

No. 635,697.

Patented Oct. 24, 1899.

J. H. MENKENS.
AERIAL ADVERTISING DEVICE.

(Application filed Nov. 1, 1898.)

(No Model.)

Fig. 1

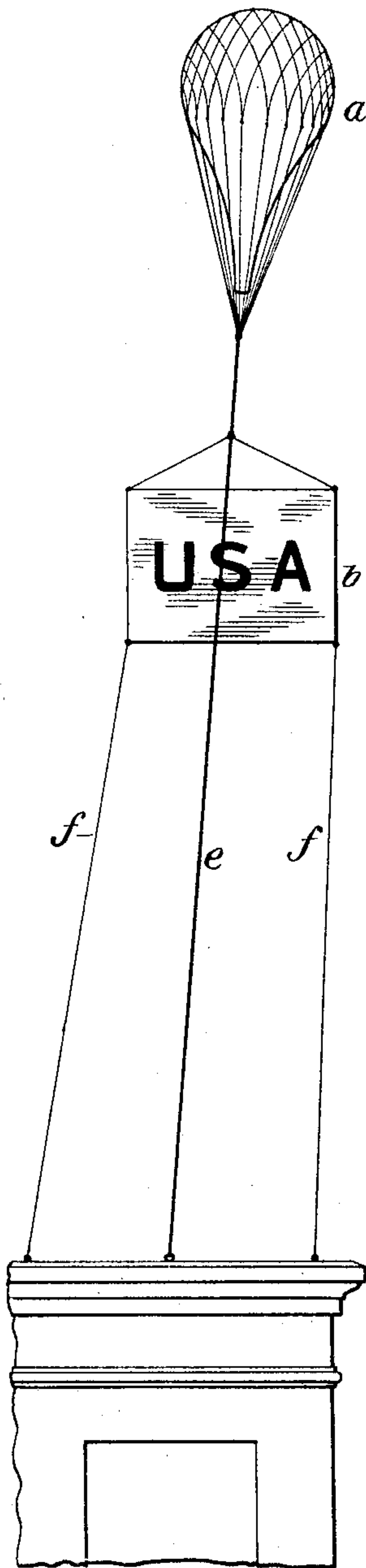
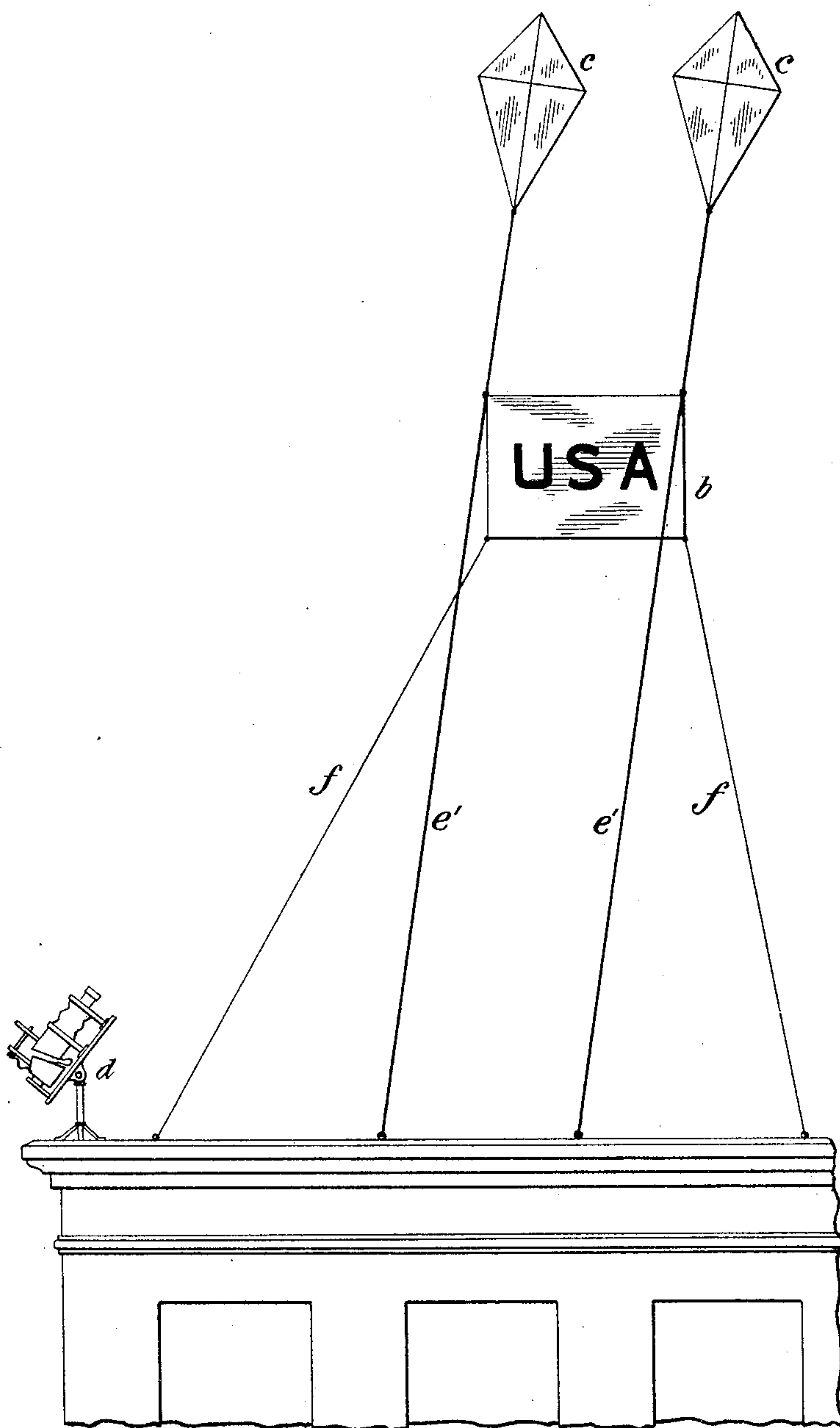


Fig. 2



WITNESSES:

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UNITED STATES PATENT OFFICE.

JOHN H. MENKENS, OF NEW YORK, N. Y., ASSIGNOR OF ONE-FOURTH TO
LOUIS G. LAUREAU, OF SAME PLACE.

AERIAL ADVERTISING DEVICE.

SPECIFICATION forming part of Letters Patent No. 635,697, dated October 24, 1899.

Application filed November 1, 1898. Serial No. 695,193. (No model.)

To all whom it may concern.

Be it known that I, JOHN HENRY MENKENS, a citizen of the United States, residing in the city of New York, State of New York, have
5 invented a new and useful Improvement in Aerial Advertising Devices, of which the following is a specification.

My invention relates to that class of advertising devices displayed at night in the open
10 air by means of opaque sheets or screens upon which advertisements are projected. Heretofore these advertising-screens have been placed in rigid frames attached to the walls of buildings or else they have been
15 stretched across streets and roadways, their point of attachment being stationary, so that the screens or sheets remained practically at the same vertical height all the time. Balloons have also been used to raise transpar-
20 encies or luminous letters forming advertisements in the air, this system necessitating the pulling down of the balloon every time a change of advertising matter is made.

The object of my invention is to cause the
25 opaque sheets for bearing the projected advertising matter to be raised at varying heights in the air above the housetops, thereby calling the attention of passers-by in a manner at once startling and novel, and to
30 project successively upon the raised screens or sheets a series of advertisements without bringing down the lifting apparatus, the source of illumination being external to and removed from the screens or sheets.

35 In the practice of my invention I take a plain or blank opaque sheet of proper dimensions and I provide it with a frame made of light material, such as wood, aluminium, or thin tubing. I then attach the frame, with its
40 contained sheet, to the aerostat, consisting of one or several kites or one or several balloons, according to the weight to be sustained. I preferably use kites, as balloons are expensive and unreliable, since they may become de-
45 flated, and thus lose their power to sustain the weight of the sheet in the air. I prefer to attach the sheet or its frame to the rope holding the aerostat after it has been raised up to a certain distance above the starting-point. I may
50 use guy-ropes attached to any part of the frame holding the sheet to keep said sheet in

a comparatively quiescent state after it has been raised to the proper height.

When using my device, I provide a projec-
tion apparatus or stereopticon, such as com- 55
monly used on stationary screens. I place this apparatus on a ball-and-socket or universal joint, so that it may be swung in all directions. By this means figures may be projected upon the screen as it is raised or 60
moved by changes of strength and direction of the wind.

In the accompanying drawings, to which reference shall now be made for a more complete understanding of my invention, Figure 65
1 represents the device when a balloon is used as the aerostat. The balloon *a*, which is held at the desired elevation by the rope, cord, or wire *e*, holds in the air the blank or plain opaque screen or sheet *b*, upon which 70
successive advertisements may be displayed by means of a stereopticon. Fig. 2 represents the device when kites are used as the aerostat. Two kites *c c*, shown in the drawings as of the ordinary diamond shape and pro- 75
vided with ropes *e'*, are raised in the usual manner—that is, by running with cords (not shown) attached to the center of the kite until the kite is caught in the wind. The screen *b* is then attached to the ropes *e'* and the kites 80
permitted to rise by paying out the ropes *e'* to carry the screen to the desired height. When box-kites are used, (and I prefer that form,) the manner of raising the kites is substan- 85
tially the same as just described. These kites, however, rise more readily and therefore do not require as much running. Preferably with both the balloon and the kites, for the purpose of keeping the sheet comparatively steady, guy-ropes *f* are attached to 90
the frames holding the sheets. The stereopticon *d* throws the desired advertising matter on the screen.

In a city the station would usually be on a roof, so that the advertising would appear 95
high above surrounding structures, thus attracting unusual attention by its elevated position.

I am aware that stereopticons have been used to project advertisements on stationary 100
sheets, and I am also aware that flags have been raised by means of kites. I am also

aware that it has been proposed to raise internally or self illuminated advertisements by means of balloons. I therefore do not claim the same; but

5 What I claim is—

As a device for night aerial advertising, an aerostat having suspended therefrom a blank opaque screen adapted to receive successive advertisements from a projecting apparatus

such as a stereopticon without bringing the aerostat down, and mechanism by which the aerostat with the screen may be held at any desired elevation.

J. H. MENKENS.

Witnesses:

J. J. SPIES,
LOUIS SUDOVIS.