

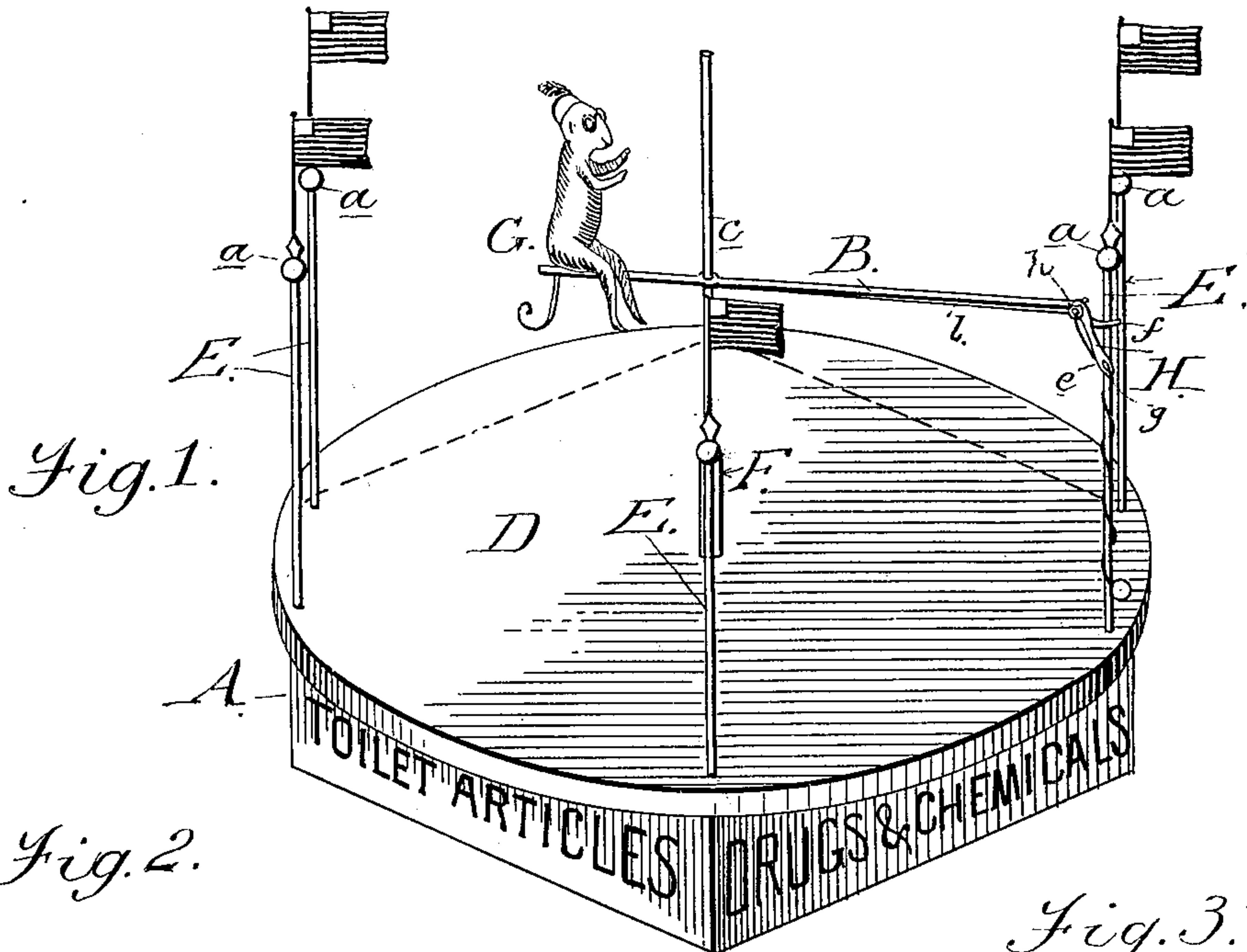
No. 656,202.

Patented Aug. 21, 1900.

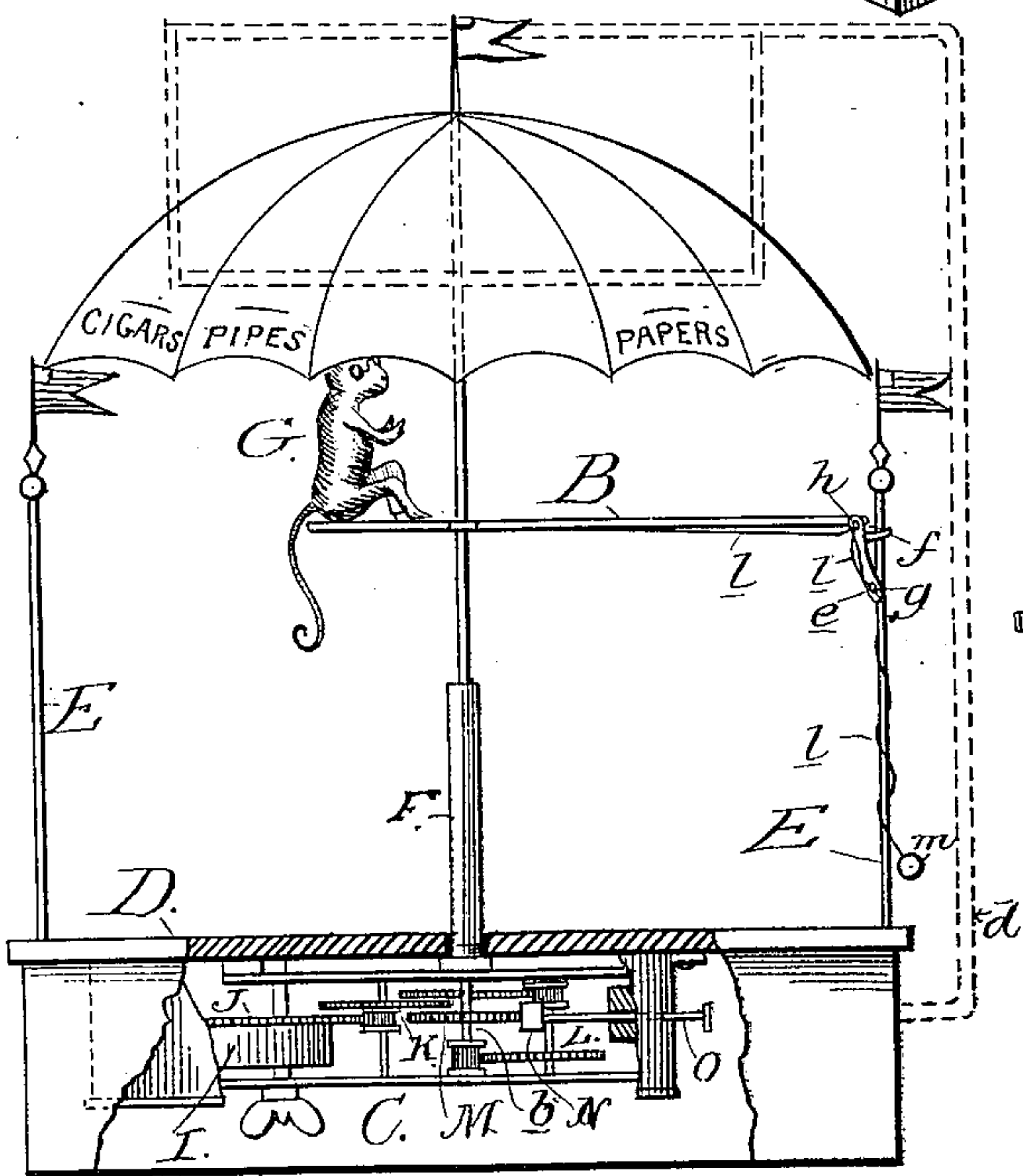
A. Y. MOOREFIELD.  
WINDOW DISPLAY AND ADVERTISING DEVICE.

(Application filed Dec. 29, 1899.)

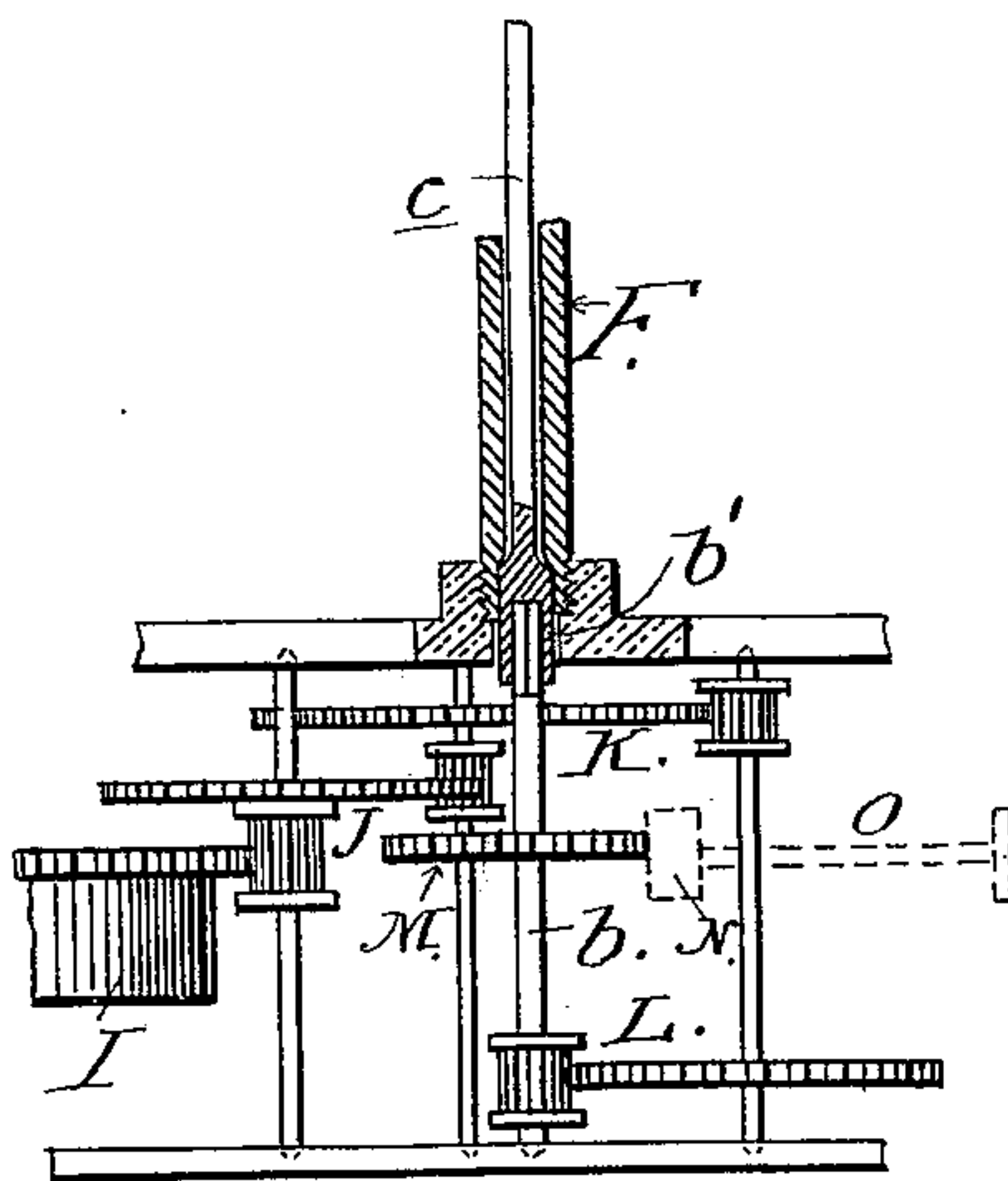
(No Model.)



*Fig. 2.*



*Fig. 3.*



WITNESSES

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# UNITED STATES PATENT OFFICE.

ARMISTEAD YOUNGER MOOREFIELD, OF WACO, TEXAS.

## WINDOW DISPLAY AND ADVERTISING DEVICE.

SPECIFICATION forming part of Letters Patent No. 656,202, dated August 21, 1900.

Application filed December 29, 1899. Serial No. 741,921. (No model.)

*To all whom it may concern:*

Be it known that I, ARMISTEAD YOUNGER MOOREFIELD, a citizen of the United States, residing at Waco, in the county of McLennan and State of Texas, have invented new and useful Improvements in Window Display and Advertising Devices, of which the following is a specification.

My invention relates to certain new and useful devices intended for the display of advertisements and other subject-matter and as an attraction for show-windows; and it consists of the parts and the constructions and combinations of parts, which I will hereinafter describe and claim.

In the accompanying drawings, in which similar letters of reference indicate corresponding parts, Figure 1 is a perspective view of a window display and advertising device constructed according to my invention. Fig. 2 is a side elevation, partially broken away to show the motor. Fig. 3 is an enlarged detail to be referred to.

Devices of peculiar shape or character or containing comical or other figures or unusual mechanical movements often serve as means for attracting the public to show-windows, and when such devices are capable of displaying advertising matter the double purpose is served of pleasing the public and advertising the dealer's wares.

A device possessing the combined features alluded to is disclosed in the accompanying drawings, and it includes a base or stand A of any suitable shape, the one herein shown having angular sides, which may serve as a medium for the display of show-cards, announcements, or other advertising matter. This base incloses any well-known form of motor C, the one herein shown being in many respects similar to the usual spring-actuated clock-train mechanism. I do not, however, limit myself to a spring-motor of this type and which I will presently specifically describe, as other forms of motors may be successfully used with the more essential parts of my invention.

Supported upon the base or stand is a platform D, around the periphery or outer edge of which are secured at intervals vertical posts E, the upper portions of which prefer-

ably include or have attached to them spherical or other ornaments *a* and miniature flags or emblems of any desired type. Through the center of the platform rises a hollow post F, the lower end of which preferably screws into a seat formed in the frame of the motor beneath or is otherwise secured to some fixed part of the base in line with the pinion-shaft *b* of the motor, said shaft having its upper end extended and made square or otherwise and adapted to fit a corresponding socket *b'*, made in the lower end of a vertical shaft *c*, which after being thus rotatively locked to the said shaft extends upwardly through the hollow post and to an appropriate distance above the platform D and has secured to it a horizontal rod or bar B, the long arm of which extends outwardly toward the posts, but terminates just short of their inner sides, while the short arm of the said rod or bar carries or has fixed to it a figure G of some desired and attractive or amusing character. The shaft or rod *c* may be extended vertically above the bar or rod B and may be made to represent the handle of an open umbrella or other design, upon which is displayed advertising or other subject matter. The umbrella or design just mentioned may, however, be omitted and other means used for this display of advertisements. For instance, as shown by dotted lines in Fig. 2, a bar *d* may extend upwardly from the base of the device to a point above the bar B and then be bent over and provided with some form of light frame adapted to receive cards, announcements, or other means for displaying advertising subject-matter.

The outer end of the rod or bar B has pivotally connected with it a loosely-swinging lever H, having a long arm *e* and a short arm or trip *f*, which latter projects outwardly toward the post E, while the long arm *e* hangs downwardly and is provided with an eye or opening *g*, a second eye *h* being preferably formed on the pivot of the lever, as shown in Figs. 1 and 2. Through the eyes *g h* a thread or cord *l* is passed, one end being secured to the rod or bar B, or, as herein shown, to the upper end of the shaft *c*, while the other or free end of the cord extends downwardly and is provided with a weight *m*, as shown.

In operation, the motor being started, rotary



motion is imparted to the shaft *c*, and through this shaft the bar or rod *B* and the attached freely-suspended weight are carried around. The centrifugal action throws the weight *m* 5 outward beyond the line of pins or posts, and the cord or thread striking the same suddenly checks the direction of movement of the weight and causes the latter to spin around the post, thereby winding the thread or cord 10 upon the latter. When the power used in thus winding the thread or cord is exhausted, the weight reverses its motion, thereby unwinding the thread or cord. In this unwinding the centrifugal action imparted to the 15 weight operates upon the long arm of the freely-suspended lever *H*, thereby drawing it inward and withdrawing the trip or short arm *f* of the lever from its contact with the post, when the power of the motor is released and 20 is exerted through the shaft *c* to move the rod or arm *B* and its connection to the next post, the operation of winding and unwinding this thread or cord on the posts being carried on with each successive post and at the conclusion of the short rotary impulses which the 25 arm *F* and its attachment receive after being automatically released from each post. This winding and unwinding of the thread or cord, the release of the power at stated intervals, 30 the periodic movements of the figure on the bar *B*, and the shifting of positions of the advertising matter, plus the general attractiveness of the whole device, afford interest and amusement to the public and serve to 35 attract the curious to the show-window which contains the device.

The motor herein shown includes the usual clockwork mechanism actuated by the spring *I*, from which power is transmitted, through 40 the train of gearing *J K L*, to the pinion-shaft *c*, upon which shaft is a wheel *M*, against which a stop or brake *N* is pressed by means of a rod *O*, slidably mounted in the motor-case to start or stop the motor mechanism. 45 The spring being wound and the stop or brake released from the wheel *M*, the power of said spring is transmitted through the train of gearing to the shaft *c*, which being thus rotated gives motion to the horizontal arm or 50 rod and produces the movements before described.

Having thus described my invention, what I claim as new, and desire to secure by Letters Patent, is—

55 1. In a window display and advertising device, the combination of a vertical shaft and means for rotating the same, a substantially-horizontal arm carried by the shaft, a lever 60 freely suspended from the outer end of the arm and having a member or trip projecting beyond the end of the arm, a cord or thread connected with the lever and having a weight at its lower end adapted to be thrown outward by centrifugal force, and a series of 65 stops or rods arranged in the path of movement of the said lever member or trip and

adapted to be engaged by the latter to suddenly check the movement of the horizontal arm whereby the cord or thread is caused to wind about the stop or rod and then unwind 70 therefrom and automatically actuate the lever to withdraw the trip or member thereof from its contact with said stop or rod, and allow the power-shaft to again operate.

2. In a window display and advertising device, the combination with a motor, a rotatable shaft operatively connected therewith, and a frame or case, of a series of vertical rods or posts secured to said case, a horizontal arm on the rotatable shaft, a pivoted lever 80 on the outer end of the arm provided with long and short arms one of which lies substantially in the path of the vertical rods and is designed to engage the rods successively to check the motion of said horizontal arm, and 85 a cord or thread connected with the long arm of the lever and having a weight attached to its lower end said cord adapted to alternately wind and unwind about said rods or posts by centrifugal action and to actuate the lever to 90 withdraw the short arm or trip at the completion of each unwinding.

3. The combination of a vertical power-shaft, a horizontal arm carried thereby, an annular series of rods or posts, a cord, a 95 weight freely suspended therefrom and adapted to be thrown outward by centrifugal action and caused to alternately wind and unwind about successive rods or posts, and a lever freely suspended upon the outer end of 100 the horizontal arm and having a short arm or trip and a guide for the said cord, whereby the centrifugal action of the weight, in one movement, causes the lever to be actuated to project the short arm or trip thereof into the 105 path of the rods or posts while the centrifugal action, in a reverse movement, automatically releases the trip from the post engaged thereby.

4. The combination with a vertical shaft 110 and means for rotating the same, of a horizontal arm secured at a point between its ends to the upper end of the shaft, a figure secured to the inner end of the arm and a lever freely suspended from the outer end of 115 said arm, and provided with eyes or guides and a forwardly-projecting short arm or trip, a cord secured to the horizontal arm and passing through the eyes or guides of the lever, and having a weight suspended from its free 120 end, and a stand or case having an annular series of vertical rods or posts disposed in the path of movement of the cord and about which the latter alternately winds and unwinds to check and release the power devices. 125

5. A window display and advertising device including a base or stand adapted to display subject-matter, an annular series of vertical ornamental posts secured to said base, a motor contained within the base, a vertical 130 power-shaft carrying a horizontal arm at its upper portion, a figure mounted on one end

of the arm and a lever freely suspended from  
the outer end, a cord connected with the le-  
ver and adapted to wind and unwind about  
said posts, and having a weight operated by  
5 centrifugal action to actuate the lever at the  
completion of each unwinding action of the  
cord and thereby release the power devices.

In testimony whereof I have hereunto set  
my hand in presence of two subscribing wit-  
nesses.

ARMISTEAD YOUNGER MOOREFIELD.

Witnesses:

W. E. COLGIN,

J. T. CAMP.