To all whom it may concern:

Be it known that we, CLARENCE MYERS and ALONZO H. BURCHARD, citizens of the United States, residing at Houston, in the county of Harris and State of Texas, have invented certain new and useful Improvements in Electro-Automatic Advertising-Machines, of which the following is a specification.

This invention relates to display or exhibiting apparatus, and has special reference to an improved machine of this character which may be characterized as an electro-automatic advertising machine.

To this end the invention contemplates an attractive and useful advertising machine embodying means for exhibiting a succession of advertising devices or cards in such a way as to command attention. In this connection the invention has also in view a construction which permits a pair of display or advertising cards to be exhibited at the same time in such a manner as to insure the best results from an advertising standpoint.

With these and many other objects in view which will more readily appear as the nature of the invention is better understood, the same consists in the novel construction, combination and arrangement of parts hereinafter more fully described, illustrated and claimed.

The essential features of the invention are necessarily susceptible to a wide range of structural modification, but a preferred embodiment of the invention is shown in the accompanying drawings in which—

Figure 1 is a perspective view of an advertising machine embodying the improvements claimed herein. Fig. 2 is an enlarged central vertical sectional view of the machine. Fig. 3 is a vertical transverse sectional view on the line 3—3 of Fig. 2.

Like references designate corresponding parts in the several figures of the drawings.

The working parts of the machine are completely housed in a cabinet 1 of ornamental design and essentially consisting of an upright rectangular casing provided at the front side thereof with an opening which may be properly termed a front exhibiting opening 2 through which the display or advertising cards are exposed to view. The front part of the cabinet is projected beyond the exhibiting opening 2 so that in front of the inclosed glass cover 3 which adds materially to the finish and appearance of the cabinet while at the same time protecting the interior parts from dust and weather conditions. In advance of the front opening 2 and at what may be termed the lower end of the glass cover 3, there is arranged a bottom rest ledge 4 the function of which will presently appear, and at the top edge of said opening 2 in a different vertical plane from the ledge 4, there is provided a top rest shoulder 5 forming a cooperative relation to the ledge 4 for the simultaneous support of a pair of the display or advertising cards 6, as will hereinafter more fully appear.

Another feature in the cabinet construction is the arrangement of an inclined reflecting mirror 7 within the glass cover 3 above the plane of the opening 2, and inside of the cabinet proper above the plane of the said opening 2 there is also preferably arranged what may be termed an inclined card guiding chute 8 which serves to hold the display cards in an upright position and bring them at the proper angle into their place over the front exhibiting opening 2.

The display cards 6 constitute a part of an endless indicator carrier which essentially comprises a pair of opposite parallel endless chains or equivalent belts 9, a succession of parallel transverse carrying rods 10 connecting the opposite chains and a continuous series of the display cards 6 pivotally hung at one edge from the rods 10. The endless indicator carrier is arranged in an upright position within the cabinet, and the rods 10 thereof are permanently secured at their ends as at 11 to the opposite chains, while the cards or plecards, are pivotally connected with the rods through the medium of the hanger clips 12 or equivalent connections which permit the cards to be self-adjusting, that is, to tend to normally gravitate to a vertical position.

The endless chains 9 are arranged to pass over pairs of sprocket wheels 13 mounted respectively on the upper and lower carrier shafts 14 and 15, and to provide means for rotating the indicator carrier, it is preferable to mount on the lower carrier shaft 15 a crown or equivalent gear wheel 16 meshing with a mutilated gear 17 constituting an element of the driving gearing 18 which is driven from an electric motor 19 mounted within the bottom of the cabinet and receiv-
ing its supply of current from an external source of energy or from a battery or batteries which may be conveniently mounted in the cabinet. The effect of a mutilated gear drive for the indicator carrier is to give the same an intermittent motion so that the display cards will remain in their exposed positions sufficiently long to permit the observer to fully read the same before the next set of cards is brought to view.

It will be observed from the construction described that one card is held in an upright position against the shoulder of the succeeding card which has dropped from said shoulder will rest on the ledge, thus exposing two cards at a time. These two cards may contain thereon related matter, that is one may have pictorial features thereon while the other has printed matter, and to add to the attractiveness of the exhibit, the matter on the lower exposed card will be reflected in the mirror.

Guiding wheels 20 on an idler shaft 21 arranged in rear of the front exhibiting opening serve to hold the front run of the endless indicator carrier in a properly guided position so as to pass in rear of the said opening and present the display cards in the manner above explained.

From the foregoing, it is thought that the construction, operation and advantages of the herein described machine will be apparent without further description.

We claim—

1. In a machine of the class described, a cabinet having a front opening and top and bottom rests, an inclosed glass cover projected beyond and surrounding the front and sides of said opening, an inclined mirror located within the upper part of said cover above said opening, and an endless indicator carrier having a successive series of self-adjusting display cards cooperating with said top and bottom rests, and one of which cards is adapted to be reflected in said mirror.

2. In a machine of the class described, a cabinet having a front opening, a glass cover arranged in front of said front opening, a mirror located behind the glass cover and above the front opening, a carrier having display cards, and means for exhibiting one display card directly through the glass cover, and at the same time exhibiting a second card in the mirror and from thence through the glass cover.

3. In a machine of the class described, a cabinet having a front opening, a glass cover arranged in front of said front opening, a mirror located behind the glass cover and above the front opening, a carrier having display cards, stops for retaining two of said cards in a position whereby one of them will be exhibited directly through the glass cover and the other will be exhibited by reflection in the mirror, and means for intermittently operating said carrier.

In testimony whereof we hereunto affix our signatures in the presence of two witnesses.

CLARENCE MYERS.
ALONZO H. BURCHARD.

Witnesses:
EARL V. HEADY.
J. M. STRICKLER.