B. C. BAKER.

Advertising Medium.

No. 202,214. Patented April 9, 1878.

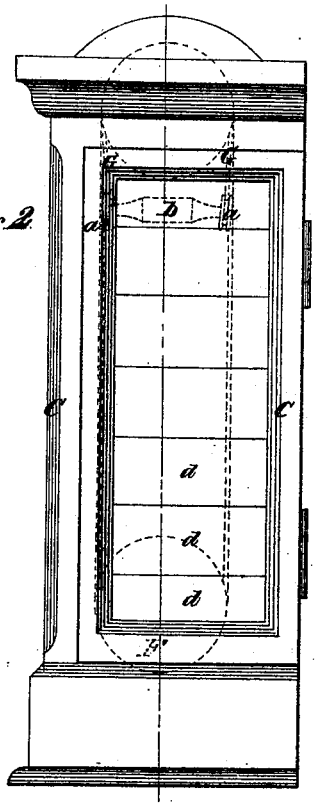

Fig 2.

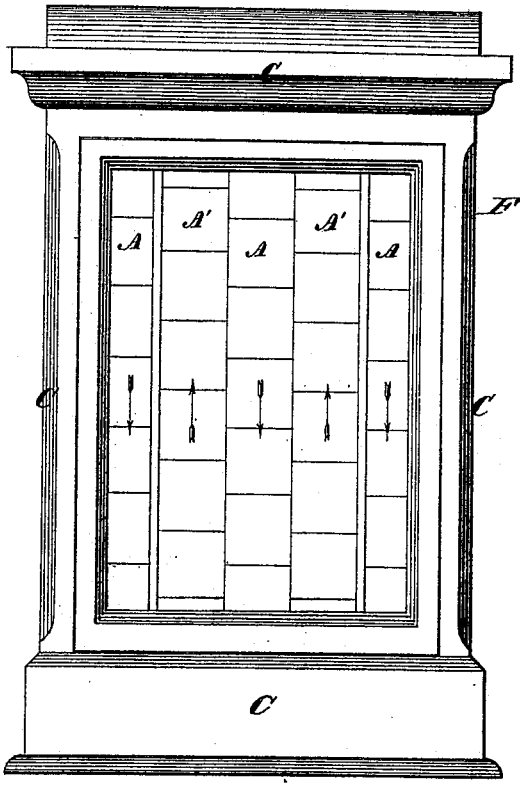

Fig 1.

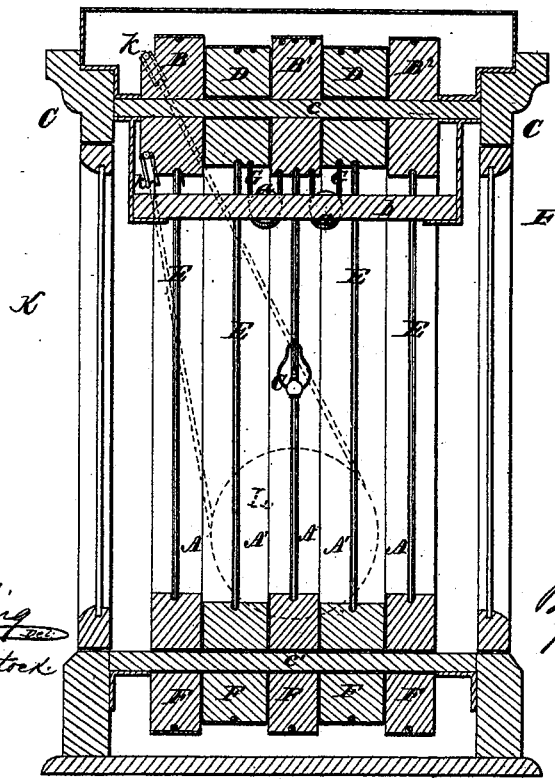

Fig 3.

Witnesses.

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UNITED STATES PATENT OFFICE.

BURR C. BAKER, OF COLUMBUS, OHIO.

IMPROVEMENT IN ADVERTISING MEDIUMS.

Specification forming part of Letters Patent No. **202,214**, dated April 9, 1878; application filed October 26, 1877.

To all whom it may concern:

Be known that I, BURR C. BAKER, of Columbus, in the county of Franklin and State of Ohio, have invented certain new and useful Improvements in Advertising Mediums; and I do hereby declare the following to be a full and exact description of the same, reference being had to the accompanying drawings, forming part of this specification, in which—

Figure 1 represents a front view of the invention, the direction of the belts carrying the advertisements being indicated by arrows. Fig. 2 is an end view, showing spaces for stationary advertisements, and Fig. 3 a longitudinal vertical section, showing the mechanism for supporting and imparting motion to the belts, and also the illuminating apparatus.

Similar letters of reference denote the same parts in the several figures.

This invention relates to improvements in day and night advertising mediums; and consists, first, of a series of endless belts adapted to carry the advertisements or other matters to be exhibited, and caused to travel side by side in opposite directions by suitable mechanism; secondly, in the peculiar construction and arrangement of the mechanism for supporting and operating the belts; and, thirdly, in the combination of illuminating devices with the endless belts and operating mechanism substantially as I will now proceed to describe.

In the drawings, C represents the casing or frame of the apparatus. *c c'* are cross-shafts, located respectively, at the top and at the bottom of the casing. B B^1 B^2, D D, and F F F F F F are pulleys located, respectively, on the said upper and lower shafts *c c'*, over which the endless advertising-belts A A A A' A' travel. The pulleys B B^1 B^2 are made fast to the upper shaft *c*, while the pulleys D D on said upper shaft and the pulleys F F F F F F on the lower shaft all run loose.

The advertising-belts are secured to cords or bands E E E E E E, which run in grooves in the pulleys, and prevent the belts from slipping off the latter.

To give the pulleys D D an opposite rotation from that of the pulleys B B^1 B^2, and thereby cause the belts A' A' to travel in a reverse direction from the belts A A A, cords G G are run over the central fixed pulley B^1, around small pulleys *a a* located upon each side of a cross-bar, *b*, below the upper series of pulleys, and thence over the pulleys D D, which latter, being loose on their shaft, are rotated in an opposite direction from the fixed pulleys.

The diameter of the pulleys B B^1 B^2, as well as that of the pulleys immediately under them, is greater than the diameter of the upper loose pulleys D D and their corresponding under ones, so that the belts A may overlap the belts A' A' without interfering with the operation of either.

Motion is imparted to the upper shaft *c* by means of an endless belt or cord, K, passing around an annular shoulder on the fixed pulley B and over small guide-sheaves *k k*, and driven by a large driving-wheel, L. The shaft of the wheel L projects through the casing at the rear, and may be turned by a crank or connected with suitable clock mechanism, as preferred.

From the foregoing description the operation of the device will be readily understood. When the mechanism is set in motion, the belts A A A and A' A', carrying the advertisements or other matter to be exhibited, will be, respectively, caused to move downward and upward, as indicated by arrows, Fig. 1, the effect being to attract the attention in a greater measure than if the belts all traveled in the same direction.

For night advertising, I arrange a lamp or candle in a suitable fixture, C, attached, preferably, to the under side of the cross-bar *b*, within the belts, and the light shining through the belts renders the advertisements or other matters thereon plainly visible from without.

The front ends of the casing are covered by hinged glass doors, which protect the belts and render the interior easy of access for repair or alteration.

The end doors are divided off into spaces *d d* of suitable size for the reception of stationary advertisements, which are rendered visible at night by the light within, in the same manner as those on the endless belts.

I claim as my invention—

1. An advertising medium consisting of a

series of endless belts, carrying advertisements or other matters to be exhibited, and caused to travel side by side in opposite directions, substantially in the manner described, and for the purpose specified.

2. The fixed pulleys B B^1 B^2 and loose pulleys D D on the upper shaft, and the loose pulleys F F F F F on the lower shaft, combined with the cords G G and small pulleys *a a* for moving the advertising-belts in opposite directions, substantially as described.

3. The cords or belts E, carrying the advertising-belts, combined with the grooved supporting-pulleys, substantially as described, for the purpose specified.

4. The fixed pulleys B B^1 B^2 on the upper shaft and corresponding pulleys on the lower shaft, constructed of larger diameter than the upper loose pulleys D D and corresponding lower ones, whereby the belts on the former are allowed to overlap the latter without arresting or interfering with the movements of the belts, substantially as described.

In testimony whereof I have signed my name to this specification in the presence of two subscribing witnesses.

BURR C. BAKER.

Witnesses:

MASON D. PHILLIPS,

W. E. MARKS.