

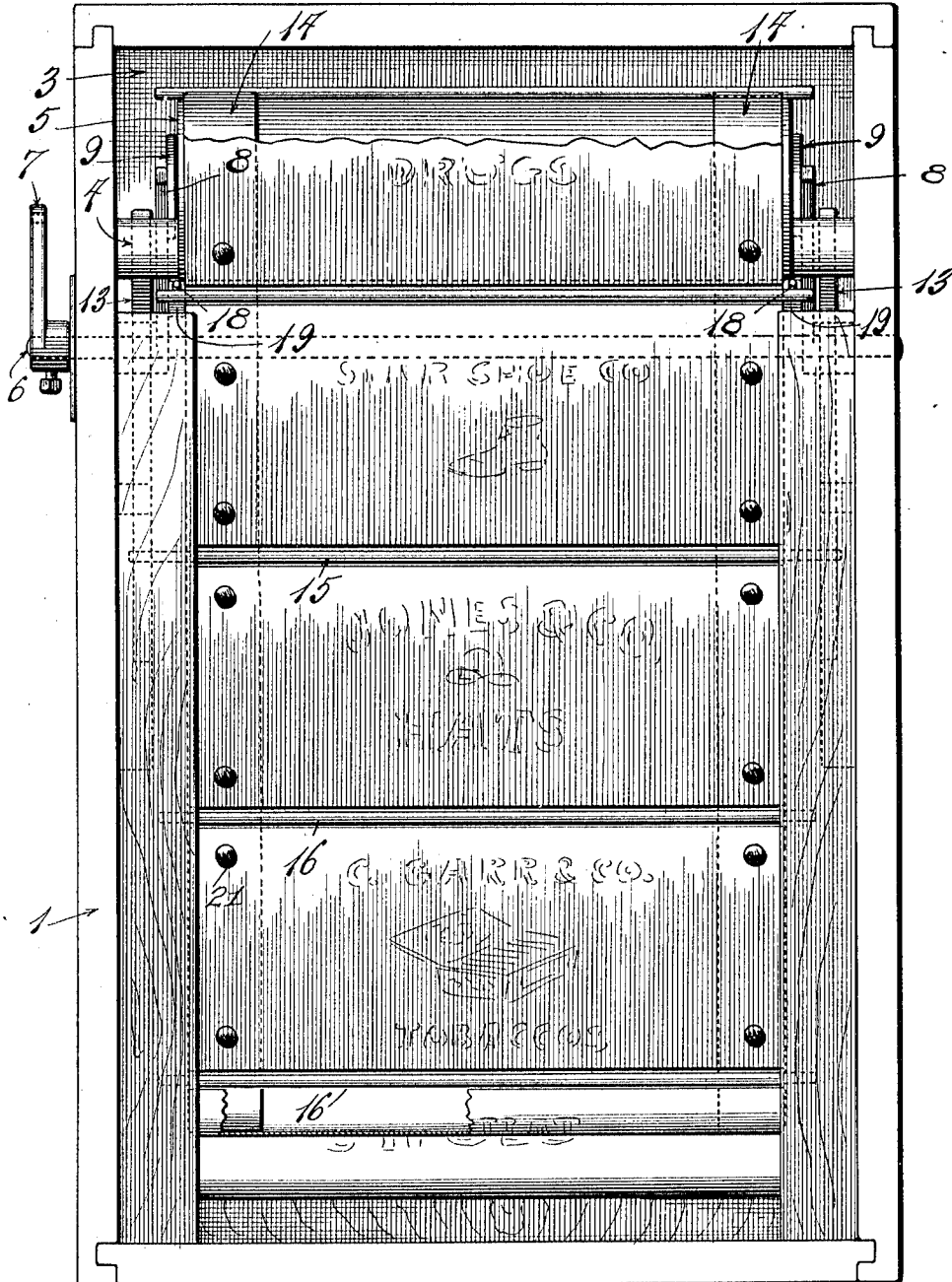
F. A. RUDOLPH.
 ADVERTISING DEVICE.
 APPLICATION FILED JAN. 2, 1912.

1,061,407.

Patented May 13, 1913.

2 SHEETS-SHEET 1.

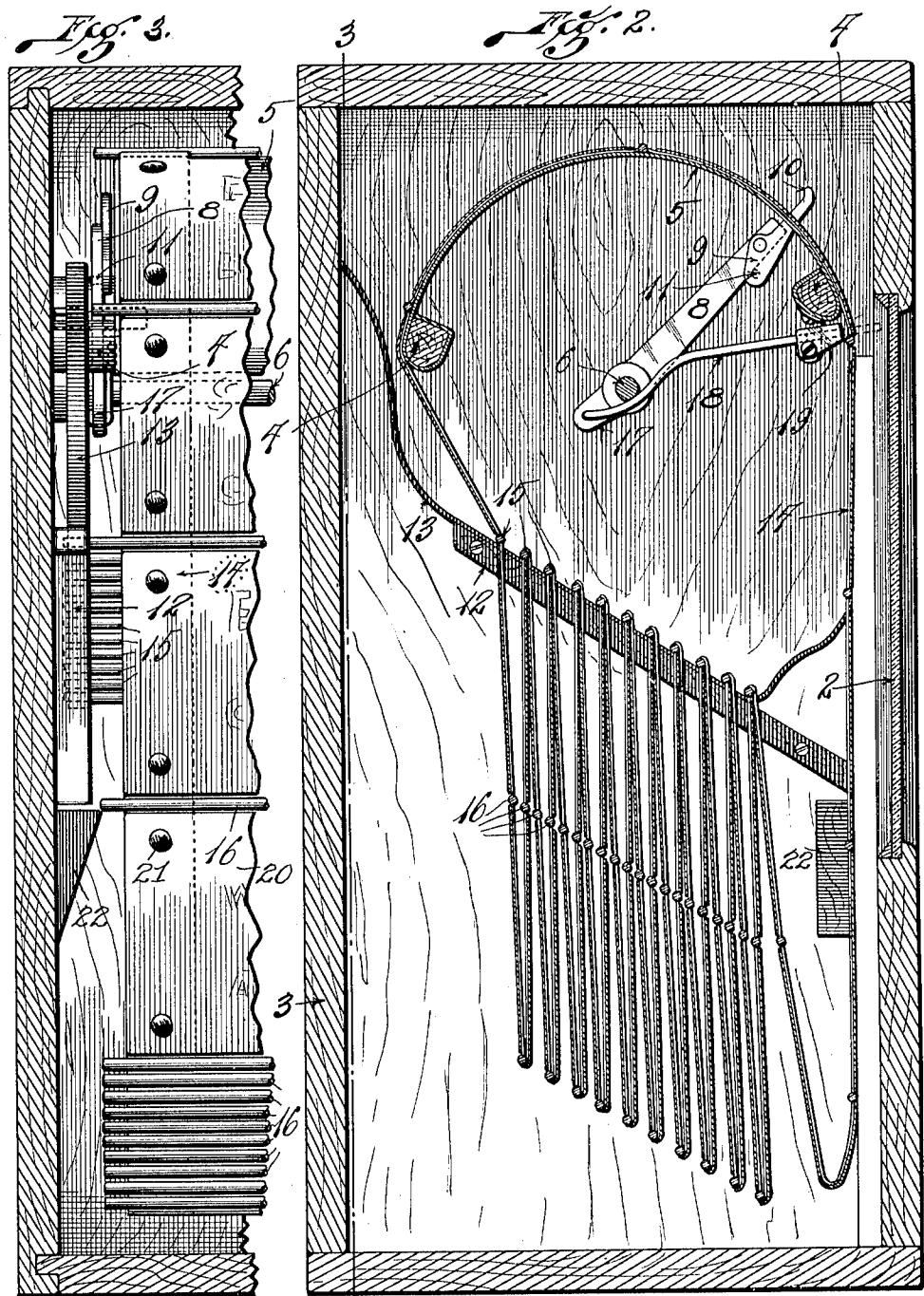
Fig. 1.



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UNITED STATES PATENT OFFICE.

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ADVERTISING DEVICE.

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Specification of Letters Patent.

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To all whom it may concern:

Be it known that I, FLAVEL A. RUDOLPH, a citizen of the United States, and resident of Maplewood, St. Louis county, Missouri, have invented certain new and useful Improvements in Advertising Devices, of which the following is a specification, containing a full, clear, and exact description, reference being had to the accompanying drawings, forming a part hereof.

My invention relates to improvements in advertising devices, and the object of my invention is to construct a simple means whereby a plurality of flexible advertising cards or sheets may be exhibited, one at a time, and a maximum number of cards stored in a minimum of space.

With the above purposes in view my invention consists in certain novel features of construction and arrangement of parts as will be hereinafter more fully described, pointed out in the claims and illustrated by the accompanying drawings, in which—

Figure 1 is a front elevation of an advertising device embodying my invention with the front of the casing removed; Fig. 2 is a vertical, sectional elevation of the complete advertising device; and Fig. 3 is a rear end elevation illustrating the casing in section and one end only of the operating parts, the view being taken on the line 3—3 of Fig. 2.

Referring by numerals to the accompanying drawings: 1 designates the casing which is provided with a glazed opening 2 in its front wall and with a hinged rear wall 3. Extended transversely of the casing and supported by the side walls thereof are the cross rods 4 for the support of the hood 5 which is arc-shape in cross section, the rods and hood being located in a plane above the glazed opening 2 and the ends of the hood being spaced apart from the side walls of the casing.

6 designates a shaft which is rotatably mounted in the side walls of the casing and extends through the entire casing, the arc of the hood being struck from the center of the shaft 6.

7 designates an operating lever which is secured to one end of the shaft 6 outside of the casing.

Within the casing and supported upon the shaft 6 between the side walls of the casing and the ends of the hood 5 are the rocking levers 8, the length of the levers being less

than the radial distance between the shaft 6 and the hood 5. At the free end of each of the levers 8 is a pivotally mounted detent 9, the outer free end 10 of each of which is hook-shape and the inner ends of which carry stops 11.

12 designates strips which are secured to the side walls of the casing below the hood 5 and which incline downwardly and forwardly. Secured to each of the strips is a metallic guide 13, the rear ends of which extend upwardly beyond the lower ends of the hood 5 and the forward ends of which incline upwardly toward the glazed opening 2.

14 designate endless tapes which rest upon the hood 5 adjacent each end of the hood. Secured to the tapes at regular intervals are the rods 15 and 16, the rods 15 being of lengths greater than the rods 16 so that the rods 16 may pass between the guides 13 and drop beneath the guides as clearly shown in Fig. 2.

17 designates levers supported by the shaft 6 and which are preferably formed integral with the levers 8 on the opposite side of the shaft. The levers 17 support and operate stops 18 the free ends of which are arranged to slide in bearings 19 secured to the side walls of the casing.

The cards 20 bearing the matter to be displayed as shown are flexible and secured to the tapes 14 by means of the fastening devices 21 preferably of the type which permit of detachably securing the cards to the tapes. If desired the cards may be dispensed with and samples of flexible goods may be secured directly to the tapes, or loosely suspended from the rods.

To operate the device power is applied for the rotation of the shaft 6, either by a manipulation of the hand lever shown or by placing a pulley connected with power for rocking the shaft, whereby the device may be operated continuously by power or manipulated intermittently by hand. With each rocking of the shaft 6 the levers 8 are moved and the detents 10 engaging the ends of one of the rods 15 and 16 advance the flexible advertising carriers a distance equal to the spacing apart of the rods. A reverse movement of the shaft 6 carries the levers 8 to their starting positions, the detents riding beneath the rods and being moved by gravity to their initial positions. When the levers 8 are moved to advance the sheet the

stops 18 are moved so that their free ends are in positions, as shown by dotted lines in Fig. 2, to engage one of the rods 15 and 16, thus if the movement of the levers 8 be of sufficient speed to carry the flexible carrier of the advertising matter a distance greater than is desired the said stops 18 will engage one of said rods and prevent a movement of the flexible carrier beyond the desired distance.

As clearly shown in Fig. 2, the guide 13 engages and supports all of the long rods 15 and all of the shorter rods 16 are dropped beneath the guides 13 and hold the flexible advertising carrier in folds spaced apart only by the thickness of the rods 16. Secured to the side walls of the casing beneath the lowermost forward ends of the guides 12 are upwardly and inwardly inclined blocks 22 which are arranged to engage the ends of the shorter rods 16 thereby guiding them to cause the tapes and advertising cards to travel properly.

I claim:

1. In an advertising device, a carrier for advertising matter comprising endless, flexible tapes and rods secured to the tapes, a support for the carrier, a pair of rocking levers arranged to engage with the rods for

the movement of the carrier and advertising matter, and means operable in conjunction with the levers for engagement with the rods for limiting the movement of the carrier.

2. An advertising device, comprising in combination a carrier consisting of a pair of endless, flexible tapes and rods of different lengths secured adjacent their ends to each of the tapes, a pair of supports one above the other for the carrier, the uppermost support arranged to support all of the rods, the lowermost support arranged to support only the rods of greatest lengths, a pair of rocking levers, a detent carried by each lever capable of movement in one direction only for engagement with said rods, means for moving said levers and detents for the advancement of the carrier, and means operable in conjunction with said levers for engagement with said rods for limiting the movement of the carrier.

In testimony whereof I have signed my name to this specification, in presence of two subscribing witnesses.

FLAVEL A. RUDOLPH.

Witnesses:

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