J. A. McCOY.

ADVERTISING DEVICE.

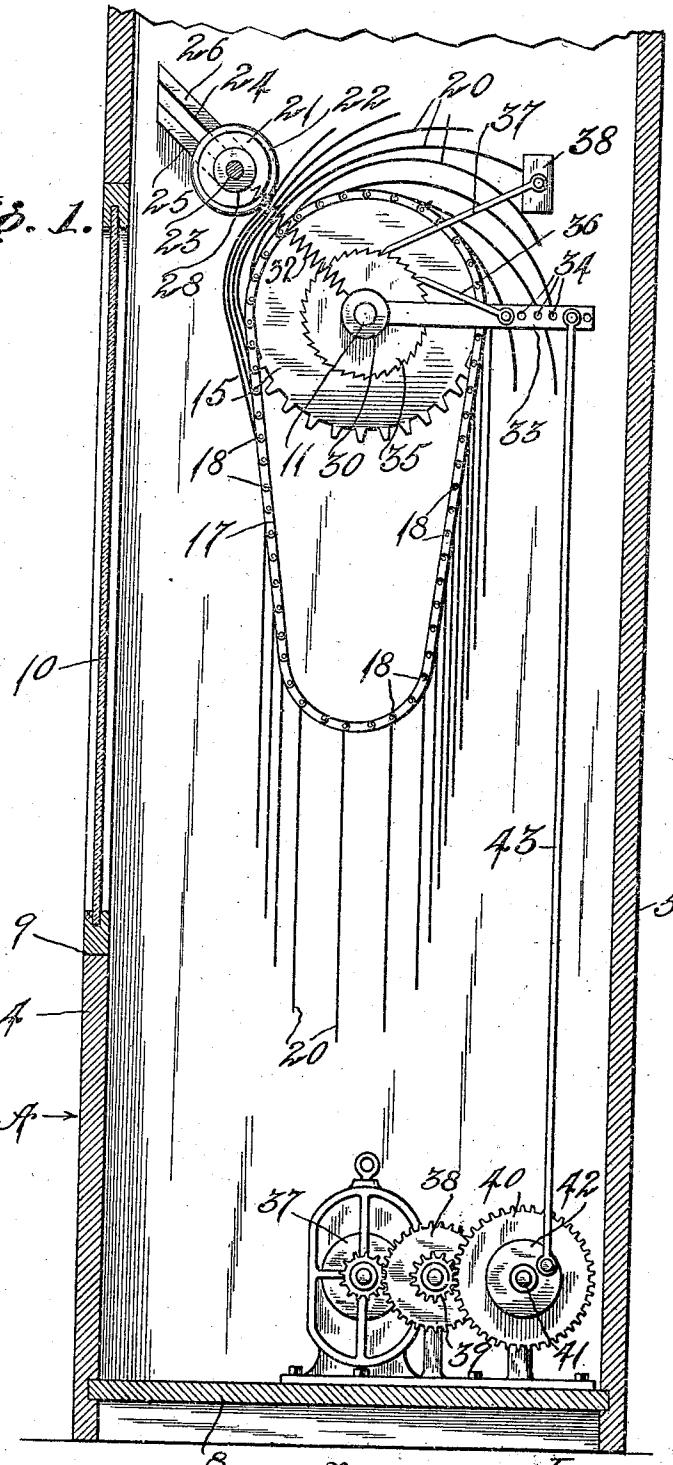
APPLICATION FILED SEPT. 23, 1909.

956,142.

Patented Apr. 26, 1910.

2 SHEETS—SHEET 1.

Fig. 1.



Witnesses

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2 SHEETS—SHEET 2.

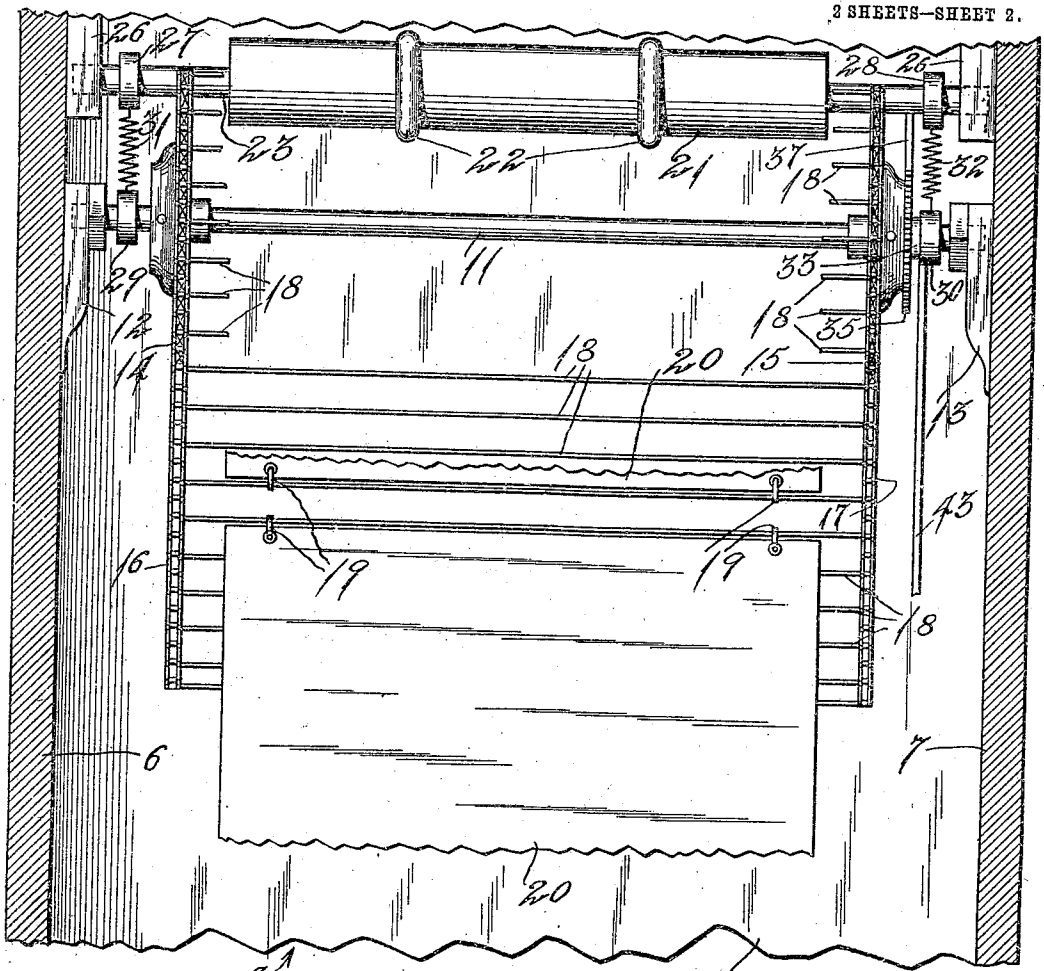

Fig. 2.

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UNITED STATES PATENT OFFICE.

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ADVERTISING DEVICE.

956,142. Specification of Letters Patent. **Patented Apr. 26, 1910.**

Application filed September 23, 1909. Serial No. 519,237.

To all whom it may concern:

Be it known that I, JAMES A. McCOY, a citizen of the United States, residing at West Somerville, in the county of Suffolk, State of Massachusetts, have invented certain new and useful Improvements in Advertising Devices; and I do hereby declare the following to be a full, clear, and exact description of the invention, such as will enable others skilled in the art to which it appertains to make and use the same.

This invention relates to advertising devices and particularly to that type adapted to successively display to view a plurality of advertising sheets mounted upon an intermittently operated endless carrier.

The invention consists in the details of construction and in the arrangement and combination of parts to be hereinafter more fully set forth and particularly claimed.

In describing the invention in detail reference will be had to the accompanying drawings wherein like characters of reference denote corresponding parts in the several views, and in which,

Figure 1 is a side elevation of an advertising device constructed in accordance with the invention the top portion of the casing being broken away and one entire side removed; Fig. 2, a front elevation of a fragment of the device, the front of the casing being removed.

Referring to the drawings A represents generally the casing which contains the mechanism of the device. Said casing is formed of the front and rear members 4 and 5 respectively; side members 6 and 7; a bottom 8 and a top (not shown). The front member 4 has an opening 9 formed therein in which is mounted a pane of glass 10 to render visible the advertising sheets which are contained within the casing. A shaft 11 has its ends journaled in the blocks 12 and 13 which are secured to the side members 6 and 7 respectively.

Mounted in a fixed manner on the shaft 11 at suitably spaced points are the sprocket wheels 14 and 15 and similar sprocket chains 16 and 17 travel on the sprocket wheels 14 and 15 respectively. Horizontally disposed between said sprocket chains 16 and 17 with their terminals forming the alternate pivot pins of the links of each respective sprocket chain are the supporting rods 18. By thus utilizing the supporting rods 18 to form alternate pivot pins on the links of the sprocket chains 16 and 17 it will be readily seen that not only is a more compact structure had but the necessity for providing an additional support on said chains for the supporting rods 18 is obviated.

Loosely suspended from each supporting rod 18 through the medium of the clips 19 is an advertising sheet 20, the sprocket wheels 14 and 15, the sprocket chains 16 and 17 and the supporting rods 18 constituting an endless carrier through the medium of which the advertising sheets are continuously supported and carried and successively disposed in line with the glass pane 10 so as to be visible from without the device.

In order to prevent the advertising sheets 20 from falling at irregular intervals to a depending position in front of the pane of glass 10 there is provided a presser roller 21 which has provided at spaced points thereon the circumscribing flanges 22 formed preferably of rubber, or other elastic material. The roller 21 is fixed to a shaft 23 which has its respective ends mounted for a rotatable and slidable movement in grooves 24 provided at corresponding points in the side members 6 and 7 of the casing. Said grooves are formed by securing to the side members 6 and 7 a pair of cleats 25 and 26 in spaced relation to each other. These cleats 25 and 26 are so disposed that the grooves 24 formed thereby will be located in alinement with a radius of the sprocket wheels 14 and 15.

Loosely mounted on each end of the shaft 23 are the collars 27 and 28, while corresponding collars 29 and 30 are loosely mounted at the ends of the shaft 11. Connecting the collars 27 and 29 is a coil spring 31, and a similar coil spring 32 connects the collars 28 and 30; said coil spring serving to press the roller 21 firmly against the advertising sheets and thus preventing said sheets from falling at irregular intervals to a depending position in alinement with the glass pane.

From the construction previously described it will be obvious that a rotation of the sprocket wheels 14 and 15 will cause the sprocket chains 16 and 17 to travel in unison and result in the advertising sheets being successively disposed in a depending position in alinement with the glass pane 10.

The mechanism for imparting an inter-

mittent rotation to the sprocket wheels and a resulting intermittent movement of the sprocket chains will now be described.

Loosely journaled on the shaft 11 is a rock arm 33 having a series of perforations 34 therethrough for a purpose to be presently described. Fixedly mounted to said shaft 11 between the sprocket wheel 15 and the rock arm 33 is a ratchet wheel 35 and a pawl 36 is pivoted to the rock arm 33 and has its free end adapted to engage the ratchet wheel 35 during the movement of said rock arm in one direction.

Mounted on the bottom 8 of the casing of the device is a motor 37 which operates a diminishing train of gears 38, 39 and 40. The shaft 41 upon which the gear 40 is mounted also carries a disk 42 which has eccentrically pivoted thereto one end of a link rod 43, the other end of said link rod being in turn pivotally connected with the rock arm 33. It will thus be obvious that when the motor 37 is operated the rotation of the disk 42 will cause a reciprocation of the link rod 43 which by reason of its connection with the rock arm 33 will cause said arm to rock upon the shaft 11 and result in an intermittent movement being imparted to the sprocket wheels 14 and 15 by reason of the engagement of the pawl 34 with the ratchet wheel 35 and the sprocket chains 16 and 17 will in turn be moved so as to cause the advertising sheet 20 to fall in a depending position opposite the glass pane 10. Any backward movement of the shaft 11 and the sprocket wheels 14 and 15 is prevented through the medium of a pawl 37 which is pivoted to a cleat 38 secured to a side member of the casing; the free end of said pawl being in engagement with the ratchet wheel 35. In order to vary the length of movement of the rock arm 33, the link rod 43 has its upper end detachably connected with said rock arm and is adapted to be secured in any of the apertures 34. It will thus be obvious that as the connection between the rock arm 33 and the link rod 43 is moved inwardly or toward the shaft 11 the length of movement of said rock arm will be increased and as said connection is moved outwardly the length of said movement will be decreased.

While one particular form of the invention has been shown and described it will be noted that various changes in the details of construction and in the combination of parts may be resorted to within the scope of the claim without departing from the scope thereof.

What is claimed is:—

An advertising device comprising a casing, a shaft, an endless carrier mounted on said shaft, a series of advertising sheets hung on said carrier, a collar loosely mounted on each end of said shaft and disposed between the carrier and casing, a rotatable shaft mounted in said casing for movement toward and away from the carrier, a roller mounted on said shaft, a collar loosely mounted on each end of said shaft and disposed between said roller and the adjacent side of said casing, a tension spring having its terminals secured respectively to the collars disposed on corresponding ends of the roller shaft and the carrier shaft constantly tending to move said roller shaft toward the carrier to force the roller carried thereby into engagement with said carrier and means for intermittently moving said carrier.

In testimony whereof, I affix my signature, in presence of two witnesses.

JAMES A. McCOY.

Witnesses:
ORA A. DAVIS,
THOS. W. LINDSEY.