

976,271.

F. LESCHINSKI.
ADVERTISING DEVICE.
APPLICATION FILED JULY 28, 1909.

Patented Nov. 22, 1910.

2 SHEETS—SHEET 1.

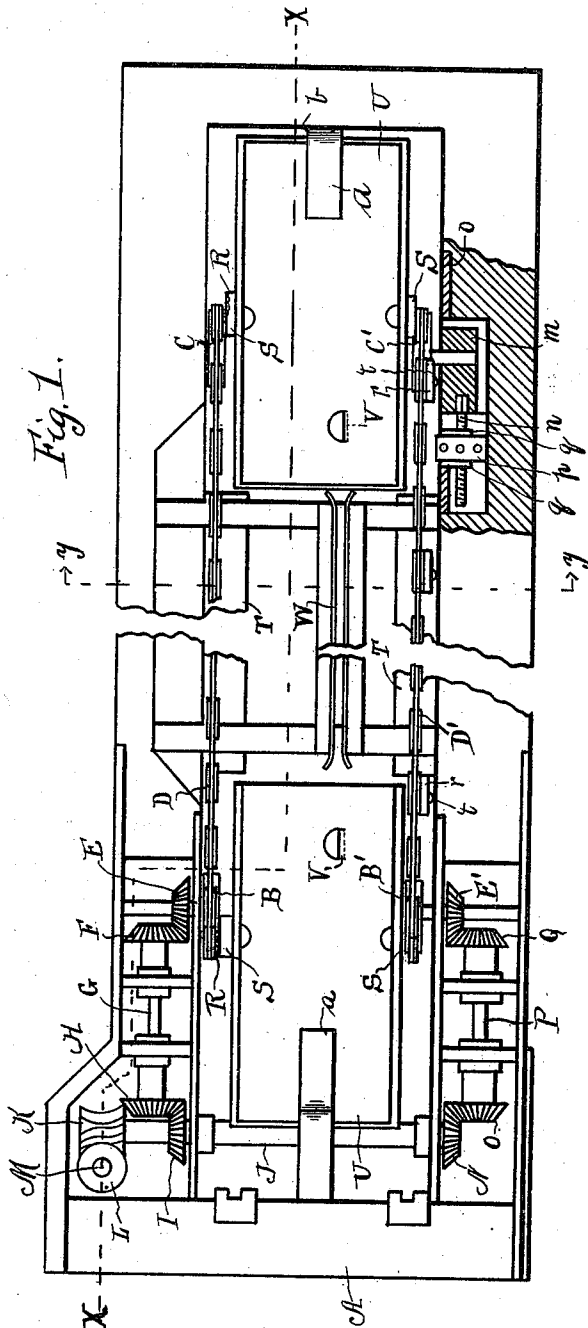


Fig. 1.

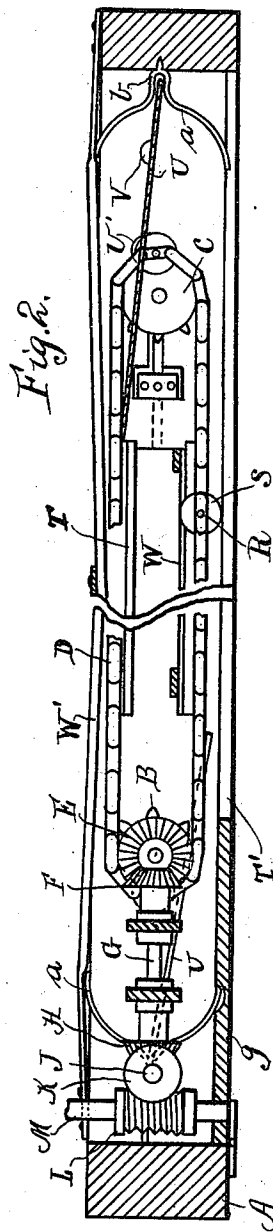


Fig. 2.

Witnesses
S. M. Gallagher.
H. W. Burton

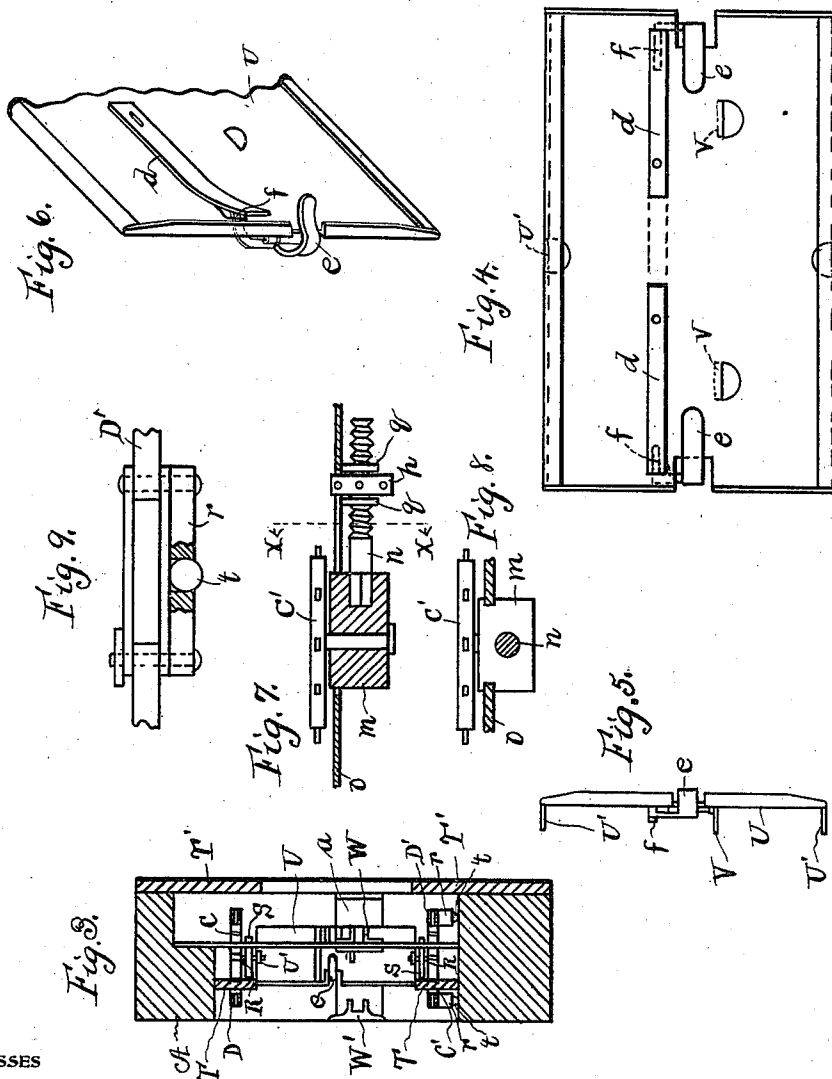
INVENTOR
Fritz Leschinski
BY

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ATTORNEY

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WITNESSES

S. M. Gallagher
H. A. Blanton

INVENTOR
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BY

[Signature] ATTORNEY

UNITED STATES PATENT OFFICE.

FRITZ LESCHINSKI, OF PHILADELPHIA, PENNSYLVANIA.

ADVERTISING DEVICE.

976,271.

Specification of Letters Patent.

Patented Nov. 22, 1910.

Application filed July 28, 1909. Serial No. 510,078.

To all whom it may concern:

Be it known that I, FRITZ LESCHINSKI, a citizen of the United States, residing at Philadelphia, in the county of Philadelphia and State of Pennsylvania, have invented a certain new and useful Improvement in Advertising Devices, of which the following is a specification.

My invention relates to a new and useful improvement in advertising devices, and has for its object to provide an exceedingly simple and effective apparatus by means of which a series of holders adapted to support suitable advertising cards may be caused to move in one direction then cross over and move in the opposite direction following an endless belt or chain, thus successively bringing the advertising cards into view and carrying them out of view.

A further object of my invention is to so construct a series of holders that a card may be readily placed therein and held in position and as readily removed therefrom.

With these ends in view, this invention consists in the details of construction and combination of elements hereinafter set forth and then specifically designated by the claims.

In order that those skilled in the art to which this invention appertains may understand how to make and use the same, I will describe its construction in detail, referring by letter to the accompanying drawing forming a part of this specification, in which—

Figure 1 is an elevation showing parts broken away and parts in section. Fig. 2, a section at the line $x-x$ of Fig. 1. Fig. 3, a section at the line $y-y$ of Fig. 1. Fig. 4, a front elevation of one of the card holders. Fig. 5, an end view thereof. Fig. 6, a fragmental perspective thereof showing the clamp open. Fig. 7, an elevation partly in section of the means for adjustably mounting the chain sprockets. Fig. 8, a section at the line $x-x$ of Fig. 7 looking in the direction of the arrow, and Fig. 9, an elevation showing a portion broken away of one of the chain links.

In carrying out my invention as here embodied, A represents the frame which may be of any width or length to serve the purpose for which it is intended, and within this frame are journaled the sprocket wheels B and B', and a corresponding pair of sprocket wheels C and C' are journaled on

the opposite end of the frame, the sprocket wheels B and C being connected together by the sprocket chain D while the wheels B' and C' are connected together by the sprocket chain D'.

The sprocket wheel B has secured upon its shaft a bevel pinion E with which meshes a corresponding pinion F, the latter being secured upon the shaft G, to the opposite end of which is secured the bevel gear H which in turn meshes with the bevel gear I secured upon the shaft J. One end of this shaft J has secured thereon the worm wheel K with which meshes the worm L, the latter being secured upon the shaft M, to which any suitable power may be connected, such as the separate electric motor or belt from the car axles when the apparatus is used upon trolleys or steam cars. The opposite end of the shaft J also has secured thereon the bevel gear N which meshes with the bevel gear O secured upon the shaft P, the latter carrying the bevel gear Q which meshes with the bevel pinion E' secured upon the same shaft with the sprocket wheel B'. By this arrangement it will be seen that when the shaft M is revolved from any suitable source of power the sprocket wheels B and B' will revolve in unison, causing the sprocket chains D and D' and the sprocket wheels C and C' also to move at the same rate of speed.

At certain distances along the sprocket chains are set pins R on which are journaled the rolls S and adapted to travel upon the ribs T when passing rearward and upon the front of the frame T' when moving forward on the front side of apparatus.

U are holders having the lugs U' formed thereon adapted to fit upon the pins R by which means these holders are caused to travel with the sprocket chains, and in order that the holders may be held in perfect alignment a lug V projects from the back of each holder and is guided in the slotted brackets W and W', one located at the front and the other at the back of the frame for this purpose.

Within the frame near each end thereof is located a curved guide a , each of which is adapted to receive the ends of the holders just before they start around the sprocket wheels and guide these ends into a central notch b where these ends will be held until the movements of the sprocket wheels carry the opposite end of the holder into alinement

with the preceding holders, thus preventing the holders from becoming displaced or entangled in passing around the sprocket wheels, it being understood that the lugs V will have previously passed out of the grooved brackets W and W' before the holders enter into engagement with the curved guides.

Each of the holders has secured to its front face the flat springs *d*, and to the back of each holder are pivoted the clamps *e*. These clamps extending around the edges of the holder so as to bear against the front face thereof. Each of the clamps *e* is provided with the heel *f* which is adapted to pass through a suitable opening in the holder and come in contact with the rear surface of the spring *d* thus utilizing this spring to hold the clamp in its normal position. This arrangement permits of the clamps being swung back for the insertion of an advertising card under the flanges of the holder and then by forcing the clamps inward they will hold the card in position, and when it is necessary to remove the card the opening of the clamps will force the springs *d* outward thus bowing up the card so that it can be readily removed from the flanges of the holder.

My invention is adapted for use in all kinds of display advertising and especially adapted for use in street cars where the motive power of the car may be utilized to turn the shaft M, and when so used the advertising cards will be caused to travel successively in front of the open space in the frame so that they may be observed by the public, and the fact that they are in constant motion will attract attention, thereby accomplishing a special result in advertising, and as the cards will be first brought into view and then carried out of view and returned again to view will still further attract attention.

In order that the mechanism may be in easy access I provide a hinged door *g* which may be swung open to expose the various operating parts of the apparatus.

In order that the sprocket chains may be adjusted and kept taut, the rear sprocket wheels C and C' are journaled to a sliding

block *m* in which is securely fastened one end of the screw rod *n*, the latter having secured thereon an adjusting nut *p* which is held in one position by the lugs *q*, so that by turning said nut *p* the rod *n* will be drawn in either direction for tightening or loosening the chains, the block *m* being fitted to slide in a suitable plate *o* secured to the frame.

The links of the lower chain to which the holders are pivoted are provided with housings *r* in which is set a ball *t*, adapted to travel upon the bottom of the frame, thus preventing the chain from sagging and causing it to travel with minimum friction.

Having thus fully described my invention, what I claim as new and useful, is—

1. A card holder composed of a card engaging plate, springs on said plate lying back of and engaging the card carried by the holder, and card engaging clamps secured to said holder and normally forced by said springs to clamp the card against said plate, said clamps when moved away from the cards causing said springs to move the cards away from said plate.

2. In an advertising device, holders, springs on the front faces thereof, clamps pivoted to the backs of the holders and having two parts, one of which is engaged by the back faces of said springs and the other of which is to engage the front face of a card and hold the same against the front face of said springs.

3. In an advertising device, a carrier, holders pivoted thereto, lugs projecting from the rear faces of the holders approximately midway of their width, horizontally disposed brackets having horizontal grooves therebetween to receive said lugs, and a curved guide at each end of the carrier formed with a central notch to receive and guide the ends of the holders.

In testimony whereof, I have hereunto affixed my signature in the presence of two subscribing witnesses.

FRITZ LESCHINSKI.

Witnesses:

FRITZ PRUDGOL,
JACOB M. ZINMAN.