W. MOLENAAR.

ADVERTISING DEVICE.

APPLICATION FILED APR. 23, 1908.

954,755. Patented Apr. 12, 1910.

2 SHEETS—SHEET 1.

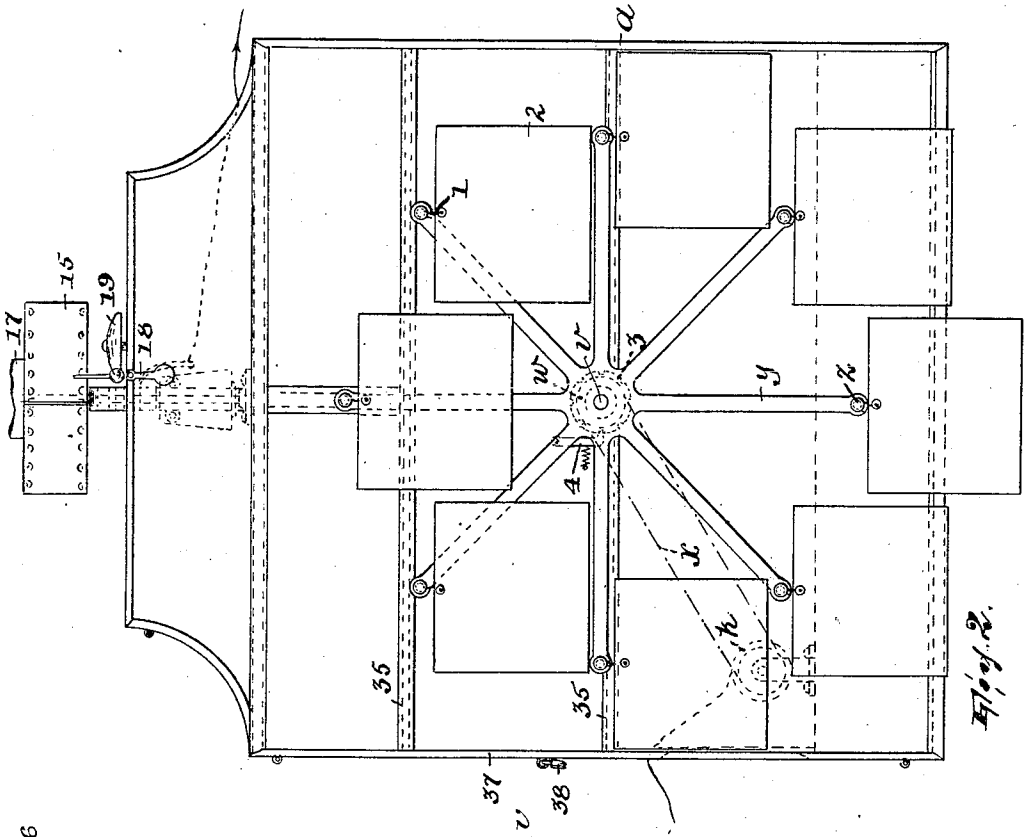

Fig. 2.

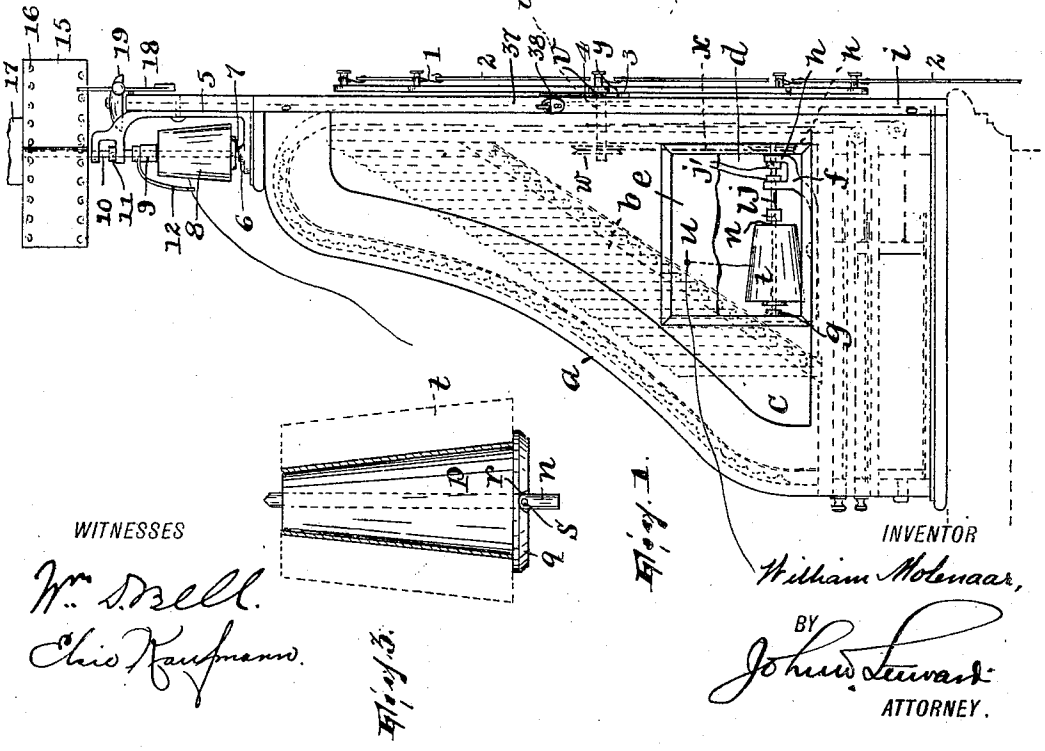

Fig. 1.

Fig. 3.

WITNESSES

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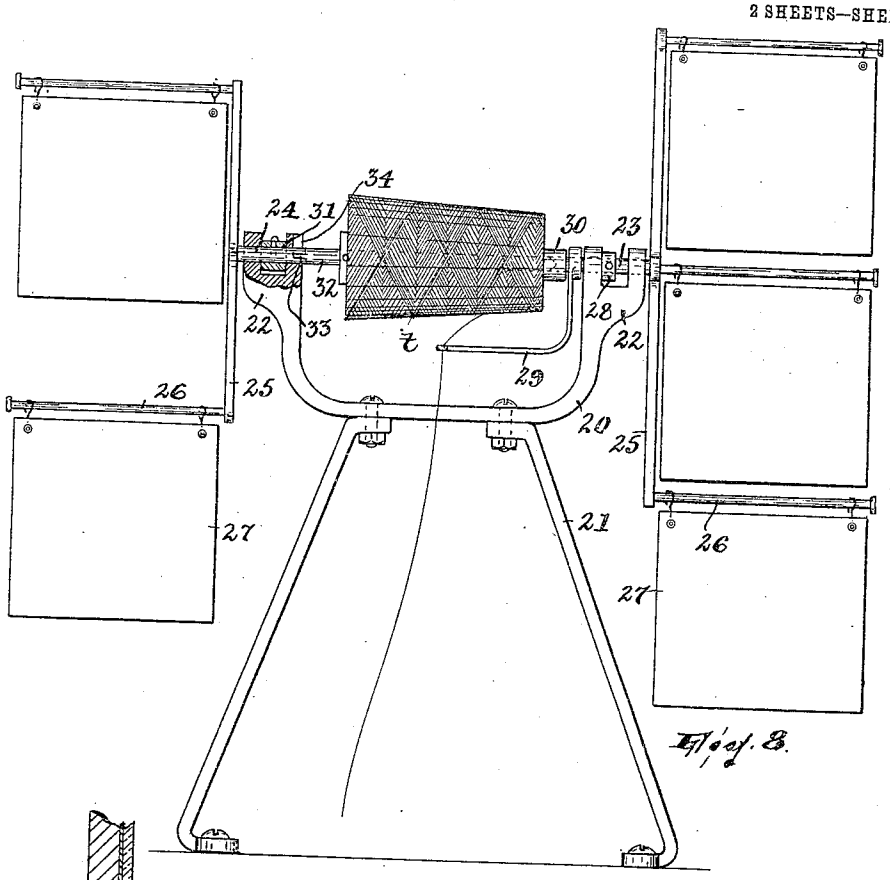

Fig. 3.

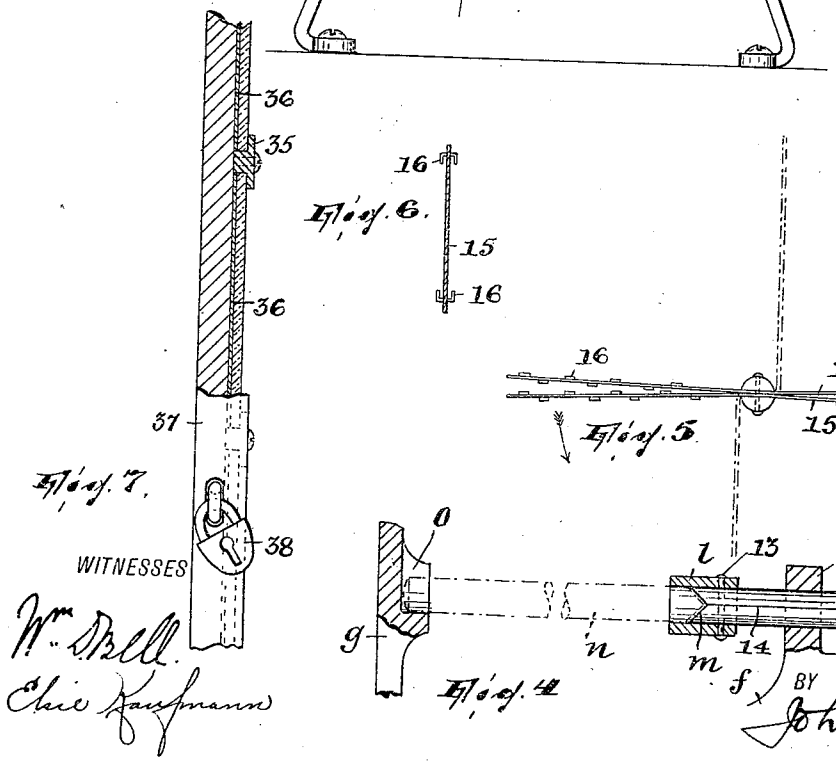

Fig. 6.

Fig. 5.

Fig. 7.

Fig. 4.

WITNESSES

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UNITED STATES PATENT OFFICE.

WILLIAM MOLENAAR, OF PATERSON, NEW JERSEY.

ADVERTISING DEVICE.

954,755. Specification of Letters Patent. Patented Apr. 12, 1910.

Application filed April 23, 1908. Serial No. 428,750.

To all whom it may concern:

Be it known that I, WILLIAM MOLENAAR, a citizen of the United States, residing in Paterson, Passaic county, New Jersey, have invented a certain new and useful Improvement 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, reference being had to the accompanying drawings, and to characters of reference marked thereon, which form a part of this specification.

My invention relates to advertising apparatus and it has for its object to provide a novel and conspicuous advertising means wherein the advertising media will be actuated by the unwinding of a ball of cord or the like; I have shown my invention in reference particularly to a bill file of the nature of that illustrated in U. S. Letters Patent No. 883,468, granted to me March 31, 1908, which involves the use of a cabinet in connection with which my present invention may be conveniently used, but it will be understood that the invention is not correspondingly limited.

Referring to the accompanying drawings, in which the invention will be found fully illustrated, Figure 1 is a side view of a bill file of the kind above alluded to and of my advertising means applied thereto; Fig. 2 is a rear view of what is shown in Fig. 1; Fig. 3 illustrates a detail, showing how the cop or ball of cord may be carried; Fig. 4 is a detail view of the cop or ball spindle and its mounting; Fig. 5 is a detail view of the rotating vanes on which advertising matter is depicted; Fig. 6 is a sectional view of one of such vanes; Fig. 7 illustrates how additional (stationary) advertising media may be placed on the cabinet of the bill file; and, Fig. 8 shows a modification.

In said drawings, *a* designates the cabinet of a bill file of the kind above referred to; in this is arranged an inclined series of bill-holders *b* and these form a triangular space at the back lower portion of the cabinet which is preferably availed of for the accommodation of a part of the mechanism of my improved advertising apparatus. To this end, one side wall *c* of the cabinet may be formed with an opening *d* having a removable cover *e* and affording access to the space within said cabinet. In the space mentioned is arranged a bracket *f* having an upwardly extending bearing *g* at one end and a bifurcated bearing *h* at the other end; the bifurcated bearing is arranged the nearer to the back wall *i* of the cabinet and in it is journaled a shaft *j* which is kept from longitudinal movement by two collars *j'* fixed thereon within the bifurcated portion of said bracket and which carries at its rear end a pulley *k* and at its other end a socket *l*. The end of said shaft carrying the socket has a V-shaped recess *m* formed therein (see Fig. 4) and adapted to receive the wedge-shaped end of another shaft *n* which, when introduced into the socket *l* and thus clutched with shaft *j*, its other end resting in an upwardly open recess *o* of bearing *g*, will rotate with said shaft *j* and be kept from endwise movement by the latter and bearing *g*. The shaft or spindle *n* carries the conical plug *p* (see Fig. 3) having the flat or disk-shaped head *q*, the latter being formed with a cross-cut *r* to receive a removable pin *s* introduced through the spindle and adapted to key the spindle and the plug together. Onto the plug is placed a cop or ball of cord *t* whose free end may be extended through a suitable hole *u* in the cabinet so as to be in convenient reach. In the back wall of the cabinet, above the shaft *n*, is arranged another rotary shaft *v* carrying at its inner end a pulley *w* (connected with pulley *k* by the belt *x*) and at its outer end the spider *y* having on its radial arms the pins *z*. From these pins depend links 1 carrying plates or vanes 2 on which advertising matter may be displayed. In order to prevent backward rotation of the mechanism a ratchet-wheel 3 may be provided on shaft *v*, being engaged by the spring pawl 4.

It will be obvious that when the free end of the cord is pulled upon, as in tying a parcel, the shafts *j* and *n* will be rotated and thereby cause the spider to rotate, the movement of the advertising vanes or plates making of them a conspicuous advertising medium.

If desired, the mechanism just described,

slightly modified to suit the condition attending the change of position from the horizontal to the vertical, may be adapted to the top of the cabinet, as follows: The bracket 5 is substantially the same in shape as the bracket *f*, but it stands vertically, being secured against the upwardly projecting end of the back wall and to the top of the cabinet. It has a step-bearing 6 for the spindle 7 for the ball of cord 8, the spindle having its upper end received by the socket 9 on the lower end of the spindle or shaft 10 which is journaled in the bifurcated portion of the bracket and has some longitudinal movement therein limited by the collar 11 in said bifurcated portion. A cord-guide 12 is pivoted on spindle 10 above the socket. In this instance the shafts are clutched together in the same manner as that already described with reference to the shafts *j* and *n;* the one having the V-shaped recess to receive the wedge-shaped end of the other in this instance is formed in two longitudinal sections which may be held together by the rivets 13 and which therefore form the split 14. This split is designed to receive two plates or vanes 15 which in their initial form stand face to face but which, when put to use, are first bent the one at one end and the other at the other so as to stand at right angles to their remaining portions. This affords eight available spaces for advertising matter; if desired ears 16 may be punched from the plates or vanes to receive cards containing the advertising matter. It will be understood that the vanes 15 may be repeated above those just described, as indicated at 17 in Figs. 1 and 2. The vanes may be arranged to engage a pivoted bell-striker 18 so as to sound the bell 19 as they pass the striker.

It will be understood that in either of the forms of the mechanism so far described the clutch connections described have for their purpose to permit the shaft carrying the ball of cord to be readily removed for the purpose of replenishing the cord supply.

Fig. 8 shows a modification adapted to be placed on top of the cabinet or on any other suitable support and carrying two sets of depending plates or vanes for advertising matter. Here the bracket 20 has two or more legs 21 which may be secured to the support by screws or the like, the bracket having two bifurcated portions 22; in these are journaled two alined shafts 23 and 24, each carrying a spider 25 having the horizontal arms 26 from which are pivotally suspended the vanes or plates 27 for advertising matter. A collar 28 within the bifurcated portion of the bracket keeps shaft 23 from inward movement and its outward movement is prevented by the pivoted cord-guide 29 and the socket 30; a collar 31, fitting in the bifurcated portion of the other bracket, keeps shaft 24 from endwise movement in either direction. The socket 30 is adapted to receive one end of shaft or spindle 32 for the ball of cord, which is then clutched to shaft 23 as in Fig. 4, while the other end of said spindle 32 has a flattened extension 33 adapted to be received by a cross cut in the end of shaft 24 and to then rest in the open bearing 34 of the adjoining bifurcated portion of the bracket.

If desired, longitudinal guides 35 may be attached to the back of the cabinet to receive advertising plates 36, which may then be secured in place by a keeper-bar 37 covering the ends of the guides and having a lock-and-staple means 38 for preventing its removal except by authorized persons.

I do not wish to be limited to any of the details of construction herein shown and described, what I claim being,

1. In an advertising apparatus, the combination, with a suitable support and an advertising mechanism comprising a rotary device, of a ball of cord and a rotary device carrying the ball of cord, said devices being positively clutched end to end and one of them having a socket receiving the other, substantially as described.

2. In an advertising apparatus, the combination, with a suitable support, an advertising mechanism comprising a rotary device and an alarm mechanism adapted to be actuated by the advertising mechanism, of a ball of cord, and a rotary device carrying the ball of cord, said devices being positively clutched together end to end and one of them having a socket receiving the other, substantially as described.

3. In an advertising apparatus, the combination of a suitable support, a movable advertising means, a ball of cord, a rotary device carrying the ball of cord, another rotary device, said devices being positively clutched together end to end, one of said devices having a socket receiving the other, and means for actuating the advertising means from the second-named rotary device, substantially as described.

4. In an advertising apparatus, the combination of a suitable support, a movable advertising means, a ball of cord, a rotary device carrying the ball of cord, means for transmitting movement to said advertising means comprising another rotary device disconnectively connected with said first-named rotary device, and a cord-guide pivoted on one of said rotary devices, substantially as described.

5. The combination of the casing *a* having a vertical wall, a shaft journaled horizontally in said wall, a spider carried on the

outer end of said shaft and having horizontal pins at its extremities, plates pivotally suspended from said pins and disposed face to face with said wall, and means, inclosed in said casing and operatively connected with the inner end of said shaft, for rotating the shaft, substantially as described.

In testimony, that I claim the foregoing, I have hereunto set my hand this 22nd day of April, 1908.

WILLIAM MOLENAAR.

Witnesses:
WM. D. BELL,
JOHN W. STEWARD.