

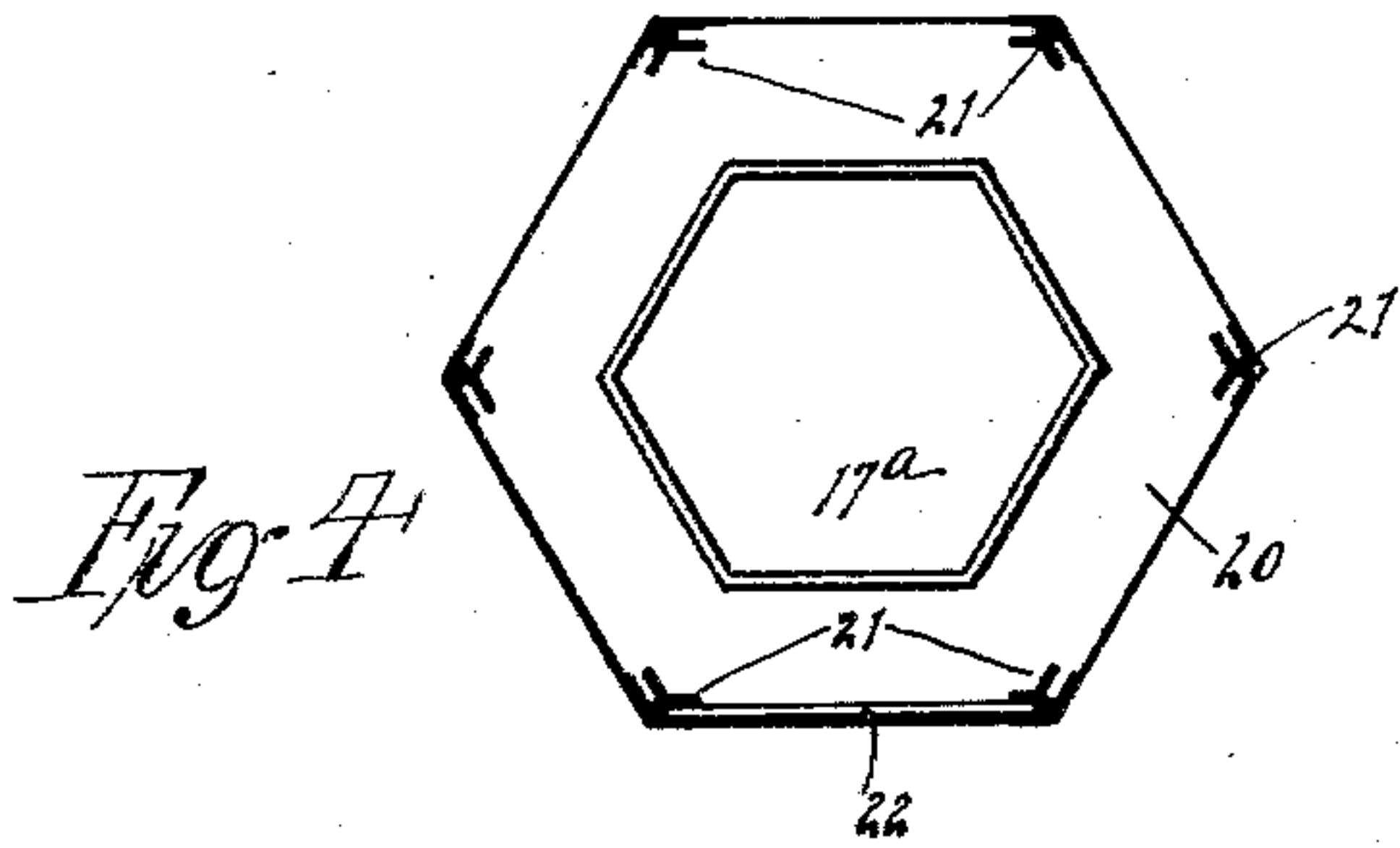
(No Model.)

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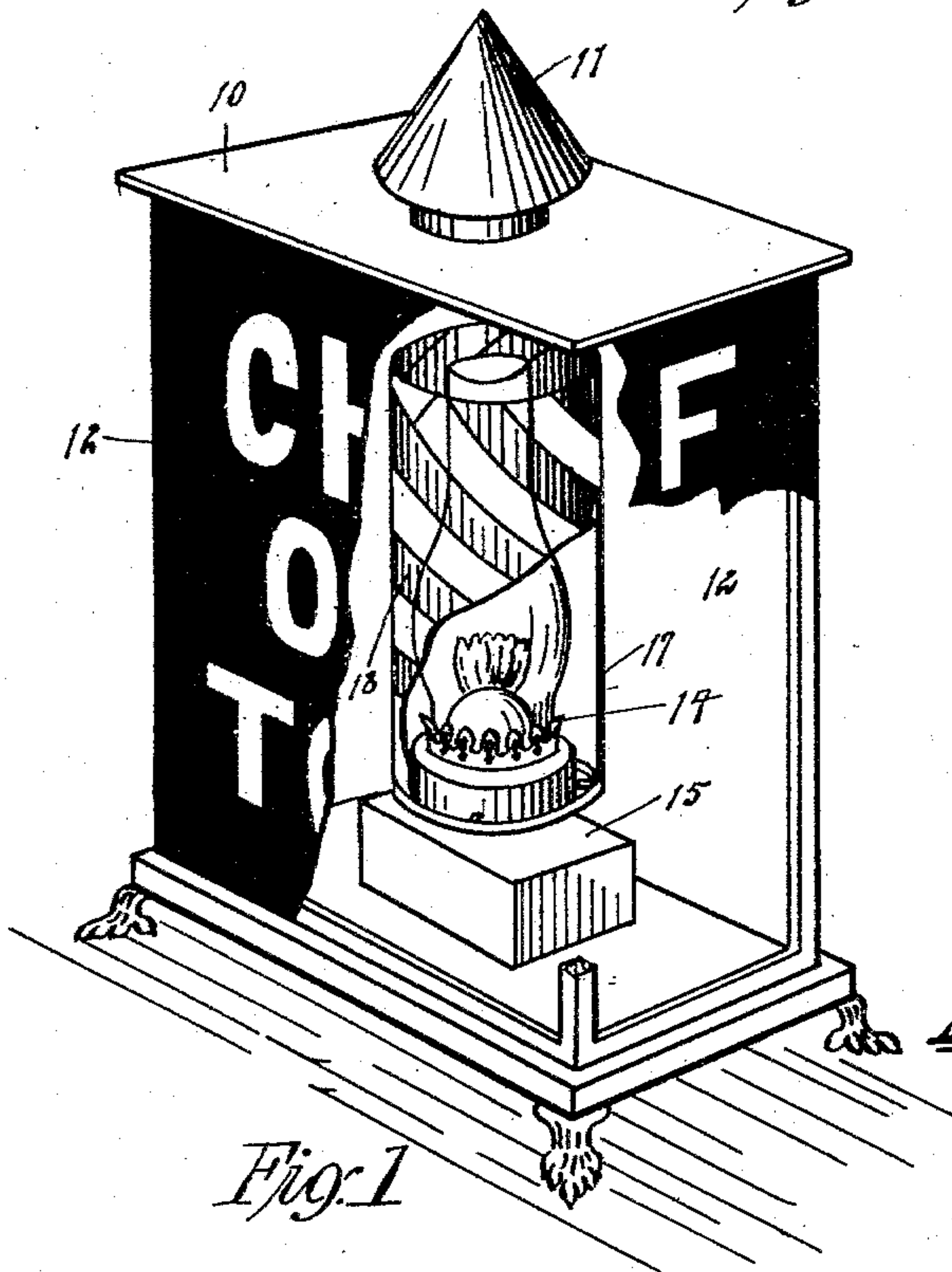
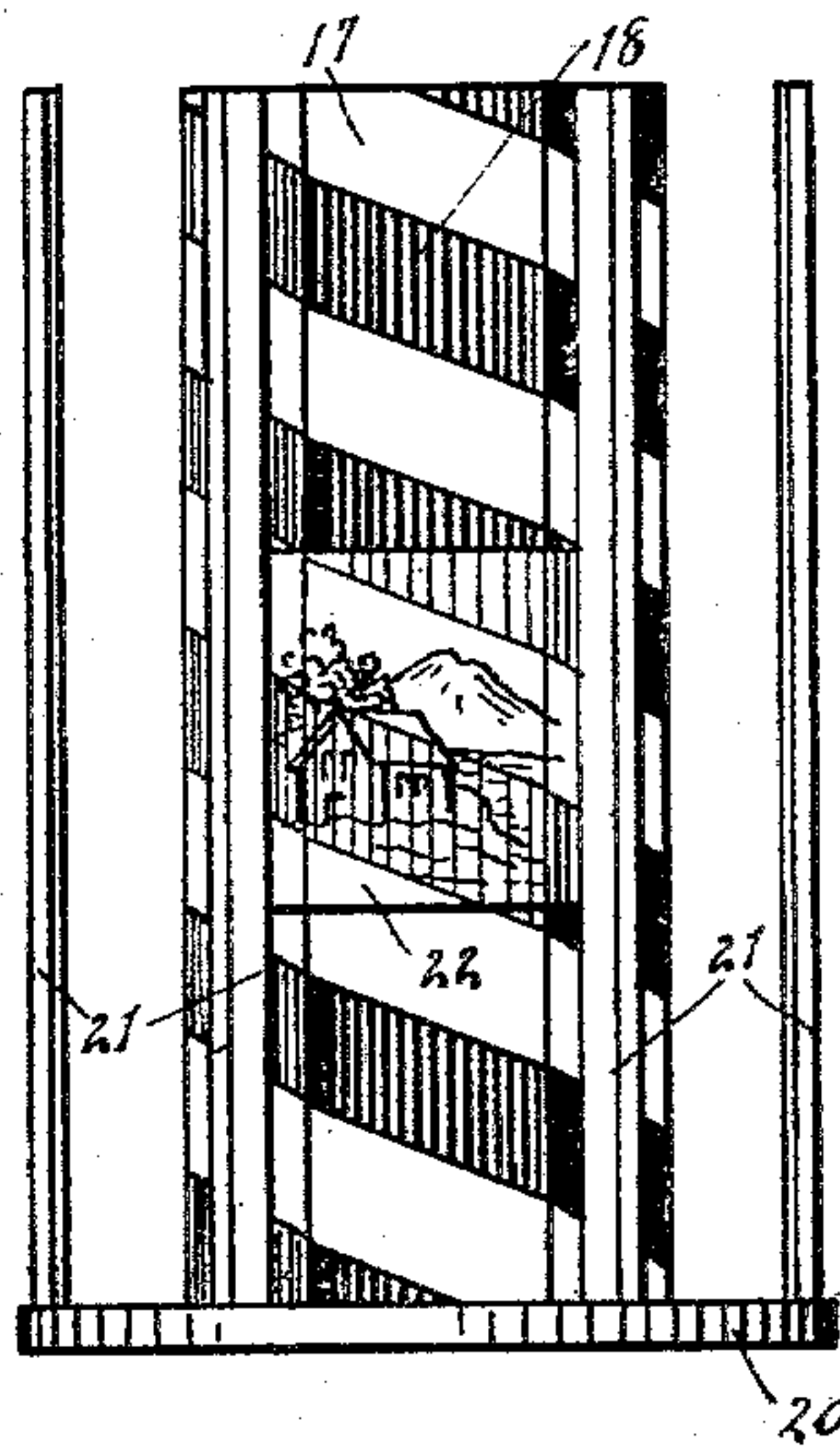
J. H. GOLDING.  
ADVERTISING DEVICE.

No. 571,656

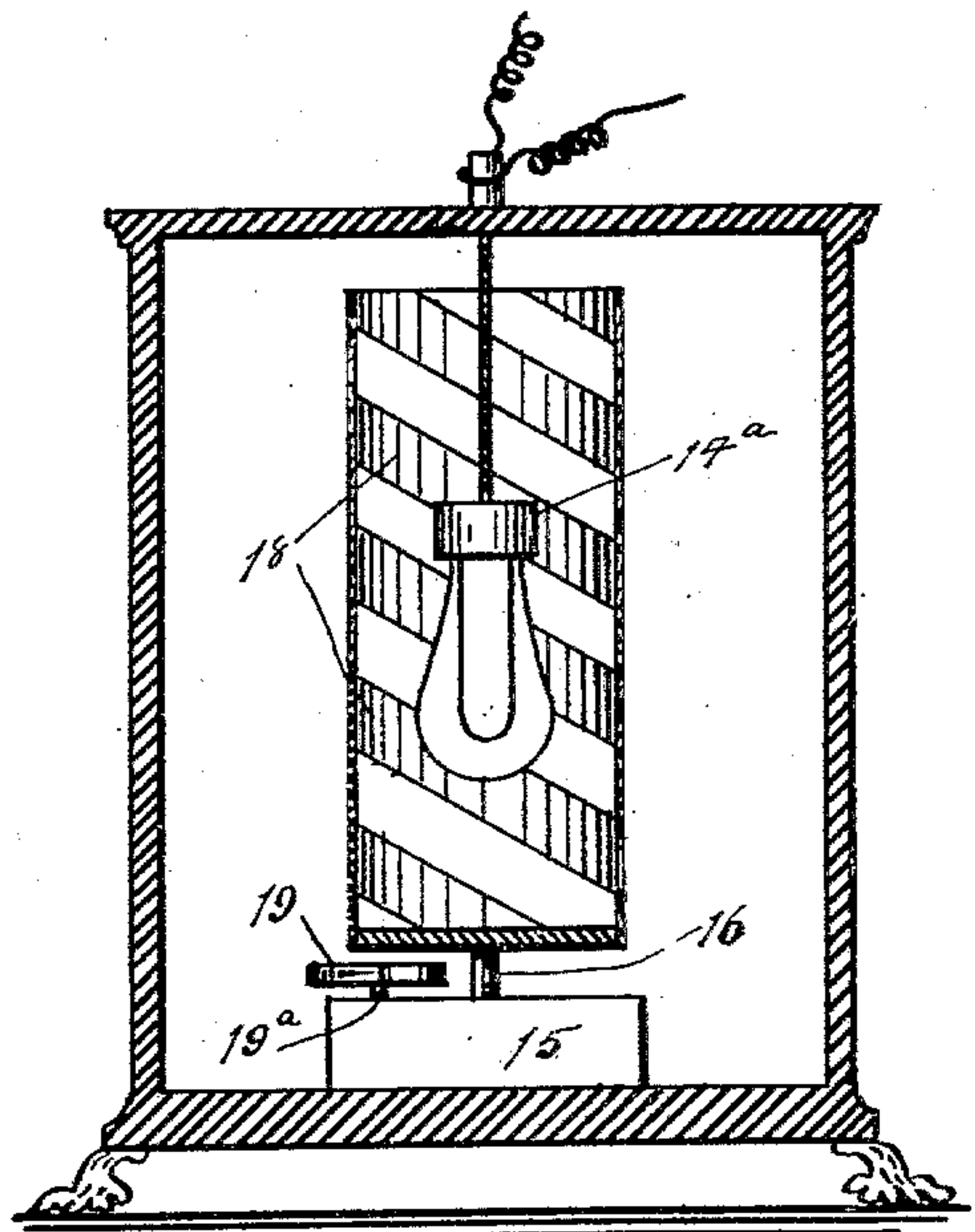
Patented Nov. 17, 1896.



*Fig 3*



*Fig 1*



*Fig 2*

WITNESSES:

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B. L. Suyo

INVENTOR

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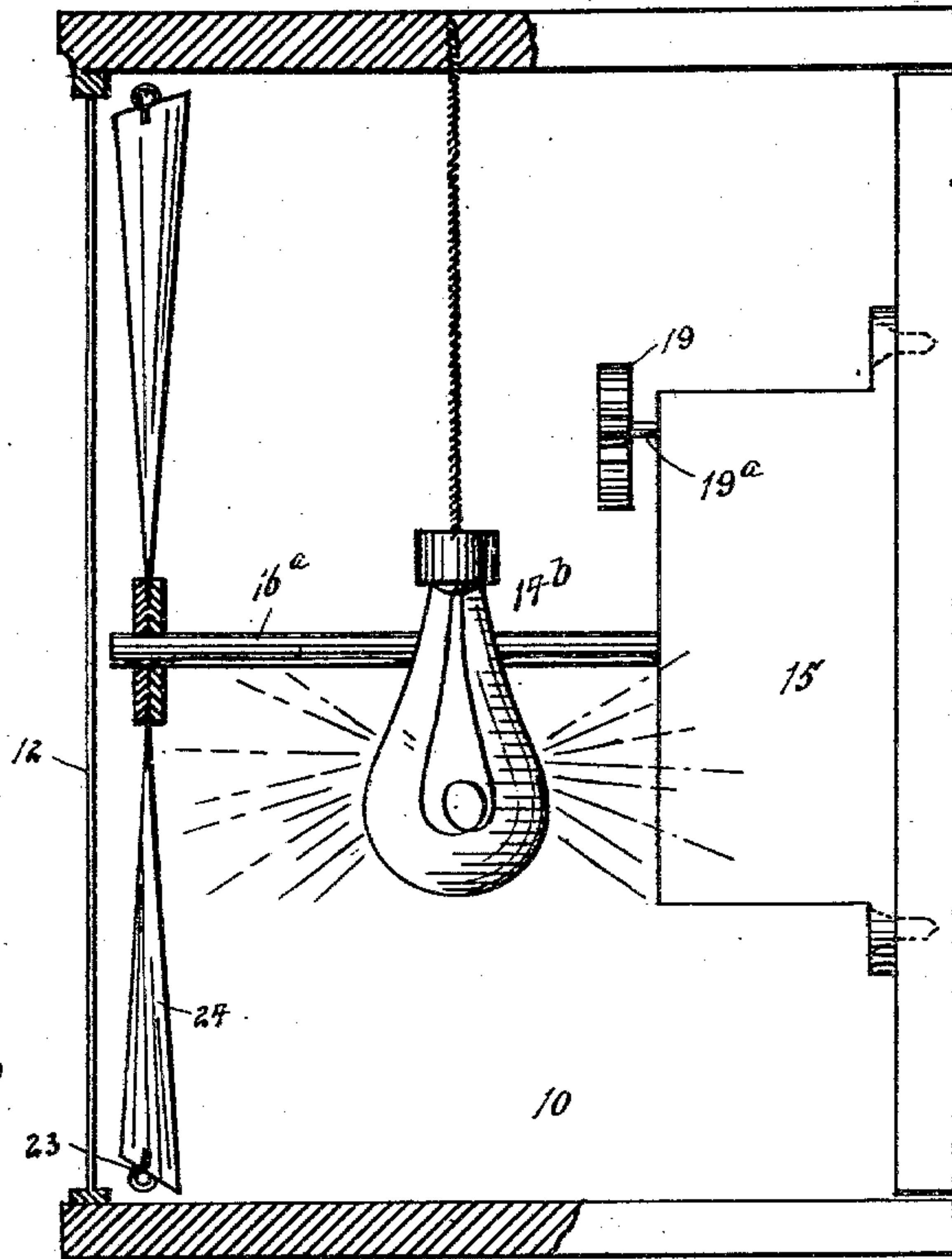
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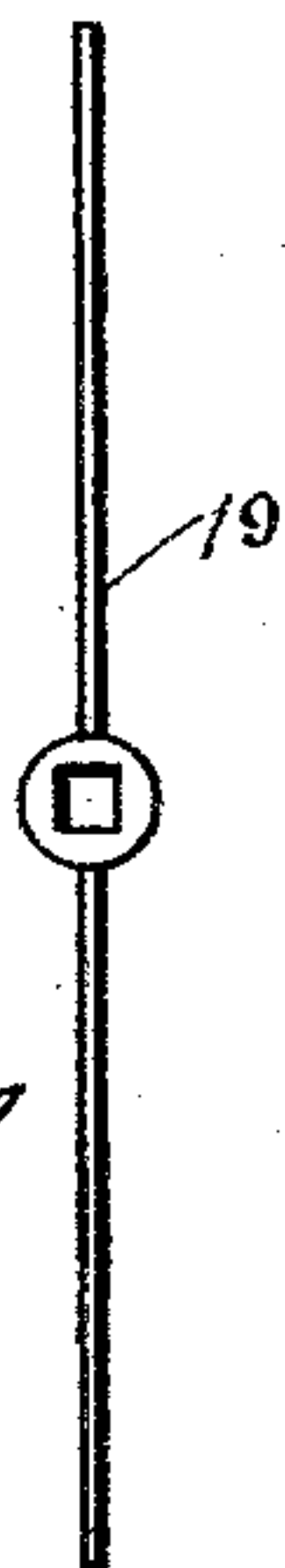
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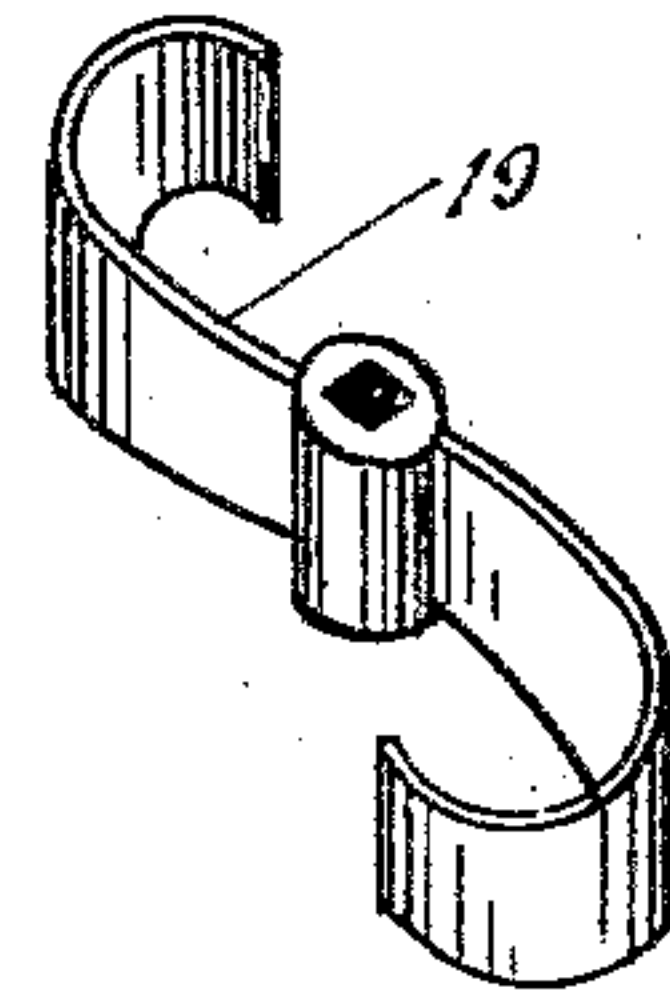
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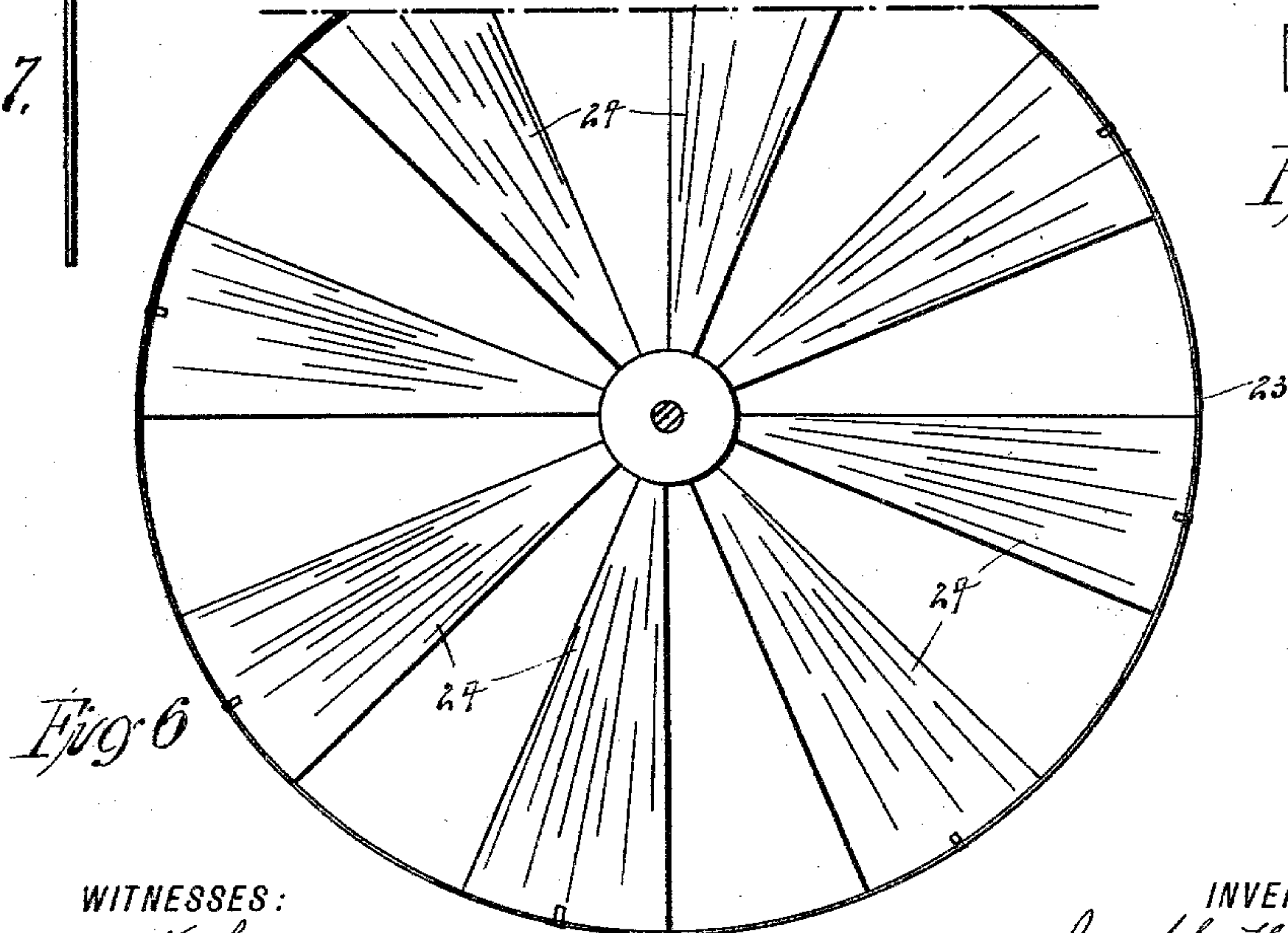
*Fig. 5*



*Fig. 7*



*Fig. 8*



*Fig. 6*

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# UNITED STATES PATENT OFFICE.

JOSEPH H. GOLDING, OF NEW YORK, N. Y.

## ADVERTISING DEVICE.

SPECIFICATION forming part of Letters Patent No. 571,656, dated November 17, 1896.

Application filed December 18, 1895. Serial No. 572,490. (No model.)

*To all whom it may concern:*

Be it known that I, JOSEPH H. GOLDING, of New York, in the county and State of New York, have invented certain new and useful Improvements in Advertising Devices, of which the following is a full, clear, and exact description.

My invention relates to improvements in advertising devices.

The object of any advertising device is to present the advertising matter in a way which will attract the most attention. This is the prime object of my invention; and another object of my invention is to produce an advertising device of this character which is chiefly an illuminated sign and which has a cheap and simple means of imparting to the advertising matter a kaleidoscopic appearance which is at once striking and handsome, and so keeps the attention of people on the sign, thus thoroughly advertising the matter thereon.

Still another object of my invention is to produce an advertising device of this character which can be used in connection with any well-known lamp or lighting means, such as a kerosene-lamp, electric lamp, or a gas-light, and also to combine with the kaleidoscopic effect a system of picture displays which can be arranged like an ordinary miniature panorama, thus adding to the novel effect of the complete apparatus.

To these ends my invention consists of an advertising device, the construction and arrangement of which will be hereinafter described and claimed.

Reference is to be had to the accompanying drawings, forming a part of this specification, in which similar figures of reference indicate corresponding parts in all the views.

Figure 1 is a broken perspective view of my improved device. Fig. 2 is a vertical cross-section of the same, slightly modified, the kerosene-lamp having an electric lamp substituted for it. Fig. 3 is a side elevation of a modified form of screen which can be used with the lamp and which is adapted to display pictures. Fig. 4 is a plan view of the screen and picture holder shown in Fig. 3. Fig. 5 is a cross-section of another modification of the device, in which a wheel-like screen turning on a horizontal axis is shown. Fig.

6 is a sectional elevation of the screen shown in Fig. 5. Fig. 7 is a plan view of the speed-regulator when adjusted for slow speed, and Fig. 8 is a perspective view of the speed-regulator adjusted to permit a higher speed.

The case 10 can be made of any size or material and may be made as elaborate as desired. It has a chimney-ventilator 11 in case a kerosene-lamp is to be used within it, and its sides 12 are made of tracing-cloth, paper, glass, or other translucent or transparent material, the body portion of the sides being colored, while the matter to be displayed, whether in the form of words or other devices, is left clear to permit the light to show through, as shown in Fig. 1. Within the case is a lamp 14, which is mounted above a clockwork 15, this being of any improved kind and hence not shown in detail, but it carries the usual main shaft 16, (see Fig. 2,) which supports the screen or lamp, as the case may be. The lamp, burner, and chimney are encircled by a translucent or transparent screen 17, which can be made to advantage of isinglass or like material, and on this screen are spiral parallel bands 18, of different colors, preferably bright colors, and hence as the screen and lamp turn these rapidly-shifting colors appear to pass diagonally across the front and sides of the case, and the open or clear portions of the case are therefore constantly traversed by rapidly-changing colors, which give to the advertising matter a very attractive and peculiar appearance. The lamp may be stationary and the screen made to revolve with the same effect, and in this case an electric lamp 14<sup>a</sup> can be used to advantage and suspended within the screen, as shown in Fig. 2.

The speed of the device is governed by the speed-regulator 19, which is a relatively wide two-winged fan, the wings being malleable or flexible, and the fan is secured to one of the shafts 19<sup>a</sup> of the clockwork. If the desired speed is slow, the wings are straightened out, as in Fig. 7, thus furnishing a greater resistance to the air, but if a quicker speed is desired the wings are bent up, as in Fig. 8, or if still greater speed is desired the fan is removed entirely from its shaft.

In connection with the multicolored screen I prefer to use a series of pictures, and in



carrying out this idea the screen-base 20 is made relatively large (see Figs. 3 and 4) and of hexagonal shape, while at the corners are erected slender posts 21, between which a picture or pictures 22 may be held, as shown in the above-mentioned figures, the pictures being more or less transparent, like ordinary magic-lantern views, and these are placed in a horizontal position, so that the bands 18 traverse them diagonally. Now when the screen and pictures are revolved the pictures are projected on the sides and front of the case 10, which sides may be left comparatively clear, and the effect of the succeeding pictures and the diagonally-traveling lines on the case is very interesting and peculiar. It will be observed that the pictures may with good effect be made to represent matter to be advertised.

In Figs. 5 and 6 I have shown still another method of making shifting colors traverse the sides and front of the case, and in this case the shaft 16<sup>a</sup> is prolonged and the clockwork 15 is secured to the back of the case. The shaft 16<sup>a</sup> carries a wheel 23, which is made of light wire, the wheel being provided with radial bands 24 of different colors and of translucent material, while behind the fan is suspended a lamp 14<sup>b</sup>, which in this case is an electric lamp, so that when the wheel revolves the rapidly-shifting colors travel in a circular manner over the face of the case.

It will be readily seen that a picture-holder can be arranged between the wheel 23 and

the face of the case, if desired, so that the multicolors will traverse the picture, as in the case already referred to and illustrated in Figs. 3 and 4.

It will of course be understood that the screens may be made to turn on either horizontal or vertical axes, as desired, that the colors may be changed and multiplied, and that a great variety of advertising matter may be produced on the face and sides of the case without in the least affecting the principle of the invention.

Having thus described my invention, I claim as new and desire to secure by Letters Patent—

1. An apparatus of the kind described, comprising a case having more or less transparent or translucent sides, a lamp within the case, a rotary hollow screen inclosing the lamp, and a series of multicolored bands on the screen, the bands being produced diagonally, whereby the rotation of the screen causes the shifting colors to traverse diagonally over the sides of the case, substantially as described.

2. The combination with the case, of the rotary multicolored screen, the picture-supports held to turn with the screen, and means for supporting the lamp within the screen, substantially as described.

JOSEPH H. GOLDING.

Witnesses:

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