No. 892,024. PATENTED JUNE 30, 1908.

C. A. BENGTSON.

MECHANISM FOR DISPLAYING ADVERTISEMENTS.

APPLICATION FILED NOV. 26, 1906.

Fig. 1.

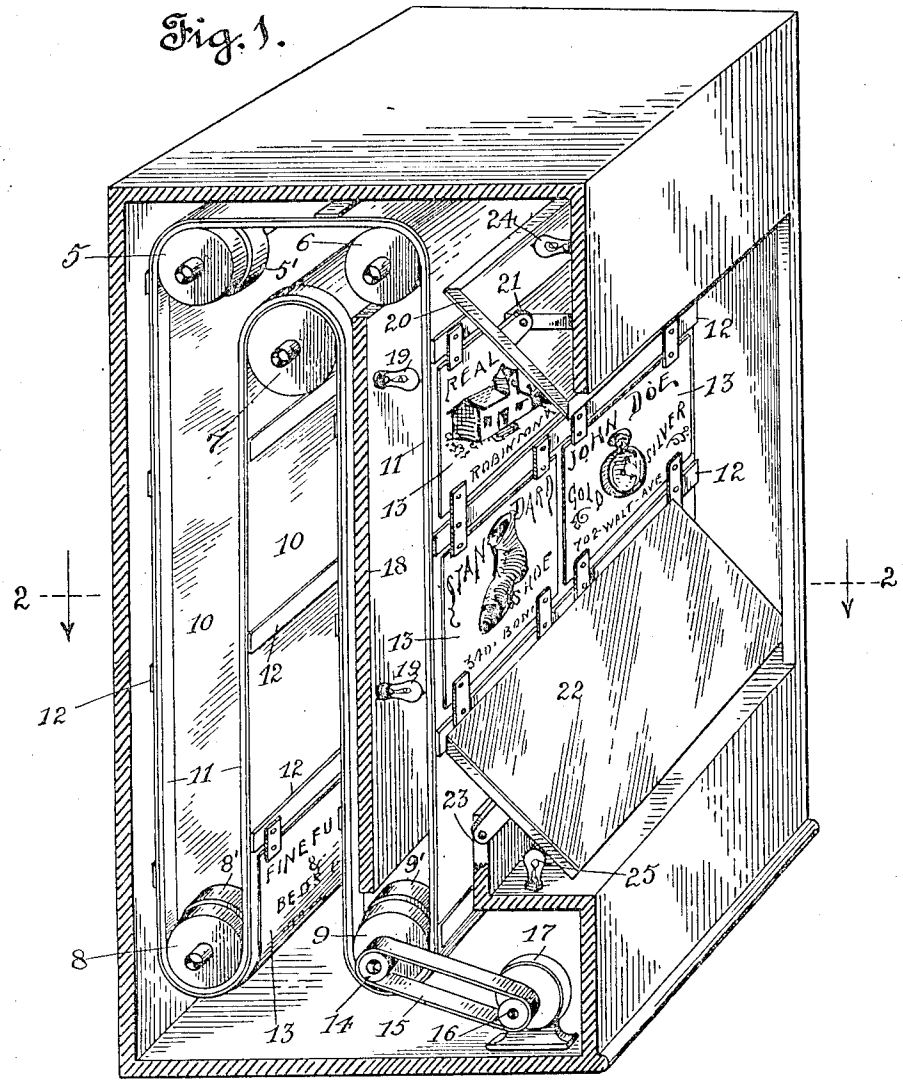
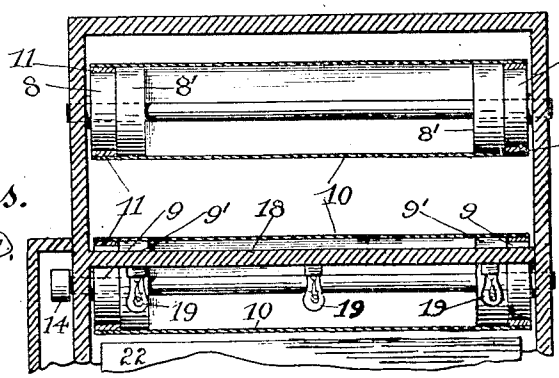


Fig. 2.



Witnesses.

F. Montevercle.

F. Mansfield

Inventor,

Charles A. Bengtson,

Hazard & Hazard

By Attorneys.

UNITED STATES PATENT OFFICE.

CHARLES A. BENGTSON, OF LOS ANGELES, CALIFORNIA, ASSIGNOR OF ONE-THIRD TO JULIUS KUSS, OF LOS ANGELES, CALIFORNIA.

MECHANISM FOR DISPLAYING ADVERTISEMENTS.

No. 892,024. Specification of Letters Patent. Patented June 30, 1908.

Application filed November 26, 1906. Serial No. 345,188.

To all whom it may concern:

Be it known that I, CHARLES A. BENGTSON, a citizen of the United States, residing at Los Angeles, in the county of Los Angeles and State of California, have invented new and useful Improvements in Mechanism for Displaying Advertisements, of which the following is a specification.

My invention relates to mechanism for displaying an advertisement upon semi-transparent material, which advertisement is brought before an aperture having a light behind the material containing the advertisement; and the object thereof is to produce an apparatus which will effectively display the matter contained thereon so that it may be seen from one point by direct vision and may be viewed from a different point by reflected vision.

I accomplish this object by the mechanism described herein and illustrated in the accompanying drawings in which:—

Figure 1.—is a perspective view of a display cabinet embodying my invention, one end thereof being removed for clearness of illustration. Fig. 2.—is a section on the line 2—2 of Fig. 1.

At the top and bottom of the cabinet are the direction changing rollers 5, 6, 7, 8 and 9 on which is mounted an endless apron 10 of semi-transparent material which is reinforced at the edges by the narrow bands or belts 11 just outside of the flanges 5′, 8′, and 9′ on rollers 5, 8, and 9. Roller 6 has like flanges (not shown). Direction changing pulley 7 is not provided with flanges. Extending from these end belts across the endless apron 10 are cross bands 12 which form suitable means for securing the advertising slides 13 upon the apron. These advertising slides are of semi-transparent material and are flexible so as to pass around the direction changing rollers. On these slides are any advertising matters that it may be desired to display. Slides 13 are preferably secured to the endless apron, between adjacent cross-bands 12, by means of cleats 12′ which are secured to both the cross-bands and the slides. These matters are displayed at an aperture in the front of the cabinet as shown in Fig. 1, the apron passing vertically across the same. Direction changing roller 9 has a pulley 14 on the end thereof which is connected by belt 15 with pulley 16 on the end of the motor shaft of motor 17 which causes the movement of the belt at any desired speed.

Just behind the first fold of the apron is a reflector 18 which is provided with a number of artificial lights 19, illustrated as incandescent electric lights which are the lights I prefer to use. Within the cabinet at the top thereof and in front of the apron is a mirror 20 which may be set at an angle of 45 degrees so as to reflect the matter displayed in a vertical line downwardly. This mirror is pivotally mounted to a bracket 21 so that if desired its angle of inclination may be changed. Immediately below this mirror is a second mirror 22 which is set at an angle to reflect the image cast by the first mirror in any desired direction. This last mirror is likewise pivotally secured to a bracket 23 so that its inclination can be changed to throw the image reflected upon it by the other mirror in any direction, it being understood that it is preferable to keep the surface of these two mirrors parallel. Behind these mirrors are artificial lights 24 and 25. Outside of these mirrors the display cabinet may be of usual construction.

By this construction I have provided a novel display cabinet as by means of the mirrors the advertisement may be seen by different persons situated at different points of view at the same time. The lights back of the bottom mirror are particularly effective at night as they serve to give the display matter on the mirror a frame of light, thereby enhancing its effect. It will be understood that the displayed matter is preferably moved intermittently.

By the above described construction and placement of the mirrors it will be noted that a person may see in the lower mirror the matter which is directly behind the upper mirror and therefore excluded from direct vision; also that the matter reflected from the lower mirror will seem to pass into the apron at the top edge of the mirror, thereby arousing curiosity as to the device. It will be understood that I am enabled to incline the bottom mirror in any direction, keeping the top mirror at an angle of 45° to the horizontal, so that the matter reflected from the bottom mirror may be viewed from a point above or below the device. By this adjustment I am enabled to increase the area of visibility for the device and thus enhance its usefulness.

Having described my invention what I claim is:—

1. In a display apparatus, a connected series of advertising slides, means for display-

ing one side direct and simultaneously displaying another slide by reflection; and means for causing the direct display and the reflected display to disappear together and for directly displaying the erstwhile reflected slide and reflectively displaying a fresh slide.

2. In a display cabinet, an endless apron carrying a series of advertising slides; said cabinet being provided with a display aperture adapted to reveal one of said slides by direct horizontal vision; an adjustable mirror at one side of said aperture for reflecting another slide not in the said direct horizontal line of vision; and an adjustable mirror adjacent the opposite side of said aperture for receiving and displaying said reflection.

3. In a display cabinet, a plurality of advertising slides; said cabinet being provided with a display aperture adapted to reveal one of said slides by direct vision; a mirror pivoted at one side of said aperture for reflecting another slide not in the said direct horizontal line of vision; and a second mirror pivoted at the opposite side of said aperture, having its axis of rotation parallel to that of the first-named mirror.

In witness that I claim the foregoing I have hereunto subscribed my name this 21st day of November, 1906.

CHARLES A. BENGTSON.

Witnesses:
G. E. HARPHAM,
EDMUND A. STRAUSE.