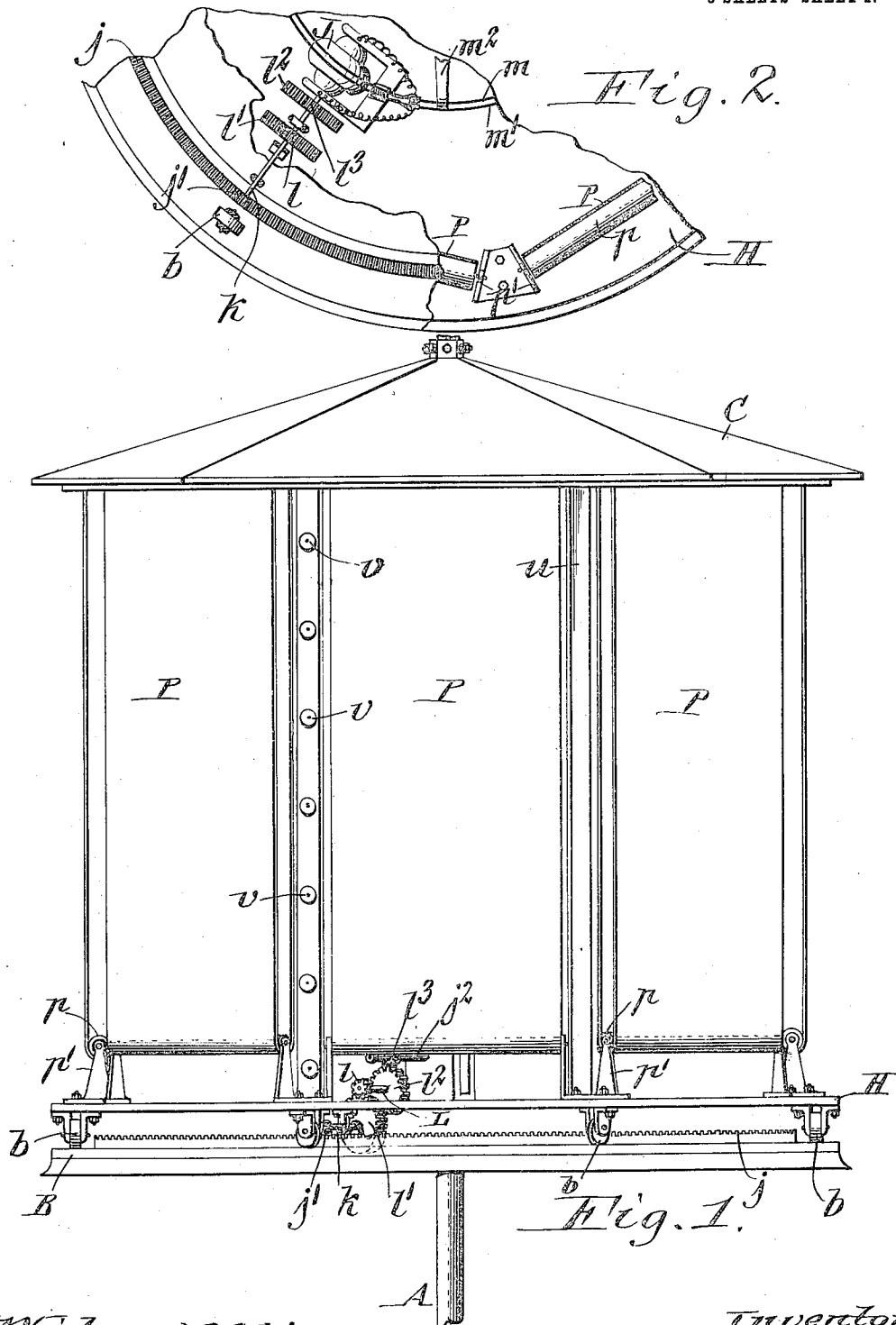


M. E. TORREY.
ADVERTISING DEVICE.
APPLICATION FILED JAN. 30, 1911.

1,045,642.

Patented Nov. 26, 1912.

3 SHEETS—SHEET 1.



Witnesses:-
Alfred Barkenhagen
Richard Sommer

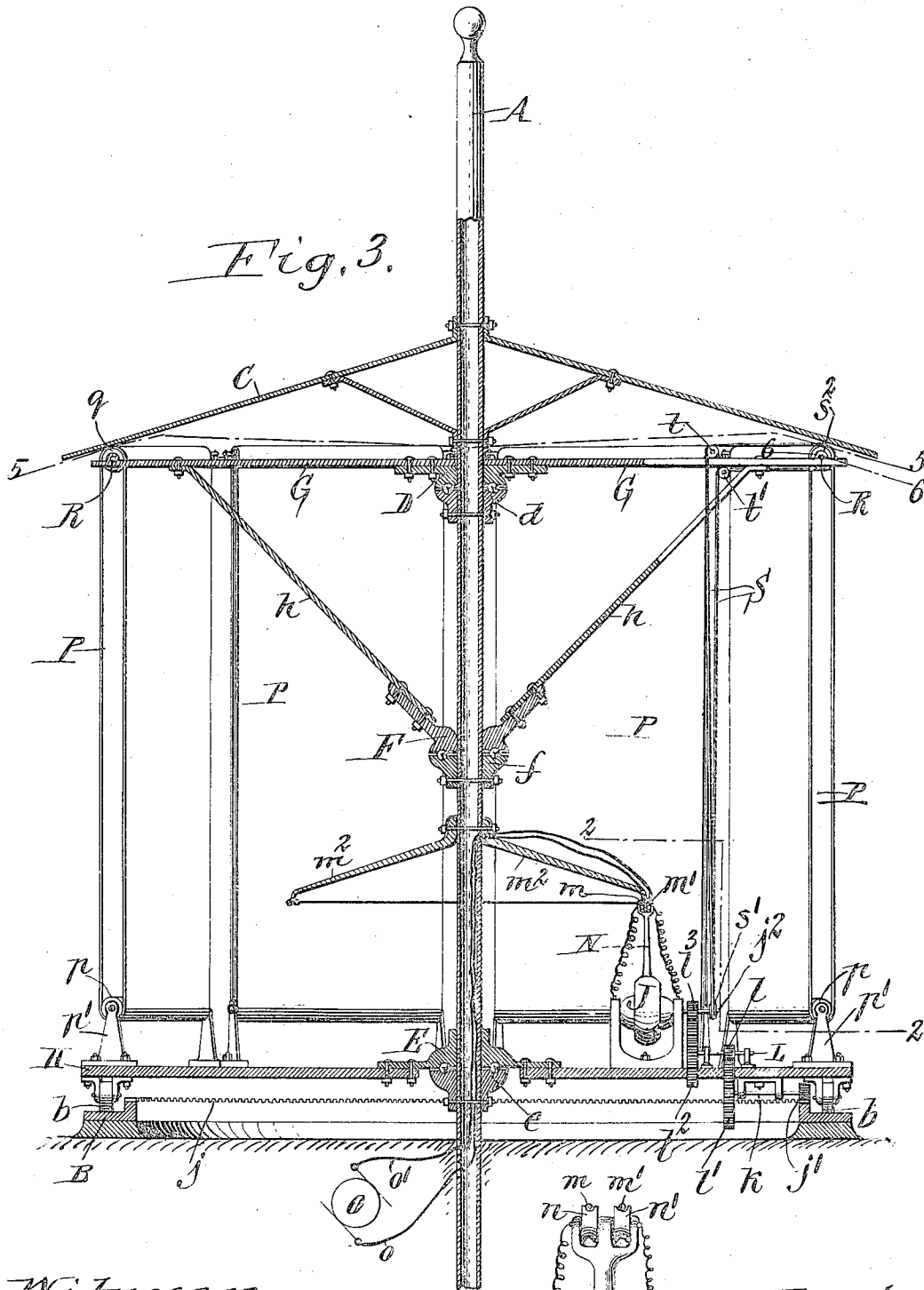
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by Geper & Popp
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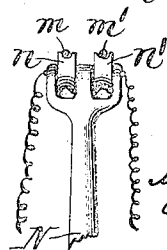
Patented Nov. 26, 1912.

3 SHEETS—SHEET 2.



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Fig. 4.



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3 SHEETS—SHEET 3.

Fig. 5.

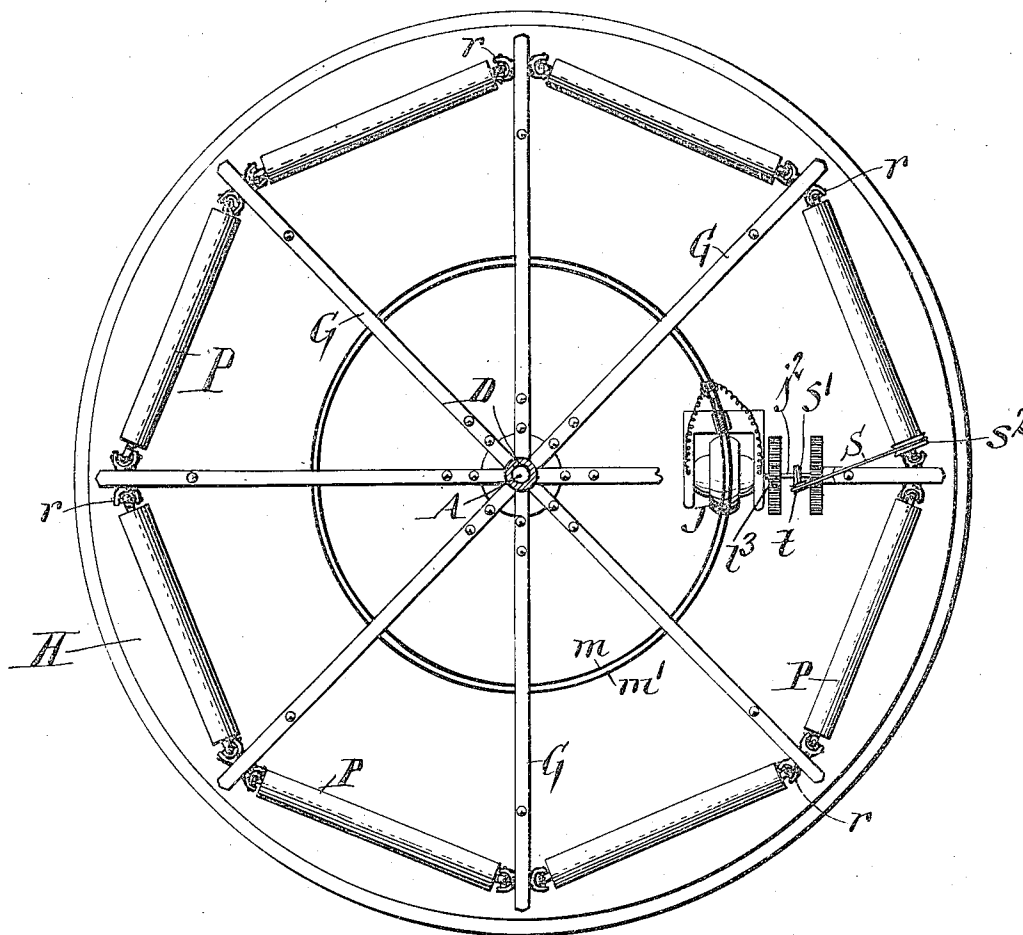
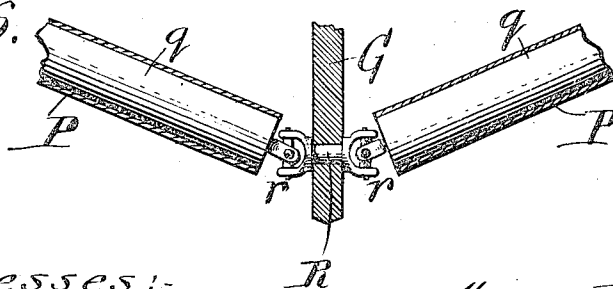


Fig. 6.



Witnesses:
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Richard Sommer

Inventor
Margaret E. Torrey
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UNITED STATES PATENT OFFICE.

MARGARET E. TORREY, OF ST. LOUIS, MISSOURI.

ADVERTISING DEVICE.

1,045,642.

Specification of Letters Patent.

Patented Nov. 26, 1912.

Application filed January 30, 1911. Serial No. 605,469.

To all whom it may concern:

Be it known that I, MARGARET E. TORREY, a citizen of the United States, residing in the city of St. Louis and State of Missouri, have invented new and useful Improvements in Advertising Devices, of which the following is a specification.

The object of this invention is to provide a simple, inexpensive and durable advertising device which has the general form of an upright horizontally revolving tower the walls of which are provided with movable advertisements so that a large number and variety of advertisements can be displayed, whereby the interest of the public in said advertisements will be increased and this form of advertising is rendered more valuable.

In the accompanying drawings consisting of 3 sheets: Figure 1 is a side elevation of my improved advertising device. Fig. 2 is a fragmentary horizontal section of the same in line 2—2, Fig. 3. Fig. 3 is a vertical central section of the same. Fig. 4 is a fragmentary elevation of the trolley whereby the current is supplied to the motor which operates the advertising bands. Fig. 5 is a horizontal section in line 5—5, Fig. 3. Fig. 6 is a fragmentary horizontal section, on an enlarged scale, in line 6—6, Fig. 3 showing the means for operatively connecting two adjacent upper band supporting rollers.

Similar letters of reference indicate corresponding parts throughout the several views.

My improved advertising device has the general form of an upright tower the walls of which have both a vertical and a horizontal movement and bear advertisements which are exposed successively to the view of the public. The main frame or stationary part of the device comprises an upright center post or mast A mounted on the ground in any suitable way, an annular track B arranged on the ground concentrically with the post, and a canopy or roof C arranged on the upper part of the post and preferably sloping from its center toward the edge thereof.

Between the track and canopy is arranged a horizontally rotatable turret having a frame comprising upper, lower and intermediate movable hubs D, E, F which turn horizontally on the post and are mounted by means of ball bearings on upper, lower and intermediate stationary bearing collars

d, e, f on the post, an upper head composed of a plurality of upper sweeps G radiating horizontally from the upper hub, a lower head constructed in the form of a horizontal platform H which is secured centrally to the lower hub, and a plurality of inclined braces h connecting the intermediate hub and the sweeps of the upper head. At its outer edge the platform or lower head is provided on its underside with a plurality of rollers b which run on the track B and thus aid in supporting the frame of the turret. This turret may be rotated by various means but preferably by means of an electric motor J mounted on the platform. The motion of this motor is utilized for rotating the turret by means of an annular stationary gear rack j arranged on the inner edge of the track B, a lower final shaft k journaled on the lower head or platform and having a pinion j¹ meshing with the gear rack, and an intermediate shaft L also journaled on the platform and provided with a pinion l meshing with a gear wheel l¹ on the final shaft and also provided with a gear wheel l² which meshes with a pinion l³ on the shaft j² of the motor.

When the motor is in operation the same drives the pinion j¹ through the medium of the intermediate train of gearing thereby causing the final gear pinion j¹ to roll around the gear rack and turn the turret. The current is preferably supplied to the motor by means of two annular trolley wires m, m¹ which are supported concentrically on the post above the platform by means of arms m², a trolley pole N connected with the motor and having two trolley wheels n, n¹ which form the terminals of the motor and which engage respectively with the trolley wires m, m¹, and an electric generator O having its terminals connected by wires o, o¹ with the trolley wires m, m¹. As the turret revolves the wheels n, n¹ roll along the wires m, m¹ and thus keep the motor constantly in electrical communication with the source of supply of the electric current.

P represents a plurality of endless bands, belts or aprons which are arranged to form the annular wall of the tower and which are adapted to bear advertisements on the exposed surfaces. Each of these bands is arranged to form inner and outer straight or upright runs and upper and lower turns connecting the upper and lower ends of the runs. The lower turns of the bands pass

around lower rollers p journaled in bearings p^1 on the lower head or platform of the turret while the upper turns pass around upper rollers q . The upper and lower rollers of the several bands are arranged at an angle to a radial line from the axis of the turret so as to support the bands in position to form a polygonal wall for the tower. The bands are moved vertically so as to successively expose different advertisements on the outer side of the outer runs of the bands. By this means a very large number of advertisements may be carried in the device and thus not only increase the interest and attract the attention of the public in the advertisements but also increase the earning capacity of the device. Although the bands may be moved vertically in various ways the means for this purpose shown in the drawings are suitable and constructed as follows: R represents a plurality of short shafts or spindles each of which is journaled in a bearing at the outer end of one of the sweeps of the upper head. At its opposite ends each spindle is connected by universal joints r with the adjacent opposing ends of two upper band supporting rollers, whereby the several upper rollers are caused to turn in unison together with the advertising bands mounted thereon. Motion is transmitted to the upper supporting rollers from the electric motor preferably by means of a driving belt S passing around driving and driven pulleys s^1 , s^2 arranged respectively on the motor shaft and one of the upper supporting rollers and also around intermediate rollers t , t^1 arranged on one of the sweeps of the upper turret head, as shown in Figs. 3 and 5. By this means the motor operates to turn the turret horizontally and also moves the bands vertically while the same are be-

ing carried around with the turret, thereby obtaining the maximum advertising effect of the device. The space occupied by this device is comparatively small while the advertising area of its bands is comparatively large rendering the device specially suited for localities in which but a limited amount of space is available for this purpose. If desired the space between the vertical edges of adjacent bands may be occupied by a stationary panel u , as shown on the right side of Fig. 1 for carrying additional advertising mater or this space may be occupied by electric lamps v , as shown on the left side of Fig. 1, for illuminating the signs or advertisements of the tower at night.

I claim as my invention:

An advertising device comprising a horizontally rotatable turret having a set of upper radial sweeps and a lower platform, each sweep being provided at its outer end with a horizontal bearing and the platform being provided with a plurality of bearings each of which is vertically in line with the bearing of one of said sweeps, a short horizontal coupling shaft journaled in each of said sweep bearings, a set of upper horizontal rollers, universal joints connecting opposite ends of each upper roller with the adjacent ends of two coupling shafts, a set of lower horizontal rollers journaled in said platform bearings, and a plurality of advertising bands each of which passes around one of said upper rollers and one of said lower rollers.

Witness my hand this 26th day of July, 1910.

MARGARET E. TORREY.

Witnesses:

SUSAN DILLON,
JOHN H. NIEMEIER.