

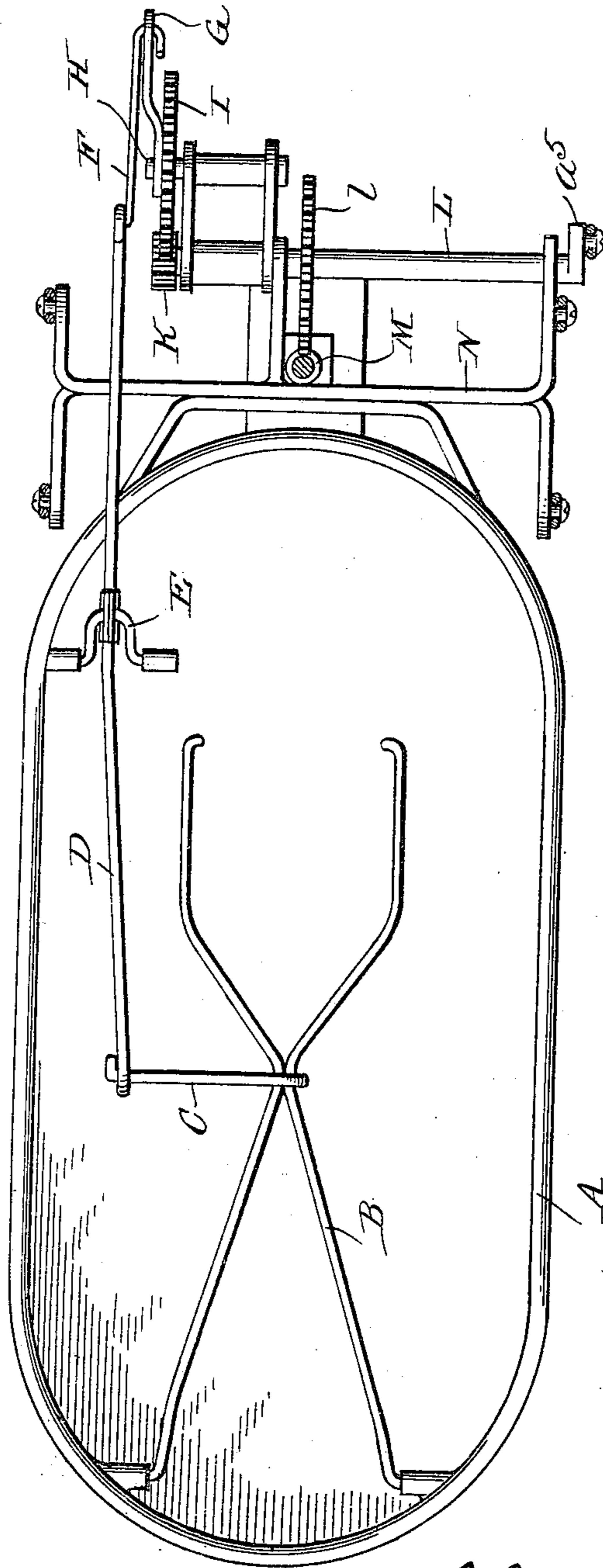
J. BUCKLEY.
ADVERTISING DEVICE.
APPLICATION FILED MAR. 1, 1911.

993,346.

Patented May 30, 1911.

3 SHEETS—SHEET 2.

Fig. 2.



Witnesses
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Kalter & P. Brown,

By

Inventor
John Buckley,
Church & Thorne

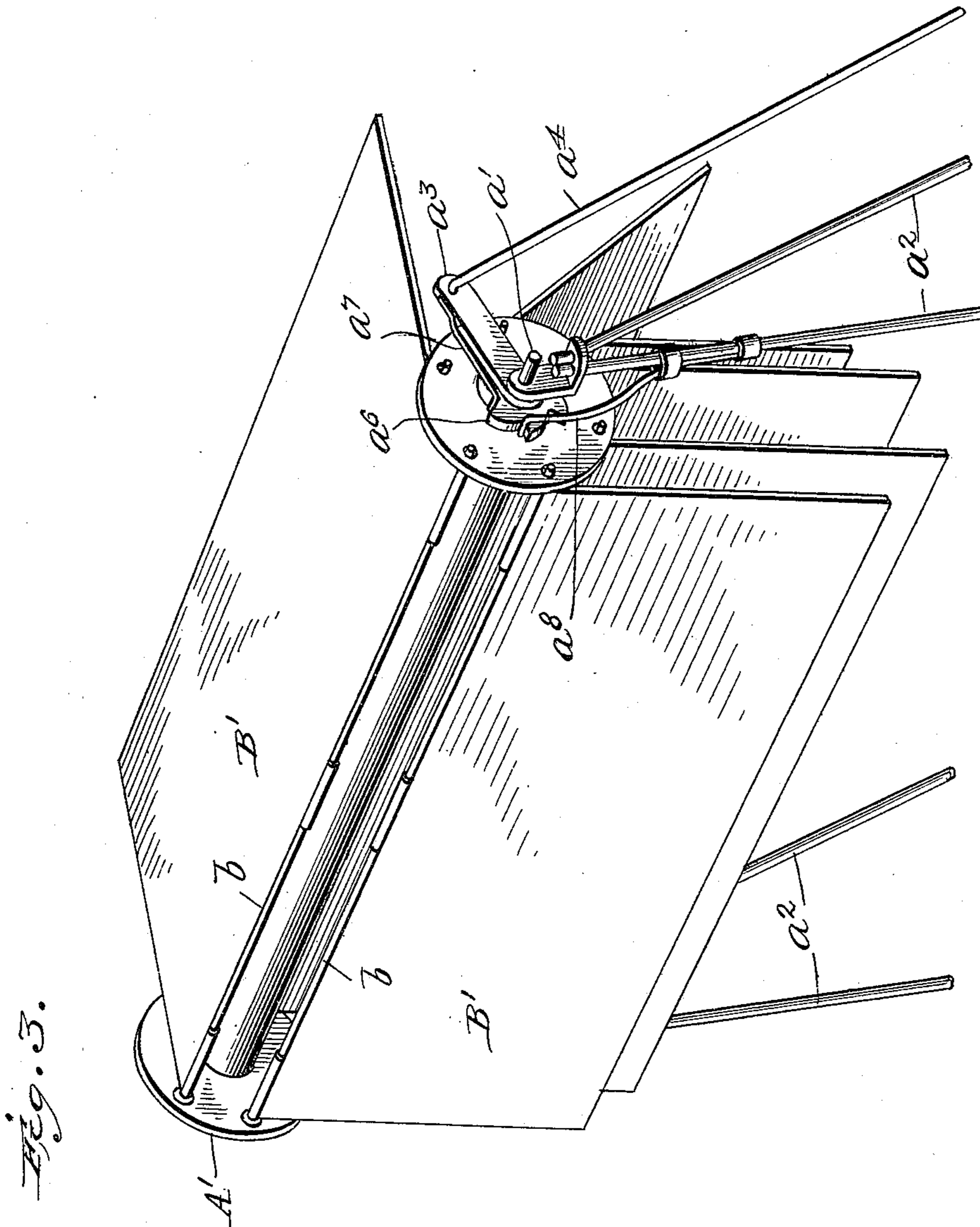
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UNITED STATES PATENT OFFICE.

JOHN BUCKLEY, OF BOSTON, MASSACHUSETTS, ASSIGNOR TO ADOLPH SOMMER, TRADING AS VISCOL COMPANY, OF EAST CAMBRIDGE, MASSACHUSETTS.

ADVERTISING DEVICE.

993,346.

Specification of Letters Patent. Patented May 30, 1911.

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To all whom it may concern:

Be it known that I, JOHN BUCKLEY, a citizen of the United States, residing at Boston, county of Suffolk, and State of Massachusetts, have invented certain new and useful Improvements in Advertising Devices; and I do hereby declare the following to be a full, clear, and exact description of the same, reference being had to the accompanying drawings, forming a part of this specification, and to the figures and letters of reference marked thereon.

This invention relates to improvements in advertising devices and is designed particularly to advertise a water proofing composition for leather, shoes, etc., and it consists generally in a tank or receptacle for water into which a shoe treated with the composition is periodically dipped, operating in connection with which a series of advertising cards are successively displayed.

The invention further consists in certain novel details of construction and combinations and arrangements of parts, all as will be now described and the particular features of novelty pointed out in the appended claims.

Referring to the accompanying drawings, wherein is illustrated the preferred embodiment of the invention,—Figure 1 is a side elevation of the device embodying the present invention; Fig. 2 is a plan view with the motor removed; Fig. 3 is a detail view of the card exhibiting mechanism.

Similar letters of reference in the several figures indicate the same parts.

Referring to the drawings the letter A indicates a tank or receptacle for containing water, the tank also constituting a base and support for the operative parts of the device. Pivoted to the inside of the wall of the tank A at the front thereof is a frame or support B, in the present instance formed of wire and shaped to support or carry a shoe. Extending out from substantially the middle of the frame B is an arm C, and to this arm is pivotally connected the forward end of a lever or bar D. The lever D is pivotally mounted intermediate its ends upon a swinging support or bracket E, mounted on the bottom of the tank A, the rear end of the lever D being pivotally connected to a link F, the opposite end of the link being connected to an arm G fast on a stub shaft H. This shaft derives its motion through

a gear wheel I on said shaft, with which meshes a pinion K, on the end of a driven shaft L. The shaft L, may be driven by any suitable motor, in the present instance however an electric motor is employed, the drive shaft of which carries a worm M meshing with a gear wheel I on the shaft L. The motor and driving mechanism are carried by a bracket or casting N, secured to the rear end of the tank A.

As thus far described, it will be understood that when motion is communicated to the driven shaft L through the described gearing, the shaft H will also be driven and the arm G on said shaft caused to revolve. The revolution of this arm will through the link F cause the lever D to be rocked on the bracket E, the frame or support B, being in turn raised and lowered and the shoe carried thereby intermittently dipped in the water in the tank, as will be readily understood.

It is desirable in connection with the mechanism just described for dipping the shoe in the water, to exhibit cards bearing suitable advertising matter and for this purpose the following mechanism is employed: A spool or drum A' is carried by a through shaft a' journaled in bearings at the upper ends of supports or standards a², these supports being mounted on the bracket N. Loosely mounted on the shaft a' is an arm a³ to which is connected one end of a rod or bar a⁴, the other end of said rod being connected to a crank arm a⁵ on the driven shaft L. Fast on the through shaft a' is a ratchet disk a⁶, provided with a suitable number of teeth and with these teeth engages a pawl a⁷ carried by the arm a³, the pawl in the present instance being simply a piece of resilient wire. As will be readily understood when the shaft L revolves, the drum A' will, through the described connection, be caused to revolve intermittently. In order to prevent backward movement of the drum a holding pawl a⁸ is employed. Cards B', bearing any suitable advertising matter are carried by bars b, the ends of which are pivoted in the heads of the drum. As the drum is turned these cards will be carried around and present one face for a time and then as the drum continues to turn, they will drop, and hang pendent presenting the opposite face, as will be understood.

From the above description it will be seen that the device is simple, consisting as it

does of few parts and can easily be set up in shop windows and elsewhere, and in its operation will readily attract attention.

Having thus described my invention, what I claim as new and desire to secure by Letters Patent of the United States, is:

1. In an advertising device the combination with a tank or receptacle, of a rocking frame carried by said tank, and means for rocking said frame.

2. In an advertising device, the combination with a tank or receptacle for water, of a frame or article support pivoted at one end to said tank, and mechanism for moving said frame on its pivot.

3. In an advertising device, the combination with a tank or receptacle, of a frame or support for a shoe pivotally connected at its forward end to the tank, a bracket pivoted on said tank a lever pivoted intermediate its ends to said bracket and connected at its forward end to said frame, a motor, and operative connections between

said motor and lever, whereby said lever will be rocked and the shoe frame alternately raised and lowered.

4. In an advertising device, the combination with a tank for containing water, of a shoe frame pivoted therein, a rocking lever connected to said frame, a motor, and connections between said motor and lever for rocking said lever, as and for the purpose described.

5. In an advertising device, the combination with a tank for containing water, of a shoe frame pivoted therein, a rocking lever connected to said frame, a motor, a shaft driven thereby, a stub shaft driven by said shaft, an arm fast on said stub shaft, and a link connection between said arm and rocking lever, substantially as described.

JOHN BUCKLEY.

Witnesses:

CHAS. HENRY CHASE,
A. BOGGILD.

Copies of this patent may be obtained for five cents each, by addressing the "Commissioner of Patents, Washington, D. C."
