

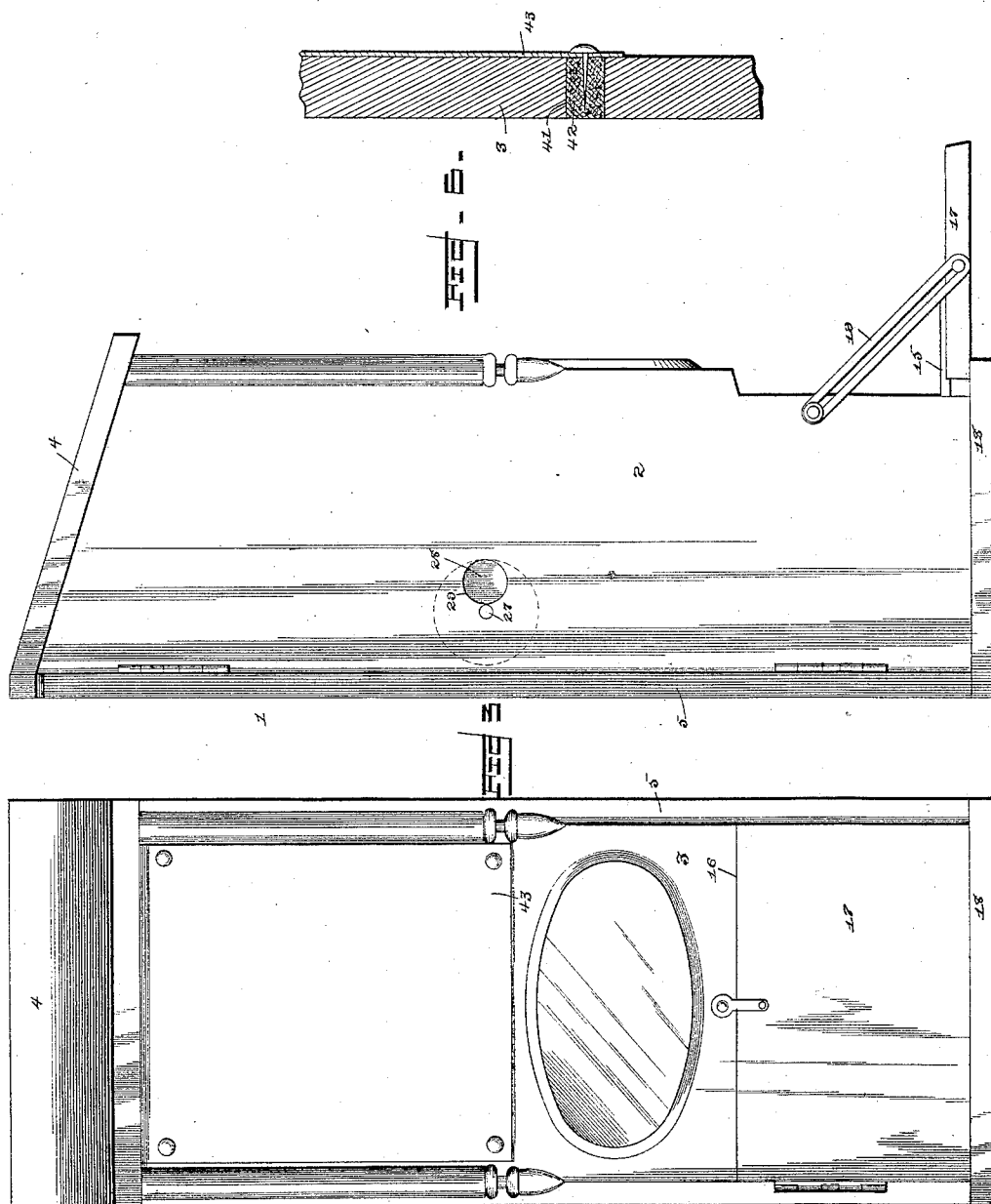
(No Model.)

2 Sheets—Sheet 1.

C. P. OLDHAM.
ADVERTISING MACHINE.

No. 474,504.

Patented May 10, 1892.



Witnesses

E. S. Durall Jr.
N. F. Riley

By his Attorneys,

Carrick P. Oldham.

C. A. Snow & Co.

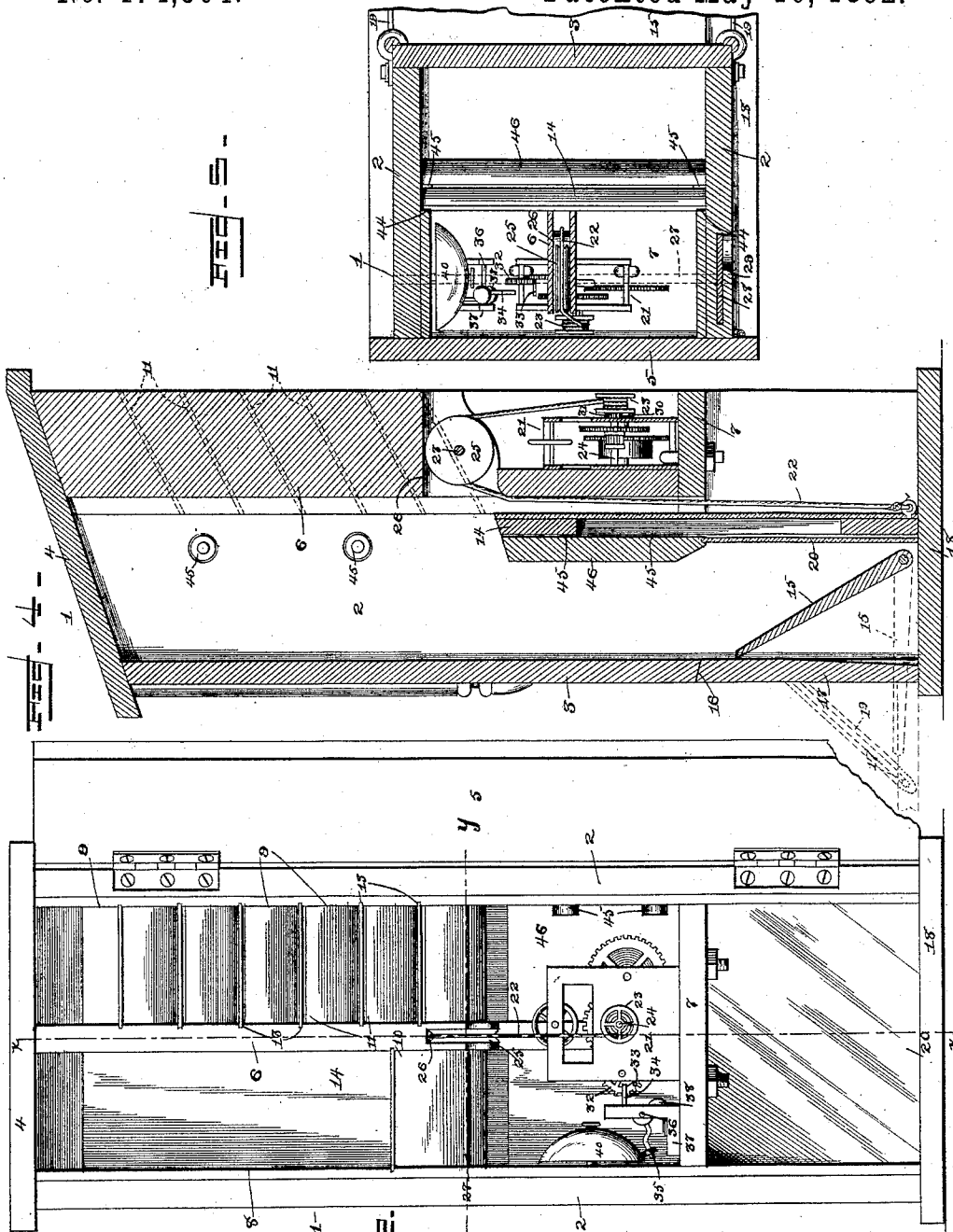
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ADVERTISING MACHINE.

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Witnesses

E. S. Duvall
W. F. Riley

By his Attorneys,

C. A. Snow & Co.

Inventor

Carrick P. Oldham.

UNITED STATES PATENT OFFICE.

CARRICK PARK OLDHAM, OF KNOXVILLE, TENNESSEE.

ADVERTISING-MACHINE.

SPECIFICATION forming part of Letters Patent No. 474,504, dated May 10, 1892.

Application filed April 30, 1891. Serial No. 391,100. (No model.)

To all whom it may concern:

Be it known that I, CARRICK PARK OLDHAM, a citizen of the United States, residing at Knoxville, in the county of Knox and State of Tennessee, have invented a new and useful Advertising-Machine, of which the following is a specification.

The invention relates to improvements in advertising devices.

10 The object of the present invention is to provide a simple and inexpensive advertising device adapted to attract, retain, and stimulate the attention.

The invention consists in the construction and novel combination and arrangement of parts hereinafter fully described, illustrated in the accompanying drawings, and pointed out in the claims hereto appended.

15 In the drawings, Figure 1 is a front elevation of an advertising device constructed in accordance with this invention. Fig. 2 is a rear elevation, the hinged back being shown open. Fig. 3 is a side elevation. Fig. 4 is a vertical sectional view on line *x x* of Fig. 2, the hinged section being closed. Fig. 5 is a horizontal sectional view on line *y y* of Fig. 3. Fig. 6 is a detail sectional view.

Referring to the accompanying drawings, 1 designates a casing, which is rectangular in horizontal section and consists of sides 2, a front 3, a slanting top 4, and the hinged back 5, adapted to be opened to afford access to the interior of the casing and provided with a lock. The casing is provided with a vertical partition 6, which is arranged parallel with the sides 2, and has its lower end supported by a horizontal partition 7 and is about half the width of the sides 2, and leaves vertical spaces at the back of the casing. The vertical spaces are divided into a series of compartments 8 and 9 by inclined plates 10 and 11, which are arranged in grooves or ways 13 in the opposed faces of the sides 2 and the vertical partition 6. The plates incline toward the front of the casing, and the compartments are closed by a vertically-sliding plate 14, which is adapted to gradually descend and allow the contents of the compartments to fall intermittently and at regular intervals. The large compartment 8 is designed to contain cards bearing advertising-matter, and as the sliding plate descends a card is precipitated over the upper

edge of the plate and falls down the space between the plate and the front of the casing and drops upon a hinged board 15, which is arranged at the bottom and front of the casing and when in a horizontal position projects through an opening 16 of the front of the casing to cause the contents of the compartments to fall more readily upon the hinged section 17 and to prevent them accumulating on the bottom of the casing.

The front of the casing is provided with a section 17, which is hinged to the bottom 18, and is adapted to be lowered to a horizontal position to form a shelf and is supported when lowered by slotted plates 19, pivoted to the sides of the section 17 and connected to the sides of the casing by screws which are arranged in the slots.

The casing is divided at its bottom by a glass plate 20 or other transparent partition, which is arranged in grooves of the sides 2, and is located beneath the horizontal partition and forms, with the latter and the casing, a compartment or show-case adapted to display articles.

The descent of the vertically-sliding plate is regulated by clock-work 21, which is designed to lower the plate to permit a card to be precipitated every minute; but the period may be increased or diminished, as desired. The compartments 9 are adapted to contain prizes, which are delivered at intervals of an hour. The character of the cards and prizes may be varied as may be found expedient or necessary to attract attention, and the prizes to be awarded may be conveniently exhibited in the compartment 18.

The vertically-sliding plate is constructed of glass and is attached to one end of a cord 22, which has its other end wound upon a drum 23 of an arbor 24 of the clock-work 21, and the cord passes over a pulley 25 and is secured to the bottom of the plate 14. The pulley 25 is arranged in a recess 26 of the vertical partition 6, and the cord is arranged at the front and the back of the partition, and the pulley is mounted on a shaft 27. The shaft 27 carries at its ends, which are journaled in the sides of the casing, advertising-disks 28, which are arranged on the inner faces of the sides and are adapted to expose advertisements through apertures 29, and the

shaft and disks are rotated by the cord 22 to change the advertisements exposed through the apertures 29.

The drum is mounted on the minute-arbor 5 of the clock-work 21 and is connected with the arbor by a pawl 30 and ratchets 31, which form a clutch and enable the drum to be reversed without rotating the arbor 24 when it is desired to wind up the cord and raise the 10 vertically-sliding plate. A wheel 32 of the clock-work is arranged at one end thereof, and is provided with a projection 33, extending laterally from the wheel near the circumference of the same and arranged to engage 15 a striking-lever 34, which is provided at one end with a head 35, and has its other end arranged to be engaged by the projection 33. The lever 34 is mounted on a shaft 36 of a frame 37, and is provided with a depending 20 weight 38, and at each revolution of the wheel 32 the end 39 of the lever is raised by the projection 33, which also lifts the depending weight 38 and afterward releases the lever, and the depending weight carries the 25 head 35 of the lever into engagement with a bell 40. The bell 40 is sounded at each revolution of the wheel 32, or oftener, as desired, in which case a number of projections 33 will be provided, and the said bell is sufficient to 30 attract attention; but other means may be employed, if desired, such as a music-box or the like, and I desire to be understood that I do not limit myself to the precise details of construction, as I may, without departure 35 from the spirit of my invention, make minor changes therein.

The front of the casing is provided with recesses 41, in which are fitted plugs 42, of cork or similar material, adapted to receive 40 a tack or other means for securing a sign 43, which is designed to bear information indicative of the character of the prizes and inducements offered by the advertising device, and the cork enables the sign to be readily removed 45 and changed.

The vertically-movable plate is arranged adjacent shoulders 44 and anti-friction rollers 45, and the plate is held against the rollers by the contents of the compartments 8 and 9. 50 The anti-friction rollers 45 are secured to the sides of the casing in recesses, and also in recesses of a partition 46, which forms an extension of the transparent plate 20.

It will be seen that the advertising device 55 is simple and inexpensive in construction and adapted to attract and retain the attention.

What I claim is—

1. In an advertising device, the combination

of a casing provided with a vertical series of inclined compartments, a vertically-movable 60 plate mounted in the casing and arranged at and closing the lower ends of the compartments when it is elevated, and means for regulating and producing a gradual descent of the plate, substantially as described. 65

2. In an advertising device, the combination of the casing provided with an inclined compartment, a vertically-movable plate arranged at the lower end of the compartment, time 70 mechanism 21, provided with a drum 23, a pulley, and a cord passing over the pulley and having one end attached to the plate and the other end connected to the drum, substantially as described.

3. In an advertising device, the combination 75 of the casing, the vertical partition 6, the inclined plates arranged between the partition 6 and the sides of the casing and forming a series of inclined compartments, the vertically-movable plate arranged at the lower 80 ends of the compartments, the horizontal partition supporting the lower end of the vertical partition 6, the shaft 27, mounted in the casing, the pulley 25, mounted on the shaft 27, the cord passing over the pulley and connected 85 to the movable plate, and the time mechanism provided with a drum to receive the cord, substantially as described.

4. In an advertising device, the combination of the casing provided with apertures 29 and 90 having inclined compartments, the vertically-movable plate arranged at the lower ends of the compartments, the shaft journaled in the casing, the advertising-disks arranged on the ends of the shaft and disposed opposite the 95 apertures of the casing, the pulley mounted on the shaft, the time mechanism, and the cord passing over the pulley and connected with the time mechanism and attached to the movable plate, substantially as described. 100

5. In an advertising device, the combination of the casing, the vertical partition 6, the inclined plates arranged between the partition and the sides of the casing and forming compartments, the horizontal partition, 105 the vertical transparent plate 20, the vertically-movable plate, the hinged board 15, and means for controlling the descent of the plate, substantially as described.

In testimony that I claim the foregoing as 110 my own I have hereto affixed my signature in presence of two witnesses.

CARRICK PARK OLDHAM.

Witnesses:

N. A. W. PAUL,
W. W. LEE.