

No. 652,641.

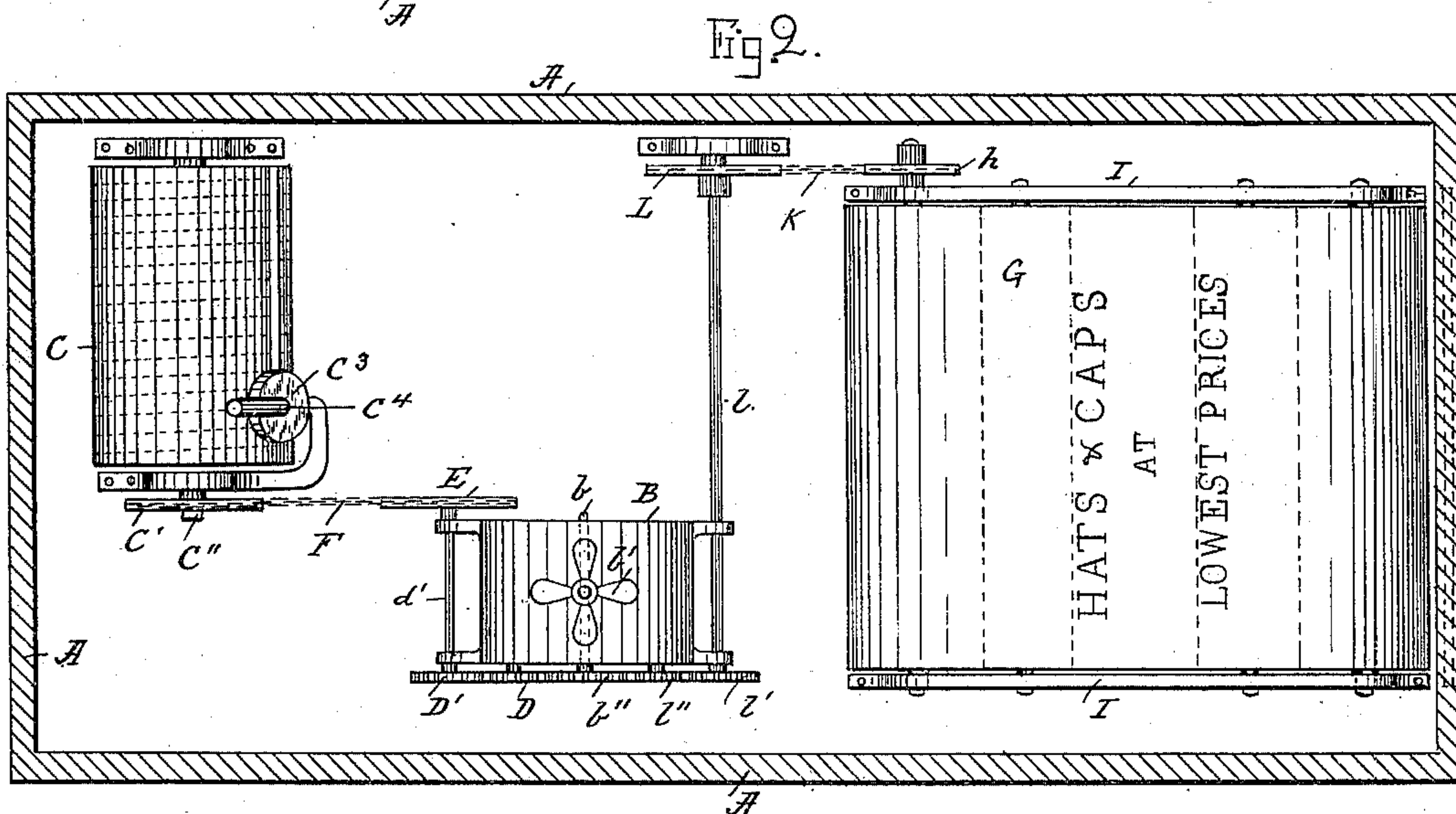
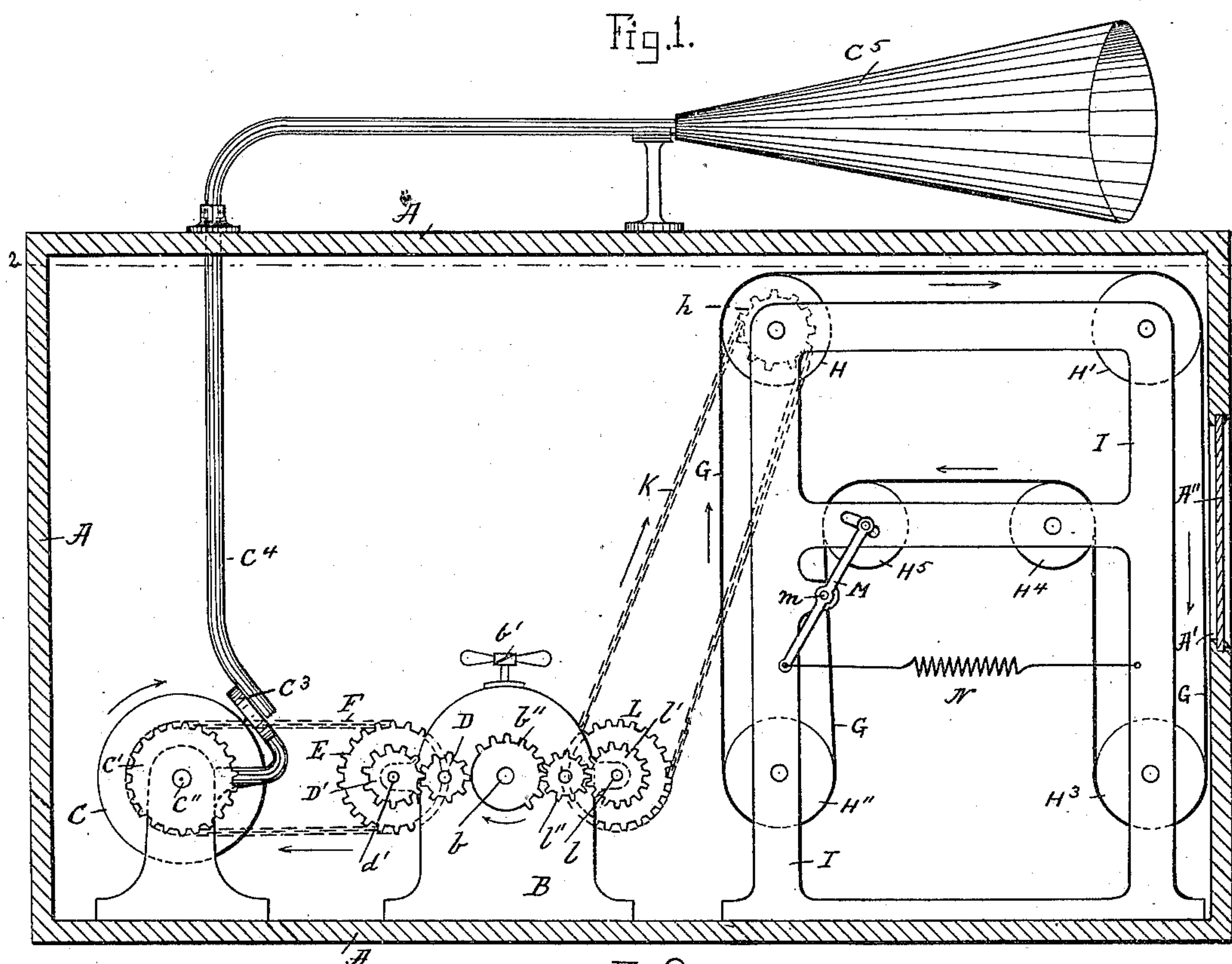
Patented June 26, 1900.

J. J. REARDON & J. POTTERTON.

ADVERTISING APPARATUS.

(Application filed June 6, 1899.)

(No Model.)



Witnesses.

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UNITED STATES PATENT OFFICE.

JEREMIAH J. REARDON AND JOHN POTTERTON, OF LYNN, MASSACHUSETTS.

ADVERTISING APPARATUS.

SPECIFICATION forming part of Letters Patent No. 652,641, dated June 26, 1900.

Application filed June 6, 1899. Serial No. 719,577. (No model.)

To all whom it may concern:

Be it known that we, JEREMIAH J. REARDON and JOHN POTTERTON, citizens of the United States, residing at Lynn, in the county of Essex and State of Massachusetts, have invented new and useful Improvements in Advertising Apparatus, of which the following is a specification.

This invention relates to an improved advertising apparatus comprising in its construction and operation the combination of intermittently-movable visible signs and a sounding device for the purpose of automatically and intermittently showing a series of advertising signs as well as causing words to be intermittently sounded by a phonographic device connected for operation, as will hereinafter be more fully shown and described, reference being had to the accompanying drawings, wherein—

Figure 1 represents a side elevation of the invention, showing the inclosing box in section; and Fig. 2 represents a horizontal section on the line 2 2 shown in Fig. 1.

Similar letters refer to similar parts wherever they occur on the different parts of the drawings.

In the drawings, A represents a suitable box or case within which the mechanism is inclosed. Within said box is arranged a suitable motor B, which is preferably operated electrically; but we desire to state that we do not wish to confine ourselves to the use of an electric motor, as other kinds of motors may be employed without departing from the essence of our invention.

b is the rotary shaft of the said motor B, as usual. *b'* represents a suitable fan or other well-known form of governor for the purpose of regulating the speed of the motor-shaft.

C represents an ordinary phonographic-record cylinder, which is intermittently rotated by suitable connection from the motor-shaft *b*, and for such purpose any suitable intermediate connecting mechanism may be used. For such purpose we have shown in the drawings a mutilated gear *b''*, secured to the motor-shaft *b*, which engages intermittently with an intermediate pinion D, that is geared to a pinion D', secured to a shaft or spindle *d'*, journaled in suitable bearings and having secured to it a sprocket-wheel E, from which

leads an endless chain F to a similar sprocket-wheel C' on the shaft C'' of the phonograph-cylinder C, as shown.

C³ is the usual reproducer on the phonograph, from which the sound is conveyed through a tube C⁴ to the sounding-horn C⁵, as is common in phonographic apparatus. In connection with such phonographic sounding device we use an endless apron G, preferably guided on rollers H, H', H'', H³, H⁴, and H⁵, the spindles of which are journaled in suitable bearings in frames I I, secured to the interior of the box A, as shown. An intermittent rotary motion is imparted to one of the apron-carrying rollers H from the motor-shaft *b*, preferably by means of an endless sprocket-chain K, engaging in a sprocket-wheel *h*, secured to the roller H, and in a similar sprocket-wheel L secured to a shaft *l*, journaled in bearings in the motor B, and to such shaft is secured a pinion *l'*, meshing in the teeth of a similar pinion *l''*, engaging intermittently with the teeth of the mutilated gear *b''*, as shown in the drawings. In practice we prefer to make one of the rollers—the one marked H⁵—a tension-roller, for the purpose of keeping the endless apron or ribbon G taut, and for such purpose the ends of such roller H⁵ are journaled in levers M M, pivoted at *m m*, and connected in their lower ends to the frames I I, preferably by means of tension-springs N N, as shown. Any other suitable or well-known tension device may be used for this purpose without departing from the essence of our invention.

Upon the apron or ribbon G are printed notices, advertisements, &c., as shown in Fig. 2.

At the end of the box A, in close proximity to the apron or ribbon G, is a cut-away perforation A', covered with a transparent pane A'', through which the printed advertisements on the movable ribbon G may be seen during the intermittent motion of the latter.

The operation is as follows: During the continuous rotary motion of the motor-shaft *b* an intermittent rotary motion is imparted to the endless advertising ribbon or apron G, so as to cause one of its advertisements to be carried behind the transparent pane A' and held for a short time in such position, after which the phonograph-record cylinder

C is caused to rotate and to speak and emit a sentence or words through the sounding-horn C⁵, after which the phonograph-record cylinder is automatically stopped, while the
5 advertising ribbon or apron is fed along so as to display another advertisement, and so on during the operation of the device. It will thus be noticed that by this arrangement advertisements are intermittently displayed as
10 well as words spoken, preferably in such manner as to orally call the attention to the displayed advertisements.

Having thus fully described the nature, construction, and operation of our invention,
15 we wish to secure by Letters Patent and claim—

In an advertising apparatus of the class described, the combination with a sound-producing apparatus and gearing for driving the
20 same, of an endless apron carrying the ad-

vertisements to be exhibited and having a spring-actuated tension-roller, and gearing for driving said endless apron, a motor having a shaft, and a mutilated gear on said shaft adapted to engage alternately with the gear- 25 ing of the sound-producing apparatus and that of said endless apron, whereby the sound-producing apparatus is actuated while the apron remains stationary and the apron is actuated while the sound-producing apparatus is stationary, substantially as described. 30

In testimony whereof we have hereunto set our hands in presence of two subscribing witnesses.

JEREMIAH J. REARDON.
JOHN POTTERTON.

Witnesses:

E. R. SPINNEY,
G. E. ALLEM.