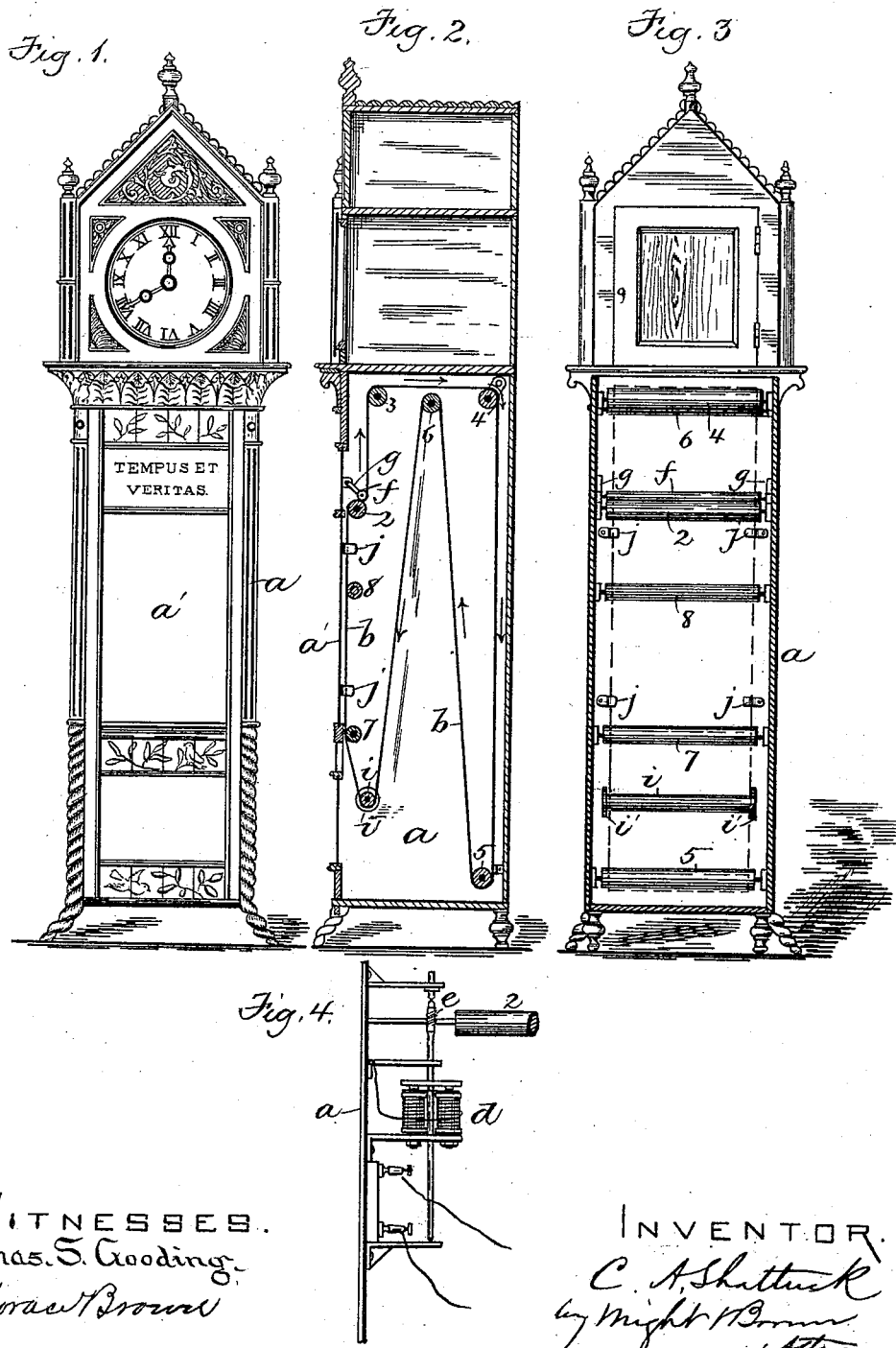


(No Model.)

C. A. SHATTUCK.
ADVERTISING APPARATUS.

No. 342,645.

Patented May 25, 1886.



UNITED STATES PATENT OFFICE.

CHARLES A. SHATTUCK, OF BOSTON, MASSACHUSETTS.

ADVERTISING APPARATUS.

SPECIFICATION forming part of Letters Patent No. 342,645, dated May 25, 1886.

Application filed April 30, 1885. Serial No. 163,911. (No model.)

To all whom it may concern:

Be it known that I, CHARLES A. SHATTUCK, of Boston, in the county of Suffolk and State of Massachusetts, have invented certain new and useful Improvements in Advertising Apparatus, of which the following is a specification.

This invention relates to that class of advertising apparatus in which an endless band is mounted on rollers within a case and provided with advertising-matter, which is displayed through an opening in the front of the case, the band being moved by a motor which rotates one of the rollers.

The present invention has for its object to provide improved means for keeping the band taut and insuring its continuous movement by the driven roller; and to this end it consists in the improvements which I will now proceed to describe and claim.

In the accompanying drawings, forming a part of this specification, Figure 1 represents a front elevation of the case of my improved advertising device. Fig. 2 represents a vertical section of the same. Fig. 3 represents a rear view, the back being removed and a part of the case being shown in section. Fig. 4 represents a view of the motor which impels the endless band.

The same letters of reference indicate the same parts in all the figures.

In the drawings, *a* represents the casing of my advertising apparatus, having a front opening, *a'*, for the display of the advertising-matter on the endless band *b*. Said band runs upon horizontal rollers 2, 3, 4, 5, 6, 7, and 8, journaled in fixed bearings in the casing *a*. The rollers 3, 4, and 6 are near the top of the casing, the roller 6 being slightly lower than the rollers 3 and 4. The roller 5 is near the bottom of the casing, while the rollers 2, 7, and 8 are at different heights near the front of the casing. Said rollers are disposed, as shown in Fig. 2, to guide a long belt, the belt passing upwardly from the roller 5 to the roller 6, and then downwardly nearly to the bottom of the casing. The roller 2 is rotated by any suitable means, preferably by an electric motor, *d*, the shaft of which has a worm, *e*, meshing

with a worm-wheel on the arbor of said roller 2. (See Fig. 4.)

f represents an idle-roll, made heavy by being made of metal, or otherwise weighted and journaled in arms *g g*, which are pivoted to the casing, so that the weighted roll *f* bears with a yielding pressure on the driven roll 2, or rather on the band interposed between said rolls, and thus acts to press the band closely against the roll 2 and insure the movement of the band by the roll.

i represents a loose roll, which rests in a bight of the band *b*, between the rolls 6 and 7, and keeps the band under suitable tension. The loose roll *i* has end flanges, *i' i'*, which, by bearing against the edges of the band, prevent lateral displacement of the roll.

j j represent ears or guides affixed to the interior of the casing and projecting over the edges of the portion of the band that is being displayed through the front opening, *a'*, thus preventing lateral displacement of the band.

It will be seen that the above-described devices enable a band of considerable length to be contained in a comparatively small space and to be kept in a smooth condition at the part where it is displayed.

I claim—

The herein-described improved advertising apparatus, comprising the casing *a*, having an opening in its front, a series of rolls mounted in fixed bearings in said casing, an advertising band or belt passing over said rolls, a weighted loose roll made with flanges *i'*, suspended in a bight of said roll, to keep the same taut before the opening, a pressure-roll bearing upon the fixed rotated roll located at the upper end of the opening, suitable guides, *j j*, for the edges of the said band or belt, and means for continuously rotating one of said rolls, to impart a continuous movement to the band or belt, all arranged and operating as set forth.

In testimony whereof I have signed my name to this specification, in the presence of two subscribing witnesses, this 27th day of April, 1885.

CHARLES A. SHATTUCK.

Witnesses:

C. F. BROWN,
H. BROWN.