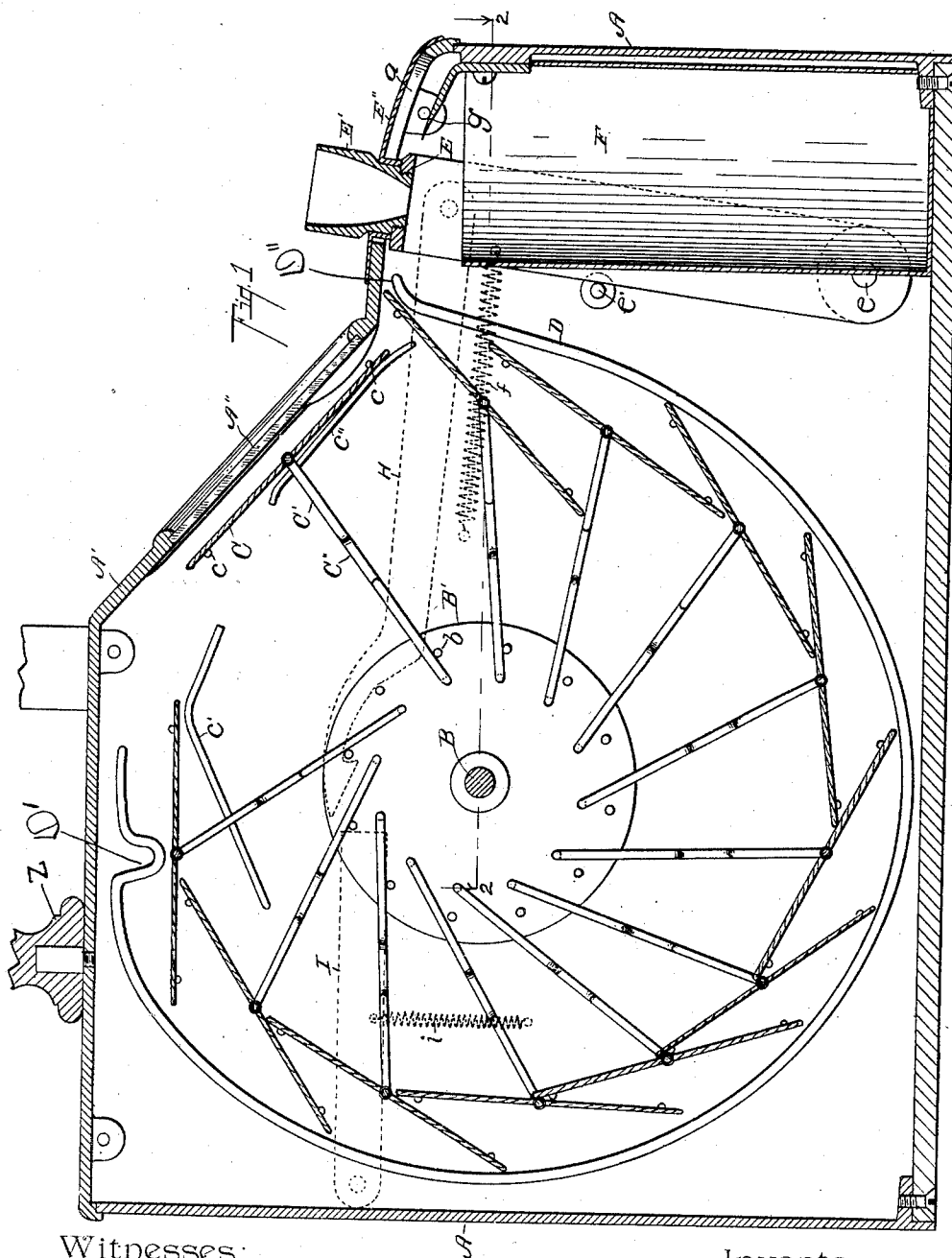


No. 868,542.

PATENTED OCT. 15, 1907.

H. W. GARDNER.
ADVERTISING DEVICE.
APPLICATION FILED FEB. 23, 1906.

2 SHEETS—SHEET 1.



Witnesses:

Walter J. Adams
Edsel A. Teller

Inventor,

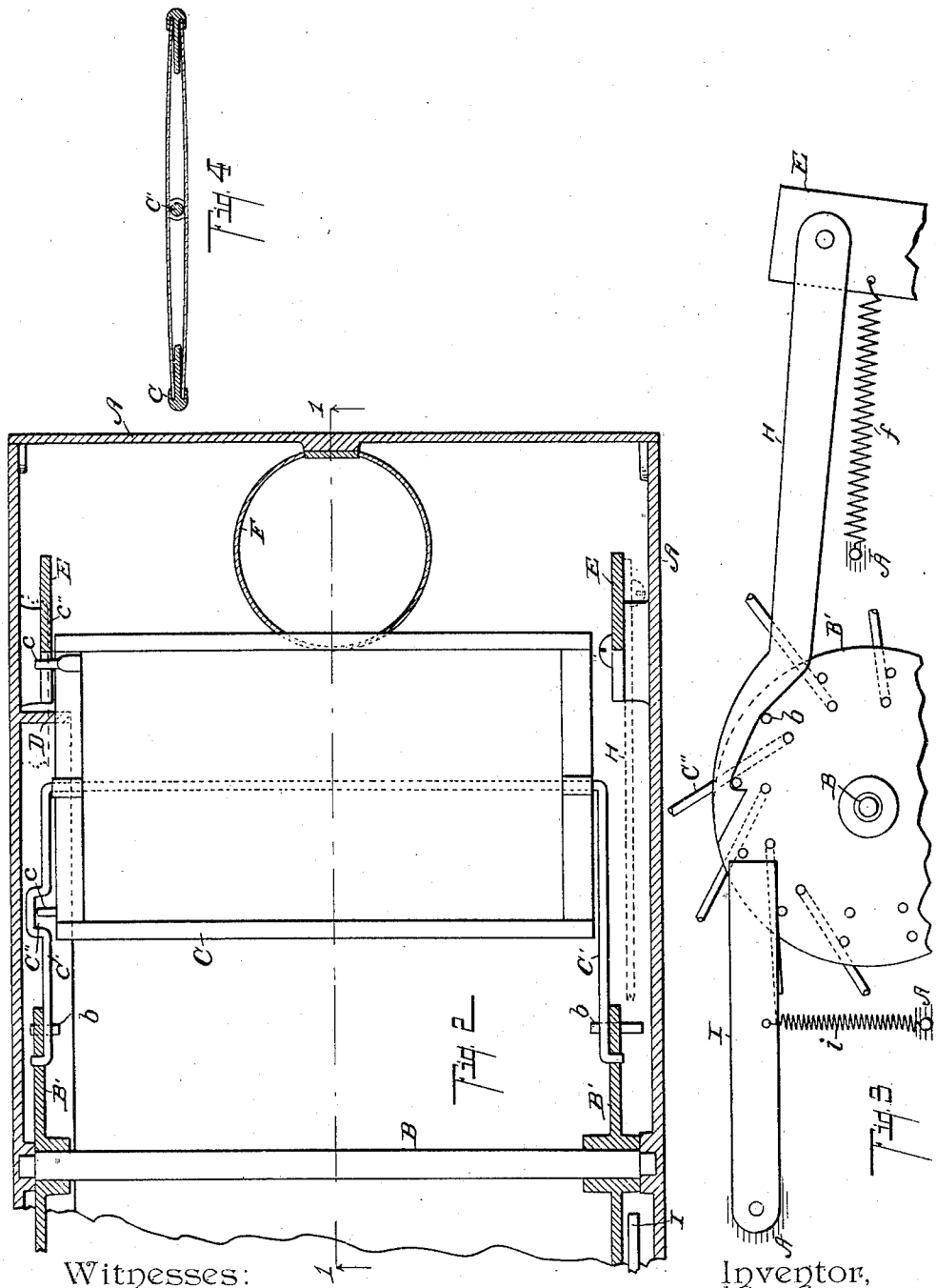
Herbert W. Gardner
By *Chapman & East*
Att'ys

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2 SHEETS—SHEET 2.



Witnesses:

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UNITED STATES PATENT OFFICE.

HERBERT W. GARDNER, OF DETROIT, MICHIGAN, ASSIGNOR TO NATIONAL DEVICE CO., OF KALAMAZOO, MICHIGAN.

ADVERTISING DEVICE.

No. 868,542.

Specification of Letters Patent.

Patented Oct. 15, 1907.

Application filed February 23, 1905. Serial No. 246,958.

To all whom it may concern:

Be it known that I, HERBERT W. GARDNER, a citizen of the United States, residing at the city of Detroit, county of Wayne, State of Michigan, have invented certain new and useful Improvements in Advertising Devices, of which the following is a specification.

This invention relates to improvements in advertising devices, preferably for actuation in connection with cigar cutters.

10 The objects of the invention are, first, to provide a construction and arrangement of exhibit frames, supported on a rotary drum, in which the amount of surface available for advertising purposes, will greatly exceed the periphery of a cylinder of the same dimensions. Second, to provide an improved means of automatically reversing exhibits cards or frames in the rotation of such an advertising device. Third, to provide an improved arrangement of parts, whereby the actuation of the parts is greatly facilitated.

20 Further objects, relating to details of the construction will definitely appear from the detailed description to follow.

The invention is clearly defined and pointed out in the claims.

25 I accomplish the objects of my invention by the devices and means illustrated in the accompanying drawing, forming a part of this specification, in which,

30 Figure 1 is a vertical longitudinal detail sectional elevation view through an advertising device embodying my invention, taken on a line corresponding to line 1—1 of Fig. 2. Fig. 2 is a detail horizontal sectional view of the front portion of the device, showing the manner of reversal of the frames, taken on a line corresponding to line 2—2 of Fig. 1. Fig. 3 is an enlarged detail side elevation view of the actuating and detent pawls with their connected springs. Fig. 4 is a transverse detail sectional view through one of the frames on a line corresponding to line 1—1 of Fig. 2 showing the manner in which the advertising cards are retained.

40 In the drawing, all sectional views are taken looking in the direction of the little arrows at the ends of the section lines, and similar letters of reference refer to similar parts throughout the several views.

45 Referring to the lettered parts of the drawing, the casing A is provided with a cover A' in which there is a window, preferably of glass, at A'', in front of which the advertising cards or sheets are exposed. Within this casing is a suitable reel, consisting of a shaft B, journaled at each end, and supported in suitable bearings in each side of the case, and provided with heads B', B''. Bails of wire, C, are supported between these heads, the ends thereof being

turned out and suitably journaled in the heads B' B''. Pin stops b are on each side of each bail, permitting them to swing back and forth through a limited space. 55

On the bail at points corresponding to the periphery of the cylinder, are supported frames C, extending between the sides of the bail, and supported on the central portion of the bail, which extends longitudinally through the center thereof, as definitely appears in Figs. 2 and 4. The frames C are supported in planes substantially tangent to the circle described by the outer ends of the bails in the revolution of the reel, except at the point of their reversal and exposure, this being of great advantage on account of the compactness of the structure. On the right hand end of the frame are projecting pins c c, which are for the purpose of engaging suitable guiding ribs to assist in the control of the said advertising frames, this being the most practical way of securing connection between the frames and the said guiding ribs. The main guiding rib appears at D, and substantially encircles the entire periphery of the revolving part, around toward the top thereof, the same terminating at each side of the window. The upper portion is preferably provided with a downward depression D', to increase the movement and action of the frames, at that point. Just beneath this part, is a guiding rib c' which is positioned to engage one or the other of the pins c at the right hand end of the frame. Separated from this, a little distance and opposite the window, and substantially parallel therewith, is a guiding rib c'' which serves to support each guiding frame in exactly the right position for exhibiting the advertising card thereon. These projecting ribs c' c'' are of such width as appears, in Fig. 2, that they do not reach out to engage the frame at all, but engage merely the pins c when the wheel is rotated. The gap between these two guides is to permit each frame to swing on its bail and reverse itself as it passes the window. To this end, the main guide D projects slightly outward at D'' at a point just below the window, and there is a small gap there, to permit the frames to project slightly and compel them to reverse at this point. In order that the frames may reverse within the bails, there is an offset portion C'' in the right hand portion of the bail, which provides clearance for the pins c c to pass when the frame is being reversed. A pawl H is pivoted to a suitable lever construction E, and engages the outwardly projecting ends of the pins b on the left hand end of the reel to which I have referred. A spring f connects the lever part E to the side of the case A, to return the pawl to its initial position. A detent pawl I is pivoted to the inside of the frame, and is held down by a spring i which serves as a detent to

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prevent the backward movement of the reel and to insure by its brake action, the stopping of the advertisement in exactly the right position. These pawls and their relation is exactly detailed in Fig. 3.

5 The lever E is a double lever, shaped something like a bail, and I provide a projecting handle portion E', which projects out through a slot *a* in the cover, and provide a sliding cover E'' to cover this aperture. The portion E' is made hollow and of the right size to receive
10 the end of a cigar. A knife *g* is supported on the case A in exactly the right position to cut the tip of the cigar when the device is pulled towards the front. A receptacle F is placed beneath this cigar cutter to receive the clippings.

15 A suitable lamp and lighter devices can be supported on the top H for the convenience of the smoker, the bottom portions Z of which are indicated in Fig. 1.

Having thus described the parts, I will now indicate their operation. The user places a cigar in the projecting holder part E' and pulls it forward. The result is
20 that the tip of the cigar is cut and drops into the receptacle F. The pawl H which is connected to the lever E affords the connecting means whereby the advertising reel is rotated toward the usef. When the stroke is
25 complete, the detent pawl drops back of the appropriate pin, and as it is held down by the spring *i*, serves by striking the pin beneath, to locate the advertisement properly in position in front of the window. As the reel revolves step by step, a frame with the advertising
30 matter thereon is brought in front of the window as appears in the figure. The lower end of this frame is carried outward by the guiding ribs *c''* engaging the forward pin *c* on this frame. On the next impulse imparted by the operation of the device, the reel is carried forward
35 one step. This outward end of the frame in front of the window is thus carried out beyond the outside of the circle formed by the mass of frames, and as the pin or end of the frame, either, for that matter, engages the rib D at D'', the outer end is stopped from further advance around the circle and the continued movement
40 swings the bail C' ahead of the outer edge of the frame, thereby causing it to turn on its axis and reverses into the position indicated in the next succeeding step, the position of which is shown by the next frame in advance.

45 The frame is now engaged by the rib D, which either engages the pin or the frame, and travels along step by step without change of position relative to the bail, around to the top where the pin or frame encounters the downward projection D' and is guided into contact with
50 the rib *c'* where, on the next step, the bail swings forward past its center and the frame being guided by the rib D, and portion D' and the rib *c'*, passes into position in front of the window, where the next movement reverses it as heretofore indicated. The rear pin *c* swings
55 down between the ribs *c' c''* and passing through the offset portion C'' of the frame completes its reversal.

Of course, what I have described for this one frame, and bail, occurs with each frame and bail successively as it passes the window. It will therefore be seen that
60 during one entire revolution of the reel, one side of the frames with their advertising matter is exposed, and on the next revolution, the opposite side is exposed. As the frames are pivoted, and the bails supporting the same are pivoted, they overlap, and a large number of
65 them can be placed in a comparatively small space;

and as both sides of the frame are exposed in the progress of the revolution, a large number of separate advertising spaces are thus secured.

I wish to claim my improved advertising device broadly as well as specifically, as it is here illustrated. 70 It is obvious that the details of construction can be greatly modified.

Having thus described my invention, what I claim as new and desire to secure by Letters Patent, is:

1. The combination, with a suitable casing A having a cover A' with a window A'' therethrough, of a reel consisting of a shaft B, with heads B' B', supported in suitable bearings within the casing; bails pivotally supported between the heads of said reel, with stops at each side to permit of a movement of the bails as the reel rotates; frames for advertisements supported on the reels and adapted to revolve on the outer portions thereof and provided with laterally-projecting pins toward each side of one end, the bail being offset to permit of the rotation of the frames; a main guiding rib D extending downwardly from the front of the window and encircling the reel to a point around towards the top of the frame, where a downward projection D' is formed therein, the front portion D'' projecting outside a circle embracing the frames; a curved guiding rib *c'* within the outer rib D at D', at its upper end, and a guiding rib *c''* below and in front of the window to serve as a guide to support the frames in proper position in front of the window, there being a gap between these ribs *c' c''* to permit of the reversal of the frames; a lever structure in the front of the casing; a spring for holding the lever in its normal position; a pawl H connected to the lever to engage projecting pins on the end of the reel; and a spring detent pawl to engage the pins and locate the reel in the proper position for displaying the advertisements successively, all co-acting substantially as described and for the purpose specified. 80 85 90 95 100

2. The combination with a suitable casing A with a window A'' therethrough of a reel supported in suitable bearings within the casing; bails pivotally supported on the said reel with stops at each side to permit of a movement of the bails as the reel rotates; frames for advertisements supported on the reels and adapted to revolve on the outer portions thereof and provided with laterally projecting pins toward each side of one end, the bail being offset to permit of the rotation of the frames; a main guiding rib D extending downwardly from the front of the window and encircling the reel to a point around towards the top of the frame, where a downward projection D' is formed therein, the front portion D'' projecting outside a circle embracing the frames; a curved guiding rib *c'* within the outer rib D at D', at its upper end, and a guiding rib *c''* below and in front of the window to serve as a guide to support the frames in proper position in front of the window, there being a gap between these ribs *c' c''* to permit of the reversal of the frames; a lever structure in the front of the casing; a spring for holding the lever in its normal position; a pawl H connected to the lever to engage a ratchet wheel to actuate the reel; and a spring detent pawl, all co-acting substantially as described and for the purpose specified. 105 110 115 120 125

3. The combination with a suitable casing A with a window A'' therethrough of a reel supported in suitable bearings within the casing; bails pivotally supported on the said reel with stops at each side to permit of a suitable movement of the bails as the reel rotates; frames for advertisements supported on the reels and adapted to revolve on the outer portions thereof, and provided with laterally-projecting pins toward each side of one end, the bail being offset to permit of the rotation of the frames; a main guiding rib D extending downwardly from the front of the window and encircling the reel to a point around towards the top of the frame, where a downward projection D' is formed therein, the front portion D'' projecting outside a circle embracing the frames; a curved guiding rib *c'* within the outer rib D at D', at its upper end, and a guiding rib *c''* below and in front of the window to serve as a guide to support the frames in proper position in front of the window, there being a gap between these ribs *c' c''* 130 135 140

to permit of the reversal of the frames; actuating means comprising a pawl; and a detent pawl for actuating the reel, all coacting substantially as described and for the purpose specified.

5 4. The combination of a suitable casing with a window therethrough; a reel supported within the casing; bails pivotally supported on said reel with stops at each side of said reel to limit the movement of the bails as the reel rotates; advertising supports pivoted to the said bails and arranged to overlap each other transversely to the bails, guiding means to retain the said advertising supports in the transverse relation, with devices for separating the bails to permit the complete exposure of an advertisement at the window during the actuation of the reel; and guiding means for reversing said advertising supports, and ratchet means for actuating said reel step by step; for the purpose specified.

10 5. The combination of a suitable casing with a window therethrough; a reel supported within the casing; bails pivotally supported on said reel with stops at each side of said reel to permit of a movement of the bails as the reel rotates; advertising supports pivoted to the said bails and arranged to overlap each other, and to rotate thereon; stops on such advertisement supports arranged at each side of the pivot; a main guiding rib with its front end projecting beyond the circle described by the bails and its rear portion slightly depressed for holding the advertisement supports into a compact space, and guiding the same; ribs opposite the window and within

the circle of the main guiding rib, separated from each other to engage the said stops; and means for actuating the reel step by step, for the purpose specified. 30

6. In an advertising device, the combination of a casing; a suitable window; a reel within the casing; bails pivoted to the reel; advertising supports pivoted to the bails and arranged to overlap each other transversely to the bails, the same being arranged to be separated and expose the advertisements at the window successively; guiding means to retain the said advertisement supports in the transverse relation; and guiding means for reversing said advertisement supports; and ratchet means for actuating said reel step by step, as specified. 35 40

7. In an advertising device, the combination of a casing; a suitable window; a reel within the casing; bails pivoted to the reel; advertisement supports pivoted to the bails and arranged to overlap each other transversely to the bails; guiding means to retain the said advertisement supports in the transverse relation; the same being arranged to be separated and expose the advertisements at the window successively; and guiding means for reversing said advertisement supports, as specified. 45 50

In witness whereof, I have hereunto set my hand in the presence of two witnesses.

HERBERT W. GARDNER.

Witnesses: -

FRED CELLEM,

ETHEL A. TELLER.