

No. 780,395.

PATENTED JAN. 17, 1905.

J. WERTHEIMER.
ADVERTISING DEVICE.
APPLICATION FILED OCT. 29, 1902.

2 SHEETS—SHEET 1.

Fig. 1.

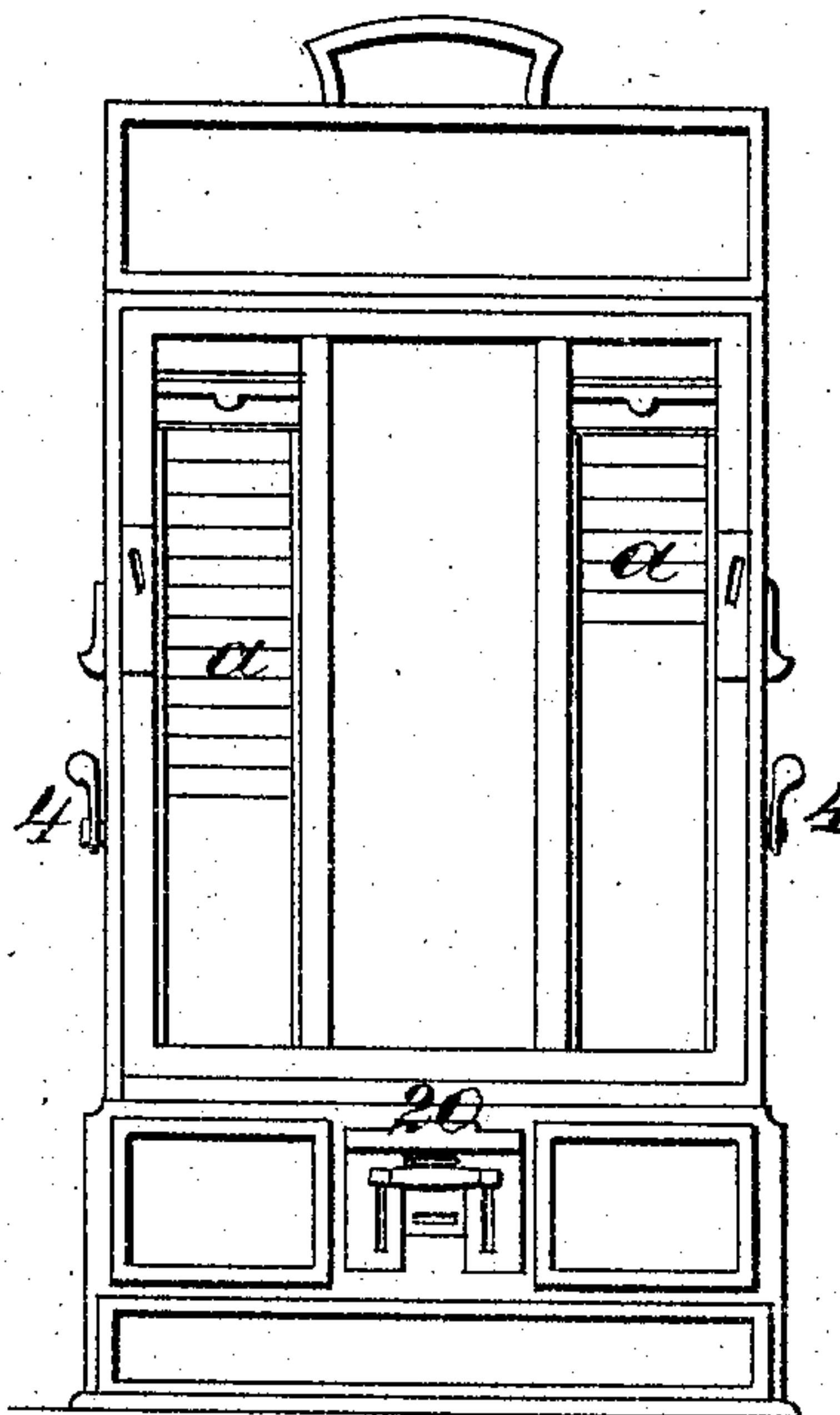


Fig. 2.

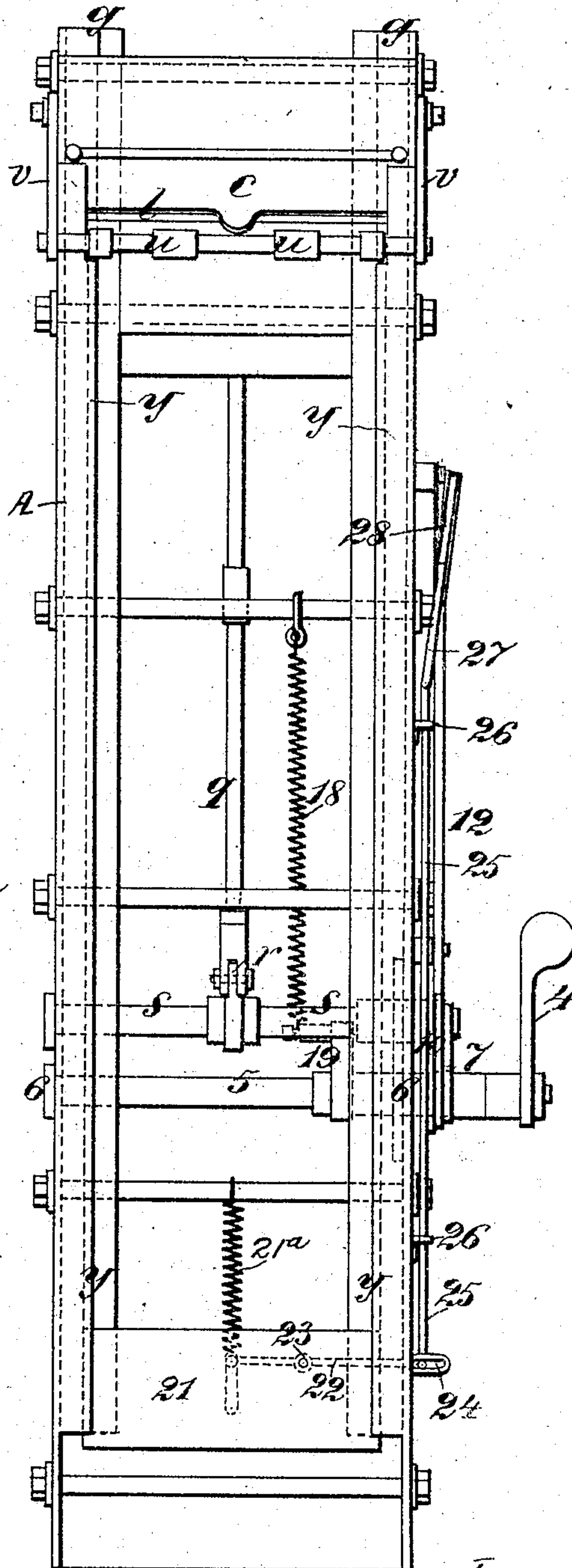


Fig. 6.

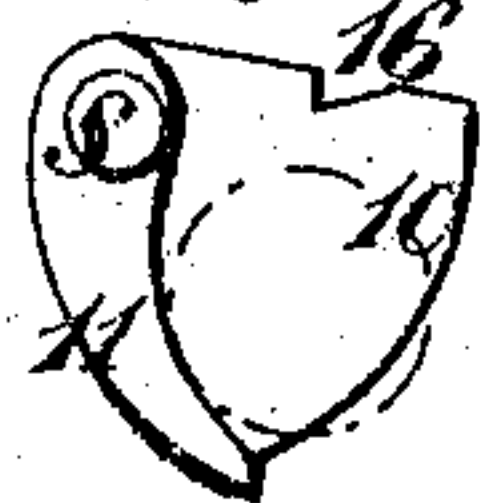


Fig. 7.



Fig. 8.

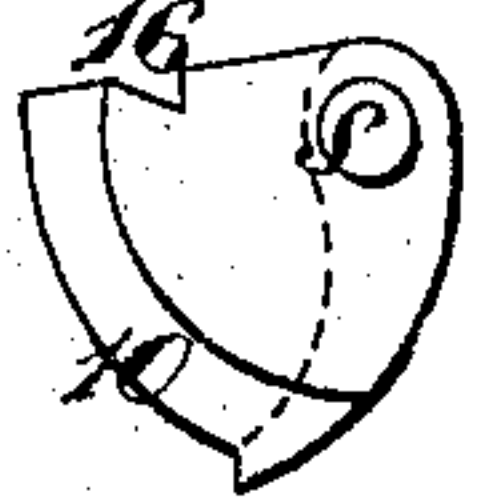
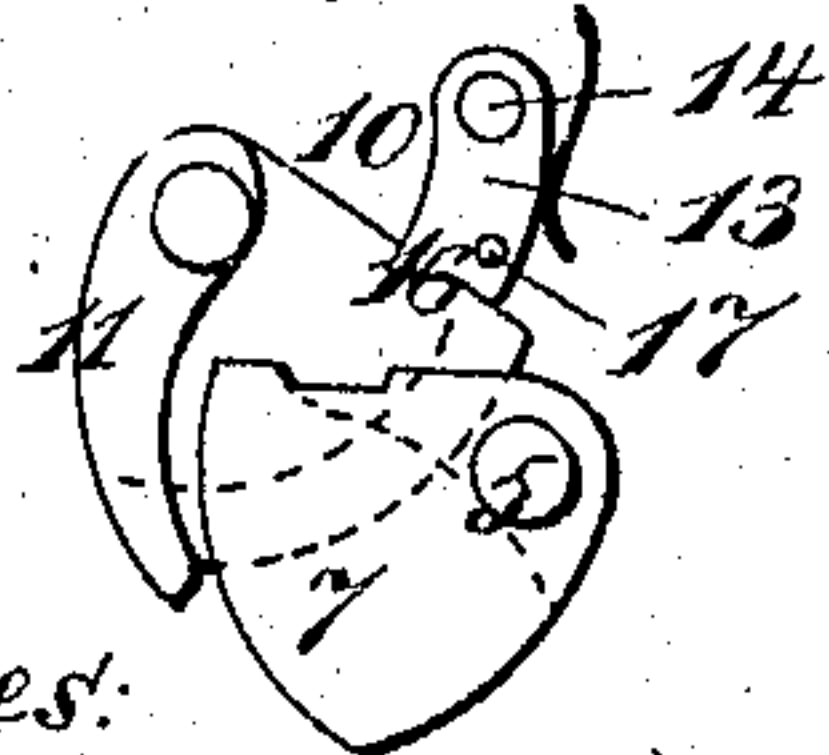


Fig. 9.



Witnesses:

F. H. H. H.
J. G. J. J.

Inventor.
Jacques Wertheimer
by Henry Combs
Attorney

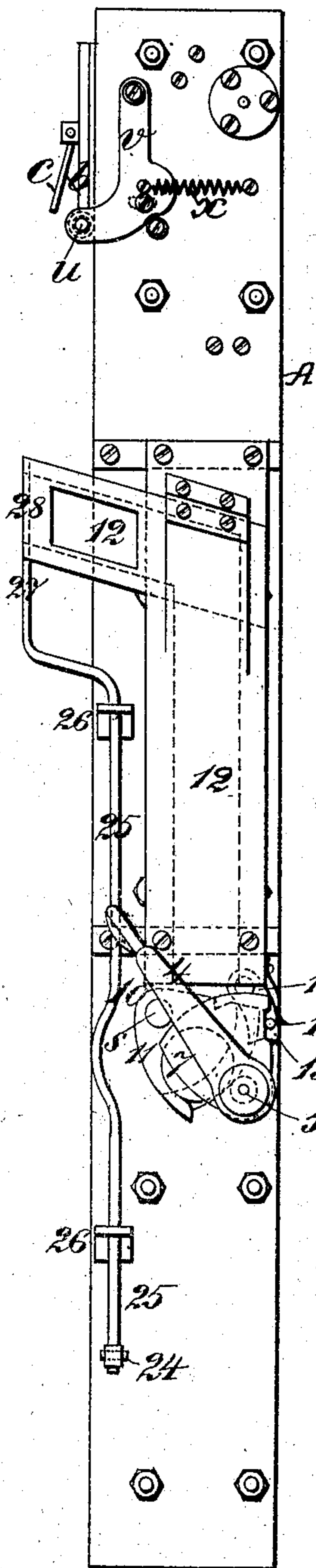
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2 SHEETS—SHEET 2.

Fig. 3.



Witnesses:

F. H. H. H. H. H.
J. C. Leomatt

Fig. 4.

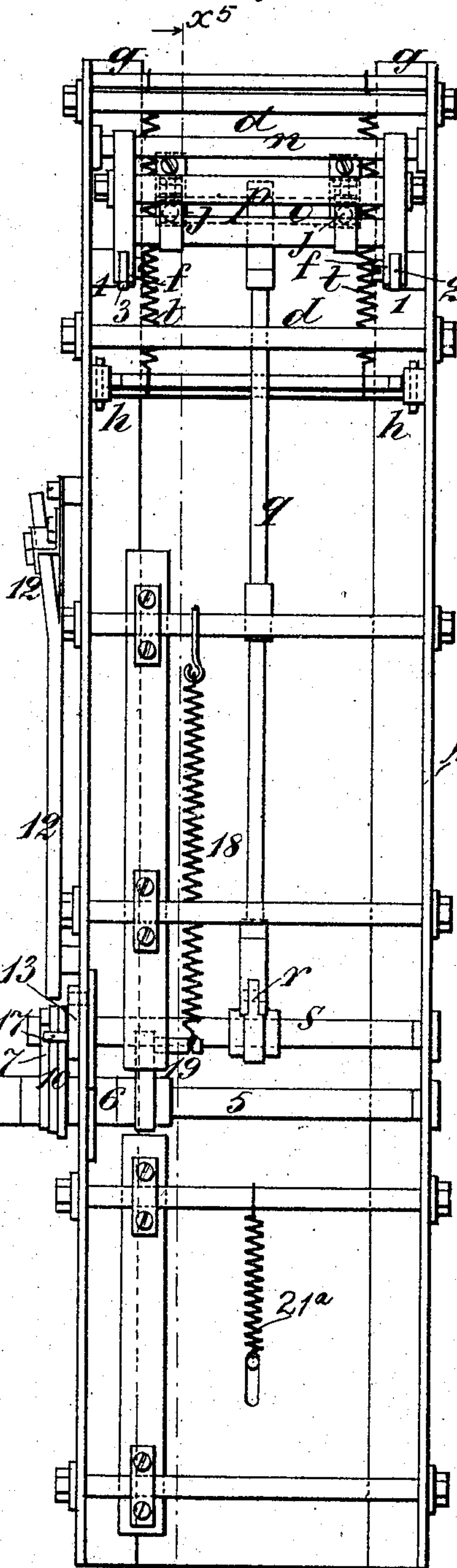
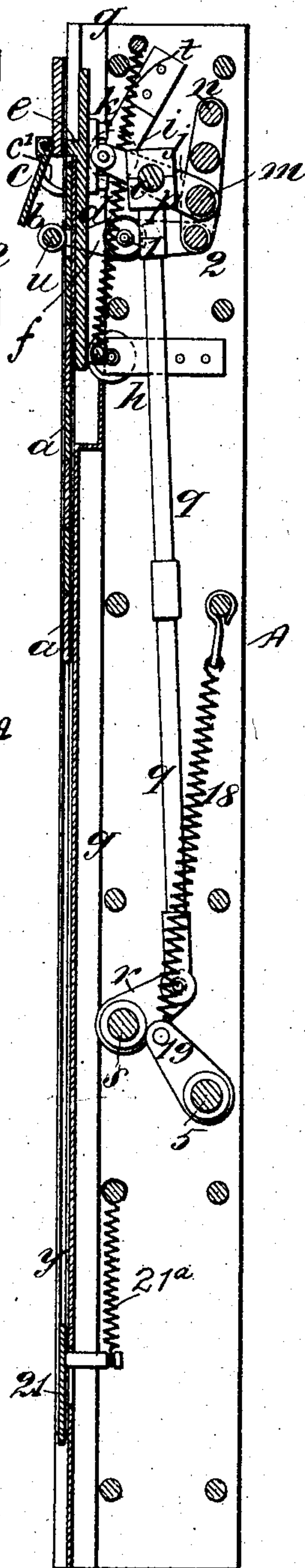


Fig. 5.



UNITED STATES PATENT OFFICE.

JACQUES WERTHEIMER, OF NEUILLY, FRANCE.

ADVERTISING DEVICE.

SPECIFICATION forming part of Letters Patent No. 780,395, dated January 17, 1905.

Application filed October 29, 1902. Serial No. 129,219.

To all whom it may concern:

Be it known that I, JACQUES WERTHEIMER, a citizen of the French Republic, residing at Neuilly, Seine, France, have invented certain new and useful Improvements in Advertising Devices, of which the following is a specification.

This invention relates to the class of bulletin or advertising devices wherein cards having on them written or printed matter are so displayed or exhibited that they may be seen and read by the public; and the object of the invention is to provide an apparatus of this character wherein one may introduce at the upper part of a guideway a card bearing an inscription or advertisement, means being provided for supporting said card and for pressing it down in the guideway, the cards previously inserted being pressed down to make room for the last one inserted. The lever and mechanism by which the card inserted is pressed down to a position where it may be seen is herein shown as made operative by the insertion of a coin or check, as in the well-known coin and check controlled apparatuses; but such check-controlled means I do not claim herein. Any means may be employed for connecting the operating arm or lever operatively with the mechanism it is to actuate.

In the accompanying drawings, which illustrate an embodiment of the invention, Figure 1 is a front view of the device on a relatively small scale. In this view the device is represented as double or with two like card-exhibiting columns. Fig. 2 is a front elevation of the device having one column, drawn to a larger scale than Fig. 1. Fig. 3 is a side elevation showing the side at the right in Fig. 2. Fig. 4 is a rear elevation. Fig. 5 is a vertical section at the line x^5 in Fig. 4. These views, Figs. 2, 3, 4, and 5, show the internal mechanism and framework only. Figs. 6, 7, 8, and 9 are detail views of the devices whereby a coin is made to connect the operating-lever with the card-depressing mechanism.

A designates the framework of the device,

in which is mounted the operative mechanism. In the front of this frame are secured upright angle-pieces g , which form a guide-way for the cards to be inserted. These cards (designated by a) are inserted one at a time at an opening b , over which is hung a hinged cover c . Mounted slidably in the frame at the opening b is a depressing-plate d , which has on it a shoulder e in position to take over the top of the inserted card. On the inner face of the cover c are one or more studs or projections c' , which are adapted to bear tightly against the outer face of the inserted card and press it back against the outer face of the plate d . Back of the plate d are two pairs of rollers h and i , which form rolling-bearings for it in its movements, and said plate is upheld normally by a spring or springs t .

So far as described the operation is as follows: The operator raises the hinged gravity-cover c , places a card a in the opening b , and allows the cover to fall back in place, when the studs c' will press the card flat against the outer face of the depressing-plate d under the shoulder e thereon and in alinement with the guideway y . The inserted card now rests at its lower edge upon two supporting-fingers f , which are drawn back, by means to be hereinafter described, so as to permit the plate d when it is moved down to press the card down into the guideway y . To insure the lower edge of the card entering the guideway at the lower margin of the aperture b , rollers u bear upon the outer face of the card, these rollers being journaled in swinging arms v on the frame and caused to press yieldingly on the card by springs x .

To operate the depressing-plate d and withdraw the supporting-fingers f , there is a frame hung in the main frame at n , Fig. 5, and to the lower part of this frame at 2 are connected the fingers f , which are jointed at 1, and on a cross-bar m in this swinging frame are hinged two links j , which are coupled at their other ends to the plate d at k . A cross-rod o connects the links j , and to this cross-

rod is coupled the head *p* of a connecting-rod *q*, which extends down in the main frame and is coupled at its lower end to a crank *r* on a rock-shaft *s*. When the shaft *s* is rocked, the rod *q* draws down the plate *d* through the medium of the links *j*; but in doing this the links swing back, the frame being suspended at *n*, and quickly withdraw the fingers *f*, so that the inserted card may pass down into the guideway *y* to a position where the inscription thereon may be read. This depression of the plate *d* distends the springs *t*, and when the shaft *s* is freed these springs return the plate *d* and fingers *f* to their first position. It may be stated here by way of explanation that the cards *a* fit sufficiently tight in the guideway *y* for them to retain their positions against gravity and that when a card is inserted and pressed down it will carry down with it any other cards previously inserted.

The shaft *s* is rocked by means of an arm 4, secured on the projecting end of a rock-shaft 5, journaled at 6 in the frame, and after operating said arm 4 it is returned to its normal position by a spring 18, coupled to an arm 19, Fig. 5, on the shaft 5. The object in securing the operating-arm 4 to a shaft other than the shaft *s* is merely to prevent the latter shaft from being operated until the two shafts are operatively connected by some suitable connecting means, which, so far as the present invention is concerned, may be any means. As herein shown, such connecting means is a coin in a coin-pocket, and this device will be briefly described.

On the shaft 5 is fixed a sector 7, Figs. 7 and 9, which has on its face next to the main frame a raised or thicker portion 8, forming a recess 6 to receive the coin, (indicated by a dotted circle in Fig. 7.) Another sector 10, secured to the shaft *s*, Figs. 6, 8, and 9, has a projecting part 11 on its face, which is adjacent to the sector 7, the coin-pocket being between the two sectors. The connecting means, which in this case is a coin or check, is inserted through the usual slot into a coin-chute 12, Fig. 3, and passes down into the pocket between the sectors 7 and 10. There is a spring detent-pawl 13 hung on the frame at 14 and pressed (see Fig. 9) into engagement with a shoulder 16 on the sector 10, and this pawl has on it a stud 17, which when the sector 7 moves back under the influence of the spring 18 is engaged by the edge of the sector 7 and the pawl thereby swung back out of engagement with the sector 10.

The device last described operates as follows: After a card *a* has been placed as before described a coin is dropped into the coin-chute 12 and passes down into the coin-pocket formed in the sectors 7 and 10 between the projecting or elevated parts 8 and 11 on the respective sectors, the coin thus forming

a connecting means whereby the rocking of the shaft 5 will rock the operating-shaft *s*. The arm or lever 4 is now depressed, and this has the effect to rock the shaft *s*. As the sectors 7 and 10 turn about the axes of their respective shafts the detent-pawl 13 swings into the position seen in Fig. 9, so as to momentarily arrest the return movement of the sector 10 and hold it until the sector 7 returns and trips the pawl. This allows the coin to escape from the pocket.

When the guideway *y* becomes filled with cards, the bottom card, the one first inserted, impinges on and presses down a slide 21 in the bottom of the guideway *y* and upheld by a spring 21^a. To the slide 21 is coupled one arm of a lever 22, fulcrumed at 23 on the frame. The other arm of this lever is coupled at 24 to a rod 25, guided in slide-bearings 26 on the frame, and at its upper end this rod carries a sliding shutter 27, which plays in guides 28 at the coin-slot. Thus when the device is filled with cards *a* the coin-slot is closed by the shutter 27, so that no more coins can be inserted to connect operatively the shafts 5 and *s*. The device thus remains inoperative until the person in charge of the devices removes the cards. This may be done at regular intervals.

Fig. 1 shows a receptacle 20 for blank cards or tablets. There will be suitable inscriptions on the device to inform the public how to operate it.

By the word "card" as here employed is meant any form of card or tablet on which an inscription may be placed.

Having thus described my invention, I claim—

1. A device for the purpose specified, having an aperture for the insertion of a card to be displayed, an upright guideway below said opening for the displayed cards superposed therein, a movable depressor for pushing down the inserted card into the guideway below, mechanism for operating said depressor, and an operating arm or lever adapted to be connected to said mechanism for operating the same.

2. A device for the purpose specified, having an aperture for the insertion of a card to be displayed, an upright guideway below said opening for the displayed cards superposed therein, a movable depressor for pushing down the inserted card into said guideway, mechanism for operating said depressor, an operating arm or lever adapted to be connected to said mechanism for operating the same, and automatic means for preventing the connection of said arm and operating mechanism when the guideway is full of displayed cards.

3. A device for the purpose specified, having a frame with an aperture for the insertion of a card to be displayed, a guideway *y* for

the cards inserted, a depressor-plate *d* slid-
ably mounted at said opening and provided
with a shoulder *e* for engaging and driving
into the guideway the inserted card, a spring
5 which returns said plate *d* to its normal posi-
tion, and mechanism for actuating opera-
tively the plate *d*.

In witness whereof I have hereunto signed
my name, this 13th day of October, 1902, in
the presence of two subscribing witnesses.

JACQUES WERTHEIMER.

Witnesses:

MARCEL ARMENGAUD, Jeune,
EDWARD P. MACLEAN.