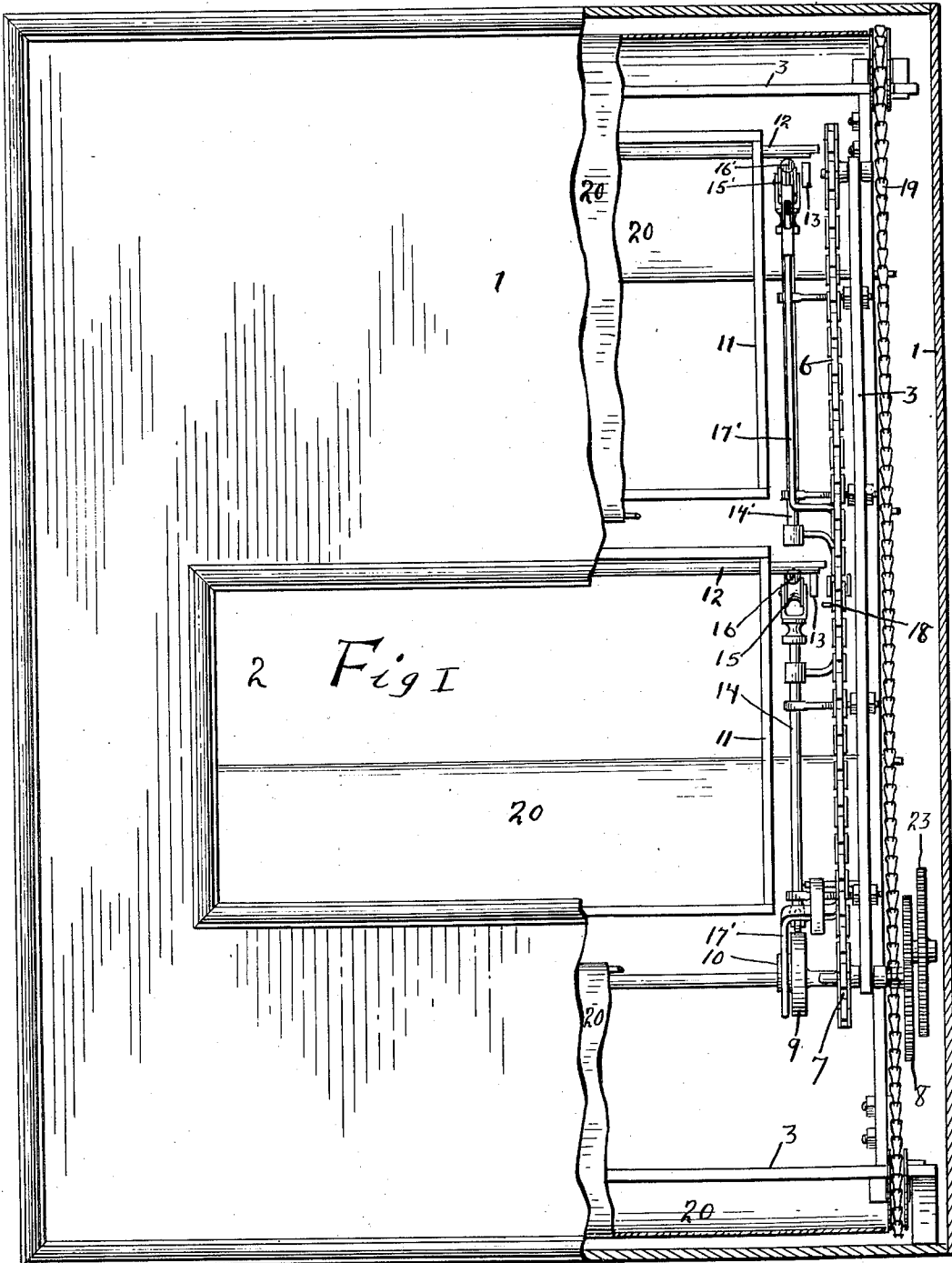


E. E. WILSON.
ADVERTISING DEVICE.
APPLICATION FILED MAR. 13, 1912.

Patented Mar. 25, 1913.

4 SHEETS-SHEET 1.

1,057,197.



Witnesses:

A. L. Lord.
John Donnelly

Inventor.

Edward E. Wilson

By

W. E. L. Donnelly

His

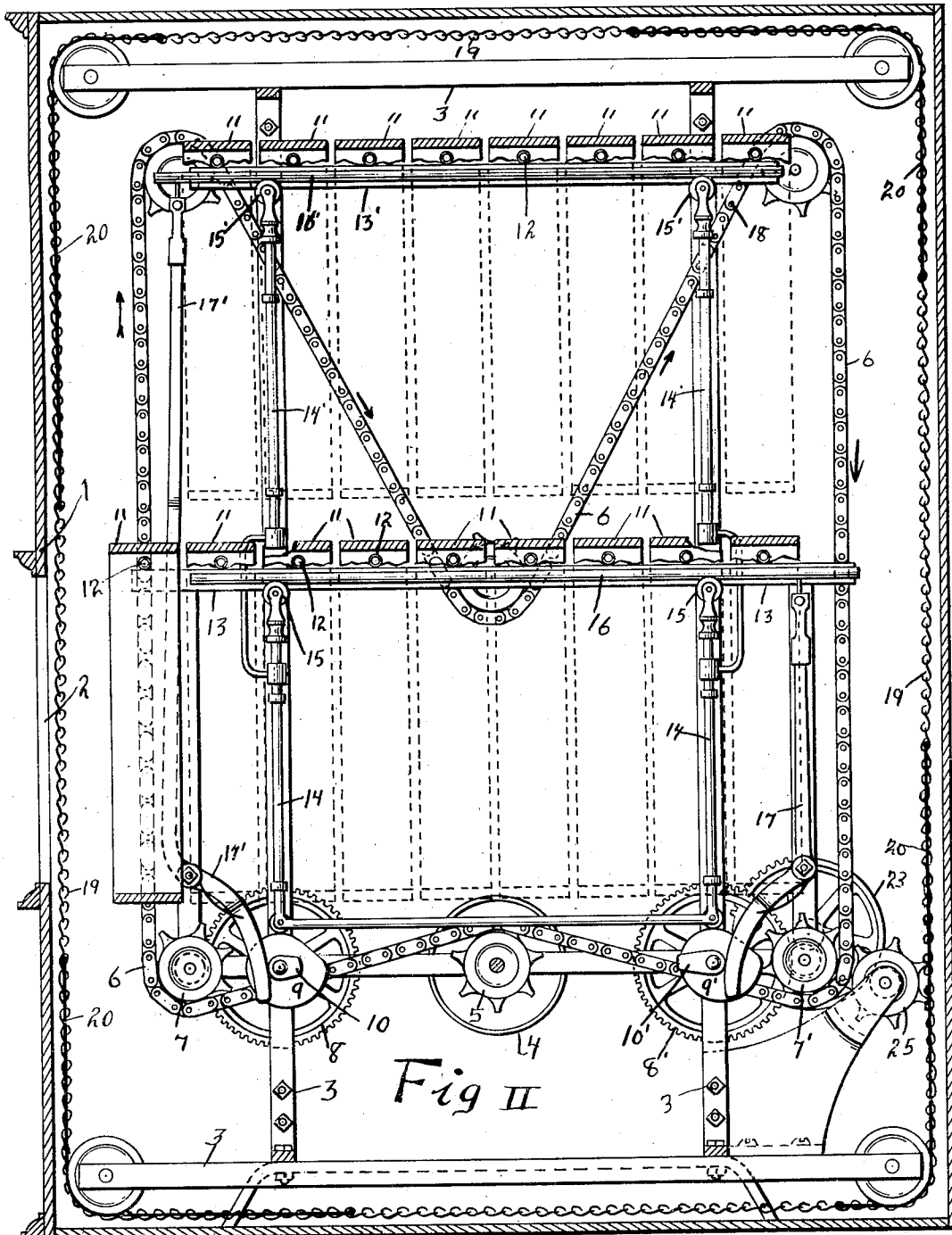
Att'y

E. E. WILSON.
ADVERTISING DEVICE.
APPLICATION FILED MAR. 13, 1912.

Patented Mar. 25, 1913.

1,057,197.

4 SHEETS—SHEET 2.



Witnesses:

A. L. Lord.
John J. Donnelly

Inventor.

Edward E Wilson

By W. C. Donnelly
His Atty

1,057,197.

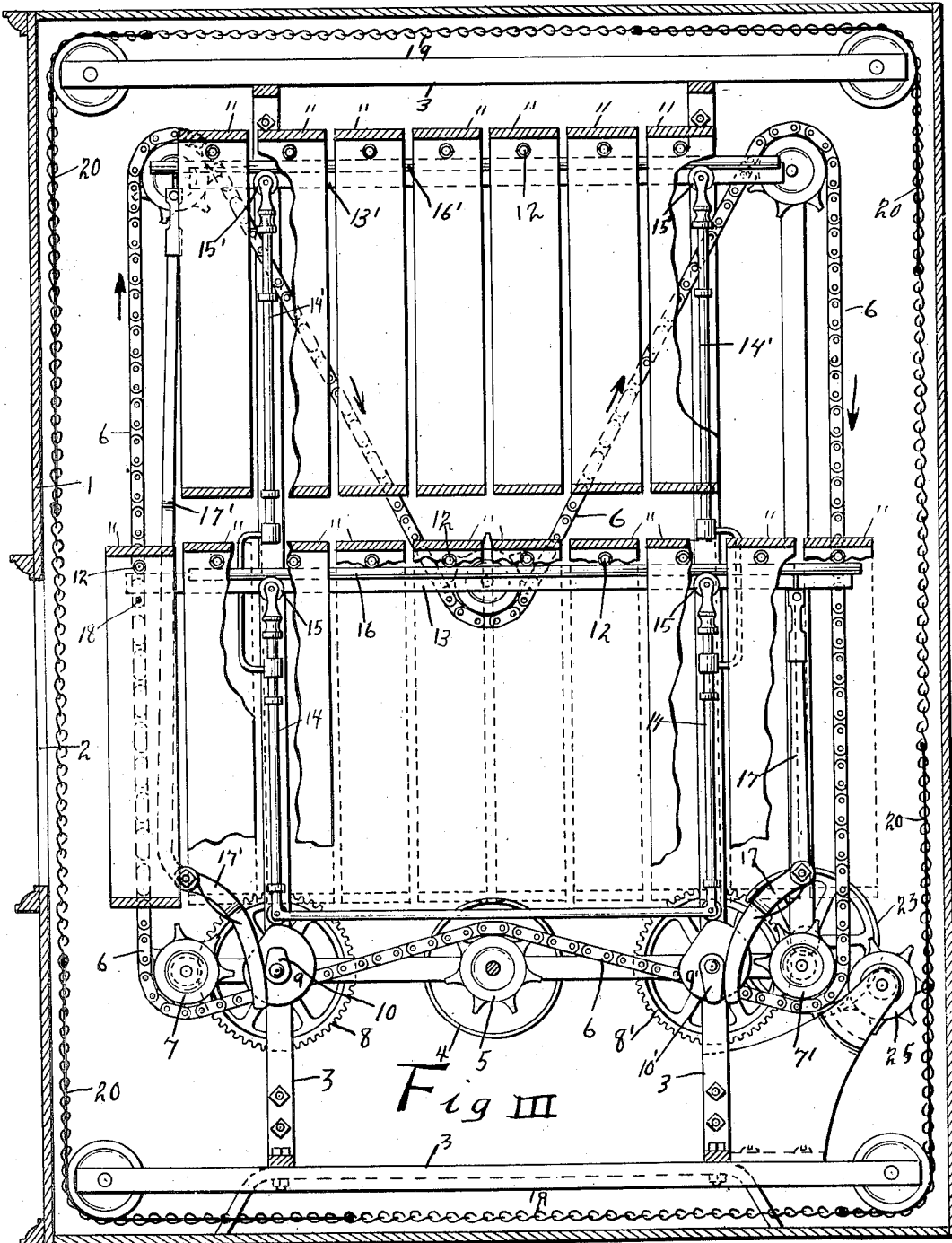


Fig III

Witnesses:

A. L. Lord

John J. Donnelly

Inventor.

Edward E. Wilson

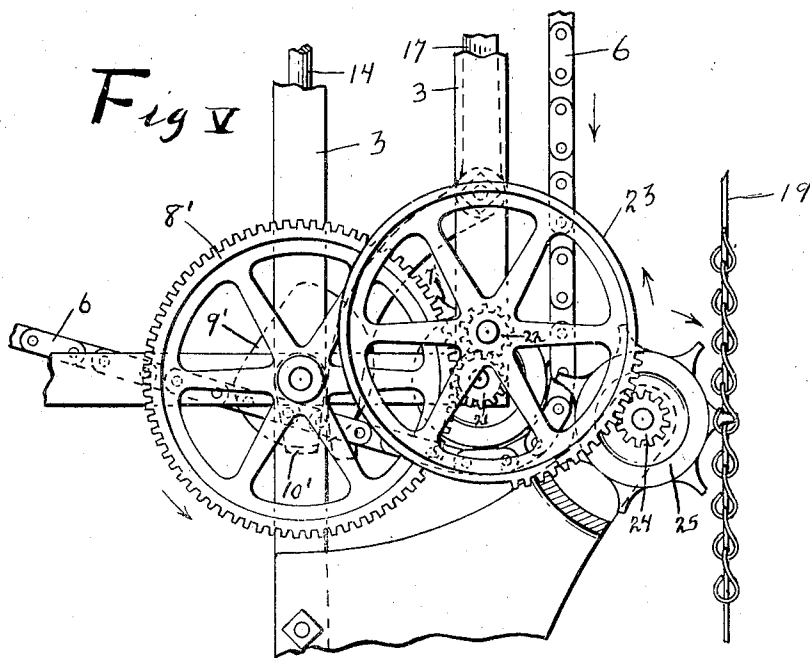
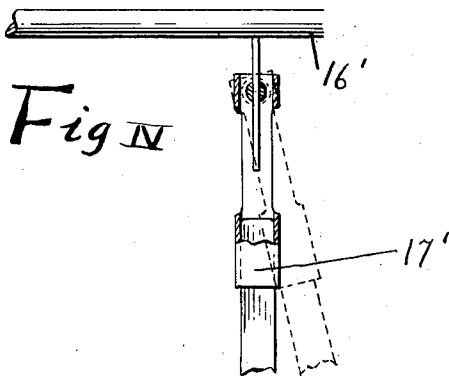
By W. E. Donnelly
 Atty

E. E. WILSON.
ADVERTISING DEVICE.
APPLICATION FILED MAR. 13, 1912.

1,057,197.

Patented Mar. 25, 1913.

4 SHEETS—SHEET 4.



Witnesses:

A. L. Lord.

John J. Donnell

Inventor.
Edward E. Wilson

By

W. E. Donnell
His Atty

UNITED STATES PATENT OFFICE.

EDWARD E. WILSON, OF CLEVELAND, OHIO.

ADVERTISING DEVICE.

1,057,197.

Specification of Letters Patent.

Patented Mar. 25, 1913.

Application filed March 13, 1912. Serial No. 333,435.

To all whom it may concern:

Be it known that I, EDWARD E. WILSON, 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; 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 pertains to make and use the same.

This invention relates to automatically operating advertising and display devices such as are employed for the purpose of displaying and advertising articles of commerce, and displaying in consecutive order the advertisements for a short period, displacing them and replacing them with other displays and advertisements.

The object of this invention is to provide means whereby articles to be sold are both displayed and advertised, the display and advertisement being carried on intermittently as to the individual advertisement or display and in consecutively predetermined order.

A further object of this invention is to provide means for carrying out the above advertising and displaying which is positive in its operation, simple in its construction and dependable throughout.

Another object of this invention is to display the goods or articles of commerce together with the advertisement and to provide a machine and case in which the advertisement and display takes place and at the same time keep the displayed article in a perfect condition and free from dirt, dust and weather.

In the drawings, Figure I, is a view in front elevation of a device constructed according to my invention, showing a part of the front removed for the better illustration of the mechanism employed in the operation of the device which is duplicated at either side. This figure also shows the position of the curtains in relation to the advertisements and opening of the case. Fig. II, is a side elevation of the mechanism employed at one side of the apparatus showing in vertical section the casing and the display boxes or carriers which may be of any predetermined number according to the size of the apparatus or number of advertisements intended to be displayed. In this view a display box is shown in proper presentation behind the

opening in the front of the case and the position of the parts of the mechanism while such display is taking place and just prior to the removal of one of the boxes from the top series to the lower series. Fig. III, illustrates in vertical sectional view a similar side elevation to that shown in Fig. II, illustrating the carrier pin about to engage one of these display boxes to carry it from the display position before the opening in the case to an upper rack for storage from whence it will be taken in its order to the lower rack to be again presented in its turn to the opening in the case. Figs. IV, and V, are enlarged detail drawings showing more clearly the construction and operation of the advancing medium and curtaining operating mechanism.

In evolving this invention means were provided first for presenting the display and advertisement at the opening in the front of the case, next to curtain the opening in front of the case during the removal of the display box or advertisement, next to remove the display box or advertisement by means of a carrier chain and place it in position on the upper rack (a place on the upper rack being meanwhile provided) upon which the display box or advertisement is lowered; the chain disengaging, moving downward and then upward and engaging the rear display box on the upper rack, lifting it from position and carrying it downward to a position provided at the rear of the lower rack through the advancement of the series of display boxes, during which evolution the curtain is advanced from the opening, placing in display the front box or advertisement on the lower rack. This operation being repeated brings each box separately, consecutively and intermittently to display position resting in such display position for a predetermined period of time. To carry out the above evolution or operation I provide the following means and constructions as I consider them best adapted for the purpose.

1, represents a casing of any suitable material, ornamental or otherwise having a show opening 2, at its front of such area and location as to display the front box on the lower rack with its contents and advertisements. This opening is preferably glass covered and the casing is adapted to contain the entire mechanism of the device within which it is properly mounted. The mecha-

nism comprises a suitable frame work 3, preferably of metal supported within the casing upon which is mounted the driving mechanism 4, receiving its power and motion from any suitable motor. This drive mechanism 4 comprises a sprocket wheel 5 which engages a carrier chain 6, thus communicating motion to the carrier chain in the direction of the arrows. The sprocket chain 6 in turn engages and operates two sprocket wheels 7, 7', in turn, through a suitable pinion, communicating motion to gear wheels 8, 8', and revolving with said gears are cams 9, 10, 9', and 10', respectively. The aforesaid sprocket wheels gears and cams operate in conjunction with intermediate means to shift and displace the display boxes in the upper and lower racks and place the same in position to be consecutively engaged by the carrying chain 6, which is accomplished as follows: The several display boxes 11, (seventeen shown for illustration) more properly speaking are frames in which the display or advertisements are mounted. Through the upper ends of these frames are rods 12, which rest in turn upon cross bars 13, in the lower rack and 13' in the upper rack when in normal position. These rods 12, (see Fig. I) project from the sides at the upper ends of the frames and are hollowed out at their extreme ends so as to be engaged by pins on the carrying chains 6, (one on either side). In order to first raise and then shift the different series of boxes or frames in the upper and lower racks I provide first vertically reciprocating or slidable rods 14, the lower ends of which respectively engage the cams 9, 9', by which they are raised and lowered, the upper ends of these rods 14 are provided with rollers 15, grooved to receive the rods 16 which in turn when raised engage the ends of the series of rods 12, which carry the frames or boxes and lift said frames or boxes, through the action of the cams 9, 9', from the bar 13. The lower rods 14, 14', are attached to rods 14', 14', slidably mounted in the upper rack and hence as the lower rods are raised or lowered by their respective cams the upper rods 14', 14', are also raised or lowered and they also have grooved rollers at their upper ends as 15', 15', which engage a rod 16', in the same manner and for the same purpose as the rod 16, operating also to lift the series of boxes or frames from the strip 13' in the upper rack. The manner of shifting the series of boxes or frames on the lower rack to the forward portion of the casing and on the upper rack to the rear portion of the casing is as follows: The pivoted levers 17, 17', are provided, the lower end of the pivoted lever 17, engaging cam 10' and the lower end of the lever 17' engaging the cam 10. The levers are operated so that their upper ends

which are respectively attached to the rods 16, 16', will tend to shift said rods when they are elevated; the lower one in a forward direction equal to the depth of a box or frame, thus leaving one of the boxes or frames (see Figs. II and III) in a position so that the pin 18 will engage the ends of the rods 12 and thus be carried upward and, the upper rod 16' backward to so position the rear box or frame of the upper rack as to be in line of the path of travel of the carrying chain so as to be engaged by the carrying pin 18 after the box from the lower rack has been placed into the position left vacant by the shifting of the upper series. This rear box or frame is then lifted by the pin 18, (see Fig. II) on the chain 6, carried a short distance upward and thence downward with said chain 6 and then as said chain descends the said box or frame is left in the vacant place left by the shifting of the lower series resting by means of the ends of the rods 12 on the bar 13; the rods 16, 16', having meanwhile been lowered by the action of cams 9, 9'; this operation is repeated allowing time between the displacement of a box or frame from the lower series or rack to the next displacement for the display of the contents or advertisement. Inasmuch as it is desirable to curtain the opening 2, during the removal action or operation of the box or frame from the lower series until such box or frame with its contents is out of sight of the opening 2, I have provided a curtaining system comprising endless sprocket chains 19, one on each side, (only one being shown). This sprocket chain is divided into equal sections alternately curtained as at 20, said curtain extending from chain to chain in a sufficient area to curtain the opening 2; the open space between the curtains being sufficient to leave the opening 2 unobstructed. The curtains are brought to and from position before the opening 2 at the proper moment and quickly by means of the following mechanism shown more clearly in Fig. V: Mounted on the shaft on the sprocket wheel 7' is a pinion 21 which in turn engages a pinion 22 on a segmental gear 23; the toothed segment of which engages a pinion 24 on a sprocket wheel 25 in turn engaging sprocket chain 19. Thus it will be seen that the motion of the chain 19 is thus timed to quickly shift the curtained and opened sections before the opening 2; the whole apparatus being timed and adjusted as hereinbefore mentioned so that the opening is curtained during the shifting operation of the boxes or frames; this sprocket chain 19 with its curtains and openings being intermittently operated through the action of the segmental gear 23 which will be clearly understood. It will be seen that the curtains may be put to further advantage by

placing reading matter or advertisements thereon.

5 In Fig. IV, I have illustrated a construction adapted to the upper ends of the shifting levers 17, 17', as a means of attachment to their respective rods to allow for the easy operation without binding of this connection.

10 In setting forth this invention I have shown and described several assemblages and constructions of parts as I consider them best adapted to perform their functions and to cooperate but I do not wish to be limited to this assemblage or to the
15 details of construction except as claimed inasmuch as they may be modified without departing from this invention.

What I claim is:

An advertising machine of the type set forth comprising a lower and upper rack, a 20 series of advertising boxes distributed upon said lower and upper rack, means for carrying said boxes from one rack to the other and a series of curtains adapted to intermittently advance and obstruct the view of 25 said boxes during their displacement.

Signed at Cleveland in the county of Cuyahoga and State of Ohio this 6th day March 1912.

EDWARD E. WILSON.

Witnesses:

JOHN J. DONNELLY,
FRANK C. GREGG.