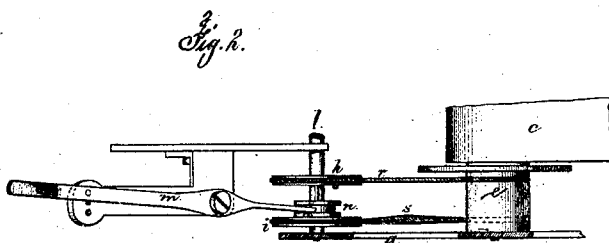
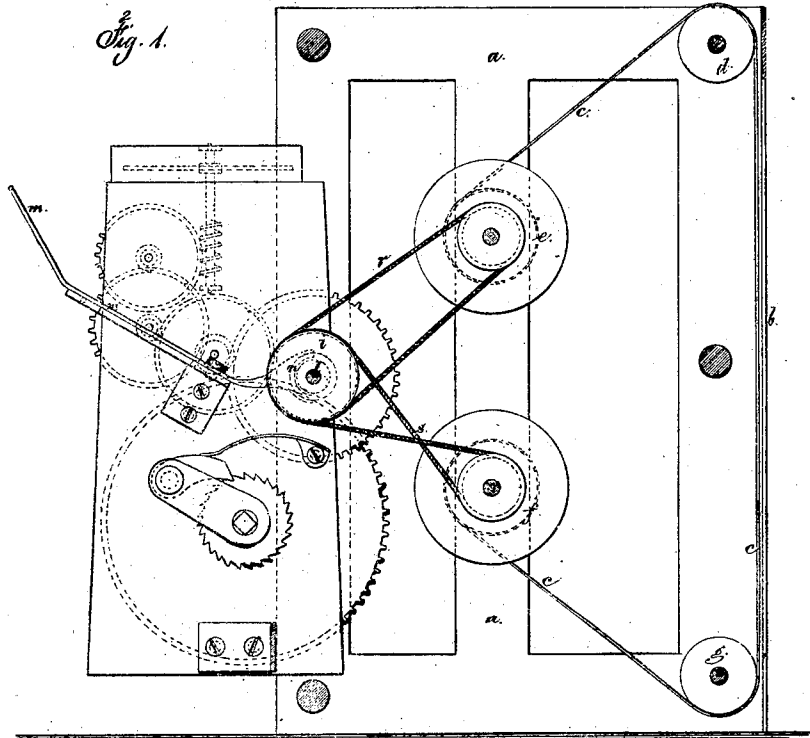


W. Heddon,
Advertising.

No. 109,208.

Patented. Nov. 15. 1870.



Witness,

Geo. A. Walker
Chas. H. Smith

William Heddon

per. Lemuel W. Perrell atty

United States Patent Office.

WILLIAM HEBDON, OF NEW YORK, N. Y.

Letters Patent No. 109,208, dated November 15, 1870.

IMPROVEMENT IN ADVERTISING APPARATUS.

The Schedule referred to in these Letters Patent and making part of the same.

To all whom it may concern:

Be it known that I, WILLIAM HEBDON, of the city and State of New York, have invented an Improvement in Means for Showing Advertisements; and the following is hereby declared to be a correct description of the same.

This invention consists in a means for unwinding a curtain from one roller and winding it upon another roller, and then reversing the action of the actuating mechanism, so as to wind the curtain upon the first-named roller and unwind it from the second-named roller. This is effected by arranging the rollers of the curtain in such a relation to the actuating mechanism that belts, pulleys, and clutches can be applied so as to disconnect one roller and simultaneously apply the winding-up mechanism to the other roller, thereby reversing the movement of the curtain. In this manner the advertisements painted or otherwise applied on the surface of the curtain are exhibited in succession and then moved out of view.

In the drawing—

Figure 1 is an elevation of my said apparatus, and Figure 2 is a plan of the shifting mechanism.

The frame of the apparatus is made of sides *a a* and an open front-*b*, through which the advertisements upon the curtain *c* are visible. This frame or front *b* may be made to contain a glass to protect the curtain *c*, but allow of its being seen.

The curtain passes over the roller *d*, and one end is attached to the roller or cylinder *e*.

The roller *f* receives the other end of the curtain *c*, said curtain passing below the roller *g*, so as to be kept in a straight position behind the frame or front *b*.

Upon the rollers *e* and *f* are pulleys for the bands *r* and *s*, that pass to the pulleys *h i*, upon the shaft *l*, that is driven by a spring and gearing, as illustrated in the drawing, or by analogous means.

The clutch *n* and lever *m* are applied between the pulleys *h* and *i*, so that the clutch *n* may be slidden along and connect either the pulley *h* or the pulley *i* with the shaft *l*.

By this means the curtain can be wound in either direction, and when the pulley *h* is in gear with the shaft *l*, and acting to wind the curtain upon the roller *e*, the pulley *i* tends, by the friction of the pulley on the shaft, to keep the curtain tight as it unwinds from the roller *f*.

I claim as my invention—

The arrangement of the pulleys *h* and *i*, bands *r* and *s*, rollers *e* and *f*, clutch *n* and lever *m*, in combination with the advertising-curtain *c*, as and for the purposes set forth.

Dated September 12th, A. D. 1870.

Witnesses:

W. HEBDON.

CHAS. H. SMITH,
GEO. T. PINCKNEY.