

No. 753,587.

PATENTED MAR. 1, 1904.

M. KOVAČEVIĆ.  
ADVERTISING CABINET.  
APPLICATION FILED AUG. 1, 1903.

NO MODEL.

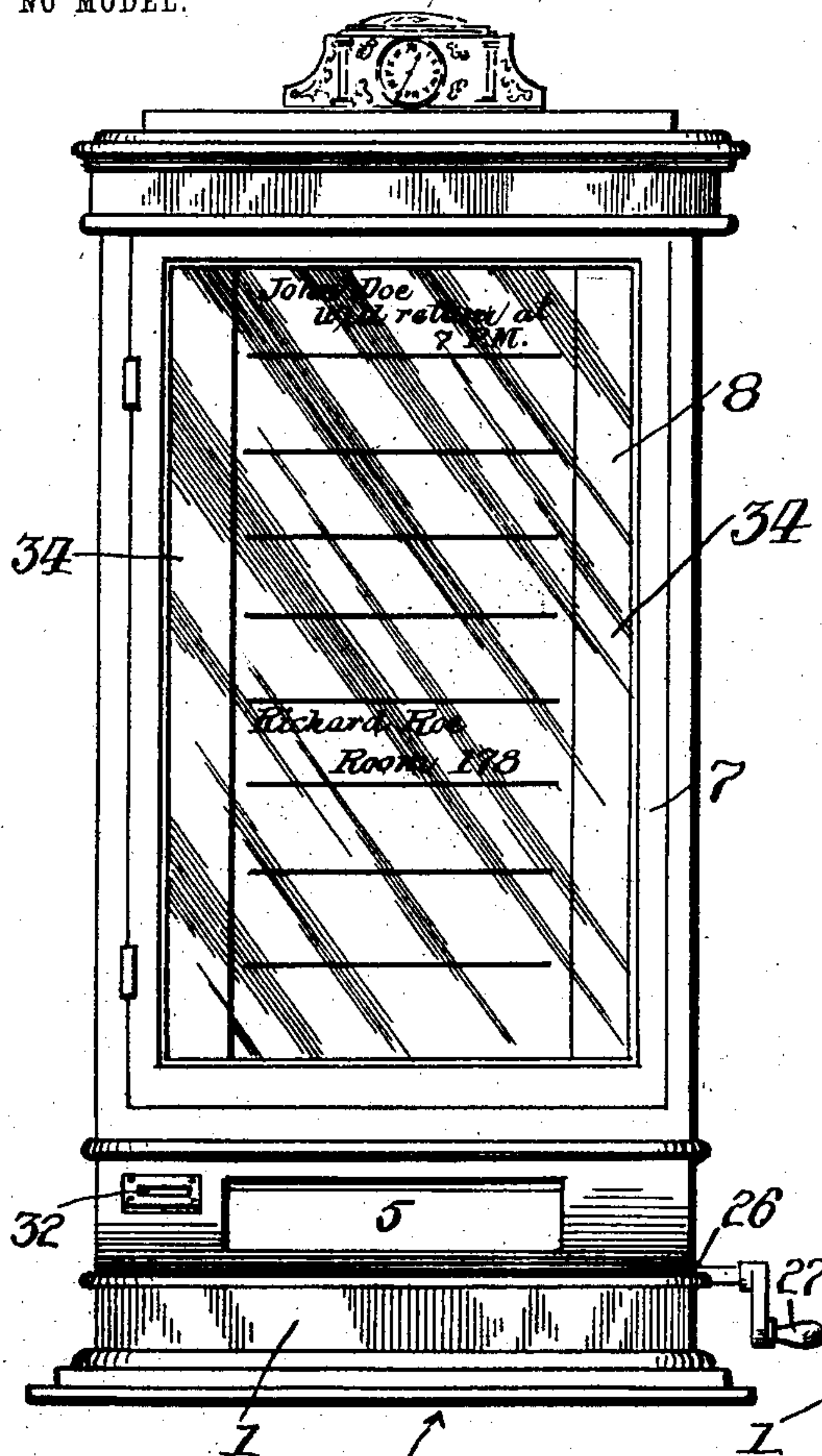


Fig. 1.

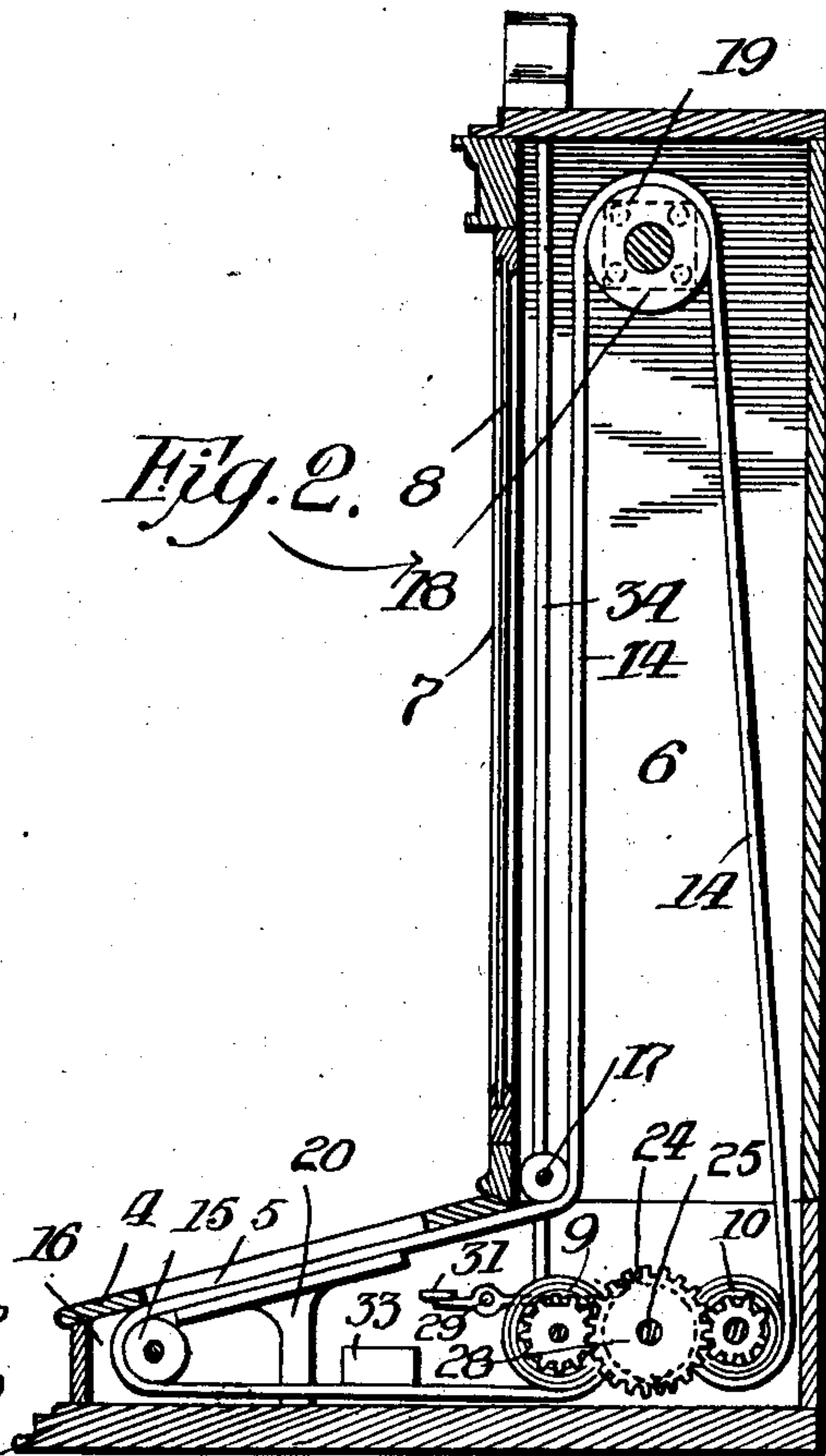


Fig. 2.

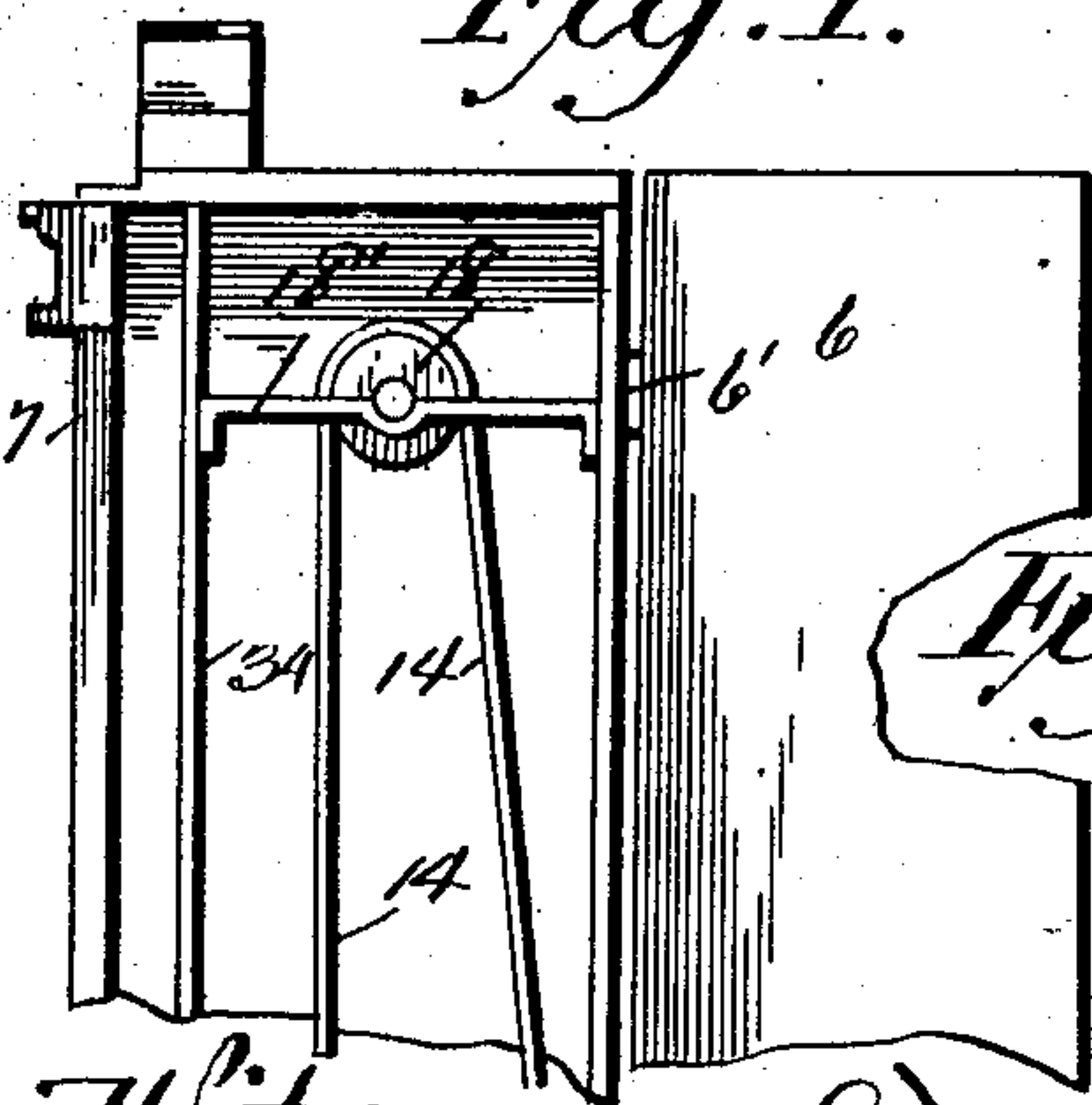


Fig. 3.

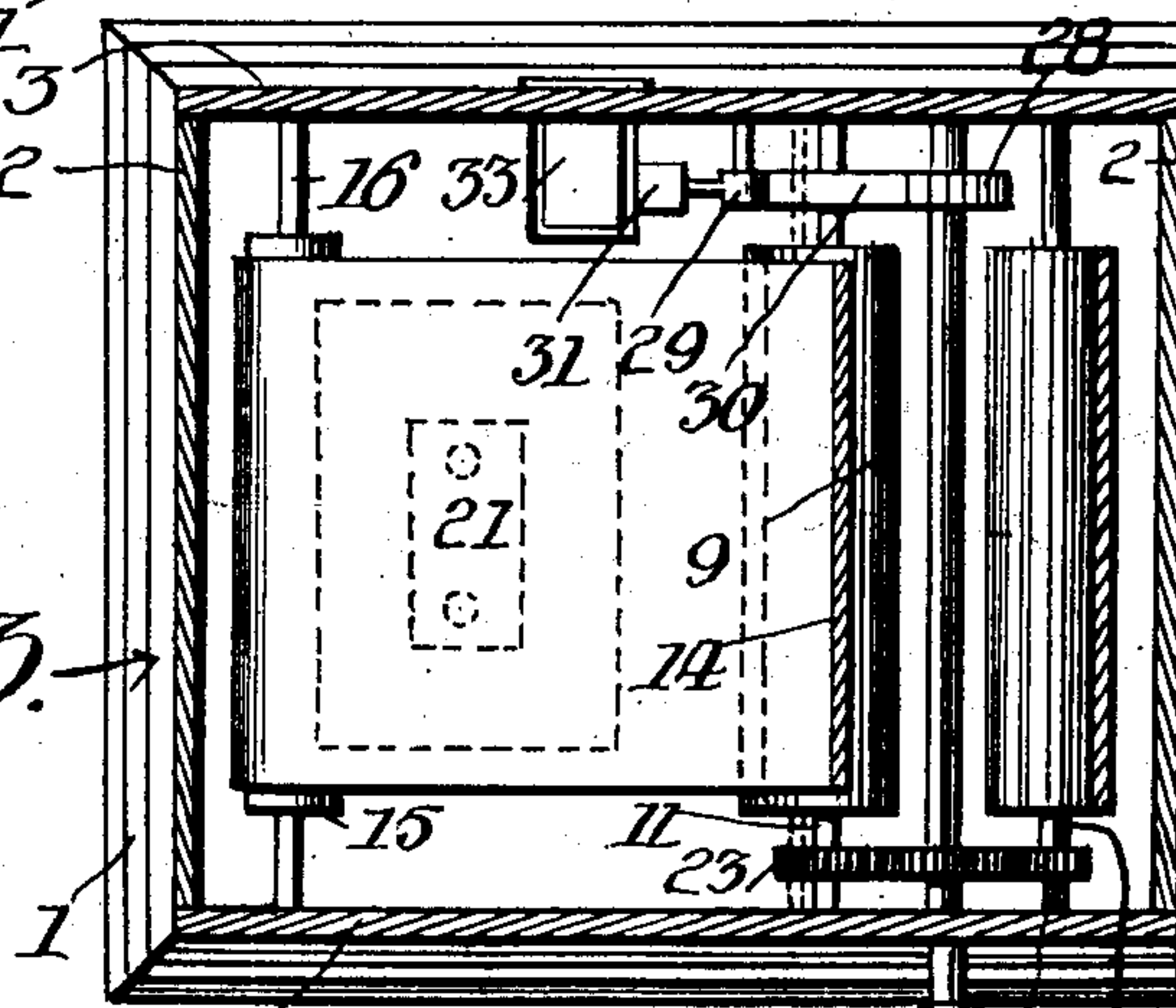


Fig. 4.

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# UNITED STATES PATENT OFFICE.

MILAN KOVAČEVIĆ, OF ALLEGHENY, PENNSYLVANIA.

## ADVERTISING-CABINET.

SPECIFICATION forming part of Letters Patent No. 753,587, dated March 1, 1904.

Application filed August 1, 1903. Serial No. 167,877. (No model.)

*To all whom it may concern:*

Be it known that I, MILAN KOVAČEVIĆ, a citizen of the United States of America, residing at Allegheny, in the county of Allegheny and State of Pennsylvania, have invented certain new and useful Improvements in Advertising-Cabinets, of which the following is a specification, reference being had therein to the accompanying drawings.

10 This invention relates to certain new and useful improvements in advertising mediums, and more particularly to that class of advertising which is displayed in hotels, business houses, and the like; and the object of the invention is to provide a desk-like casing having a traveling apron or tape therein upon which may be written any desired advertisement.

15 Another object of my invention is to provide an annunciator in combination with the advertising medium, both of which will be automatically controlled and may be readily operated by any one desiring to use the same.

Briefly described, the invention comprises a desk-like casing, the upper portion of which has a glass front through which is exposed an apron or tape, which is adapted to carry a plurality of advertisements, business-cards, or announcements, and in the base of this casing is provided an opening, whereby these advertisements may be written upon the apron or tape, means being provided therein whereby this tape or apron may be readily moved to any desired position, the movement thereof being controlled by a coin, which is placed in the casing preparatory to the using of the machine.

25 All of the above construction will be hereinafter more fully described, and specifically pointed out in the claim, and in describing the invention in detail reference is had to the accompanying drawings, forming a part of this specification, and wherein like numerals of reference indicate like parts throughout the several views, in which—

30 Figure 1 is a front elevation of my improved device. Fig. 2 is a vertical sectional view. Fig. 3 is a horizontal sectional view of the base of the casing, showing the operating means. Fig. 4 is an elevation of the hinged side of the casing, showing the same in an open position and the lower part broken away.

To put my invention into practice, I provide a casing comprising two sections, one of said sections forming a base 1, which is preferably rectangular in form, and secured to said base are the vertical sides 2 and 3, and supported by these sides I provide an inclined plate or rest 4, which is cut away, as indicated at 5. Upon this section, forming the base of the casing, rests the other section 6, which comprises a vertical rectangular casing, in the front side of which is provided a hinged door 7, in which is located the glass plate 8. This casing may be suitably ornamented and may be secured upon the base by any suitable means.

65 In the base of the casing I provide the rolls 9 and 10, which are carried by the axles 11 and 12, respectively, and upon these rolls is adapted to be placed a tape or apron 14, the one end of the apron being adapted to be secured upon the roll 9 and pass around a roll 15, which is rotatably mounted in the forward end of the base, as indicated at 16, then around a roll 17, which is rotatably mounted in the vertical casing, from whence the apron passes upwardly and over a roll or drum 18, which is rotatably mounted in the top of the vertical casing, as indicated at 19, the apron then passing downwardly to the roll 10. To support the apron at the cut-away portion 5 in the inclined top 4 of the base, I provide a stand 20, which conforms in shape to the opening 5, said stand being supported by the base of the casing, as indicated at 21 in dotted lines in Fig. 3 of the drawings. This stand is adapted to support the apron beneath the cut-away portion 5, whereby the same may be written upon by the person desiring to display a business-card or make an announcement.

To provide means whereby the apron may be moved to any desired position, I provide the pinions 22 23, which are mounted upon the axles or shafts 11 12, respectively. These pinions mesh with the large pinion 24, which is carried by a shaft 25, mounted in the base of the casing, the one end of said shaft extending beyond one side of the casing, as indicated at 26, and to this end is secured the crank-handle 27, whereby the shaft may be rotated and impart a rotary movement to the rolls 9 and 10, whereby the tape or apron may



be moved around the casing to any desired position. Upon the shaft 25 I provide a ratchet-wheel 28, and supported upon a stub-shaft 29, mounted in the base of the casing, I provide  
 5 a pawl 30, the one end of which engages with the ratchet-wheel 28, while the other end carries a plate 31. In the inclined top 4 of the base of the casing and in vertical alinement with plate 31 of the pawl 30 I provide a slot  
 10 32, through which is adapted to be dropped a coin, which will strike the plate 31 and then drop into the drawer 33, which is carried in the side 3 of the base of the casing.

The operation of my improved device is as  
 15 follows: We will assume that a person desires to place his business-card upon the apron or tape, whereby the same will be exposed through the door 7 of the vertical casing 6, and to accomplish this the business-card is  
 20 written upon the tape 14, which is exposed by the cut-away portion 5 of the inclined rest 4 of the base of the casing. The business-card having been written thereon the operator exerts slight pressure on crank 27 while dropping  
 25 the coin into the slot 32, said coin striking the plate 31 and overbalancing the lever 30 to disengage the ratchet-wheel 28, whereby the operator may rotate the crank-handle 27, which will in turn rotate the rolls 9 and 10 and move the  
 30 tape forward until the business-card is exposed behind the transparent material carried by the door 7. To provide a guide and margin for the apron 14 as the same passes upwardly in the vertical casing 6, I provide the vertical side  
 35 plates 34, as illustrated in Figs. 1 and 2 of the drawings. The teeth of the ratchet-wheel 28 are located sufficiently apart to permit of the said wheel being revolved sufficiently to actuate the rolls in order to bring the business-card  
 40 at the lower end of the transparent material in the door previous to the pawl engaging the succeeding tooth.

It will be seen by the gearing of the rolls 9 and 10 that one roll will be unwound while  
 45 the other is being wound, and when the apron

or tape 14 has been filled with business cards or announcements the rolls may be removed and new ones placed therein by opening the hinged side of the vertical portion of the casing, the roll 19 being journaled in the vertical portions of the casings. For this purpose side 6 is hinged to the back of the casing, as at 6', brackets 18' being provided to receive the roll-shafts, the latter seating in depressed portions of the brackets and being disengaged  
 55 therefrom by simply raising the roll.

While I have herein shown and described a practical embodiment of my invention, it will be obvious that various changes may be made in the details of construction without departing from the general spirit of my invention.

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

A device of the character set forth comprising a casing having a base and a vertical portion having a transparent front, said base having a cut-away portion, a roll at the upper end of said vertical portion and a roll adjacent the lower end of said transparent front, a third roll at the front of said base and a pair of rolls at the rear thereof, an apron having its ends connected to said pair of rolls, a stand supported from the base-bottom and extending in alinement with said cut-away portion thereof for supporting the apron, means interposed between and engaging each of said rolls for simultaneously actuating the same, means for controlling the actuation of said last-named means so that the portion of said  
 75 apron at the base cut-away portion will be moved therefrom to appear at the lower end of said transparent front at each actuation of the controlling means.

In testimony whereof I affix my signature in  
 85 the presence of two witnesses.

MILAN KOVAČEVIĆ.

Witnesses:

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 E. E. POTTER.