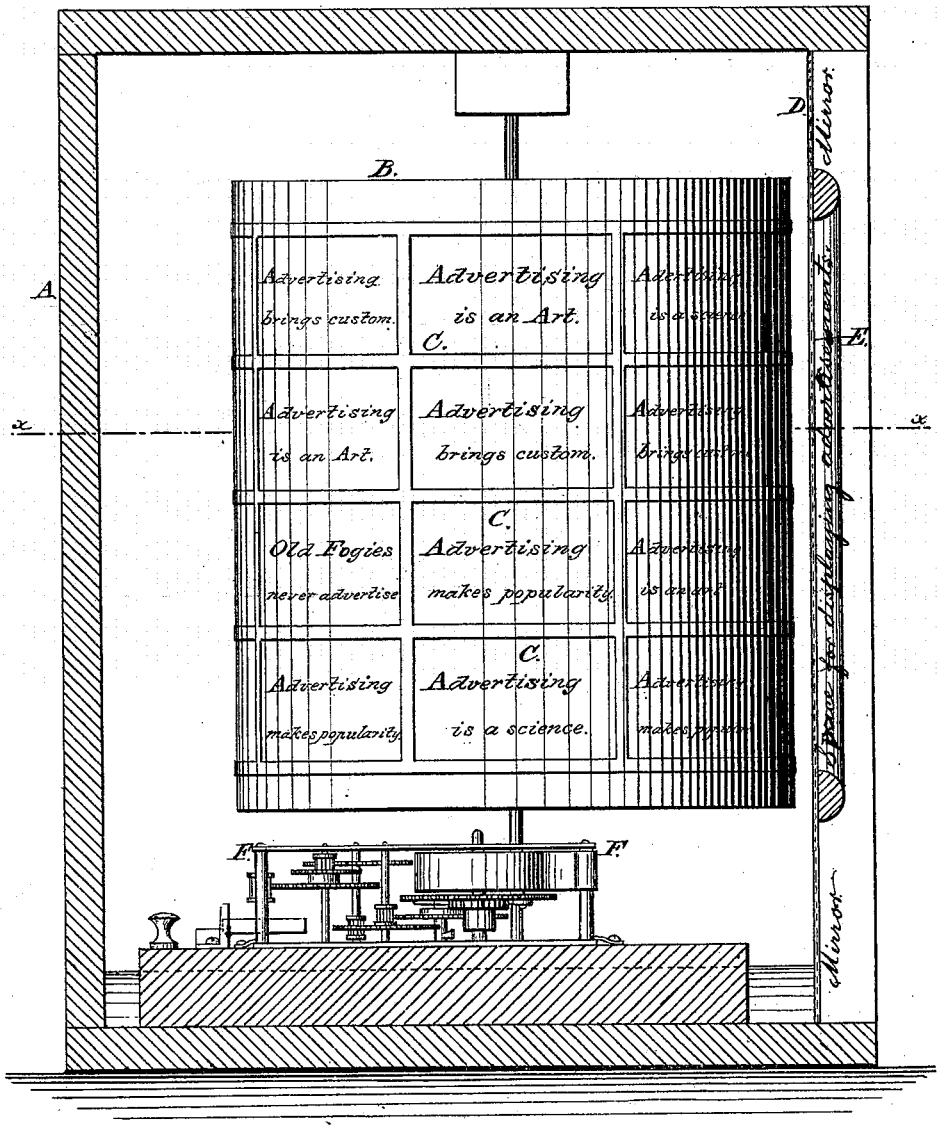
3 Sheets—Sheet 1.

E. BOSTOCK & L. T. SIMON.

Advertising Apparatus.

No. 202,325. **Patented April 16, 1878.**

Fig. 1.



Witnesses:

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Inventors

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by James N. Wandesville,

their Attorney

3 Sheets—Sheet 2.

E. BOSTOCK & L. T. SIMON.

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Fig. 2.

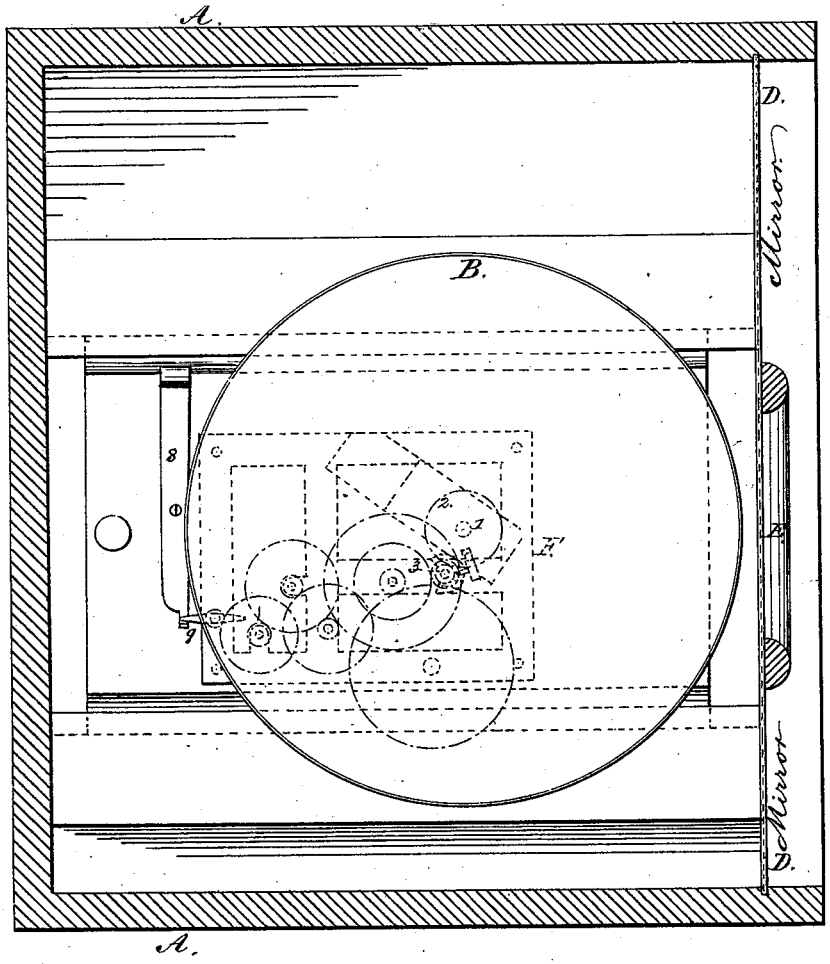


Fig. 3.

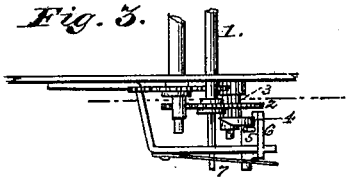
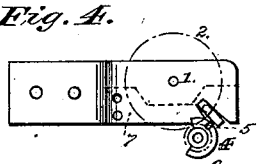


Fig. 4.



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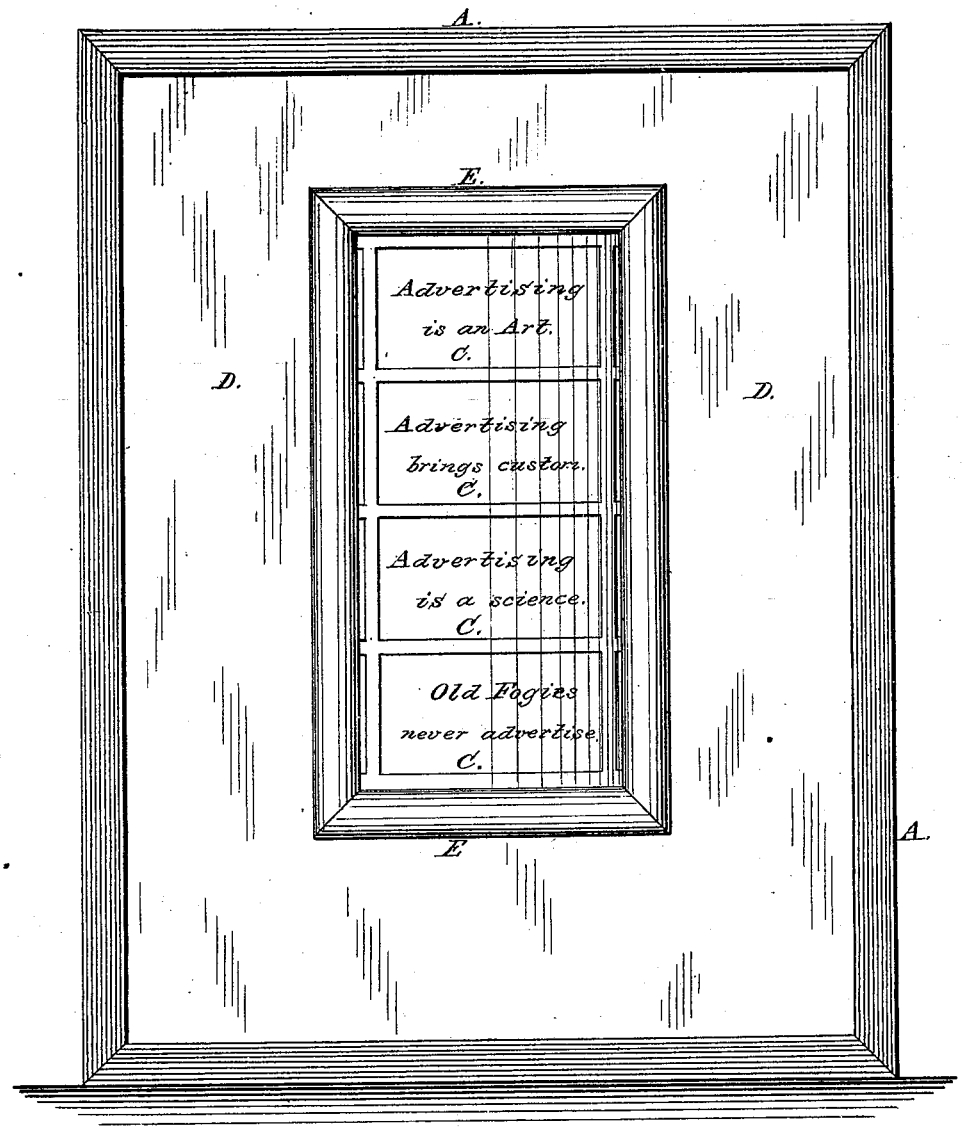
3 Sheets—Sheet 3.

E. BOSTOCK & L. T. SIMON.

Advertising Apparatus.

No. 202,325. Patented April 16, 1878.

Fig. 5.



Witnesses:
T. C. Brecht.
E. V. Price

Inventors:
Edward Bostock
Louis T. Simon.
by James H. Mandeville
their attorney.

UNITED STATES PATENT OFFICE.

EDWARD BOSTOCK, OF NEW YORK, AND LOUIS T. SIMON, OF WILLIAMSBURG, BROOKLYN, NEW YORK.

IMPROVEMENT IN ADVERTISING APPARATUS.

Specification forming part of Letters Patent No. **202,325**, dated April 16, 1878; application filed July 30, 1877.

To all whom it may concern:

Be it known that we, EDWARD BOSTOCK, of the city of New York, and LOUIS T. SIMON, of Williamsburg, city of Brooklyn, in the State of New York, have jointly invented certain new and useful Improvements in an Apparatus for the Display of Business-Advertisements, of which the following specification, with its drawings, is a full, clear, and exact description.

The object of this invention is to display the business-cards and announcements of merchants, manufacturers, and others before the public in a novel and attractive manner, giving to their cards the largest amount of publicity at the smallest outlay of money.

This invention consists in a mirror-covered frame of polygonal form, capable of displaying advertisements upon one or upon all sides, having a rectangular bordered aperture in the center of each side for displaying advertisements within the frame, in combination with a vertical and intermittently-rotating cylinder, illuminable within, and containing detachable colored-glass show-cards, the whole being constructed and arranged as hereinafter described.

It also consists in the combination, with a spring-driving mechanism, of a spring-stop and its operating-cam, for giving intermittent motion to the train-work.

In the drawings, Figure 1 is a vertical side section; Fig. 2, a horizontal section; Figs. 3 and 4, detail views of the cam mechanism for obtaining an intermittent motion; and Fig. 5, a front view of the apparatus as it will appear to an observer.

The several parts are represented as follows: A, frame; B, cylinder; C, squares for cards; D, mirror; E, aperture to display the advertisements, and F mechanism for revolving the cylinder.

The motive power is ordinary spring clock-work, and would rotate the cylinder with a constant motion until the spring had unwound but for a stop device, employed so as to give the cylinder a constantly intermittent motion. The stop device is arranged beneath all the mechanism which appears in Fig. 1, and it is fully shown in the detailed Figs. 3 and 4. The shaft 1, which turns the cylinder, is rotated by the cog-wheel 2, that gears into and receives motion from a pinion, 3. This pinion has cogs only upon about one-quarter of its periphery, the remainder thereof being a plane surface. The wheel 2 therefore remains stationary whenever the plane surface of the pinion is presented to the wheel. Underneath this pinion is half of a plane wheel and a cam, 4, combined. The cam is so arranged that just before the cogs of the pinion engage with the cogs of the wheel 2, it rides over the pin 5 and depresses a stop, 6. The main wheel is then free to be turned by the pinion until the half-wheel cam has moved its entire distance over the pin. As soon as the cogs of the pinion have passed out of contact with the main wheel, and the cam has moved off of the pin, a spring, 7, throws up the stop 6 between the cogs of the main wheel, thus stopping its revolution and that of the cylinder at stated intervals; and in this way the cylinder is held stationary upon its shaft at all times when the smooth surface of the pinion is presented to the main wheel. The motive power is set in motion by moving the lever 8 out of contact with the fly-wheel 9.

The cylinder is constructed of open frame-work, so as to admit of the show-cards being placed thereon independently of each other.

By this constant intermittent motion the rows of advertisements upon the cylinder are successively brought into view, and a sufficient time is given for their inspection by observers before another column of cards is exhibited to them. The frame is so arranged that, whether advertisements are displayed upon one side or upon all sides, each aperture shows an entire column of cards, and no more.

One of the most pleasing features of this invention is the mirror-covering for the frame, in which observers can view themselves at full length. It is proposed, under some circumstances, to place a convex mirror upon one side and a concave mirror upon another—features that cannot fail to arrest the attention of a large portion of the people who pass by the invention.

This system of advertising is novel, attractive, and economical, and by it great publicity

is given to advertisements when the apparatus is placed upon crowded thoroughfares, upon wagons, or in brilliant store-windows, or the many public places where advertisements can be properly displayed.

When erected in a store-window, the frame might be built in octagonal form, and each of the eight sides contain five glass show-cards of various color and ornamentation. The lettering of the advertisements might be made on the colored side of the glass, leaving the letters white, and each card could be twelve by twenty inches in size, and brilliantly illuminated from the inside of the cylinder.

A very ornamental and attractive screen may be improvised by the arrangement about the apparatus of the merchandise advertised. It is not proposed at all times to use a mirror-screen, as it is obvious that various suitable designs may be used to every purpose, care being taken not to employ a screen which will be equal in beauty and attractiveness to the advertising-cards.

It is estimated that the cylinder would complete a revolution every five minutes and display the cards about one hundred and fifty times daily.

All inventions of mechanical advertising apparatus now before the public which have come under our observation have fallen short of the desired end to be attained, which is attractiveness in construction and economy of cost to the advertiser. In other apparatus the ornamental portion has been quite as attractive as the advertisements themselves; but in our apparatus we intend to have the ornamental portion of the frame of secondary artistic beauty as soon as the observer has begun to view the cards advertised.

Having now described our invention and its resultant advantages, what we claim as new, and desire to secure by Letters Patent, is—

1. The combination of the screen with a vertical illuminable cylinder, divided into longitudinal sections, and having a continuously intermittent rotation, said screen being so arranged as to sucessively expose and conceal each longitudinal section of said cylinder, the whole being constructed and arranged substantially as and for the purpose described.

2. The combination, with a spring-driving mechanism, of the spring-stop and its operating cam-wheel, for giving an intermittent motion to the train-work and the advertising-cylinder within the frame.

In witness whereof we hereunto subscribe our names in the presence of two attesting witnesses this 13th day of July, 1877.

EDWARD BOSTOCK.
LOUIS T. SIMON.

Witnesses:
C. W. SMITH,
GEO. H. HARRISON.