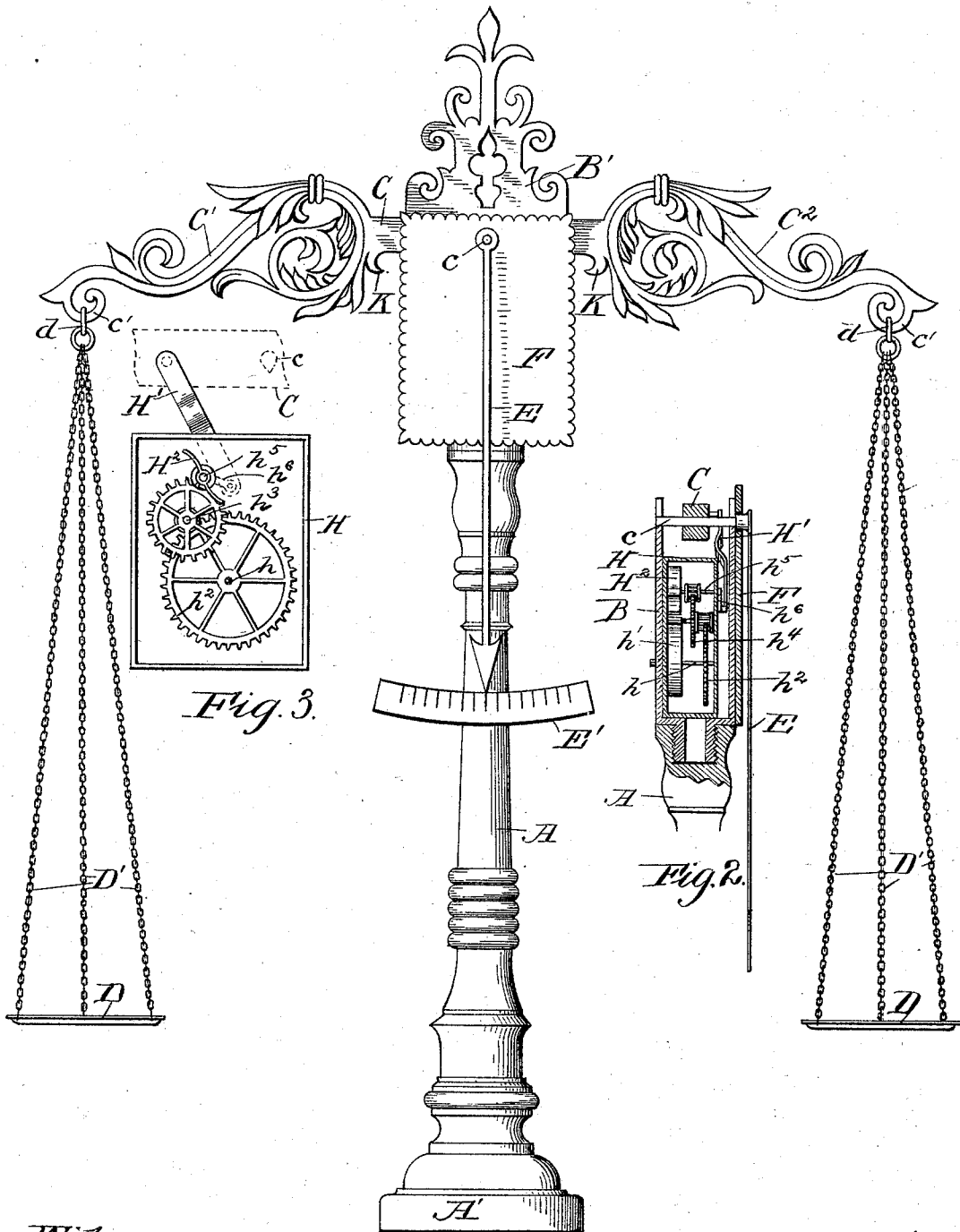


(No Model.)

J. F. BOMM.
ADVERTISING DEVICE.

No. 541,915.

Patented July 2, 1895.



Witnesses,
Chas. W. Parker.
G. A. Remington

Fig. 1.

Inventor:
Joseph F. Bomm
By R. S. Bacon
att'y

UNITED STATES PATENT OFFICE.

JOSEPH F. BOMM, OF EVANSVILLE, INDIANA.

ADVERTISING DEVICE.

SPECIFICATION forming part of Letters Patent No. 541,915, dated July 2, 1895.

Application filed April 10, 1895. Serial No. 545,198. (No model.)

To all whom it may concern:

Be it known that I, JOSEPH F. BOMM, a citizen of the United States, residing at Evansville, in the county of Vanderburg and State of Indiana, 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 an improvement in advertising devices, and it consists in the construction and arrangement of parts hereinafter described and definitely pointed out in the claims.

The aim and purpose of the invention is the provision of an improved advertising device embodying in its structure the principle of the equal-arm balance having provision for displaying and advertising merchandise and combining therewith mechanism for continually and automatically moving the arms, so that the attention of persons will be directed to the advertisement and merchandise.

The objects of the invention are attained by the construction illustrated in the accompanying drawings wherein like letters of reference designate corresponding parts in the several views, and in which—

Figure 1 is an elevation of the device. Fig. 2 is a vertical section showing parts broken away; and Fig. 3 is a rear view of the actuating mechanism showing the casing removed.

In the drawings A designates the standard mounted on a suitable supporting base A'. The upper end of the standard has a suitable bifurcated extension B capped by an ornamental top B'. Between the bifurcated sections is the beam C fixedly secured on a shaft c which is journaled in suitable bearings in the arms of the bifurcated section. The beam C comprises the two like balance arms C' C² extending in opposite directions and of any desired fanciful or attractive form. Their outer ends are curved to form hooks c' over which suitable rings or loops d are placed by which the scale pans D are supported through the medium of the chains D' connected respectively with the rings and pans. The forward end of the shaft c projects beyond the

standard and carries a depending pointer E which is rigidly connected therewith. The lower end of the pointer is arranged opposite an indicating panel E' on which suitable advertisements are printed or placed, so that the pointer will vibrate from one advertisement to the other. The panel is fixedly secured centrally on the standard and projects in opposite directions beyond the same and is preferably curved to correspond with the arc of the movement of the pointer. Interposed between the standard and pointer is the face board F fixedly secured on the standard and extending to the top thereof. This board serves to conceal the actuating mechanism hereinafter described, and also is a medium on which suitable advertisements may be placed.

To positively rock the balance-arms, I employ a suitable clock mechanism consisting of a train of gears and a driving spring. The mechanism is located in a suitable casing H secured on the standard directly below the shaft and comprises the shaft h on which is a strong driving spring h'. The shaft has the usual squared end for winding and on which the master gear h² is mounted which meshes with a pinion on a counter shaft h³, which shaft carries the gear h⁴ meshing with a pinion on a crank shaft h⁵. This shaft h⁵ projects beyond the casing and has the crank h⁶ on its outer end with which the link H' is pivotally connected. The link H' extends up obliquely and is pivotally secured to one of the balance arms at a point slightly beyond the shaft c. On the opposite end of the shaft h⁵ is a fan H² which serves the purpose of governing the movement of the works. The balance arms are limited in their movement by a suitable shoulder or stop K so that unequal pressure on or against the clock mechanism is prevented. I have also found that by forming the connection between the clock mechanism and arms with yielding section any undue pressure on one arm will not damage or interfere with the clock mechanism.

In operation, the scale pans are loaded with an equal amount of merchandise, either of the same or different classes, or a weight may be placed on one pan. The clock mechanism is

then started and the arms rocked upward and downward carrying the pointer back and forth over the advertisement on the panel.

5 The device makes a very attractive and useful means for advertising merchandise.

It is evident that slight changes in the construction can be made and substituted for that shown and described without in the least departing from the nature and principle of my
10 invention.

Having thus described the invention, what is claimed as new, and desired to be secured by Letters Patent, is—

1. In an advertising device, the combination
15 with a standard, of equal balance arms pivotally supported thereon, receptacles carried by the arms, a clock mechanism for rocking the arms, a link pivotally connected with the clock mechanism at one end and pivotally connected
20 with the arms at a point beyond the pivotal center thereof, a pointer fixedly connected

with the arms, and an advertising panel adjacent to the pointer, substantially as described.

2. In an advertising device the combination 25 with a vertical standard having a shaft journaled in its upper end, a balance beam fixed on the shaft, a pointer fixed on the end of the shaft, receptacles carried by the arms, a clock mechanism carried by the standard, a crank 30 actuated by the mechanism, a link connection between the crank and beam at one side of the shaft, and an advertising panel on the standard opposite the end of the pointer, substantially as described. 35

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

JOSEPH F. BOMM.

Witnesses:

EBEN C. POOLE,
HELEN F. POOLE.