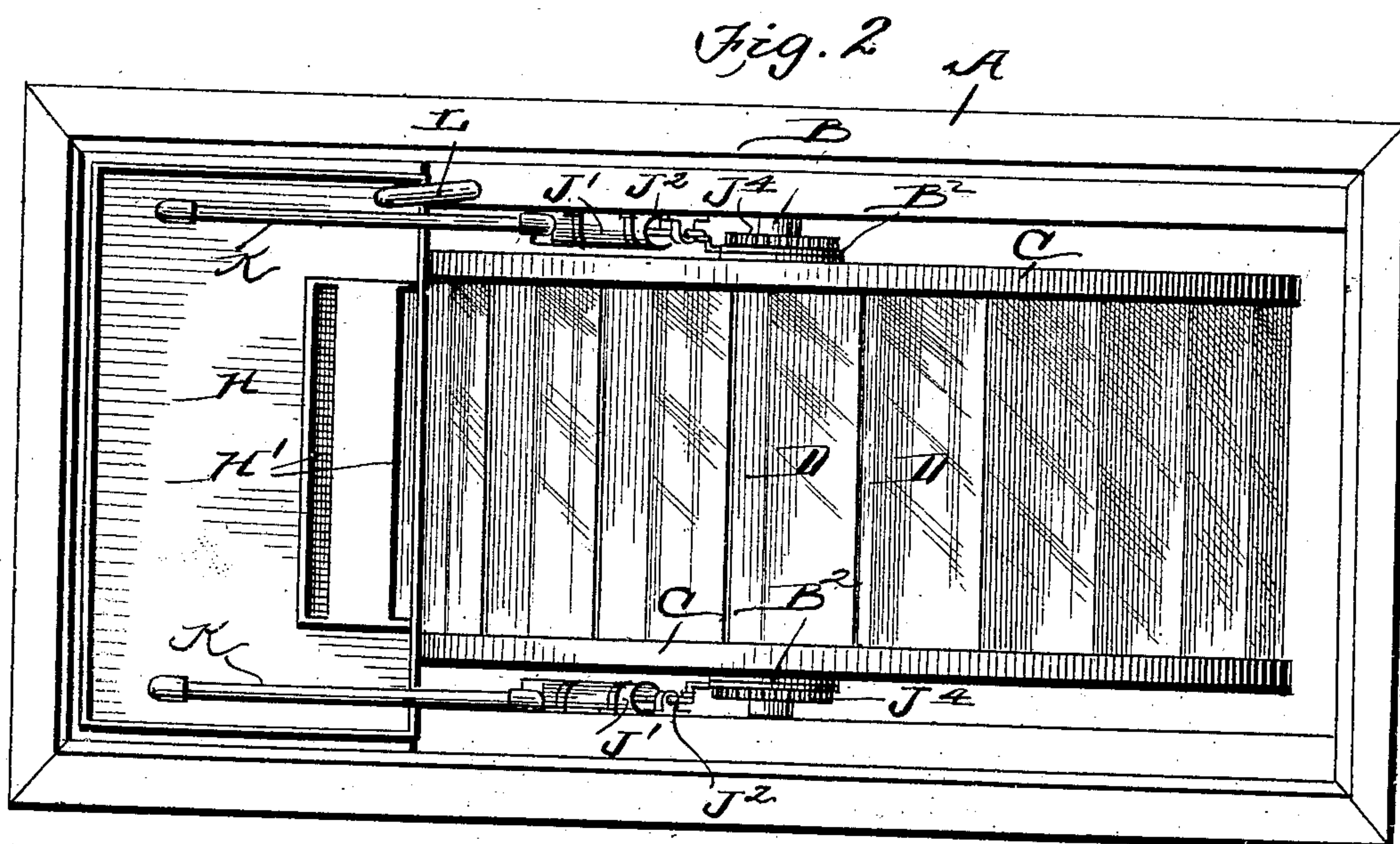
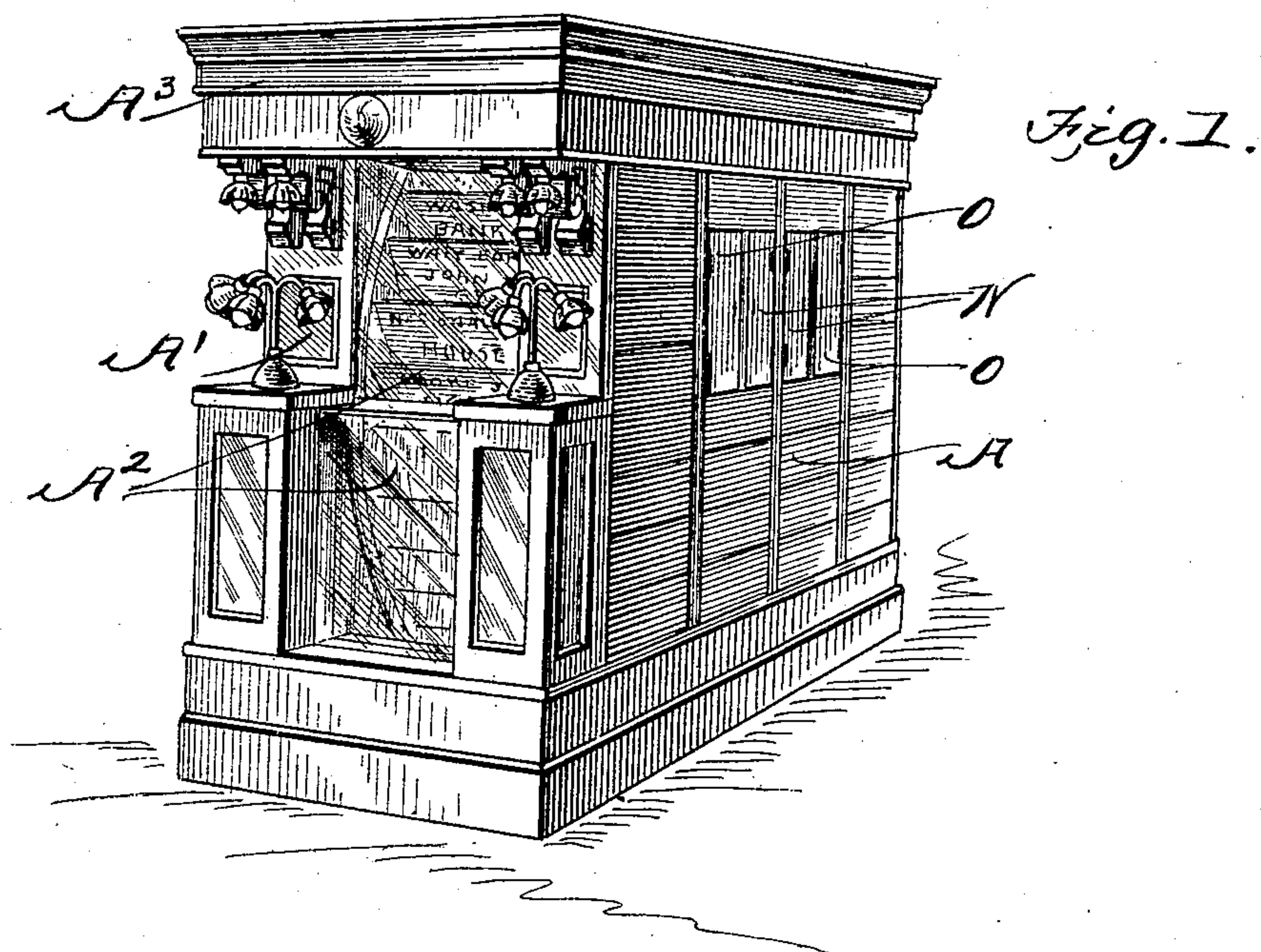


No. 862,640.

PATENTED AUG. 6, 1907.

J. JEWELL.  
ADVERTISING MACHINE.  
APPLICATION FILED JUNE 9, 1906.

4 SHEETS—SHEET 1.



Witnesses  
M. D. Bland  
E. B. McCall

Inventor  
J. Jewell  
By  
Mearns & Rock  
Attorneys

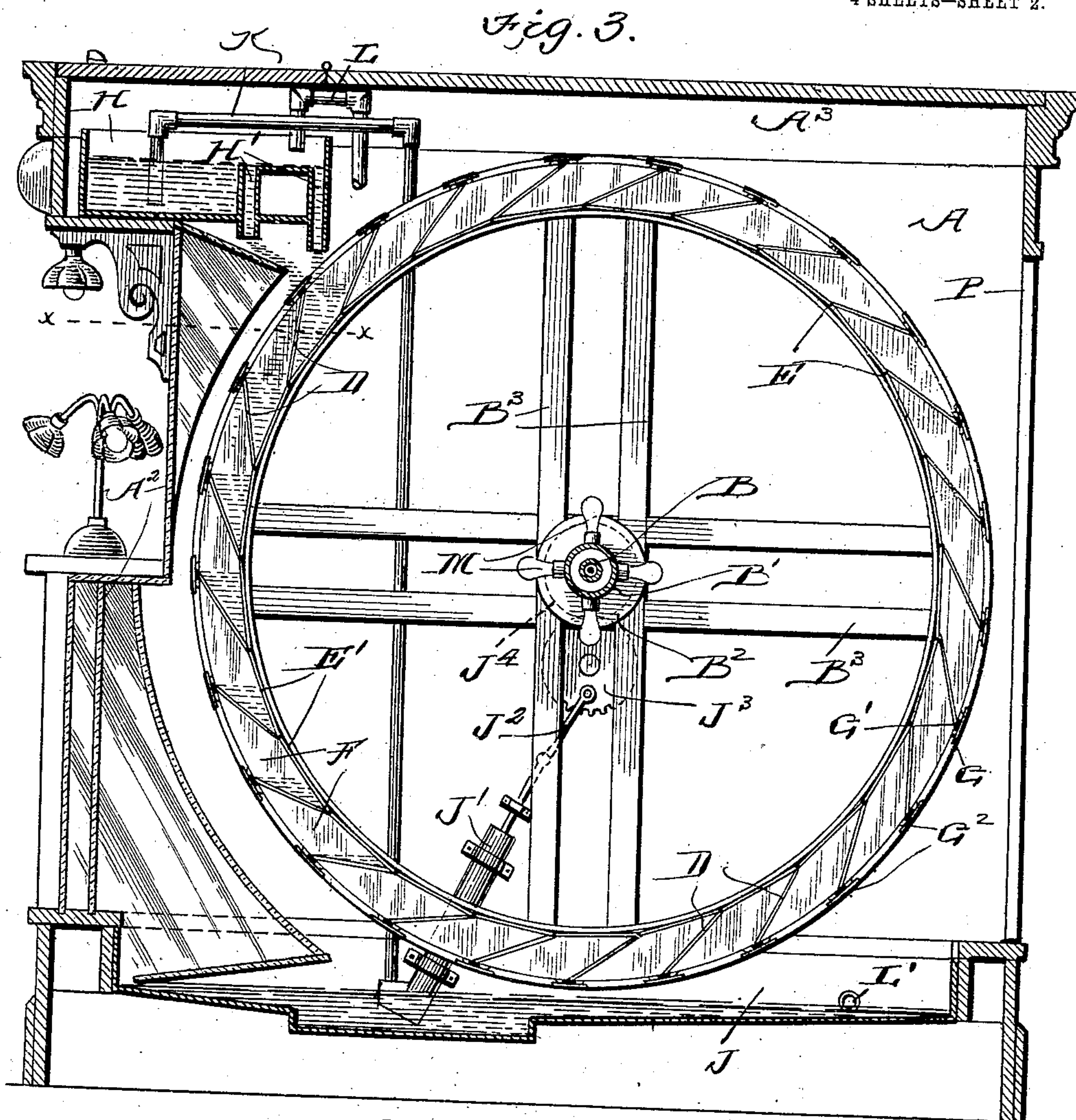


No. 862,640.

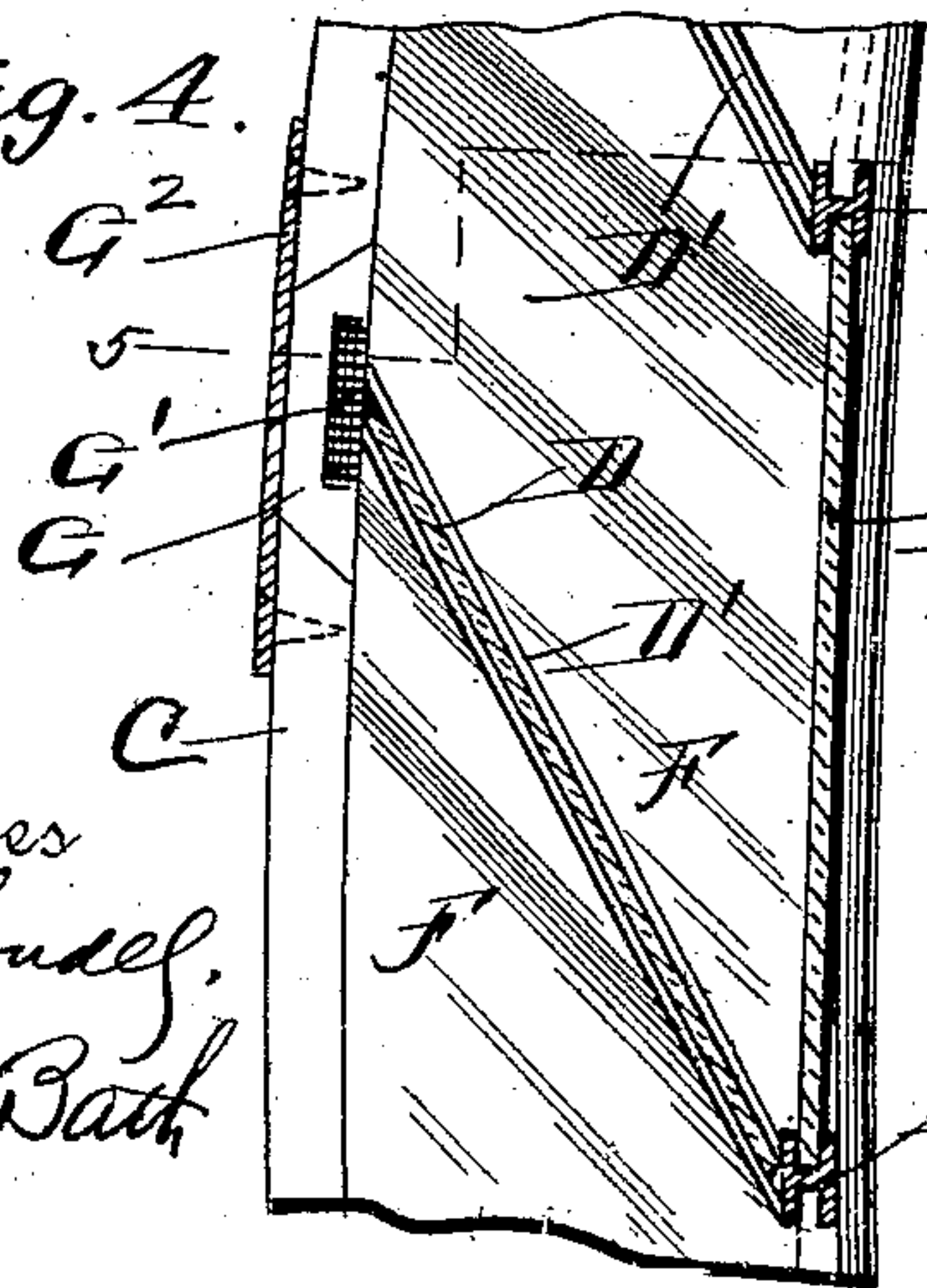
PATENTED AUG. 6, 1907.

J. JEWELL.  
ADVERTISING MACHINE.  
APPLICATION FILED JUNE 9, 1906.

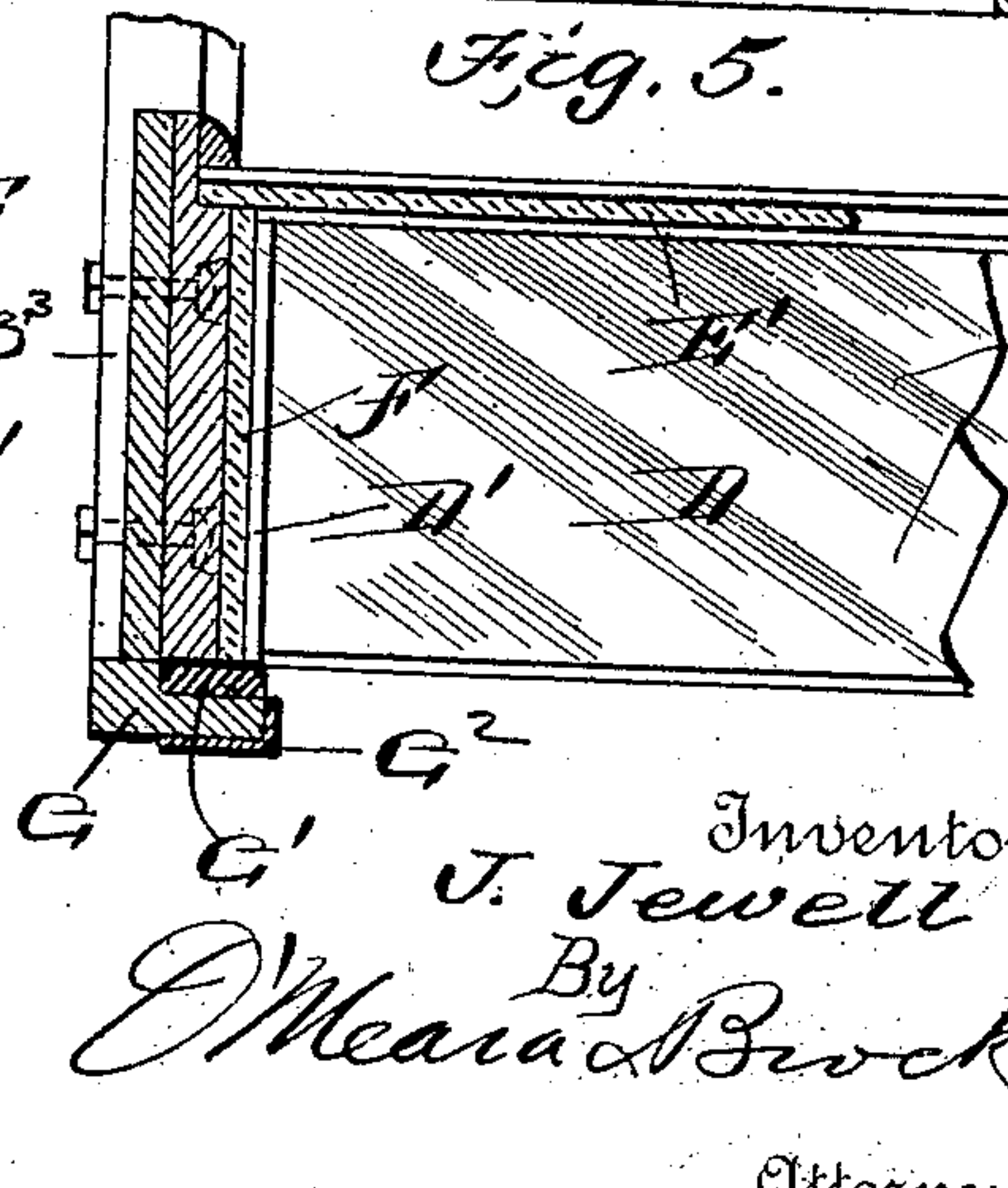
4 SHEETS—SHEET 2.



*Fig. 4.*



*Fig. 5.*



Witnesses  
*W. B. Clouds,*  
*E. B. M. Bath*

Inventor  
*J. Jewell*  
By  
*O'Meara & Brock*

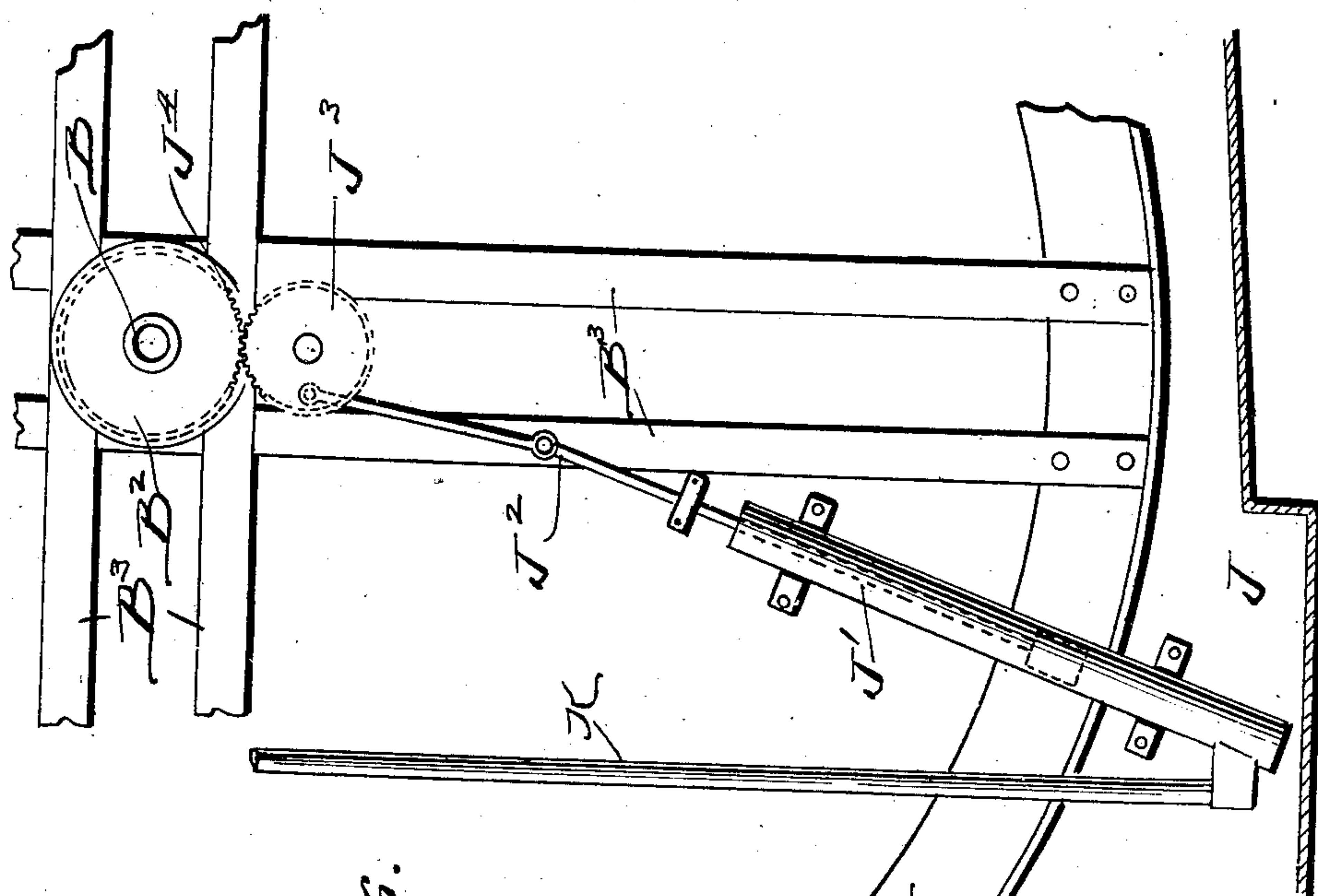
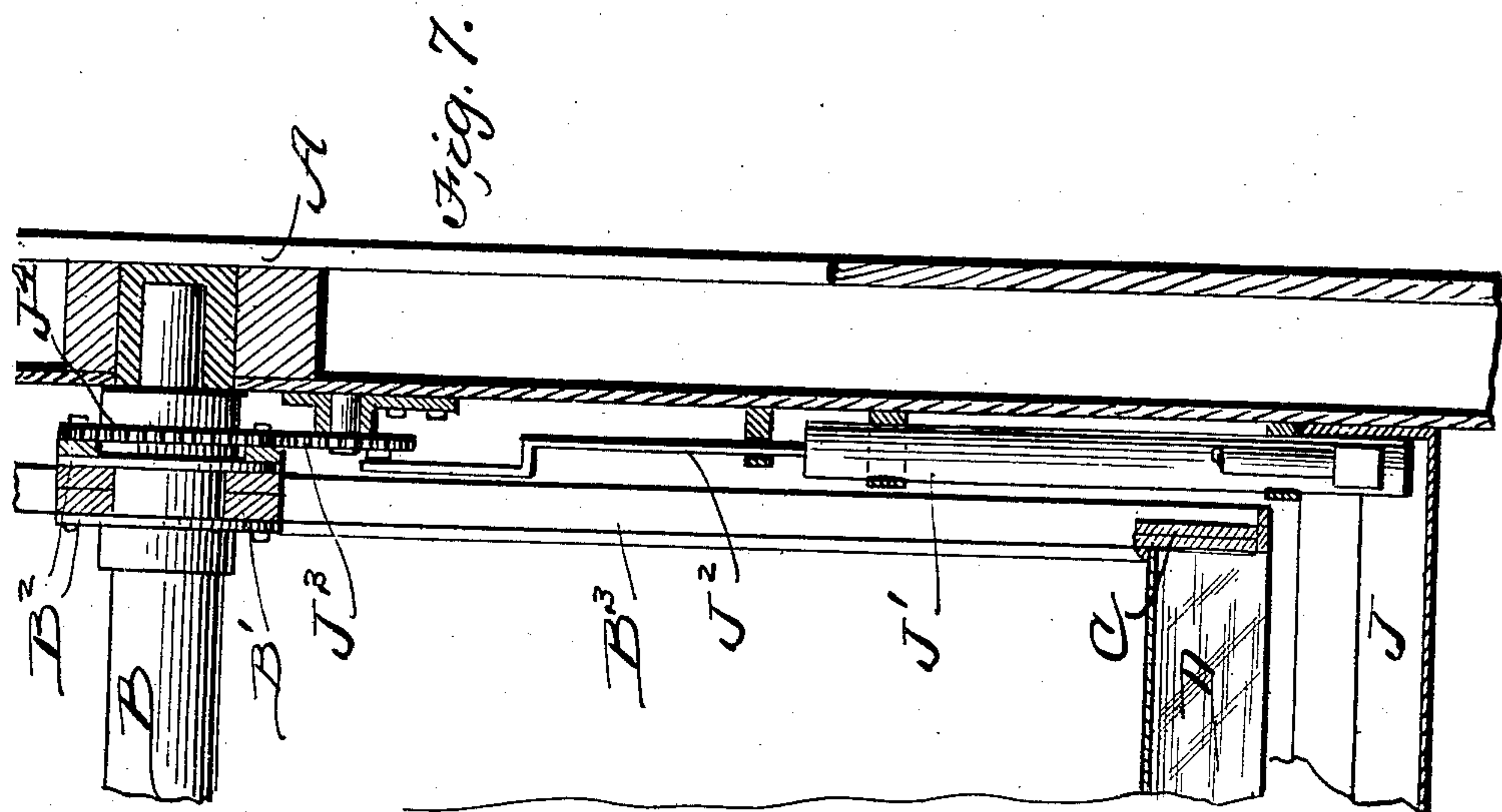
Attorneys

No. 862,640.

PATENTED AUG. 6, 1907.

J. JEWELL.  
ADVERTISING MACHINE.  
APPLICATION FILED JUNE 9, 1906.

4 SHEETS—SHEET 3.



Witnesses  
 Geo. R. Lande  
 E. B. McRath

Inventor  
J. Jewell,  
By  
O'Neal Brock  
Attorneys

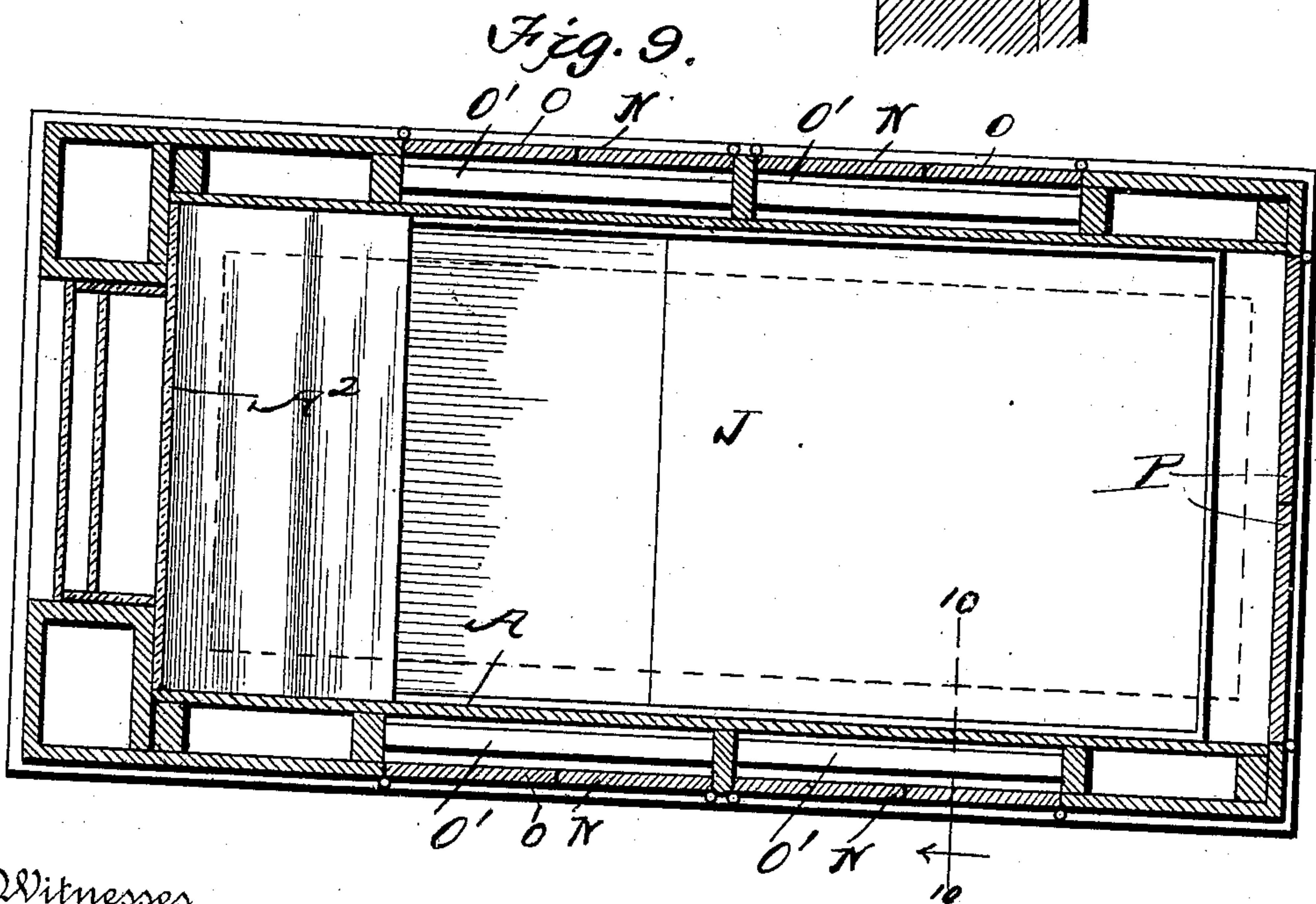
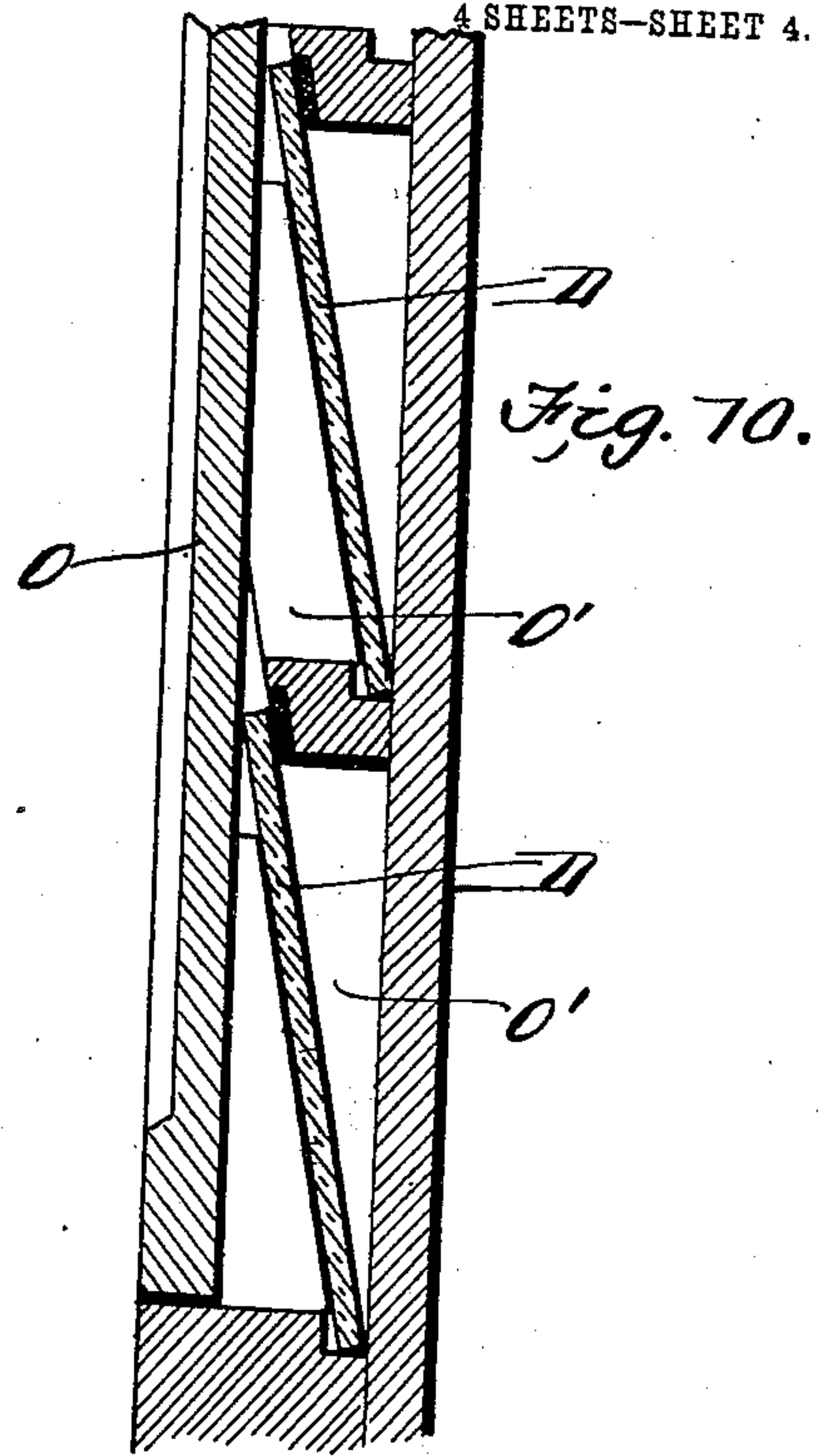
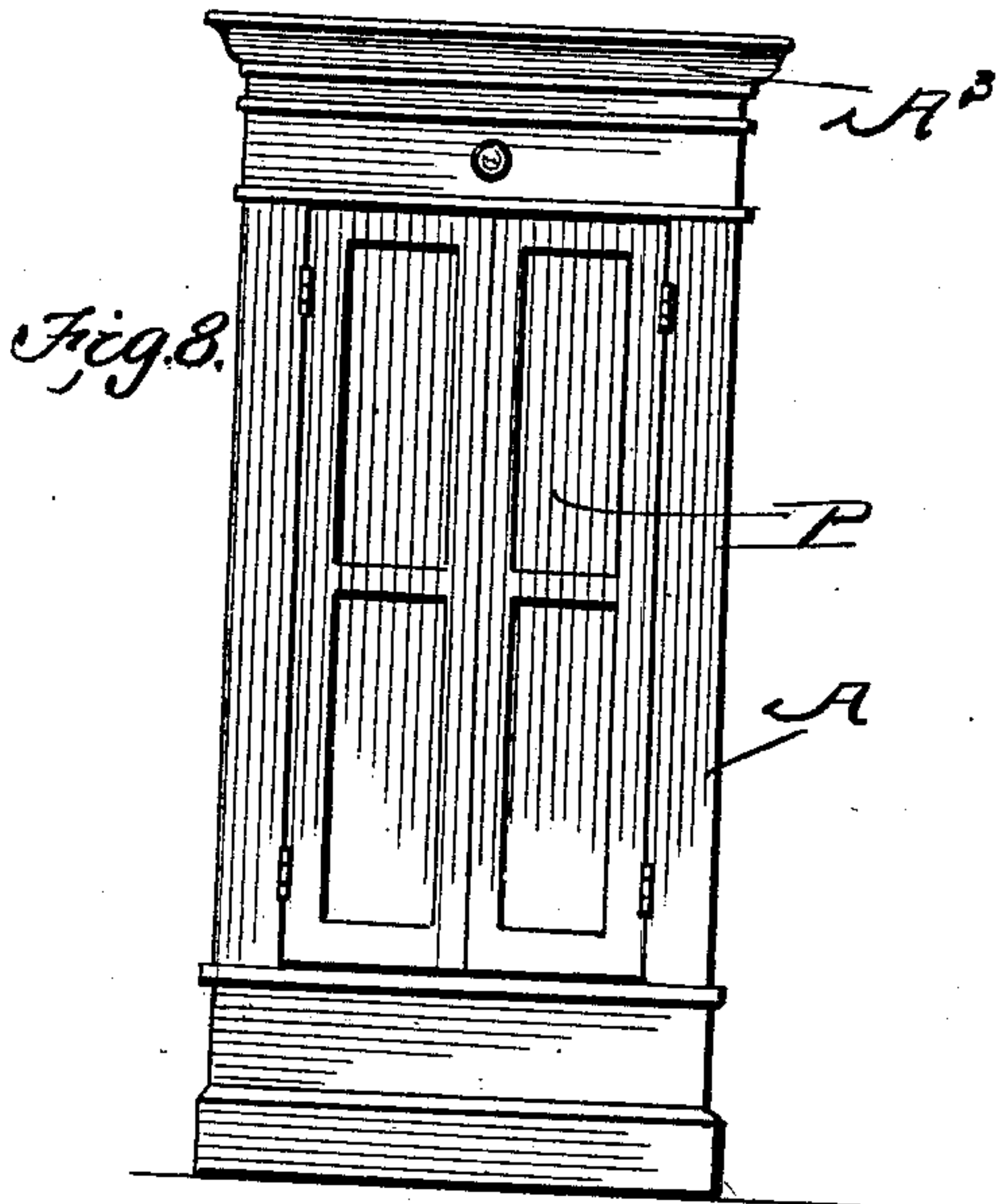


No. 862,640.

PATENTED AUG. 6, 1907.

J. JEWELL.  
ADVERTISING MACHINE.  
APPLICATION FILED JUNE 9, 1906.

4 SHEETS—SHEET 4.



Witnesses  
*W. S. Plouffe*  
*E. B. M. Bath*

Inventor  
*J. Jewell*  
By *Meana Brock*  
Attorney



# UNITED STATES PATENT OFFICE.

JOHN JEWELL, OF DULUTH, MINNESOTA, ASSIGNOR OF ONE-TENTH TO OSCAR T. MITCHELL  
AND ONE-TENTH TO MADS J. MADSEN, BOTH OF DULUTH, MINNESOTA.

## ADVERTISING-MACHINE.

No. 862,640.

Specification of Letters Patent.

Patented Aug. 6, 1907.

Application filed June 9, 1906. Serial No. 321,003.

*To all whom it may concern:*

Be it known that I, JOHN JEWELL, a citizen of the United States, residing at Duluth, in the county of St. Louis and State of Minnesota, have invented a  
5 new and useful Improvement in an Advertising-Machine, of which the following is a specification.

This invention relates to a rotatable automatically operated advertising device adapted to display suc-  
cessfully a plurality of advertisements, the said ad-  
10 vertisements being carried upon transparent panels, through which a light is projected and a further object of the invention is to employ the motive power for rotating the advertisements also for the purpose of mag-  
nifying or distorting the advertisements, as they are  
15 rotated, thereby producing a novel effect and attracting attention.

The invention consists of a water wheel provided with pockets adapted to receive water from a source of supply, the said water rotating the wheel, the said  
20 pockets being of a transparent material adapted to receive advertising matter thereon, and means for projecting rays of light through the panels upon which the advertising matter is placed and through the water rotating said wheel, thereby magnifying the advertise-  
25 ment as it is read through the column of falling water.

In the accompanying drawings, :—Figure 1 is a perspective view of the device. Fig. 2 is a plan view with the top removed. Fig. 3 is a vertical and longitudinal section through the casing, the water wheel being shown  
30 in elevation with one side of the pockets removed. Fig. 4 is a detail sectional view through the periphery of the wheel showing a portion of three pockets. Fig. 5 is a section on the line 5—5 of Fig. 4. Fig. 6 is an enlarged elevation showing in outline a pump, a portion  
35 of the water wheel, certain gearing and in section, a small portion of the bottom of the casing. Fig. 7 is a sectional view taken at a right angle to the view shown in Fig. 6, and also showing the pump in elevation. Fig. 8 is a rear end elevation of the casing. Fig. 9 is a  
40 horizontal section through the casing. Fig. 10 is a section on the line 10—10 of Fig. 9.

In these drawings A represents a water tight casing of any desired design and provided with an ornamental front end A', the central portion of which is cut out as  
45 shown at A<sup>2</sup> in order that the advertising matter which is rotated within the casing may be read. The opening A<sup>2</sup> is preferably provided with a pane of glass. The casing is also provided with a removable ornamental top piece A<sup>3</sup>.

50 In the sides of the casing A is journaled the shaft B, which is provided with a hub B' upon which are secured flanges B<sup>2</sup>, said flanges being arranged in two sets, one set being placed adjacent each side of the casing A.

Diametrical cross-bars or spokes B<sup>3</sup> are also arranged in  
55 pairs, the spokes of each pair passing upon opposite

sides of the shaft B, these spokes being held between the disks of each set.

Upon the spokes or cross-bars B<sup>3</sup> are secured rings C, a ring being provided adjacent each side of the casing, and each ring being made double in order to break  
60 joints, which is desirable as these rings form the sides of the pockets of the wheel.

Extending from one ring C to the other are a plurality of glass panels D which are arranged transversely and diagonally with respect to the sides of the rings C and  
65 are held at their ends in guides D', carried by the ring C. H-shaped guides E are also carried by the ring C and close the lower or inner ends of the guide-ways formed by the guide strips D' and also serve as holding means in which are secured transparent panels E',  
70 which may be of any desired color or colors.

It will be obvious that the panels E and D taken in conjunction with the rings C form a plurality of pockets of a turbine wheel adapted to rotate with or about  
75 the shaft B.

To add to the appearance of the device, glass plates F are fitted in the ends of the pockets, which ends it will of course be understood are formed by the rings C. This end plate F may be colored or ornamented as may  
80 be desired or they may be silvered to form mirrors.

To permit of the ready removal of the plates D from the guide-strips D' and also to lock them in position during rotation of the wheel, the guide-way formed by the strips D' is closed at its outer end by a cap G which  
85 is recessed upon its inner face to receive a rubber pad G' which bears upon the glass D, and the caps G are held in place by angled brackets G<sup>2</sup> which are fastened by means of screws to the rings C.

In the upper portion of the casing is arranged a water reservoir H which is provided with two stand-pipes  
90 H' adapted to discharge respectively into adjacent pockets of the wheel, as is most clearly shown in Fig. 3.

In the lower portion of the casing A is provided a receptacle J, adapted to receive the water from the  
95 pockets. Within the casing upon each side of the wheel are arranged pumps J', provided with piston rods J<sup>2</sup> which are pivotally connected to gear wheels J<sup>3</sup> which in turn mesh with gear wheels J<sup>4</sup> carried by the outer disks B<sup>2</sup> or flanges. A pipe K, runs from the pump and discharges back into the reservoir H. The  
100 reservoir H is fed from a supply pipe L and the receptacle J, is provided with a drain or discharge pipe L'.

Upon the sides of the casing A are arranged doors N by means of which access may be had to the bearings  
105 of the shaft B for the purpose of oiling the same. Doors O are also provided which give access to a plurality of compartments O', adapted to contain a reserve supply of plates D.

At the end of the casing are provided doors P, by means of which access is gained to the pockets formed  
110



by the glass plates thereby permitting the withdrawal of plates D which have been displayed and the insertion of new plates bearing other advertising matter in place of the ones withdrawn.

5 Around the hub B' are arranged a cluster of incandescent lights M, which may be wired in any of the many well known ways, depending upon the location of the device.

The operation of the device is as follows:—Plates 10 D having advertisements thereon, having been placed in position, and locked by the cap G and plate G<sup>2</sup> the water is turned into the reservoir H and as it flows through the stand-pipes H', it will fall into the pockets and rotate the wheel.

15 As the interior of the wheel is illuminated by the lamps M the advertisements will be read upon the plates D through the opening A<sup>2</sup> and also through the column of water falling into the pockets at this point the line of sight being on the line X—X.

20 The water supply will commonly be drawn from a city main and in order to prevent an undue waste of water, and also to check the speed of the wheel, the pumps J' are employed and a certain amount of the water will be pumped back through the pipe K, and 25 discharged into the reservoir H for use a second time, the over-flow passing off through the drain pipe L'. By this means, the amount of water actually used will not be excessive and the speed of the wheel will be regulated so that all of the advertisements can be read 30 as they pass before the opening A<sup>2</sup>.

It will be obvious that any ornamental features may be added to the casing A and that other matter than advertisements may appear upon the panels D, and it will also be obvious that other means than incandescent lamps may be employed for illuminating the 35 interior of the wheel, and I am aware that it is common to illuminate the interior of a sign casing and do not claim the same as a part of my invention.

Having thus fully described my invention, what I 40 claim as new and desire to secure by Letters Patent, is:—

1. In an advertising device a water wheel having 45 pockets formed of transparent panels adapted to bear reading matter, and means for illuminating the interior of the wheel.

2. In an advertising device, a rotatable wheel having a plurality of pockets formed in its periphery, said pockets comprising transparent panels, means for illuminating the

interior of the wheel, and means for discharging water into said pockets as and for the purpose set forth. 50

3. As an advertising novelty a rotatable wheel having a plurality of pockets, the sides of said pockets being formed of transparent panels, one side of each pocket being removable, means for illuminating the interior of the wheel, and means for discharging water into said pockets. 55

4. A device of the kind described comprising a shaft, a wheel mounted thereon, the periphery of said wheel being formed of a plurality of transparent panels arranged at an angle to the shaft, and a plurality of tinted semi-transparent panels arranged circumferentially about the shaft, 60 the said panels forming a plurality of pockets, means for illuminating the interior of the wheel, thus formed and means for discharging water into the space between the panels above mentioned.

5. An advertising device comprising a rotatable wheel, 65 the said wheel being provided with a plurality of pockets, the sides of said pockets being formed of transparent panels at an angle to each other, and the sides of said pockets being provided with glass plates, means for illuminating the interior of the wheel, and means for discharging 70 ing water into said pockets.

6. An advertising device comprising a casing having a side opening therein, a rotatable wheel arranged within the casing and having pockets formed of a transparent material, said pockets being in alinement with the sight 75 opening, means for illuminating the interior of the wheel and means for discharging water into the pockets at a point immediately above and to the rear of the sight opening.

7. A device of the kind described comprising a casing 80 having a sight opening, a water wheel rotatably mounted in the casing, removable transparent panels adapted to bear advertising matter carried by the periphery of the wheel, means for illuminating the interior of the wheel, a water receptacle arranged below the wheel, and pumps 85 operated by the rotation of the wheel and adapted to pump a portion of the water discharged upon the wheel back to the point of discharge.

8. An advertising device consisting of a plurality of illuminated transparent panels, means for providing a falling 90 column of water, the said transparent panels being movable with the same column of water and the advertising matter carried by the said panels being readable through said falling column.

9. In an advertising device a plurality of movable 95 pockets adapted to contain water, transparent plates adapted to bear advertising matter, said plates forming a portion of the pockets, means for discharging a column of water into said pockets, means for illuminating the said pockets, from the side opposite that upon which they are 100 viewed, whereby the advertising matter upon the plates is read through a moving column of water.

JOHN JEWELL.

Witnesses:

I. GRETNER,

Mrs. PHIL MERRION.