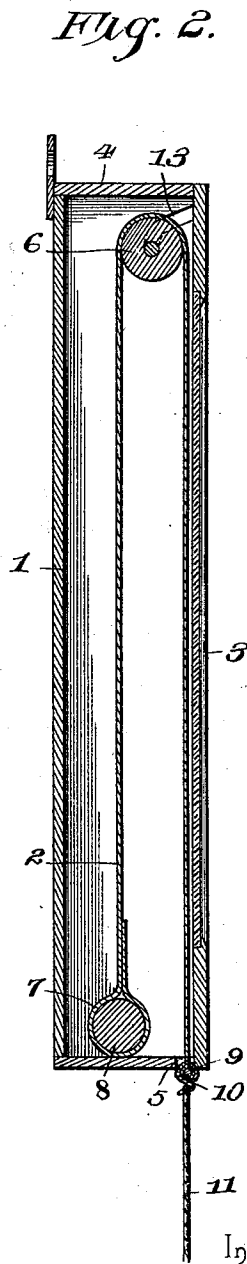
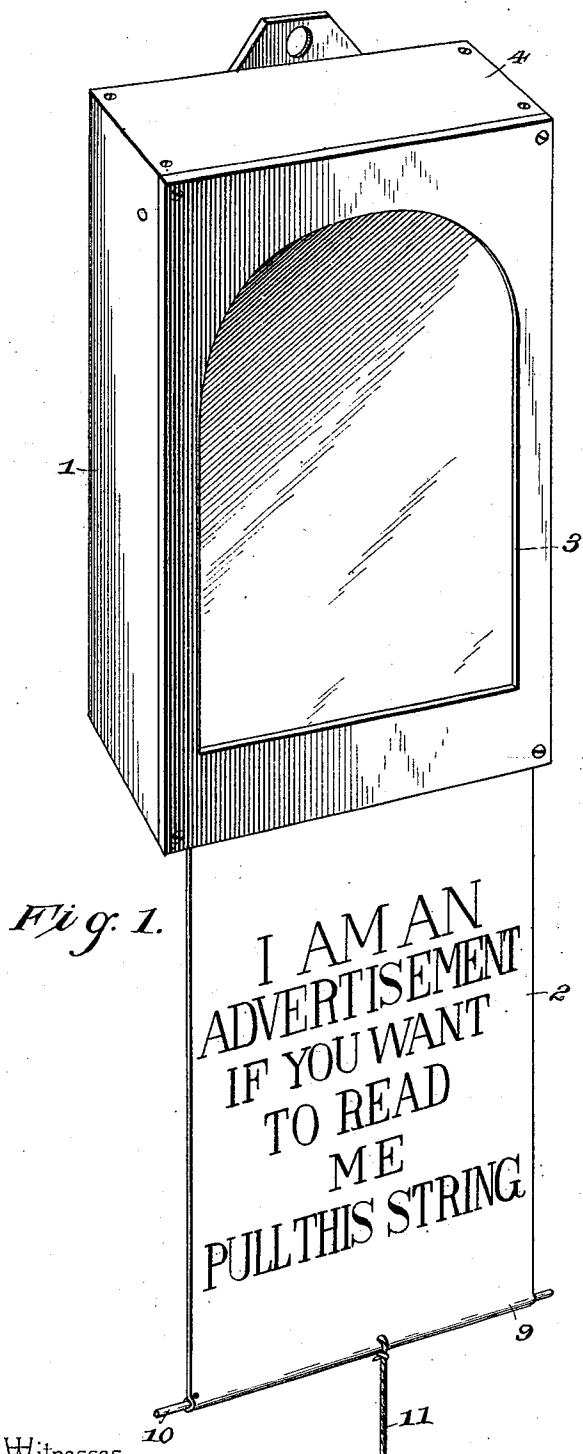


(No Model.)

H. F. ATTAWAY.
ADVERTISING DEVICE.

No. 516,884.

Patented Mar. 20, 1894.



Witnesses
Ed Ford
N. W. Riley

By *his* Attorneys.

Henry F. Attaway,

Carroll & Co.

UNITED STATES PATENT OFFICE.

HENRY F. ATTAWAY, OF HILLSBOROUGH, TEXAS.

ADVERTISING DEVICE.

SPECIFICATION forming part of Letters Patent No. 516,884, dated March 20, 1894.

Application filed May 27, 1893. Serial No. 475,697. (No model.)

To all whom it may concern:

Be it known that I, HENRY F. ATTAWAY, a citizen of the United States, residing at Hillsborough, in the county of Hill and State of Texas, have invented a new and useful Advertising Device, of which the following is a specification.

The invention relates to improvements in advertising devices.

The object of the present invention is to provide a simple and inexpensive advertising device adapted to be placed on street corners and other public places and capable of exciting the curiosity and attracting attention, and thereby directing the attention of persons to the advertisement.

A further object of the invention is to enable the advertisement to be readily changed to present other advertisements.

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.

In the drawings: Figure 1 is a perspective view of an advertising device constructed in accordance with this invention and showing the strip or sheet drawn out. Fig. 2 is a vertical sectional view.

Similar numerals of reference designate corresponding parts in both figures of the drawings.

1 designates a rectangular casing, having an open front for displaying an advertising sheet 2, which is adapted to be drawn down to display, through the opening 3, a portion of its surface designed to bear the advertisement, which is normally concealed within the casing. The casing has a removable top 4, and is provided in its bottom with a transverse slot or opening 5, through which the advertising sheet or strip is drawn. The advertising sheet, which is preferably constructed of paper but which may be of any suitable material, passes over a roller 6, and is provided, at its inner end, with a loop 7, formed by folding the strip or sheet on itself and receiving a weight 8, which returns the advertising strip or sheet to its initial position after being released by the person operating the device. The outer end of the strip or advertising sheet 2 is provided with a loop 9, receiv-

ing a rod 10, and having attached to it a string 11, or its equivalent. The roller is provided at its ends with journals, one of which is arranged in an opening and the other is located in a slot or recess 13, which permits the removal of the roller when the front of the casing is taken off or detached by removing the screws thereof.

The front portion of the advertising strip or sheet is designed to bear on each of its faces a statement consisting of the following: "I am an advertisement. If you want to read me pull the string," or an equivalent statement. The advertisement is printed on the inner portion, which is normally concealed, and a different advertisement may be printed on each of its faces in order to enable the strip or advertising sheet to be turned to expose a different advertisement.

In the device shown the front is detachable and enables the roller to be readily removed and another advertising sheet to be substituted for the one in the device.

It will be readily apparent that the advertising device is simple and inexpensive in construction, and that it is adapted to excite the curiosity and attract attention to the advertisement. It will also be apparent that the advertisement exposed may be quickly changed, which is an advantageous feature.

Changes in the form, proportion, and the minor details of construction may be resorted to without departing from the principle or sacrificing any of the advantages of this invention.

Instead of having the front of the casing entirely open a pane or plate of glass may be employed. In practice it may also be desirable to place a card on top of the casing to indicate when the advertisement is changed or that a new advertisement is in the casing.

What I claim is—

1. An advertising device, comprising a casing having an open front and provided at its bottom with a slot, a roller journaled at the top of the casing, an advertising sheet or strip passing over the roller and consisting of front and back, or inner and outer portions, each of which extends from the roller to the bottom of the casing, said advertising sheet being adapted to be drawn through the bottom of the casing to expose the inner or back por-

tion through the open front of the casing, and a weight attached to the inner end of the advertising strip or sheet for returning the same, substantially as described.

- 5 2. The combination of a casing provided with a slot at its bottom and having an open front, and provided at its top with a bearing-opening and a bearing-recess, a roller detachably journaled in the bearing-opening and recess,
10 an advertising sheet or strip arranged on the roller and extending downward on both sides of the same forming inner and outer

portions, said strip or sheet being provided at its inner end with a loop, a weight detachably arranged in the loop, and a string or the like 15 attached to the outer end of the advertising strip or sheet, substantially as described.

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

HENRY F. ATTAWAY.

Witnesses:

WM. O. CHRISTOPHER,
H. E. DREYER.