(No Model.) 2 Sheets—Sheet 1.

C. D. GOODWIN & W. M. CHASE.

ADVERTISING DEVICE.

No. 401,158. Patented Apr. 9, 1889.

Fig. 1



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(No Model.) 2 Sheets—Sheet 2

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Fig. 2

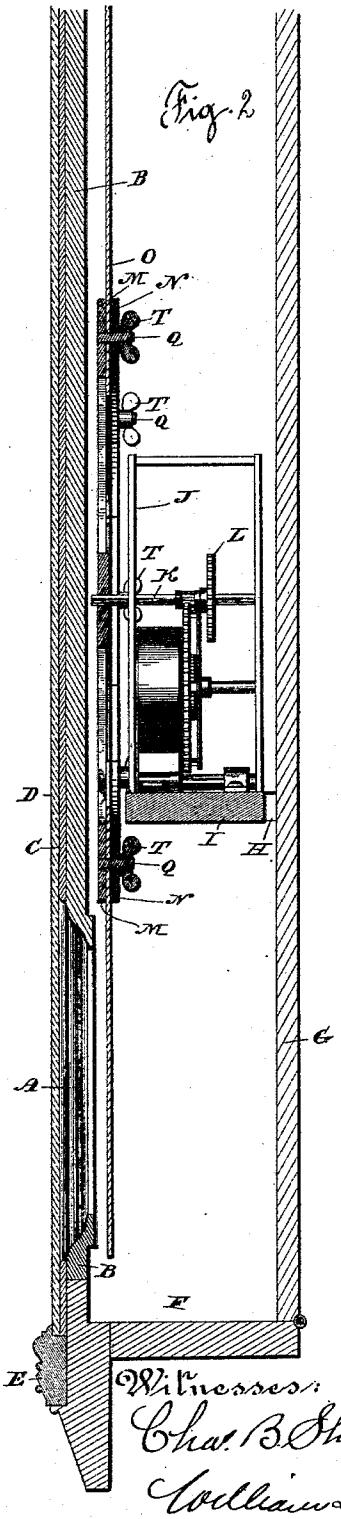


Fig. 4

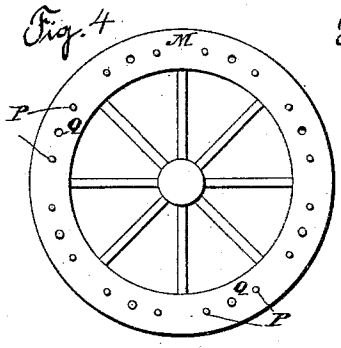


Fig. 5

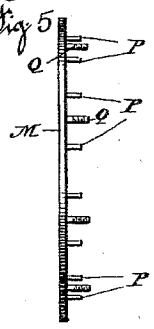


Fig. 3

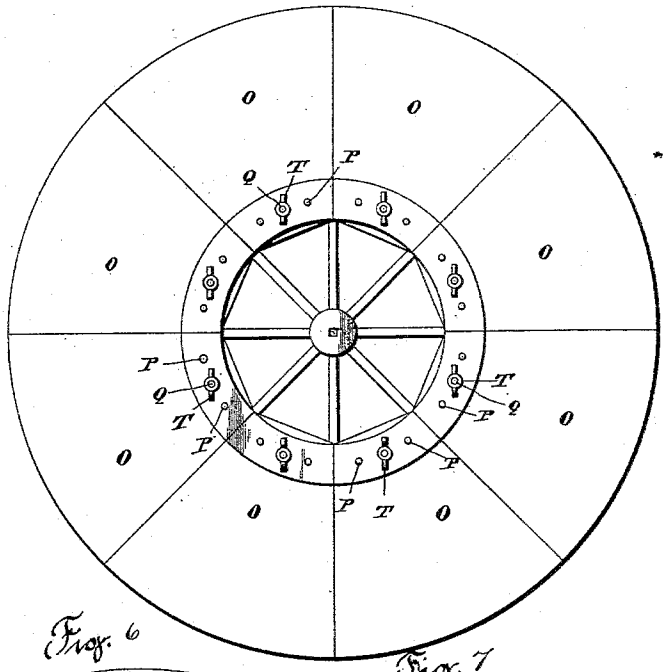


Fig. 6

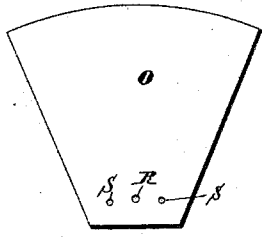
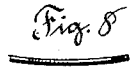


Fig. 7



Fig. 8



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UNITED STATES PATENT OFFICE.

CHARLES D. GOODWIN AND WILLIAM M. CHASE, OF NEW HAVEN, CONNECTICUT.

ADVERTISING DEVICE.

SPECIFICATION forming part of Letters Patent No. 401,158, dated April 9, 1889.

Application filed August 13, 1888. Serial No. 282,526. (No model.)

To all whom it may concern:

Be it known that we, CHARLES D. GOODWIN and WILLIAM M. CHASE, residing at New Haven, in the county of New Haven and State of Connecticut, have invented certain new and useful Improvements in Advertising Devices; and we do declare the following to be a full, clear, and exact description of the the same, reference being had to the accompanying drawings, which form a part of this specification.

Our invention relates to an improvement in advertising devices, the object being to produce an automatic device of simple construction, wide range of effect, and attractive and ornamental appearance.

With these ends in view our invention consists in an advertising device having certain details of construction and combinations of parts, as will be hereinafter described, and pointed out in the claims.

In the accompanying drawings, Figure 1 is a view in front elevation of our improved device. Fig. 2 is an enlarged broken view thereof in vertical section. Fig. 3 is a detached view, in rear elevation, of the card-wheel. Fig. 4 is a detached face view of the wheel-plate. Fig. 5 is a detached edge view thereof. Fig. 6 is a detached rear view of one of the cards. Fig. 7 is a similar view of one of the segments; and Fig. 8 is an edge view of such segment.

As herein shown, an aperture, A, is formed in the center of the lower edge of a panel, B, constituting the field for the display for as handsome and attractive a picture, C, as may be selected. The said panel and a glass, D, for its protection, are mounted in a composite frame, E, made of rich molding. A box or case, F, attached to the back of the molding and having a door, G, through which its interior is accessible, has each of its opposite sides provided, as shown by Fig. 2 of the drawings, with a slot, H, to receive the seat-board I, which supports a striking clock-movement, J, preferably constructed to strike the half hours. The arbor K of the seconds-wheel L of the strike-train of this movement is extended through the front plate thereof and squared. The said arbor carries and periodically rotates a flat and virtually disk-shaped card-wheel interposed between the back of the panel and the said seat-board and clock-movement, and consisting of a wheel-plate, M, retaining-segments N, and sector-shaped cards O, upon which the advertisements are displayed. The said plate has a hub having a squared opening to receive the said arbor, radial spokes, and a rim provided upon its rear face with pins P, and fixed threaded studs Q, arranged in groups, with a pin on each side of each stud. The said segments are slightly bent longitudinally, and hence elastic under tension, and their inner ends and the inner ends of the cards are each provided with holes R and S, respectively, corresponding to the said studs and pins, so that when the cards and segments are assembled on the wheel-plate the holes R will receive the studs and the holes S receive the pins. Thumb-nuts T, screwing upon the threaded ends of the studs, are provided for fastening the cards and segments to the said plate. By locating the pins and studs upon the rear face of the wheel-plate, and providing for ready access into the box from the rear, the cards may be removed and replaced without removing the wheel or disturbing the apparatus. When the thumb-nuts are screwed down upon the segments, the same are put under some tension, whereby, when such nuts are loosened or removed, the segments recover their shape, and in so doing are automatically disengaged from the pins and studs. Under this construction of the card-wheel it is obvious that any card may be removed and replaced without disturbing any other card, and that the cards may be changed in their relative arrangement so as to produce a wide range of effect.

It is designed that the advertising matter shall be subordinate to the picture, which is to be as striking and attractive as it can be made. Time is not indicated by the device, but as often as the time side of the clock releases the strike side thereof the actuation of the latter will rotate the card-wheel and bring another advertisement to view through the aperture in the panel. If the clock be built to strike the half-hours, then the different cards will be displayed half an hour each. If built to strike

the quarters, then each card will be exposed for a quarter of an hour, and so on.

We would have it understood that we do not limit ourselves to the exact construction shown and described, but hold ourselves at liberty to make such changes and alterations as fairly fall within the spirit and scope of our invention.

We are aware that the intermittent display of advertisements by means of a wheel or drum and clock-work is not new. We do not, therefore, broadly claim such a device; but,

Having fully described our invention, what we claim as new, and desire to secure by Letters Patent, is—

1. In an advertising device, the combination, with a flat panel displaying a picture upon its outer face and having a single aperture formed in it between its edge and the border of such picture, of a frame of molding for such panel, a case located behind the frame, which is adapted to be supported in an upright position, a clock-movement located in the case, and a single imperforate flat or disk-shaped wheel for displaying the advertisements interposed between the back of the panel and the said movement, an arbor of the strike-train whereof is forwardly extended for the purpose of supporting and intermittently rotating the said wheel, substantially as set forth.

2. In an advertising device, the combination, with a panel having an aperture in it, of a clock-movement located behind the panel, and a flat or disk-shaped card-wheel located directly back of the panel connected with the clock-movement, so as to be supported and intermittently rotated thereby, and composed of a wheel-plate, sector-shaped cards having their inner and narrower ends applied to the rim of such plate, and retaining-segments placed upon such ends of the cards and secured to the plate, substantially as set forth.

3. In an advertising device, the combination, with a panel having an aperture in it, of a clock-movement located behind the panel, and a flat or disk-shaped card-wheel located directly behind the panel connected with such clock-movement, so as to be supported and intermittently actuated thereby, and composed of a wheel-plate, sector-shaped cards having their inner and narrower ends applied to the rim of the plate, retaining-segments placed upon such ends of the cards, and pins and studs for securing the cards and segments to the plate, substantially as set forth.

In testimony whereof we have signed this specification in the presence of two subscribing witnesses.

CHAS. D. GOODWIN.
WILLIAM M. CHASE.

Witnesses:
CHAS. B. SHUMWAY,
WILLIAM HARRISON.