

W. H. REIFF.

Improvement in Advertising Devices.

No. 114,198.

Patented April 25, 1871.

FIG. 1.

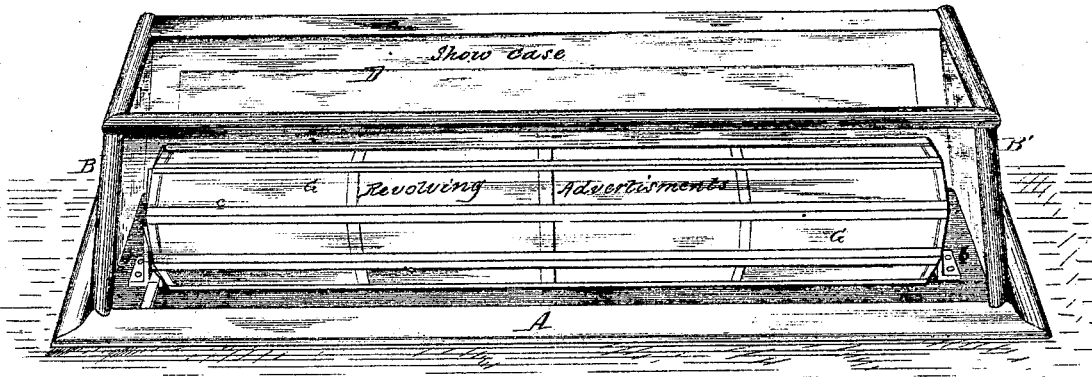


FIG. 2.

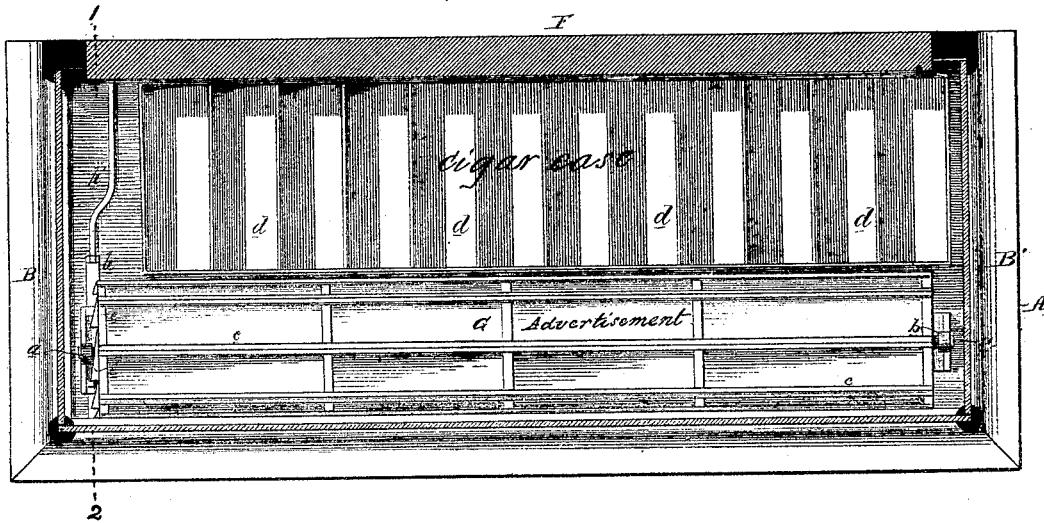


FIG. 3.

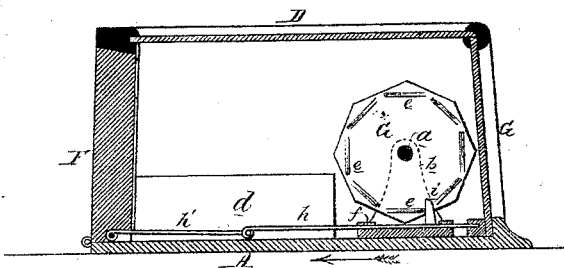
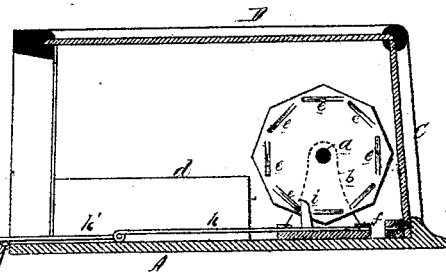


FIG. 4.



WITNESSES

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WILLIAM HENRY REIFF, OF PHILADELPHIA, PENNSYLVANIA.

Letters Patent No. 114,198, dated April 25, 1871.

IMPROVEMENT IN ADVERTISING DEVICES.

The Schedule referred to in these Letters Patent and making part of the same.

I, WILLIAM HENRY REIFF, of Philadelphia, county of Philadelphia, State of Pennsylvania, have invented an Advertising Show-Case, of which the following is a specification.

Nature and Object of the Invention.

My invention consists in the combination, with a show-case, of a cylinder, or its equivalent, which is operated on the movement of the door of the case, as fully explained hereafter; the object of my invention being to attract the attention of those who purchase the contents of the case to advertisements affixed to the cylinder.

Description of the Accompanying Drawing.

Figure 1 is a perspective view of my advertising show-case;

Figure 2, a plan view of the same;

Figure 3, a transverse sectional view on the line 1 2, fig. 2, showing the door at the rear of the case closed; and

Figure 4, the same as fig. 3 with the door opened.

General Description.

A represents the base of the show-case; B, B', C, and D, the glazed ends, front, and top of the same; and

F, the hinged back or door, on the inside of which there may be the usual mirror.

Within the case, adjacent to the front of the same, is a long cylinder or prism, G, the journals *a a* of which have their bearings in standards *b b*, secured to the base A.

The surface of this cylinder or prism is arranged in any suitable manner for the reception and retention of advertising cards.

Longitudinal strips or slats *c* may, for instance, form part of the prism or cylinder, as shown in the drawing, and have grooves formed in them for the reception of the edges of the cards; or the latter may be tacked to or otherwise secured to the surface of the cylinder in any other convenient manner.

The space at the rear of the cylinder is, in the present instance, divided into a number of compartments, *d*, to contain cigars or other articles which are to be placed in the show-case.

At one end of the cylinder or prism there is a ratchet-wheel or a number of inclined projections, *e*, arranged at equal distances apart, so as to serve as a

ratchet-wheel; and beneath this end of the cylinder there is a slide, *f*, connected by rods *h* and *h'* to the hinged back or door F of the case, and furnished with a tongue, *i*, which projects upward between the teeth *e* of the ratchet-wheel.

Whenever the door F is opened for the purpose of obtaining access to the contents of the compartments *d*, the tongue *i* of the slide will be drawn toward the rear of the case, as indicated by the arrow in fig. 3, and will consequently strike one of the projections *e* on the end of the cylinder and partially turn the latter, and when the door is again closed the tongue *i* will slide against the inclined edge of another of the projections *e*, so that when the door is opened a second time another movement will be imparted to the cylinder.

In this way the advertisements affixed to the cylinder will, as the latter is turned, be successively exposed to view through the front and top of the case, the motion of the said cylinder, whenever the door of the case is opened for the purpose of obtaining access to the contents of the latter, attracting the attention of those standing in front of the case to the advertisements.

In the present instance the case behind the cylinder is separated by partitions into compartments suitable for cigars, and the case is consequently well adapted for the cigar-stands of hotels, the guests of which, in making purchases, will be attracted by the moving advertisements.

The cylinder or other moving object to which the advertisements are attached may be of any suitable form, and may be arranged in any manner desired; and other devices may be substituted for those described, so as to revolve the cylinder on the opening or closing of the door.

Claim.

A revolving cylinder, or its equivalent, in combination with a show-case, with the door of which it is so connected as to be operated on the opening or closing of the same.

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

WM. H. REIFF.

Witnesses:

WM. A. STEEL,
J. RUPERTUS.