

A. S. LOVETT.
Advertising Apparatus.

No. 201,257.

Patented March 12, 1878.

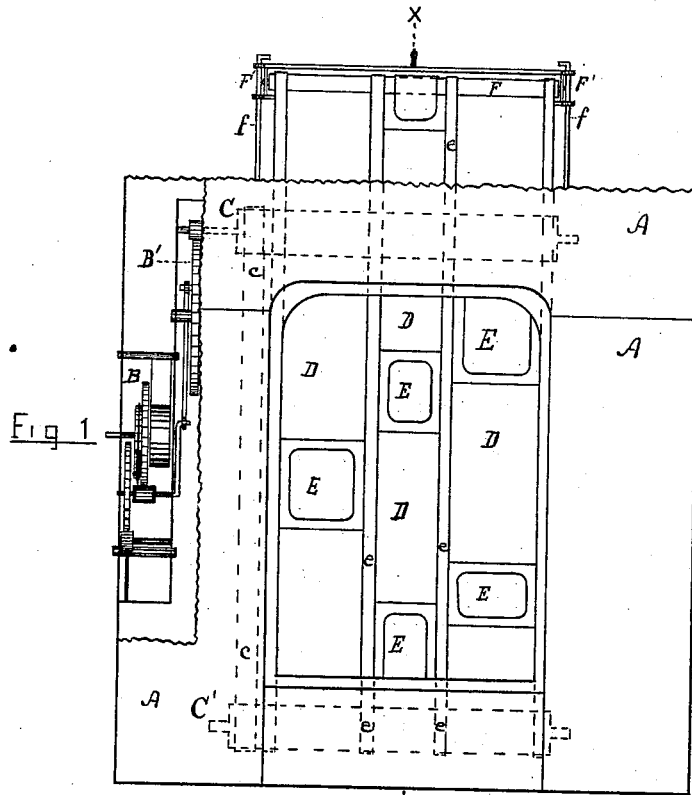


Fig 1

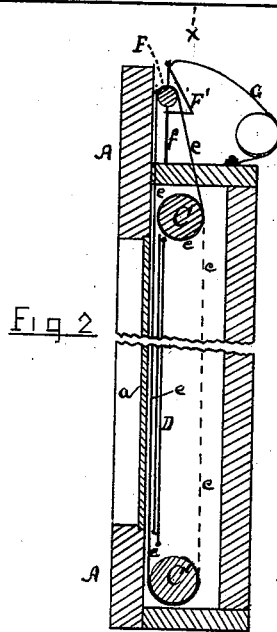


Fig 2

WITNESSES

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ARTHUR S. LOVETT, OF ERIE, PENNSYLVANIA.

IMPROVEMENT IN ADVERTISING APPARATUS.

Specification forming part of Letters Patent No. **201,257**, dated March 12, 1878; application filed August 16, 1877.

To all whom it may concern:

Be it known that I, ARTHUR S. LOVETT, of Erie, in the county of Erie and State of Pennsylvania, have invented a new and useful Advertising Device; and I do hereby declare the following to be a full, clear, and exact description thereof.

My invention consists in providing an advertising device, or rather a device for displaying advertisements, and relates more particularly to that class of advertising devices wherein clock-work or other suitable motor is used to operate mechanism whereby the advertising-cards are moved before the observer.

My devices consist, first, of a frame-work to contain the mechanism and the display-cards; second, in place of attaching the display-cards or advertisements onto an endless belt or curtain, and causing them to move before the observer in one direction all the time, I use a kind of open-work curtain, and attach it to rollers, one at each end, on which it is rolled and unrolled alternately.

The advertising-cards are so placed on this open-work curtain that large spaces are left between the cards, in such a manner that objects beyond the curtain can be seen through them. These objects are placed on a screen just back of the open-work curtain, where they can be readily observed. They may consist of attractive pictures, or of geological or other specimens—anything which will attract attention. As the observer is looking at them through the glass door, his observation is constantly interrupted by the occasional passage before him of the advertising-cards on the open-work curtain.

My device is shown in the accompanying drawing as follows:

Figure 1 is a front elevation of the case, with parts removed to show the mechanism, and with parts of the mechanism shown by dotted lines. Fig. 2 is a section (transverse vertical) on the line *xx*, Fig. 1.

A is the case, which has a central part with a glass front, to display the advertising device. The case has a lateral extension, sufficient on one side to cover the clock-work motor, and on the other side it is extended equally, so as to give a symmetrical appearance.

The outer face of these side extensions will be occupied by permanent business-cards, or by pockets for cards, as may be desired.

B is the clock-work, which is of common construction, and by crank and pitman operates a large driving-pinion, B', which drives the roller C. The pinion B', by reason of its shaft interfering with the full sweep of its pitman, does not revolve entirely around, but has an oscillating movement; hence the roller C is made to revolve a few times in one direction, and then change and revolve in the other direction. C' is a similar roller at the opposite end of the case, which is propelled by a belt, *c*, which runs over the roller C. Attached to these rollers is an open-work curtain, *e*, with filled spaces [E, and open spaces, through which is seen the background or screen D. On the spaces E are printed advertisements, and on the screen D may be attached pictures or any attractive article.

As the clock-work moves the rollers, the curtain is first wound upon one roller, then upon the other. By this the advertisements and open spaces of the curtain move before the screen, and the observer can see the articles of interest on the screen through the open spaces of the curtain, and he will have his attention thereby attracted to the advertisement on the curtain, which occasionally interrupts his view.

To keep the curtain *e* at all times taut, I pass it over a stretching-roller, F, which is journaled on a slide, F', which slides on the guide-bars *f*, and is made flexible by the spring G. In place of the belt *c* to operate the roller C', that roller may be operated by a coil-spring; and the roller C' may be set on a tension-spring arrangement, and thus obviate the use of the tension-roller F.

My ornamented screen, with open-work curtain passing before it, may be used where the curtain is in the form of an endless belt, and such an endless belt may be used on my rollers, and made to run first in one direction and then in the other.

What I claim as new is—

1. In an advertising device, a curtain having open spaces and spaces filled with advertising matter, made to move in front of a

screen on which are attached ornaments or attractive objects, enabling the observer to see the ornaments through the spaces, and cutting off his view at times by the passage before him of an advertising-card, as and for the purposes mentioned.

2. The clock-work B, rollers C and C', and open-work curtain e, in combination with the screen D, as and for the purposes mentioned.

In testimony whereof I, the said ARTHUR S. LOVETT, have hereunto set my hand.

ARTHUR S. LOVETT.

Witnesses:

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