

(No Model.)

W. H. REIFF.
ADVERTISING APPARATUS.

No. 527,024.

Patented Oct. 2, 1894.

Fig. 1.

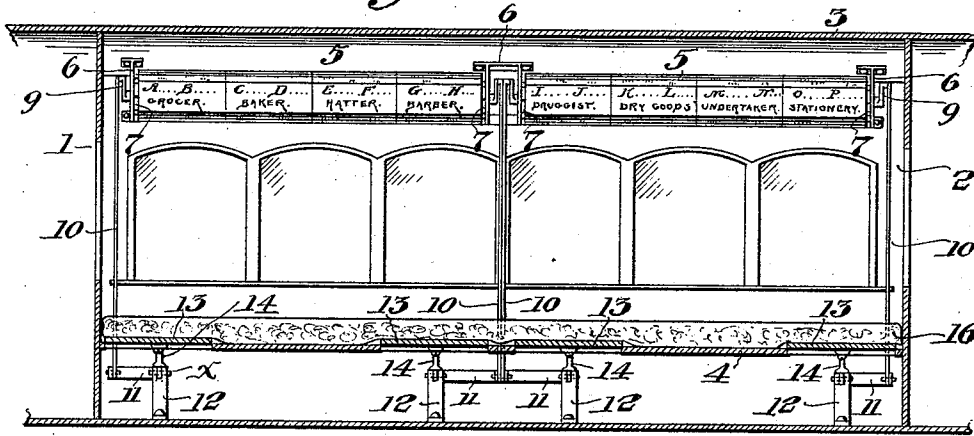


Fig. 2.

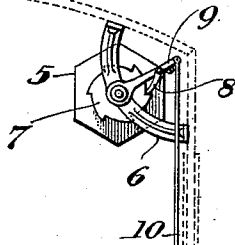
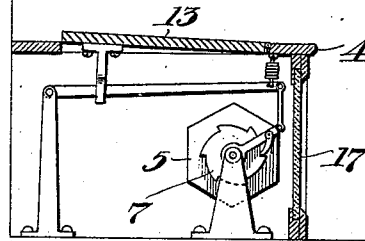


Fig. 3.



Witnesses.

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UNITED STATES PATENT OFFICE.

WILLIAM H. REIFF, OF PHILADELPHIA, ASSIGNOR OF ONE-HALF TO ROBERT E. M. EVANS, OF NORRISTOWN, PENNSYLVANIA.

ADVERTISING APPARATUS.

SPECIFICATION forming part of Letters Patent No. 527,024, dated October 2, 1894.

Application filed July 14, 1894. Serial No. 517,512. (No model.)

To all whom it may concern:

Be it known that I, WILLIAM H. REIFF, a citizen of the United States, residing at the city and county of Philadelphia and State of Pennsylvania, have invented certain new and useful Improvements in Advertising Apparatus for Street-Railway Cars, &c., of which the following is a full, clear, and exact description, reference being had to the accompanying drawings, forming a part of this specification.

This invention relates to advertising mechanism of novel and efficient construction for use, more especially, in street-railway passenger cars; and, as generally stated, it consists in a cylinder or drum provided with advertisements on the periphery thereof (or adapted to receive the same) and rotatably mounted within the car, in combination with a hinged or movable seat section or sections with which said cylinder or drum is operatively connected, to the end that the latter shall be intermittently rotated by the operation of said section or sections to display the various peripheral advertisements on the cylinder or drum.

The invention also consists in features of construction that will be hereinafter described and claimed.

In the annexed drawings—Figure 1 is a longitudinal vertical section through a portion of a street-railway car to which my invention is applied. Fig. 2 is a transverse vertical section thereof. Fig. 3 is a section of a modification.

The numeral 1 designates a portion of the body of a car, of which 2 is the side, 3 the top, and 4 one of the longitudinally-arranged seats.

5 is a cylinder or drum arranged along the upper portion of the car, and provided with trunnions which are rotatably mounted in suitably-disposed brackets 6. On each end of this cylinder or drum is a ratchet wheel 7 with the teeth of which engages a pawl 8 on a rearwardly extending arm 9 that is pivoted to a boss on the adjacent bracket, whereby when the said arm is reciprocated the pawl will co-act with the teeth to rotate the ratchet wheel intermittently, and, perforce, correspondingly actuate the cylinder or drum. The rear end of this arm is connected by means of a rod or link 10 with the free end of

a horizontal lever 11 which is pivotally connected, as at *x*, with a post 12 arranged beneath the seat. The seat is provided with a hinged section 13 below each end of the drum, or substantially so. The rear portion of the section is hinged, as at *y*, while the forward or free portion thereof is provided with a depending arm or bracket 14 whose lower end is preferably bifurcated to embrace the lever. Connected with the rear end of the lever and with the under side of the seat is a stout spring 15, the function of which is to maintain the lever, and therewith the seat-section, normally elevated. Hence when pressure is exerted upon the hinged section by a person seating himself thereon, the section and the lever will be depressed, and, in consequence, the pawl will be moved sufficiently to partially turn the cylinder. When the pressure is removed from the hinged section, the latter and the lever resume their normal position in readiness for a succeeding operation.

The cylinder or drum is preferably made hexagonal in cross-section, and the ratchet wheel is provided with six teeth, the other parts being so organized that the cylinder or drum will be turned one-sixth of a revolution during each downward movement of the seat section to the end that the faces of the hexagonal cylinder or drum, with their respective advertisements, will be successively presented.

The hinged sections are so arranged that they act independently of each other upon the ratchet wheels respectively; a person seating himself upon one section, while the other section is depressed, effecting the operation of the cylinder or drum. In that case, the pawl connected with the section last named will ride idly upon the teeth of its ratchet wheel.

The usual cushion 16 is arranged upon the seat so as to cover and conceal the hinged sections.

I preferably, though not essentially, make the drum in two or more sections, and arrange the same end to end, as seen in Fig. 1, there being a separate seat section for each end of the cylinder sections as illustrated.

In Fig. 3 I have shown a modification of the invention, wherein the cylinder or drum, in-

stead of being arranged near the top of the car, is journaled in bearings beneath the seat, near the front thereof, its connection with, and operation by, the hinged seat-section being substantially the same as in the first-described construction. In the modified form the front wall of the seat is of plate glass, 17, to permit the reading of the advertising matter displayed on the drum.

10 I claim—

In an advertising apparatus for street railway cars, &c., the combination with a seat provided with a series of normally-elevated independently-movable sections, of a rotatably-mounted display drum arranged lengthwise of the seat, a series of ratchet wheels

thereon corresponding with said sections, pawl-bearing arms adjacent to the ratchet wheels respectively, levers adjacent to said sections respectively, and independent connections between said levers and the respective pawl-bearing arms, whereby the said drum is progressively rotated by the action of either seat section, substantially as described. 20

In testimony whereof I have hereunto affixed my signature in the presence of two subscribing witnesses. 25

WILLIAM H. REIFF.

Witnesses:

JOHN R. NOLAN,
JESSE B. HELLER.