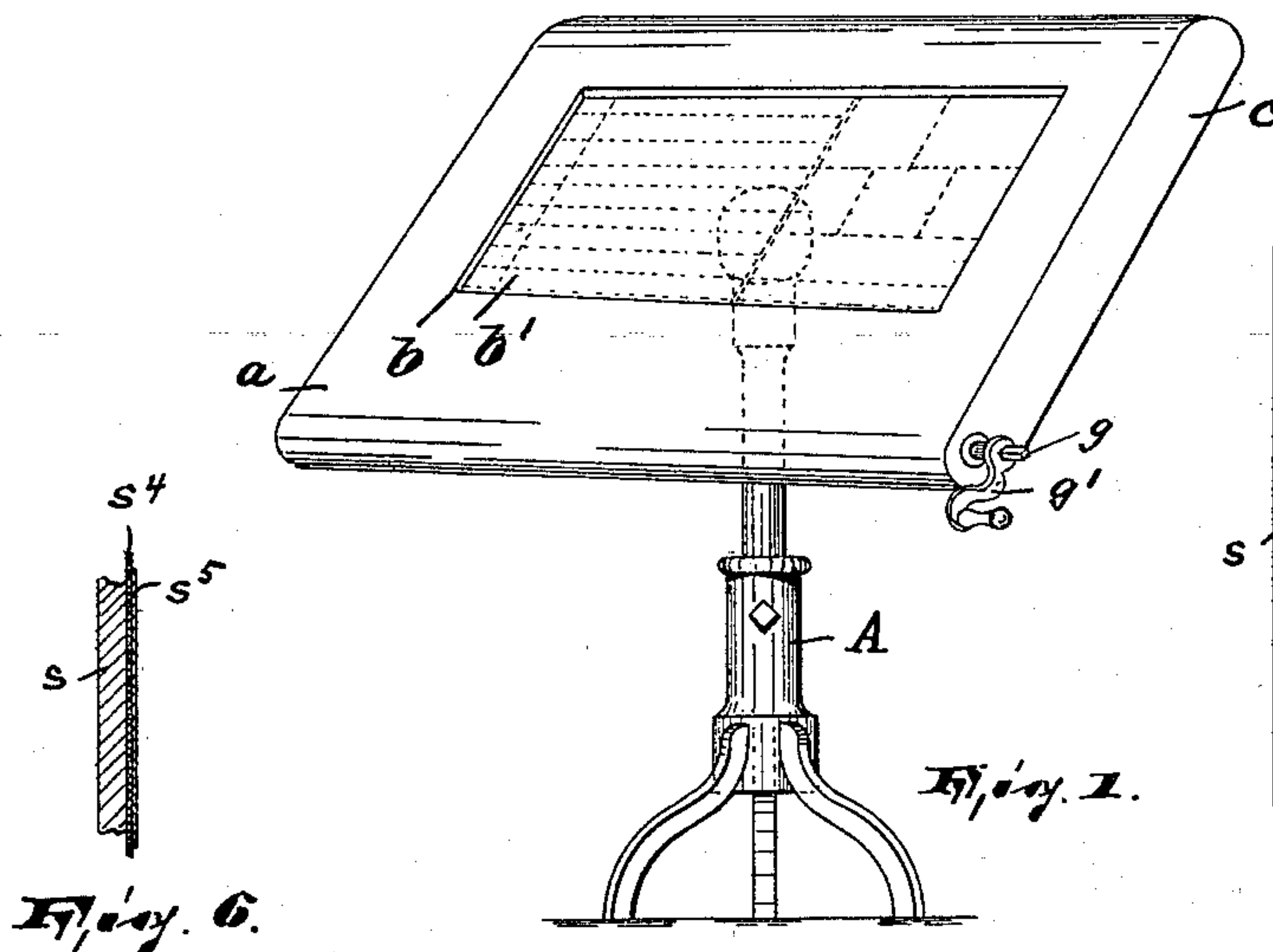
Patented Apr. 11, 1899.

J. L. MALES.
ADVERTISING APPARATUS.

(Application filed Apr. 14, 1898.)

(No Model.)

2 Sheets—Sheet 1.



WITNESSES:

Wm. D. Bell.
Louise Snyder.

INVENTOR:

Judson L. Males

BY

Partner & Co.

ATTORNEYS.

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2 Sheets—Sheet 2.

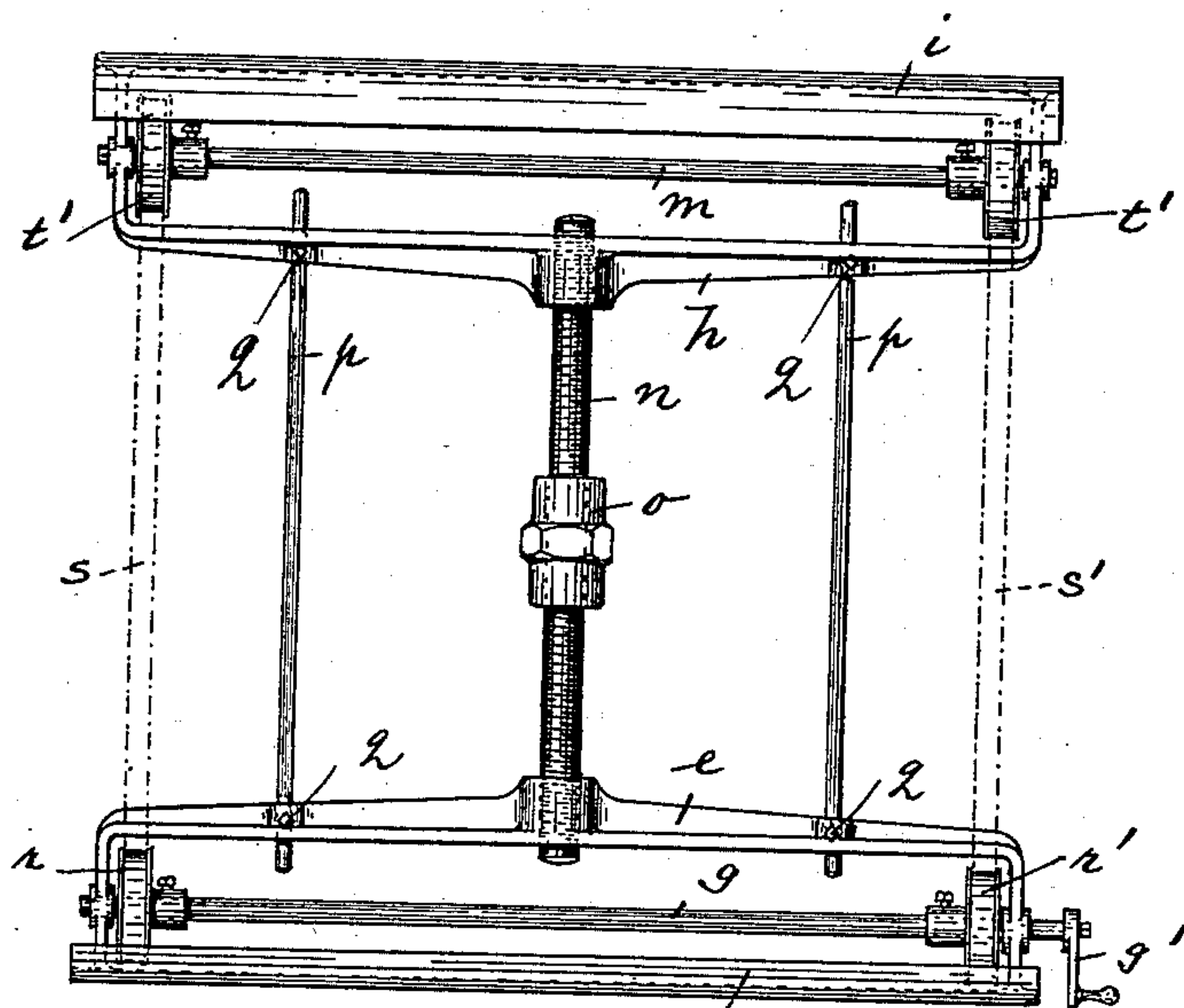


Fig. 2.

WITNESSES:

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UNITED STATES PATENT OFFICE.

JUDSON L. MALES, OF PATERSON, NEW JERSEY.

ADVERTISING APPARATUS.

SPECIFICATION forming part of Letters Patent No. 622,928, dated April 11, 1899.

Application filed April 14, 1898. Serial No. 677,541. (No model.)

To all whom it may concern:

Be it known that I, JUDSON L. MALES, a citizen of the United States, residing in Paterson, county of Passaic, and State of New Jersey, have invented certain new and useful Improvements in Advertising Apparatus; and I do hereby declare the following to be a full, clear, and exact description of the invention, such as will enable others skilled in the art to which it appertains to make and use the same, reference being had to the accompanying drawings, and to letters of reference marked thereon, which form a part of this specification.

My present invention relates to an apparatus for advertising purposes; and its object is to provide such an apparatus with means for varying or changing the distance between the wheels or rollers carrying an endless belt or belts to which is connected or on which is arranged an endless strip or sheet of paper, muslin, or the like, provided with the necessary advertisements—such as, for instance, the alphabetically-arranged list of telephone subscribers, either alone or combined with other reading matter intended to be brought before the public.

The invention consists in the improved advertising apparatus combining an endless strip or sheet provided with the desired advertising matter and carried by endless belts passing over wheels or rollers, in the means for changing the distance between said wheels or rollers and adjusting the length of the endless belts, and in the combination and arrangement of the various parts, substantially as will be hereinafter more fully described, and finally embodied in the clauses of the claim.

In the accompanying drawings, in which like letters of reference indicate corresponding parts in each of the several views, Figure 1 is a perspective view of my improved advertising apparatus arranged on a suitable stand; Fig. 2, an enlarged front elevation of the apparatus, certain portions being broken away and others shown in section to better illustrate the nature of my said invention; Fig. 3, a side elevation of Fig. 2, the end plate or cover and a certain operating-crank being removed; Figs. 4 and 5, enlarged front

and side elevations, respectively, of the end or connecting portions of the endless belts used in my improved advertising apparatus; Fig. 6, an enlarged detail view showing the way of arranging the endless strip or sheet upon the endless belts; and Fig. 7, a view in front elevation of the internal mechanism of the apparatus, the casing being entirely removed.

In said drawings, *a* represents a rectangular casing or box having its top and bottom portions preferably curved. Said casing is provided in its front with a rectangular recess *b*, covered by glass *b'*, while one of its ends *c* is removably arranged, and for that purpose said end is provided with an annular flange *c'*, closely fitting into and engaging the open end of said casing, as shown in Fig. 2. Within said casing *a* and supported by its curved bottom *d* is arranged an inverted substantially U-shaped bracket *e*, the shanks or extremities of which are connected by a curved bridge or brace *f*, conforming in shape to the bottom of the casing, while the central portions of said shanks of the bracket *e* are penetrated by and form the bearings for a shaft *g*.

Within the upper portion of the casing *a* is arranged a substantially U-shaped bracket *h*, having the extreme ends of its shanks connected by a curved bridge or brace *i* and forming the bearings for a shaft *m*, which latter is parallel with the shaft *g*.

The enlarged central portions of the brackets *e* and *h* are provided with internally-threaded holes or openings (threaded in opposite directions) and are engaged by the right-and-left screw *n*, which latter, for conveniently operating the same, is provided with an integral knob or handle *o*.

On each side of the right and left hand screw *n* is arranged a rod *p*, penetrating with its end portions the brackets *e* and *h* and adapted to be adjustably secured thereto by means of screws *q*, all as clearly illustrated in Figs. 2 and 3 of the drawings.

On the shaft *e* are adjustably arranged wheels or rollers *r* *r'*, connected by endless belts *s* *s'* with the wheels or rollers *t* *t'*, likewise adjustably arranged on the shaft *m*. Each of said belts is adjustable in length—that is to say, the end portions thereof are provided, re-

spectively, with a headed pin s^2 and a series of elongated slots s^3 , as clearly illustrated in Figs. 4 and 5 of the drawings.

To the endless belts s s' are secured, by glue or otherwise, the edges of an endless sheet s^4 of muslin or the like, to the outer surface of which is pasted or fastened by any well-known means the paper s^5 , containing the desired advertising matter.

It must be remarked that the end or cover c is penetrated by one of the shafts in the drawings g , and that the latter is provided at its projecting end with a suitable crank-handle g' , and, further, that the casing a can be arranged upon a suitable stand A , as in Fig. 1, or it may be provided with lugs z z , as in Fig. 2, and by which latter it may be conveniently secured at any desired place. It may also be stated that when the cover c is removed the entire endless sheet or strip supporting and operating mechanism can be readily withdrawn from the casing a for the purpose of changing the advertising matter or substituting a longer or shorter endless sheet containing such advertising matter.

For the last-mentioned purpose if, for instance, a longer endless sheet is to be arranged upon the endless belts the latter are first adjusted to the required length, (in a manner well understood in the art and reference being made to Figs. 4 and 5,) and after the set-screws q q have been loosened the right and left hand screw n is rotated by means of the knob o . The brackets e and h are accordingly moved apart until the desired distance is obtained, when the set-screws q are again tightened.

As heretofore stated, the endless sheet s^5 may be provided with any suitable advertisements—such as, for instance, the alphabetically-arranged list of telephone subscribers—and it is obvious that by simply operating the crank-handle g' any desired part of said advertisements can be readily brought to view.

I do not intend to limit myself to the precise construction as shown and described, as various alterations can be made without changing the scope of my invention; but

What I claim as new, and desire to secure by Letters Patent, is—

1. An advertising apparatus, comprising a casing having a glass-covered aperture, a series of parallel extensible endless belts in said casing, wheels or rollers carrying said belts, frames or brackets furnishing bearings for their respective wheels or rollers, and a right and left hand screw engaging said frames or brackets and adjustably connecting the same, substantially as and for the purposes described.

2. An advertising apparatus, comprising a series of parallel extensible endless belts, wheels or rollers carrying said belts, frames or brackets furnishing bearings for their respective wheels or rollers, a series of parallel rods adjustably secured with their end portions to the respective frames or brackets,

and a right and left hand screw parallel with said rods and engaging the said frames or brackets, substantially as and for the purposes described.

3. An advertising apparatus, comprising a casing having a glass-covered aperture, a series of parallel extensible endless belts in said casing, wheels or rollers carrying said belts, frames or brackets furnishing bearings for their respective wheels or rollers, a series of parallel rods adjustably secured with their end portions to the respective frames or brackets, and a right and left hand screw parallel with said rods, and engaging the said frames or brackets, substantially as and for the purposes described.

4. An advertising apparatus, comprising a series of parallel extensible endless belts, wheels or rollers carrying said belts, frames or brackets furnishing bearings for their respective wheels or rollers, an endless strip or sheet of muslin or the like carried by said series of belts, a sheet or sheets of paper mounted on said endless strip or sheet, and means for adjustably connecting said frames or brackets, substantially as and for the purposes described.

5. An advertising apparatus, comprising a casing having a glass-covered aperture, a series of parallel extensible endless belts in said casing, wheels or rollers carrying said belts, frames or brackets furnishing bearings for their respective wheels or rollers, an endless strip or sheet of muslin or the like carried by said series of belts, a sheet or sheets of paper mounted on said endless strip or sheet, and means for adjustably connecting said frames or brackets, substantially as and for the purposes described.

6. An advertising apparatus, comprising a substantially rectangular casing having its top and bottom portions curved and provided in its front portion with a glass-covered aperture, a series of parallel extensible endless belts in said casing, wheels or rollers carrying said belts, frames or brackets furnishing bearings for their respective wheels or rollers, a curved bridge or brace i mounted on each frame or bracket and conforming to the shape of the respective top or bottom portion of the casing, and means for adjustably connecting said frames or brackets, substantially as and for the purposes described.

7. An advertising apparatus, comprising a substantially rectangular casing having its top and bottom portions curved and provided in its front portion with a glass-covered aperture, a series of parallel extensible endless belts in said casing, wheels or rollers carrying said belts, frames or brackets furnishing bearings for their respective wheels or rollers, a curved bridge or brace i mounted on each frame or bracket, a series of parallel rods adjustably secured with their end portions to the respective frames or brackets, and a right and left hand screw parallel with said rods and engaging the said frames or brackets,

ets, substantially as and for the purposes described.

8. In an advertising apparatus, the combination with a casing having a glass-covered
5 aperture, of adjustably-connected frames or brackets loosely and removably arranged in said casing, wheels or rollers mounted in said frames or brackets, a series of parallel extensible endless belts on said wheels or rollers,
10 an endless strip or sheet of muslin or the like carried by said series of belts, and a sheet or

sheets of paper mounted on said endless strip or sheet, all said parts, substantially as and for the purposes described.

In testimony that I claim the foregoing I 15
have hereunto set my hand this 8th day of April, 1898.

JUDSON L. MALES.

Witnesses:

ALFRED GARTNER,
LOUISE SNYDER.