

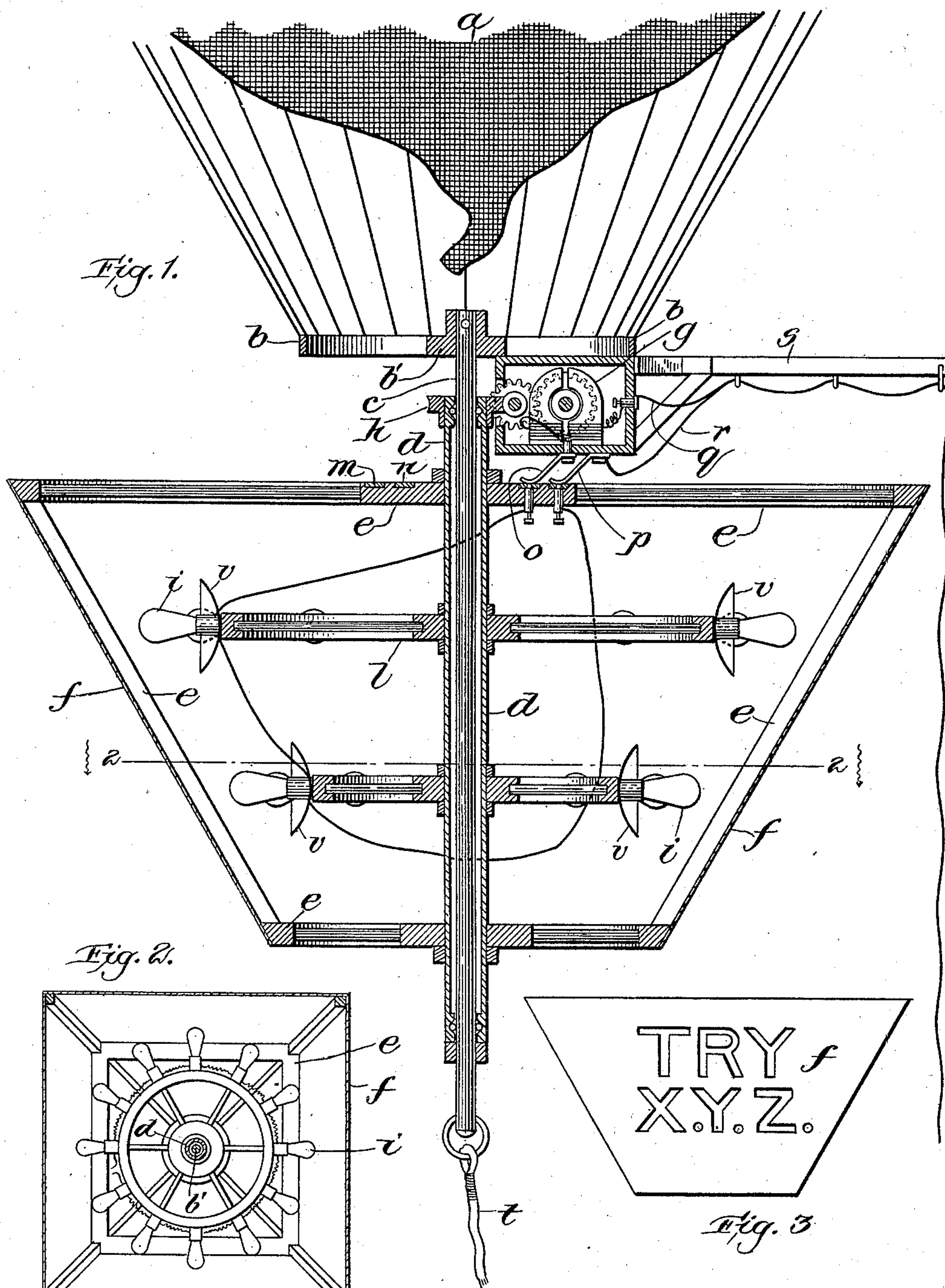
No. 653,241.

Patented July 10, 1900.

D. W. HOGAN.
ADVERTISING DEVICE.

(Application filed July 28, 1899.)

(No Model.)



Witnesses:
Arthur F. Rudall
John F. Slutsky

Inventor:
D. W. Hogan
by Geo. N. Goddard
Attorney.

UNITED STATES PATENT OFFICE.

DANIEL W. HOGAN, OF MEDFORD, MASSACHUSETTS.

ADVERTISING DEVICE.

SPECIFICATION forming part of Letters Patent No. 653,241, dated July 10, 1900.

Application filed July 28, 1899. Serial No. 725,381. (No model.)

To all whom it may concern:

Be it known that I, DANIEL W. HOGAN, a citizen of the United States of America, and a resident of Medford, Middlesex county, Massachusetts, have invented certain new and useful Improvements in Advertising Devices, of which the following is a specification.

My invention relates to advertising devices, and especially to that class in which is employed an illuminated sign or transparency. It is intended to provide such an arrangement as will attract wide attention and be visible to a large number of people at the same time.

To this end my invention in its broader aspects consists in the combination of a suitable display-sign or transparency with a balloon or the like capable of lifting and sustaining the same at any desired elevation above the ground and means for illuminating the sign to make the characters thereon visible.

It also embraces, in combination with the foregoing elements, means for rotating the sign with reference to the supporting-balloon.

These and other features of my invention will be explained in detail, and will be particularly defined in the claims hereto annexed.

The accompanying drawings illustrate one mode in which I have contemplated embodying my invention, of which—

Figure 1 is a vertical sectional view. Fig. 2 is a sectional plan view of the sign on broken line 2 2. Fig. 3 is a side elevation of the same.

In the construction of my invention I employ a balloon *a*, from which is supported by ropes or the like a suitable supporting-frame *b*, provided with a central hub or socket *b'*. Into this hub is fixed a depending rod or standard *c*, by means of which the sign or transparency is supported. Mounted upon said standard so as to turn freely thereon is a sleeve *d*. Suitable antifriction devices may be employed in the sleeve-bearings. To this sleeve *d* is secured a skeleton frame *e*, which may be of any appropriate construction to support any desired form of sign. In the drawings I have shown a hollow transparency of inverted-frusto-pyramidal form, the walls or sides *f* being inclined inwardly from top to bottom, so as to present a larger surface nearly normal to the vision of the observers below.

The walls of the sign may be made of any suitable material—such as wood, metal, or fabric—which is more or less opaque to light, and the letters may be cut out, so that when the interior is lighted the illuminated letters stand out clearly against the side of the sign as a background. It will of course be understood that any other method of forming illuminated letters may be employed, as well as by cutting the walls and illuminating the interior, and that I do not confine myself to this method.

To cause the rotation of the sign, so that the faces may be presented in turn to the observers, I support a suitable motor *g*, which turns a worm-gear *h* or the like, secured to the sleeve *d*, that carries the sign.

To furnish light, I may employ a series of incandescent lamps *i*, carried by suitable supports or brackets *l*, which may be secured to the central sleeve *d*. For convenience in distributing the current to the lamps I provide two contact-rings *m* and *n*, which are electrically connected with the lamps *i* and also with two contact-fingers *o* and *p*, by means of which the current from the wires *q* and *r* is supplied.

If desired, the motor may be operated by an electric current supplied by wires; but I do not confine myself to such a motor.

To avoid fouling the electric wires, I may employ a projecting arm *s*, which extends beyond the periphery of the sign and carries the wires clear of the sign as it rotates.

A rope *t* serves to keep the balloon in place, and for convenience the wires may be secured to it at intervals along its length. This permits the sign to be kept at any desired elevation, and thus to be made visible over a large district.

When, as shown in the drawings, the sign is in the form of an interiorly-lighted transparency, the strength of the light may be increased by suitable reflectors *v*.

Without attempting to set forth all the changes in the form and arrangement of my invention or all the modes of its use,

What I claim is—

1. The combination with a balloon, of a frame suspended therefrom, a standard fixed in said frame, a rotatable sleeve surrounding said standard, a display-sign secured to said

sleeve and supported therefrom, lamp-carrying arms also secured to said sleeve, and means for rotating said sleeve whereby the sign and the lamps are caused to rotate simultaneously, substantially as described.

2. The combination of a balloon, the fixed vertical standard, the rotatable sleeve thereon, the frusto-pyramidal sign secured thereto and having transparent characters in its faces, a series of lamps disposed inside of the sign behind the characters and supported to rotate therewith, and means for rotating the sign and the lamps, substantially as described.

3. The combination of a balloon, a depending standard, a rotatable sign, electric lamps carried by said sign, conducting-wires, a supporting-arm projecting beyond said sign to keep the wires clear therefrom and means for maintaining said wires constantly in circuit with the lamps, substantially as described.

Signed by me at Boston, Massachusetts, this 26th day of July, 1899.

DANIEL W. HOGAN.

Witnesses:

GEO. N. GODDARD,
CLARENCE W. ROWLEY.