

No. 648,677:

Patented May 1, 1900.

F. ALCOCK.
ADVERTISING DEVICE.
(Application filed July 7, 1899.)

(No Model.)

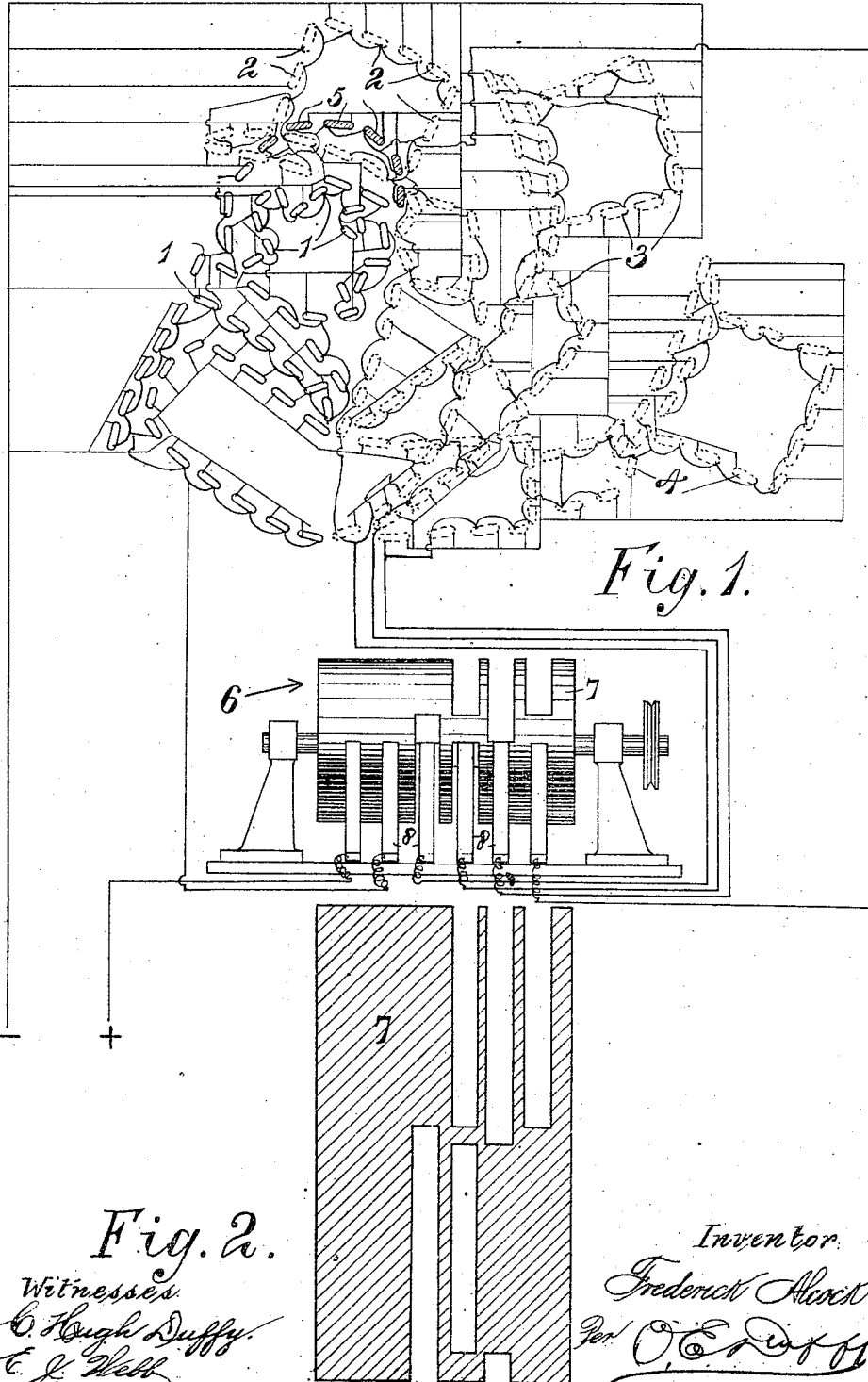


Fig. 2.

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UNITED STATES PATENT OFFICE.

FREDERICK ALCOCK, OF LONDON, ENGLAND.

ADVERTISING DEVICE.

SPECIFICATION forming part of Letters Patent No. 648,677, dated May 1, 1900.

Application filed July 7, 1899. Serial No. 723,065. (No model.)

To all whom it may concern:

Be it known that I, FREDERICK ALCOCK, a subject of the Queen of Great Britain and Ireland, residing at Putney, London, in the county of Surrey, England, have invented Improvements in Advertising Devices, of which the following is a specification.

This invention has reference to improvements in advertising devices of the kind in which designs are rendered visible at night by means of lamps which are usually so arranged as to themselves form or outline the designs or so as to throw light through translucent lines or portions of opaque sheet or board mounted in front of them, which portions form the designs.

According to this invention the illuminated designs or portions of them are caused to appear to move or travel by means of a suitable arrangement of the lamps and by providing for their successive lighting and extinction.

Figure 1 of the accompanying drawings shows a diagram illustrating an arrangement according to this invention, the switch being shown connected up to the various circuits, so as to cause the figure to appear to raise his hat. Fig. 2 is a development of the switch-cylinder.

It will be obvious that any designs, pictorial or otherwise, may be outlined by various groups of lamps, and apparent motion may be given to them by the operation of the multiple switch. Thus one grouping of lamps may outline a figure in one position, and other groupings of lamps superimposed on the first group may show the same figure in the same general position, but in different attitudes, each different and successive group being connected to separate and successive contact-stops on a rotary multiple switch, by rotating the handle of which the figure will be made to appear to take up the different attitudes in succession.

The drawings illustrate a representation of the head and shoulders of a man outlined in three attitudes by means of lamps. Certain of the lamps are common to all three attitudes, and these are shown in full lines. Others, which are shown in full lines and sectioned or hatched, are common to the second and third attitudes, those which are only lighted up when the figure is shown in one of

the three attitudes being indicated by dotted lines. In some cases each group of lamps may delineate the figure or design in slightly-different positions as a whole upon the show-board and also in different attitudes, so as to give the effect of the figure moving along bodily, as well as assuming different attitudes.

1, 2, 3, 4, and 5 are groups of lamps the circuits of which are controlled by a suitably-adjusted switch 6, so as to produce the effect of a man raising his hat, the switch being caused to complete the circuits of the groups of lamps 2, 3, 4, and 5 successively, the breaking of the circuit of each group occurring simultaneously or approximately simultaneously with the completion of the circuit of the other group. The switch 6 comprises a cylinder 7, that is rotated by suitable means, portions of the cylinder being cut away, so that some of the contacts 8, that bear thereon, will be out of contact during part of the revolution and the groups of lamps they control unilluminated.

The group of lamps 1 remains lighted up as long as the device is in operation, and the group of lamps 5 is only lighted up when the groups of lamps 3 or 4 are illuminated.

In representing moving or traveling figures and the like according to this invention elongated lamp-bulbs or stencil cards or plates or opaque facia with stenciled transparent lines with rearwardly-extending dividing-partitions between which the several groups of lamps are arranged may be employed to assist in the delineation of delicate or intricate figures or designs, the group of lamps illuminating each separate position of the design being connected to separate contact-pieces of a multiple switch, as described.

What I claim is—

1. In an illuminated advertising device, the combination with the representation of a figure in several attitudes or positions which would be successively taken up by the figure in making a given movement, electric lamps arranged on a number of circuits and one or more of which is common to two or more attitudes or positions of the figure and others of which are only lighted up when the figure is shown in one of its several attitudes or positions and a switch controlling the lamp-cir-

cuits, the movable contact of which will complete each of several of the circuits in consecutive order, and approximately simultaneously with the breaking of each preceding circuit, as set forth.

2. In an advertising device, the combination of several groups of electric incandescent lamps so arranged on several circuits as to form or illuminate the outline of a design or figure, or portions thereof, in different attitudes some of said groups being common to two or more attitudes with switching mechanism, by the operation of which the group

of lamps on one circuit are switched off simultaneously, or nearly simultaneously, with the switching on of the circuit of the succeeding group of lamps thereby making the design or figure appear to assume different attitudes, substantially as described.

Signed at 77 Cornhill, London, England, this 26th day of June, 1899.

FREDERICK ALCOCK.

Witnesses:

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