(No Model.) 2 Sheets—Sheet 1.

F. J. LANGER.

ADVERTISING DEVICE.

No. 564,704. Patented July 28, 1896.

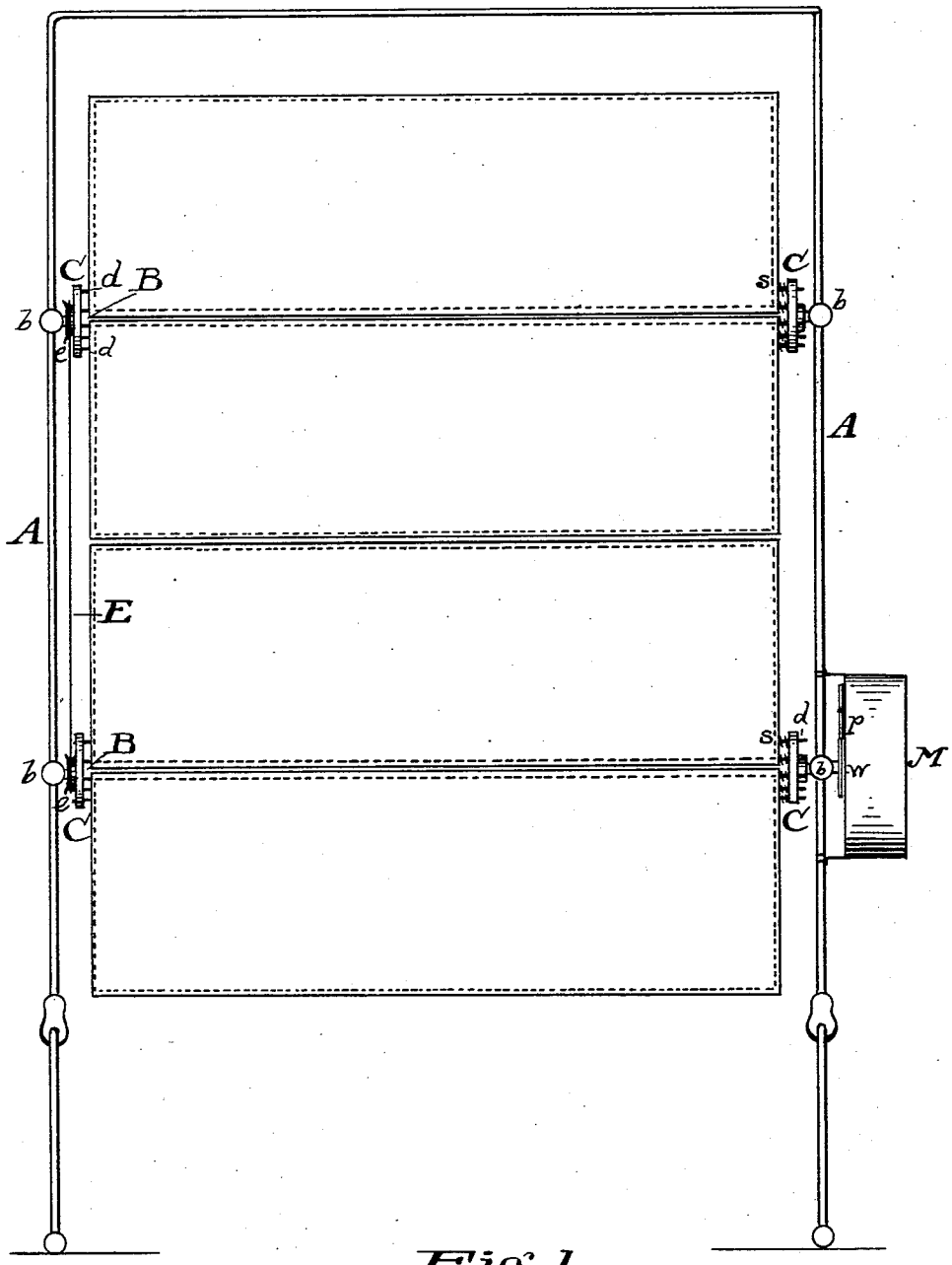

Fig. 1.

Witnesses,
M. P. Goodman
R. Reimer

Inventor,
Friedrich J. Langer
By Geo. W. Tibbitts Atty.

THE NORRIS PETERS CO., PHOTO-LITHO., WASHINGTON, D. C.

(No Model.) 2 Sheets—Sheet 2.

F. J. LANGER.

ADVERTISING DEVICE.

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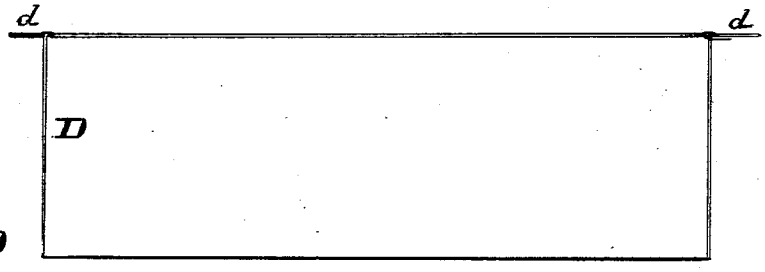
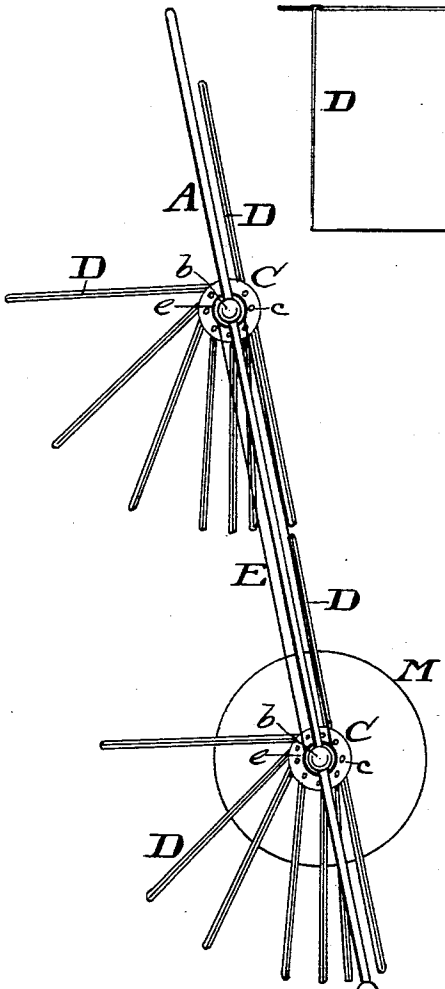


Fig. 3.



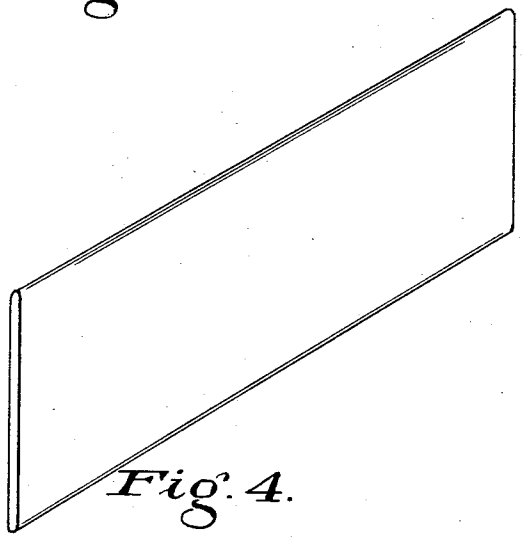


Fig. 4.

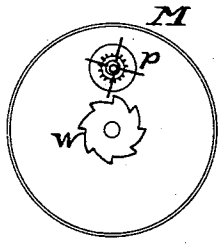


Fig. 5.

Fig. 2.

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THE NORRIS PETERS CO., PHOTO-LITHO., WASHINGTON, D. C.

UNITED STATES PATENT OFFICE.

FRIEDRICH J. LANGER, OF CLEVELAND, OHIO.

ADVERTISING DEVICE.

SPECIFICATION forming part of Letters Patent No. 564,704, dated July 28, 1896.

Application filed December 14, 1895. Serial No. 572,119. (No model.)

To all whom it may concern:

Be it known that I, FRIEDRICH J. LANGER, a citizen of the United States, residing at Cleveland, in the county of Cuyahoga and State of Ohio, have invented certain new and useful Improvements in Advertising Devices, of which the following is a specification.

This invention relates to devices for advertising purposes; and it consists in the new constructions and combinations of parts comprising the device, substantially as hereinafter described, and pointed out in the claim.

In the accompanying drawings, Figure 1 is a front elevation of my new advertising device. Fig. 2 is an end elevation of the same. Fig. 3 is a detached view of one of the wire frames constituting one of the wings holding the paper having the printed matter. Fig. 4 is a detached view of one of the papers for the printed matter, made double or in tubular form to be slipped onto the frames. Fig. 5 is a detached view of the motor used for operating the device.

A represents a wire frame or standard for supporting the working parts of the device, having suitable feet or legs for supporting the frame in an upright position.

B B are shafts journaled in bearings *b b*, mounted on the posts of the frame A.

C C are disks fixed on the shafts near their ends, having perforations *c c* near the peripheries of the disks, and surrounding the shafts.

D D are wire frames having extensions *d d* at two opposite corners forming journals for said frames, which are inserted in the perforations in the disks C C and in which the frames turn. The journals at the right-hand end of the frames D are made longer than those on the left hand for the purpose of enabling the frames to be removed and replaced, and small springs *s s* are placed on said journals between the disks and the frames for retaining the frames in place. On the disks at the left hand are provided pulleys *e e*, and E is a belt connecting said pulleys for the purpose of rotating the shafts in unison.

M is a small clockwork motor attached to the post of the standard A, provided for operating the device. On the end of the shaft next to the motor is attached a ratchet-wheel *w*, which is actuated by a spur-wheel *p* of the motor.

The mode of operating this device is as follows: Paper or other suitable material, made double, as represented in Fig. 4, which may be slipped onto the frames D, and having printed matter on each side, either displayed or plain, are placed on the frames D and the frames placed in the disks in such an arrangement that when the frames fall during the rotations of the shafts the matter may read continuous from top to bottom, or each wing may have separate or individual cards upon their faces. When the matter has been suitably arranged as stated, the motor may be wound up and set in motion, then the shafts be rotated and the wings will fall by turning on their journals and bring into view the matter on their reverse sides. The movements of the shafts are intermittent, which permits the wings to remain stationary for short intervals. This intermittent movement is obtained by the spur-wheel *p* actuating the ratchet *w* at intervals.

The special advantages of this device are that the wings afford a very large surface for display of printed matter in a small compass, and is adapted to frequent changes, which make it particularly attractive, and as it occupies but little space is applicable for street-car advertising, &c.

Having described my invention, I claim—

The herein-described advertising device consisting of the standard-frame A, having bearings *b b* attached, shafts B B journaled in said bearings, perforated disks C C mounted on said shafts, wire frames D D, supported by their journals *d d* inserted in the perforations *c* in said disks, removable printed cards mounted on the frames D D, pulleys *e e* on the disks C, a belt E connecting said pulleys, and a motor M for operating the device, constructed and combined to operate substantially as described and for the purpose set forth.

FRIEDRICH J. LANGER.

Witnesses:

GEO. W. TIBBITTS,

LEWIS W. FORD.