

No. 784,077.

PATENTED MAR. 7, 1905.

H. E. SMITH & R. E. WEINLAND.
CHANGEABLE ADVERTISING BUTTON.
APPLICATION FILED OCT. 20, 1904.

Fig. 1.

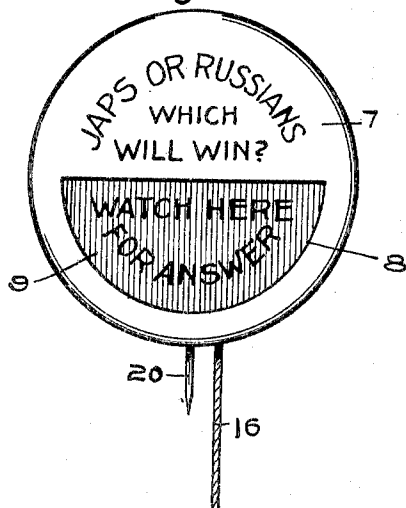


Fig. 2.

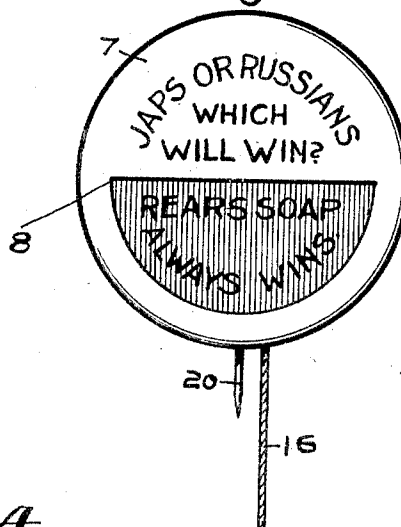


Fig. 3.

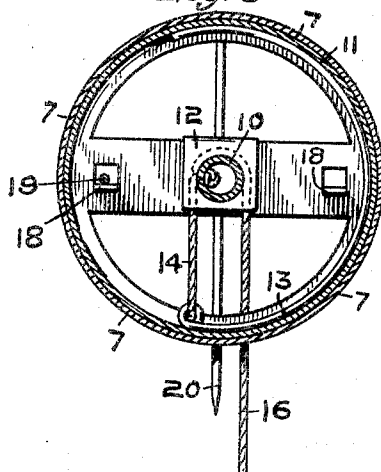


Fig. 4.

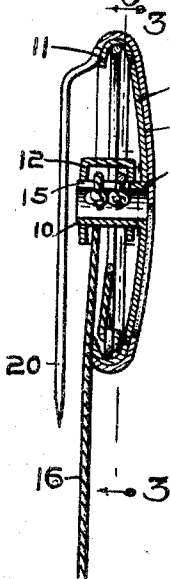


Fig. 5.

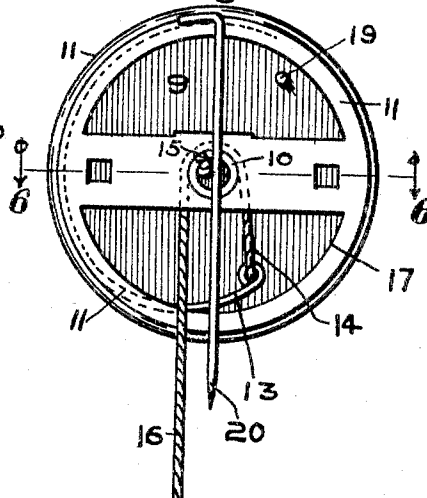
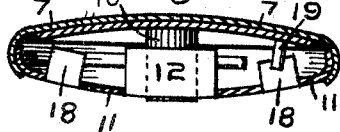


Fig. 6.



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UNITED STATES PATENT OFFICE.

HERMAN E. SMITH AND RUTHERFORD EARL WEINLAND, OF INDIANAPOLIS, INDIANA; SAID WEINLAND ASSIGNOR TO SAID SMITH.

CHANGEABLE ADVERTISING-BUTTON.

SPECIFICATION forming part of Letters Patent No. 784,077, dated March 7, 1905.

Application filed October 20, 1904. Serial No. 229,350.

To all whom it may concern:

Be it known that we, HERMAN E. SMITH and RUTHERFORD EARL WEINLAND, citizens of the United States, residing at Indianapolis, in the county of Marion and State of Indiana, have invented certain new and useful Improvements in Changeable Advertising-Buttons, of which the following is a specification.

This invention relates to improvements in buttons or badges bearing a design or inscription on the face thereof; and the object is to provide a construction whereby the design or inscription may be changed by pulling upon a cord attached to a suitable shifting mechanism.

We accomplish the objects of the invention by the mechanism illustrated by the accompanying drawings, in which—

Figure 1 is a front or face view of our complete invention, showing an inscription of a certain wording; Fig. 2, a like view of same, showing a change in the mechanism to present a different legend or inscription; Fig. 3, a section on a plane parallel with the face of the button and just inside of said face, as shown by the dotted line 3 3 of Fig. 4; Fig. 4, a vertical central transverse section of the button or badge; Fig. 5, a rear or reverse view of our improved button or badge, showing the cord partly pulled down to change the operative mechanism of the device; and Fig. 6, a horizontal transverse section on the line 6 6 of Fig. 5.

Like characters indicate like parts throughout the several views of the drawings.

7 represents the front or face plate of our improved button, the lower front half of which will be removed to form the view-opening 8, as shown. This plate will be preferably concaved in order to present a pleasing appearance, and the edges will be rounded over toward the rear to form a binding or closure in which the other operative parts of our construction will be retained. A suitable design or inscription will be made in any suitable manner upon the upper outer face of plate 7, as shown in the drawings. Located against the inner face of plate 7 is a correspondingly-shaped disk 9, having a cylindrical hollow integral spindle 10.

11 is a plate of the same general contour and size as plate 7. The edges of plate 11 are bent in a rounded form and are secured by being overlapped by the bent edges of the plate 7.

Formed out of the material of the upper portion of plate 11 is a tongue 12, which is bent inwardly from said plate 11 on a horizontal line adjacent to the center of the plate and then downwardly before reaching disk 9. Suitable perforations in alinement with each other are formed through the center of plate 11 and the end of the tongue 12. The hollow spindle 10 from the disk 9 will be inserted through the perforations of plate 11 and tongue 12, just referred to, and will have a bearing therein for the purpose of revolvably supporting the disk 9.

Secured by soldering or any other suitable means within the turned or grooved rim of plate 11 is a metal spring 13. The lower end of this spring will preferably be the loose end and will terminate with a suitable loop, as shown, wherein the end of a cord 14 will be secured. The opposite end of this cord will be carried up to the spindle 10 and wrapped partly around said spindle and then made fast to the spindle. The fastening means will preferably be by forming a longitudinal slot 15 in the spindle-wall starting from the outer end of said spindle, in which slot the end of the cord which has been previously provided with a knot is inserted.

16 is a second cord, which is partially wrapped around the spindle 10, but from the opposite direction, and which has its end, also previously knotted, inserted in and by means of its knot made fast in the slot 15 of said spindle. The free end of cord 16 extends out of the button, the lower part of plate 11 being cut away, as shown at 17, to permit of this egress of the cord, as well as to lighten the weight of the finished button. The cord is continued for any desirable or suitable length to form a handhold, whereby by a slight pull upon the cord the spindle 10 will be partially rotated and its attached disk 9 likewise partially rotated. By the action of spring 13, through its cord attachment 14 with said spindle, the latter and its attached disk will be im-

mediately returned to their place of beginning upon the release of the cord after its downward pull.

Formed out of the material of plate 11, at 5 equidistant points diametrically opposite each other, are the inwardly-bent tongues 18 18. These tongues form stops to arrest the travel of a pin 19, which is secured to the face of disk 9 and travels by the rotation of said disk 10 when actuated, as above described, between the said tongues, the latter acting as stops to control the movement of said disk 9.

Soldered or secured in any suitable and well-known manner to the back of the button is a 15 pin 20, which serves the ordinary purpose of securing the button or badge to the garment of the wearer.

It will be noted that inasmuch as the stops 18 are on the same diametrical line the movement of disk 9, which is regulated by said stops, will be over the arc of a half-circle, or one hundred and eighty degrees. Consequently a different half of the outer face of said disk 9 will be exposed through the view- 25 opening 8 in plate 7 after the partial rotation of said disk caused by a downward pull on its cord 16. It therefore follows that an inscription or design which would be exposed to view in a normal position of said disk—that is, the position occupied by it before its cord 30 is pulled upon—would be covered after the change by the solid upper part of plate 7, and an inscription on disk 9 which had been previously covered by plate 7 would be brought 35 into view upon said partial rotation of disk 9. These conditions enable us to change the appearance or reading on the disk 9 by pulling down on the cord 16, and release of the cord immediately restores the device to its normal 40 appearance. It is obvious that the device is capable of an unlimited number of changes in the legends or designs which may be presented thereon.

Having thus fully described our invention, 45 what we claim as new, and wish to secure by Letters Patent of the United States, is—

1. In a badge or button, a face-plate having a view-opening and having its edges bent inwardly to form an inwardly-open peripheral 50 groove and a disk revolubly mounted inside of said peripheral grooves with its face contacting with the inner face of said plate, the plate and disk having suitable legends or designs.

2. In a badge or button, a plate having inwardly-turned edges to form inwardly-open peripheral grooves, said plate having a view- 55 opening therethrough, a circular disk mounted against the inner side of the plate between 60 its turned edges, said disk and plate having suitable legends or designs and means for rotating the disk.

3. In a badge or button, a plate having inwardly-turned edges forming an open periph-

eral groove, said plate having a front view- 65 opening, a second plate fixed in said peripheral groove, a disk mounted between the plates and having a sleeve, said sleeve having a revoluble bearing supported by said second plate, said first plate and disk having suitable 70 legends or designs and means for rocking said sleeve whereby the position of the disk will be changed.

4. In a badge or button, a plate having inwardly-turned edges forming a peripheral 75 groove, said plate having a view-opening in its face, a second plate mounted in the groove of the first plate and having a tongue formed from its material bent first inwardly at right angles and again at right angles, said tongue 80 and its plate being perforated, a disk between said two plates having a fixed sleeve which passes through the perforations of said second plate and its tongue and is revolubly supported thereby, means for rocking said sleeve, said 85 first plate and disk bearing suitable designs or legends.

5. In a badge or button, a plate having its edges bent in to form peripheral grooves, said plate having a view-opening in its face, a second 90 plate mounted in the grooved edge of the first plate, said second plate having its material formed into a tongue which is bent inwardly toward the first plate and then downwardly adjacent to the first plate said second 95 plate and its tongue having perforations, a disk between said two plates having an integral hollow longitudinally-slotted sleeve, said sleeve being inserted in the perforations of the second plate and its tongue, a spring secured within the casing formed by said two 100 plates, said spring having a free end terminating with a loop, a cord secured to the loop of said spring and to said sleeve by means of the slot in said sleeve and a second cord also 105 secured to said slotted sleeve at one end and having its other end extending outside of the button, said first plate and disk having suitable legends or designs.

6. In a badge or button, a plate having its 110 edge bent in to form peripheral grooves, said plate having a view-opening in its face, a second plate mounted in the grooved edge of the first plate, said second plate having its material formed into a tongue which is bent 115 inwardly toward the first plate and then downwardly adjacent to the first plate said second plate and its tongue having perforations and said second plate having stops on diametrically opposite sides of its center, a disk between 120 said two plates having an integral sleeve, said sleeve having a bearing in the perforations of said second plate and its tongue, said disk also having a pin or projection to contact with the stops on the second plate, a 125 spring secured within the casing formed by said two plates, said spring having a free end terminating with a loop, a cord secured to the

loop of said spring at one end and to the
sleeve at the other and a second cord secured
to said sleeve at one end and having its other
free end extending outside of said button, said
5 first plate and disk having suitable legends or
designs.

In witness whereof we have hereunto set

our hands and seals at Indianapolis, Indiana,
this 3d day of September, A. D. 1904.

HERMAN E. SMITH.

[L. S.]

RUTHERFORD EARL WEINLAND.

[L. S.]

Witnesses:

J. A. MINTURN,

F. W. WOERNER.