

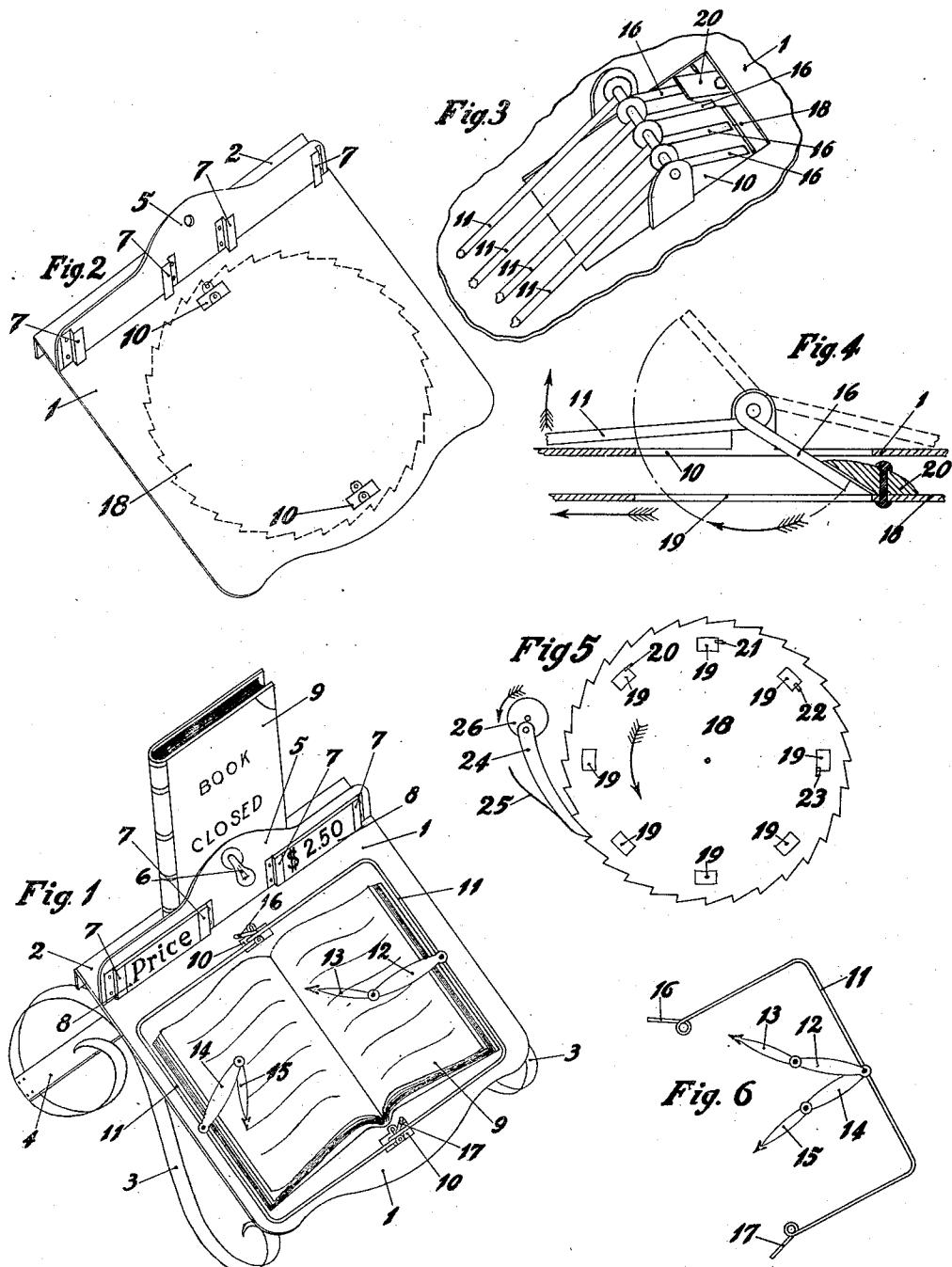
April 12, 1932.

W. H. YOUNG

1,853,713

MACHINE FOR DISPLAYING BOOKS FOR SALE

Filed Oct. 8, 1929



Inventor.

William Henry Young

UNITED STATES PATENT OFFICE

WILLIAM HENRY YOUNG, OF JAMAICA, NEW YORK

MACHINE FOR DISPLAYING BOOKS FOR SALE

Application filed October 8, 1929. Serial No. 398,223.

My invention relates to improvements in machines for holding a book and turning its pages to and fro. The objects of my improvement are: first, to provide a device upon which any copy of an ordinary book may be placed and held without altering it or damaging it in any way, and then have groups of selected pages turned over and back in serial order, for the public to see, and thus arouse a desire to purchase the book.

My second purpose is to provide adjustable pointers, that are movably fastened to the members that grasp and turn the groups of selected pages, the said pointers to be adjusted on each page so as to direct the eye instantly to a certain selected sentence, for the public to read, and thereby get a clear idea of the nature of the book that is for sale. My third purpose is to provide a means for holding in plain sight another copy of the same book, only closed, so as to show its size, binding, title, etc. My fourth purpose is to provide means for holding removable cards to show the price, or similar information about the book that is displayed. My fifth purpose is to provide a light to shine upon the book so that the printing can be easily read at night, and also to attract attention to the display both day and night.

The whole device is simple, durable, attractive, and suitable for all the usual sizes of published books.

I am aware that machines are in use that turn the pages of music books, but they are not automatic, as the hand or foot has to actuate them. There are also other machines that turn book pages to and fro automatically, but they use imitation books, with a few pages to display advertising, not to display the book as a book.

My improvement differs from all others in taking ordinary books, such are for sale in bookstores, and automatically turning their own pages over and back in regular order, without altering or harming the book in any way. My device will work constantly, as long as desired, and attract the public by its little lamp, and its motions, and arouse their curiosity enough to stop and read the

selected sentences. Thus the public is compelled to examine the book carefully, and get a desire to purchase the book while at the place where it is on sale. As the books are not injured, and may be changed in a few seconds, several books can be displayed every day.

I attain these desirable objects by the mechanism illustrated in the accompanying drawings in which:—

Figure 1 is a perspective view of the complete machine; Figure 2 is a perspective view of the top and its parts, with a dotted outline of the ratchet-disc that revolves underneath the top to actuate the turning-members; Figure 3 is a perspective view of one of the two rectangular openings in the top-piece, with portions of the four arms in their position when ready to be turned the other way, in serial order, as their short ends are engaged one by one by lugs, one of which is shown ready to turn the upper one; Figure 4 is a sectional elevation of the upper opening in the top-piece, showing an opening of the ratchet-disc that revolves just under the top-piece, and the short end of one of the turning-arms ready to be actuated by its corresponding lug; Figure 5 is a plan view of the ratchet-disc, with its eight openings and four staggered lugs; the pawl and its spring that moves the ratchet-disc, and the crank-disc that moves the pawl; Figure 6 shows one of the four arms with its bent short ends, and its two sets of adjustable pointers, between which a selected group of pages is held for turning.

Similar numerals refer to similar parts in all views.

My device consists of a sheet-metal top-piece 1, the upper edge of which is turned up 5, to hold an electric bulb 6, and four little clips 7, under which two removable cards can be held, 8—8.

On the back of piece 5 is fastened a shelf-piece 2, upon which can be laid, or stood, a closed copy of the book that is displayed for sale.

The top-piece 1 is held at a convenient slant for reading by two ornamental legs, or supports, 3, riveted to the top 1, and also con-

55

60

65

70

75

80

85

90

95

100

nected together by a metal strip 4, on which the motor, clockwork, or driving mechanism and connections are to be fastened.

Through the top-piece 1 two openings are 5 cut, 10-10, each having two lugs turned up to hold the two short rods on which the four turning-arms revolve, 11-11, as shown in Figure 3.

Underneath the top-piece 1 is pivoted the 10 large disc 18, with its periphery cut into saw-like ratchets, by which teeth the disc is revolved, notch by notch, by action of the pawl 24, which is held against the ratchet-teeth by the spring 25, and is reciprocated by 15 the crank-disc 26 as it is slowly revolved by the motor, clockwork, or other driving means, and proper reducing gear, not necessary to be shown.

At equal intervals on the disc 18 there are 20 pierced eight openings 19, for the short ends 16 and 17 of the arms 11, to pass through as they are turned over by the action of the four lugs 20, 21, 22, 23.

Whatever number of turning-arms 11 are 25 decided upon, there must be twice as many openings 19 provided, because when an arm 11 is turned its other short end has also to turn, and must have an opening in the ratchet-disc to make it possible. But I find 30 that four is the best number of turning-arms 11 to have as enough pages are turned and displayed to give a good idea of any book, and yet there are not so many as to tire anyone.

The four lugs 20, 21, 22, 23, are riveted at 35 the edge of each of the four openings 19, at four different intervals, or staggered, as shown, so that the short end of each arm 11 will be engaged in turn by the succeeding lug 20, 21, 22, 23.

40 It will be seen how the four lugs first turn the upper short ends (for example 16) serially, until all four arms 11 have been turned in one direction, and then, as the disc 18 keeps on revolving, it brings the same four lugs 20, 21, 22, 23 into serial contact with the lower short ends 17 and turns all four arms 11 back again in the opposite direction.

In this way the four turning-arms 11 45 keep turning their enclosed groups of selected pages, one after the other in serial order, first to one side, and then to the other, as long as the driving mechanism is running, day or night.

50 These arms 11 are made preferably of wire, bent so as to wind around the short axles, one of which is shown plainly in Figure 3; and they are also looped in the middle so as to allow a screw or rivet to be passed through 55 the loop and also through the ends of the two sets of pointers 12 14, and thus clasp the pointers movably to the arms 11.

These pointers 12-13 and 14-15, two such 60 sets to each of the four arms 11, are jointed to each other and to the arm 11 so that they

can be moved on each page of the book to point to any desired sentence.

These pointers 12-13 and 14-15 are 65 springy enough to allow of a variable number of book-pages to be placed between them, so that any selection can be made of the pages 70 to be read.

In operation of my device, two copies of the 75 book to be displayed for sale, are taken; one copy is placed, closed, on top of the shelf 2, and back of the turned-up part 5, preferably held by a clamp or spring, not shown. This copy gives the public a full view of the size, binding, title, and color of the book that is for sale.

The price, or other such information, is 80 written on the two removable cards 8-8.

On the top 1 is then opened out the other copy of the book to be displayed, and four groups of its pages are selected for perusal, 85 and are then slipped under the four sets of pointers 12-13, 14-15, and the adjustable points are turned to point out the sentence on each page that should be read.

Just above the opened copy of the book 9 90 there is a little light 6, which preferably flickers to attract attention, that serves the double purpose of getting attention day and night, and of shining on the pages at night.

The advantages of my invention are; that 95 it gets interested attention, both day and night for the single book that is thus displayed for sale; also that it does not mark or injure any copy; also that it gives a full and satisfactory answer to all the necessary questions of a buyer; that it allows the book to advertise itself, which increases confidence in its merits over the customary reviews and advertisements; and, finally, that all of this salesmanship is done at the place where the 100 book can be bought.

This device takes up little more space in a store window than two copies of the book would require, and much less than is often used to show a pile of the new book, without 105 the information that a purchaser would need to create a desire to buy it then and there.

I am well aware that machines are made that display and turn over the pages of imitation books, that remain the same, and are 110 not changed, and these are not intended to sell the book that they are displaying.

I also know that devices are made to turn over the pages of music books for musicians who are playing from the book, but these are 115 not intended to sell the book they turn, and their action is not automatic.

So, I do not claim broadly the turning over of book-pages; but what I do claim, is:

1. In a book-turning device, the combination, 120 of a real book; a stand to hold it removably open for display; a revolving disc pivoted beneath the stand; oscillating arms rotatably attached to the stand, each arm having lugs to be engaged by the perforations of the disc. 125 130

beneath, and a pair of members to clasp selected pages between them and positively turn the clasped page or pages intermittently back and forth in serial order as long as power is supplied; substantially as described.

5 2. In a book-turning device, the combination of a stand to hold an open book; oscillating arms rotatably attached to the stand; pairs of pointers pivoted to the arms, and
10 positively clasping selected pages between them; and means for turning the arms serially back and forth; substantially as described.

15 3. In a book-turning device, the combination of a stand; an opened book; arms to turn the pages back and forth; and a revolving disc under the stand, having lugs so placed as to engage and turn each arm in serial order, first to one side and then to the other substantially as described.

20 WILLIAM HENRY YOUNG.

25

30

35

40

45

50

55

60

65