

No. 715,159.

Patented Dec. 2, 1902.

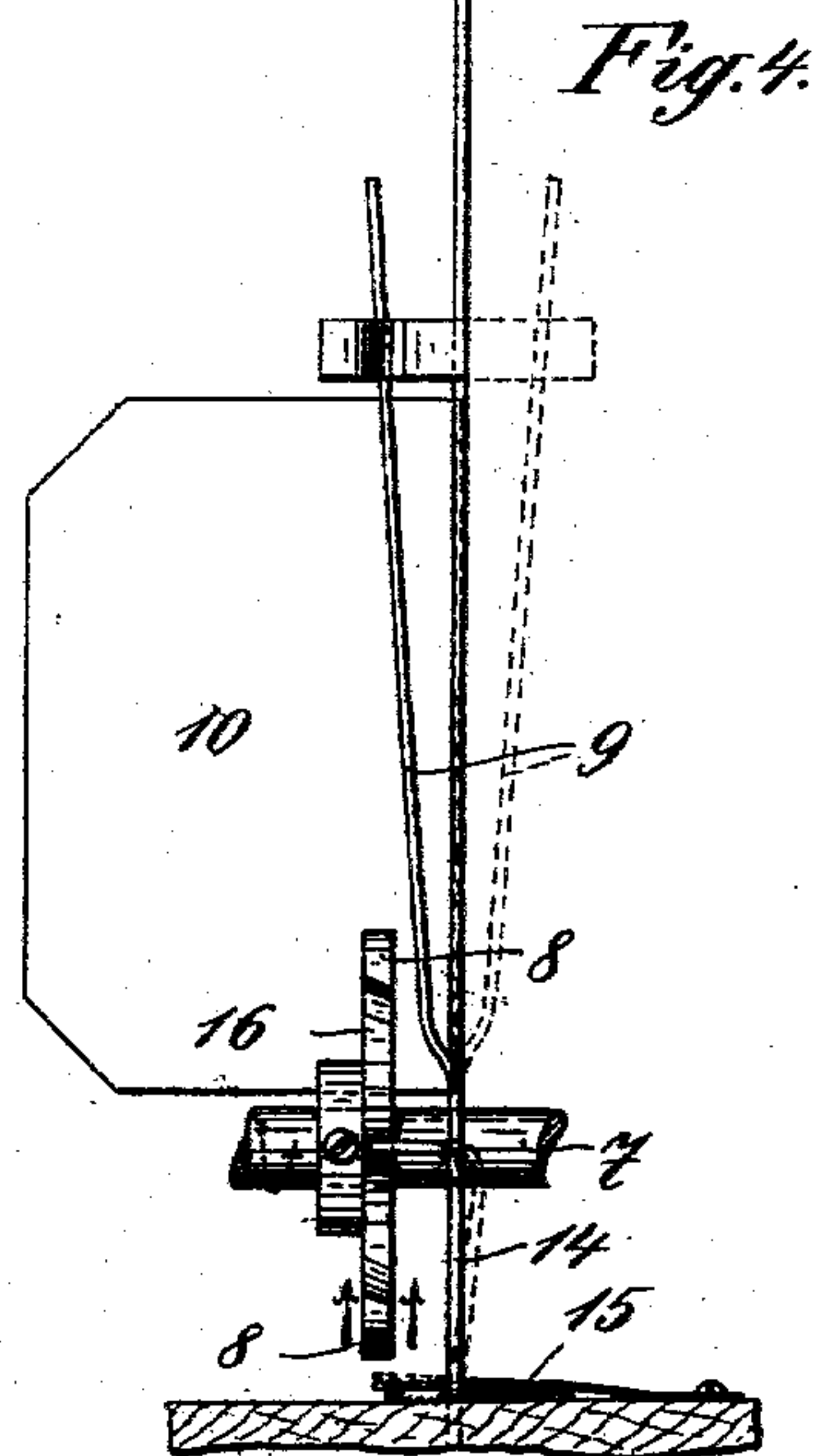
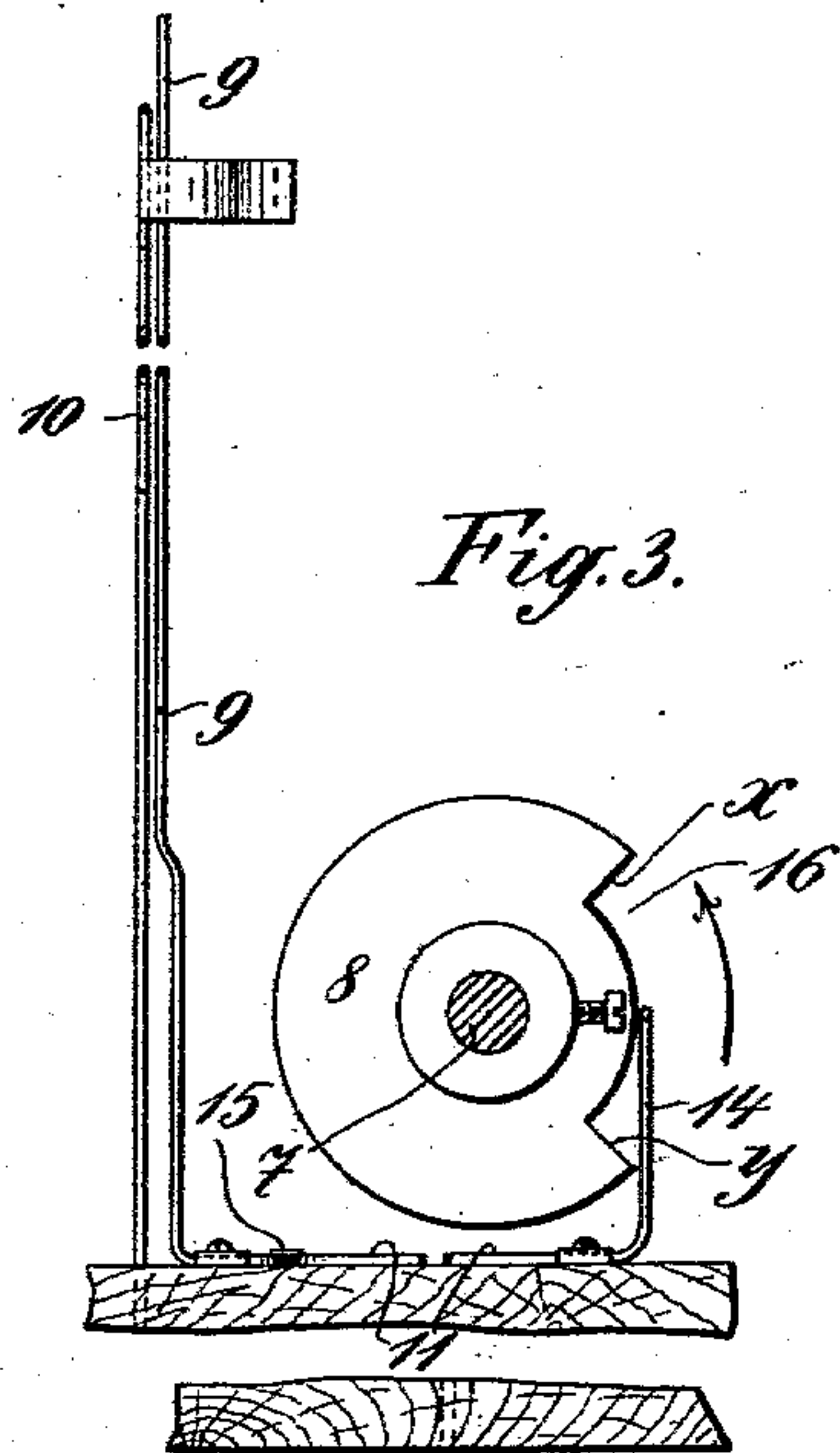
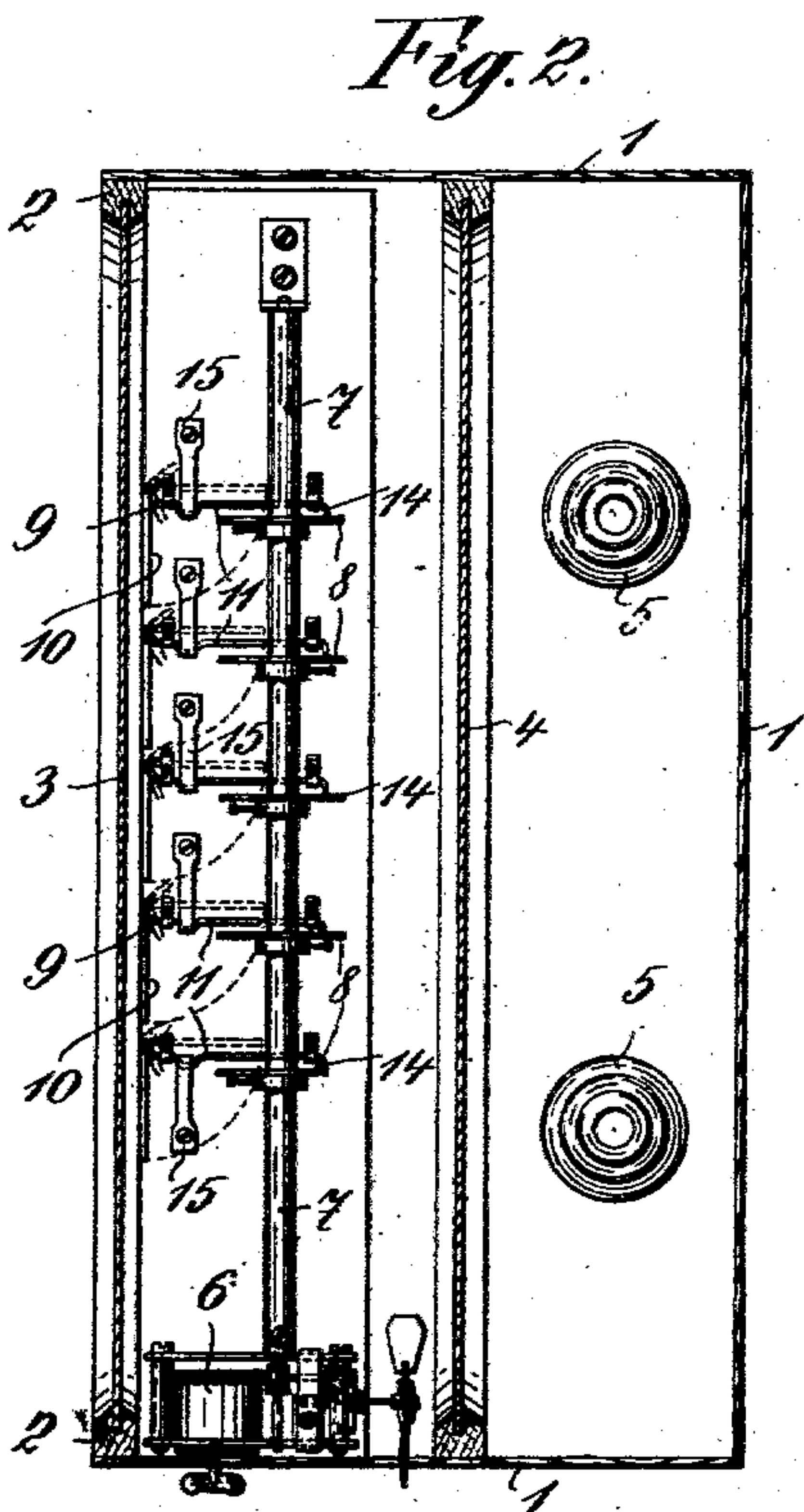
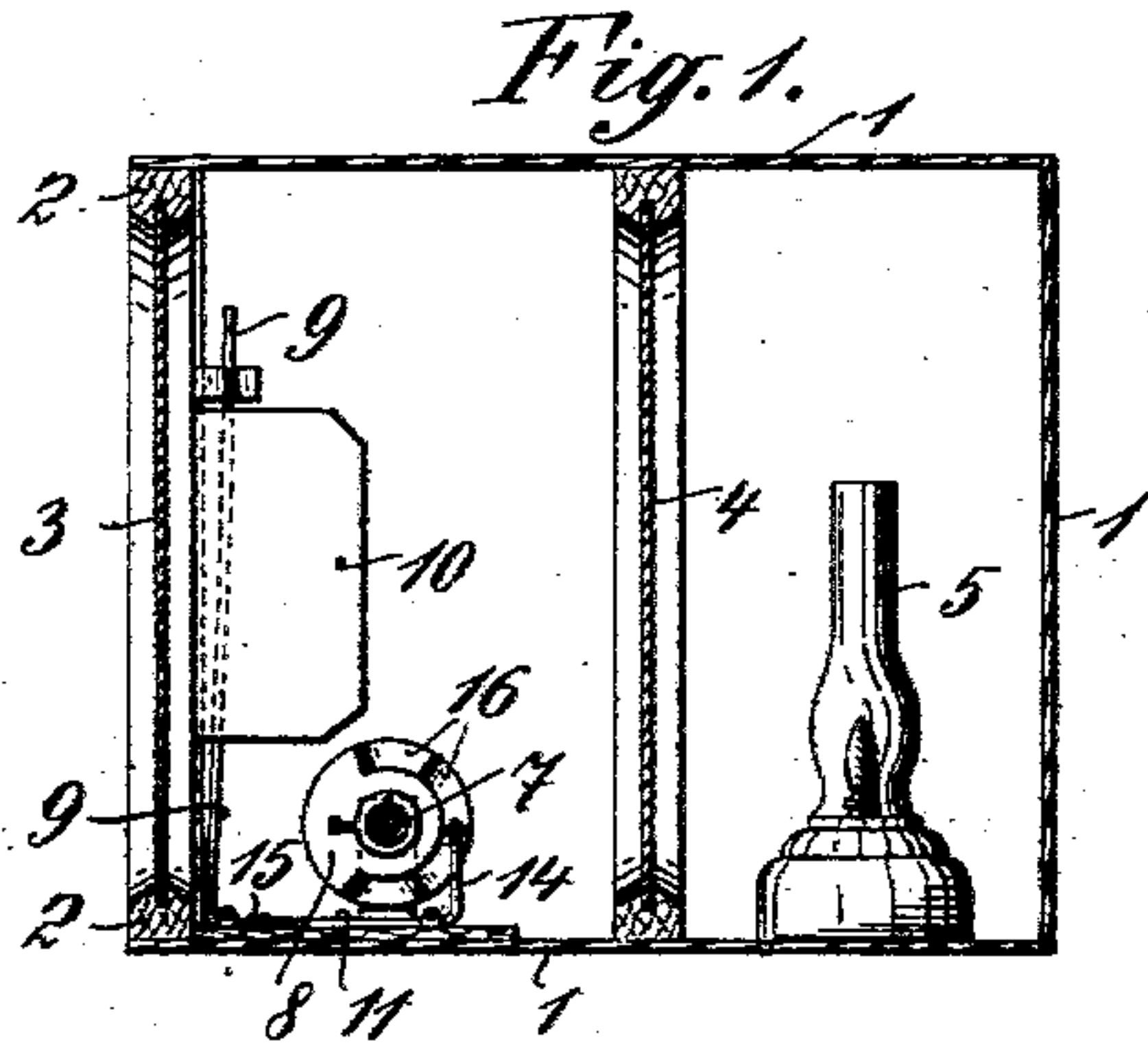
W. SCHELL, JR.

ILLUMINATED ADVERTISING APPARATUS.

(Application filed Oct. 29, 1900.)

(No Model.)

3 Sheets—Sheet 1.



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3 Sheets—Sheet 2.

Fig. 5.

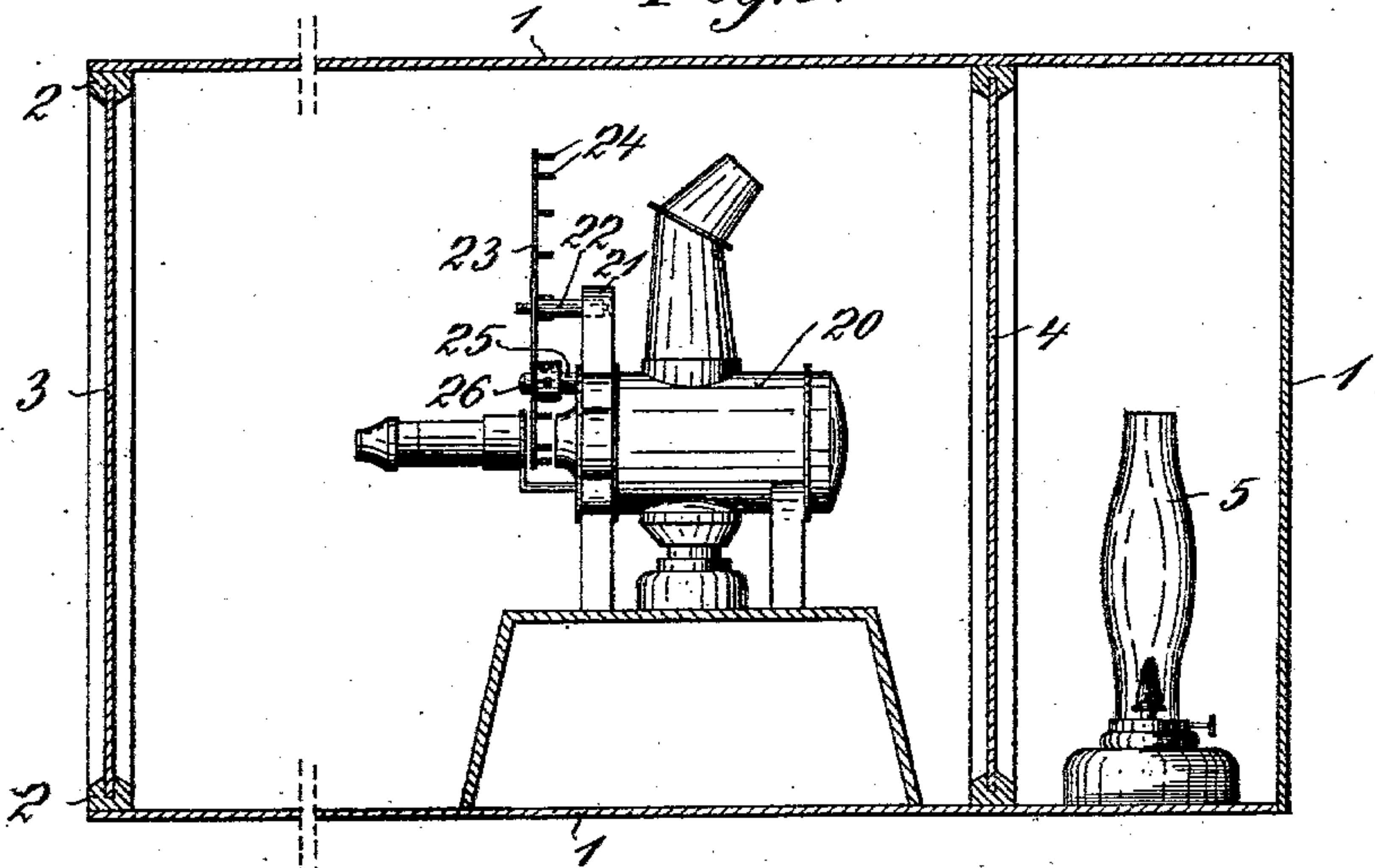
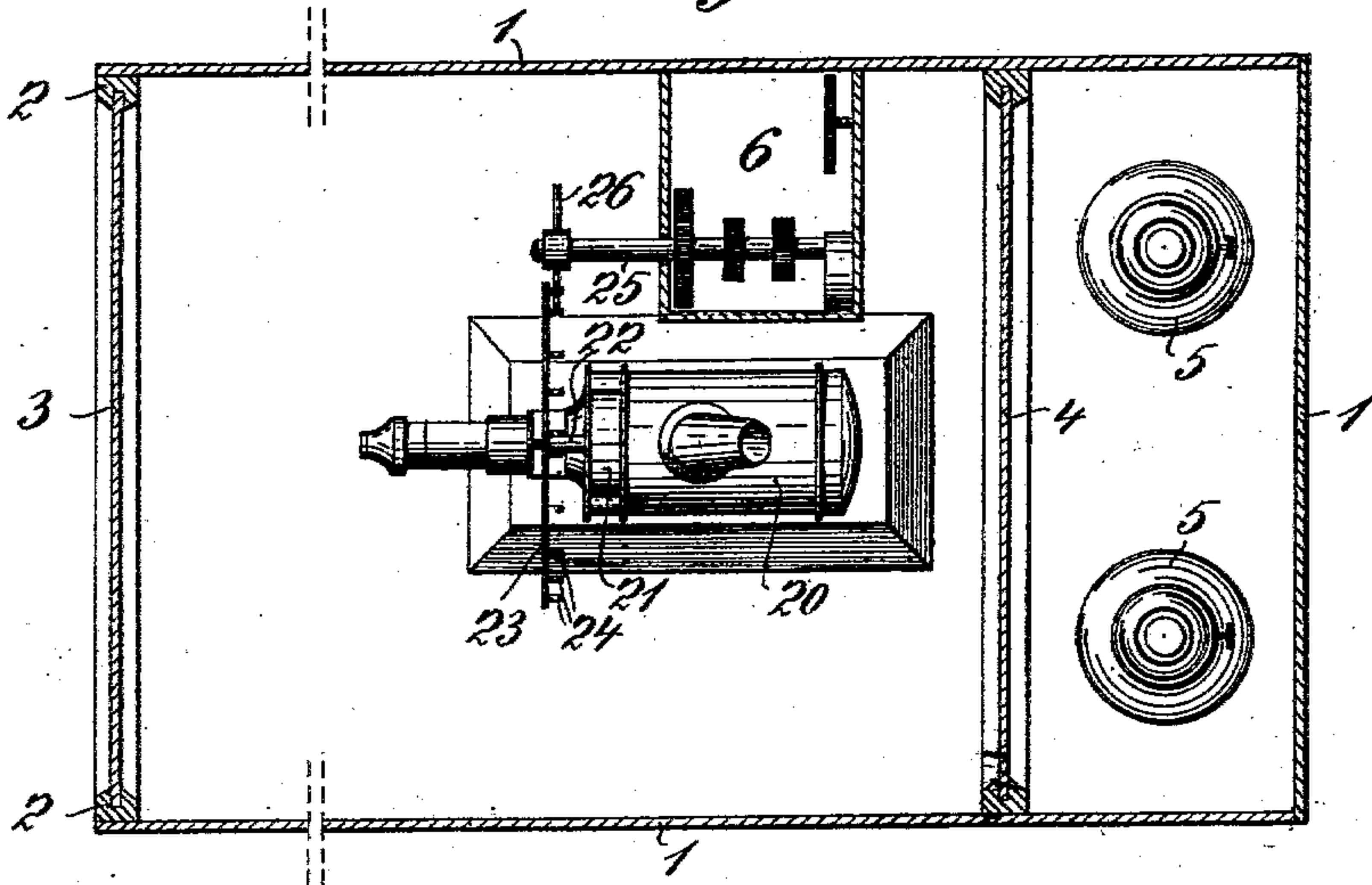


Fig. 6.



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3 Sheets—Sheet 3.

Fig. 7.

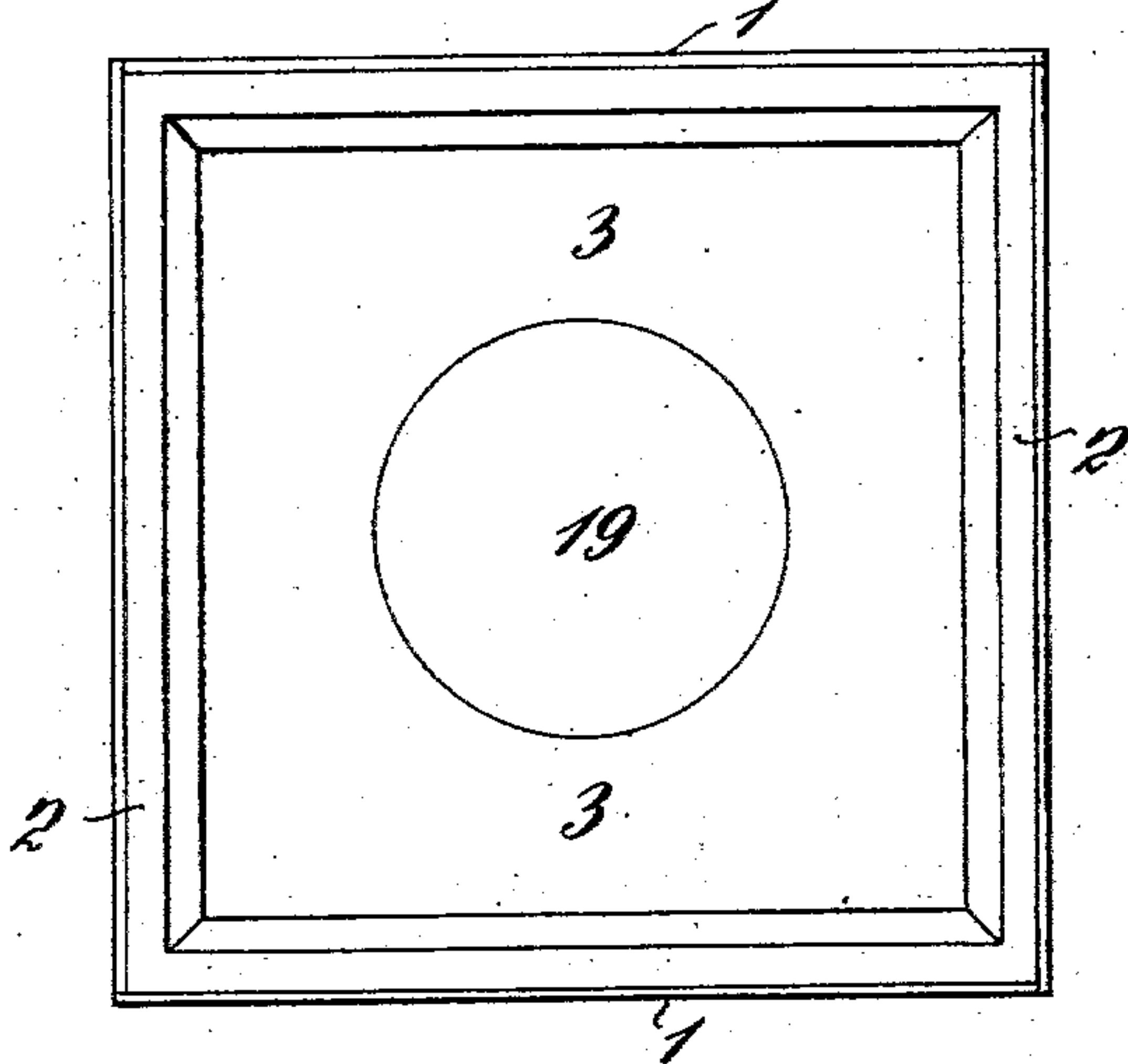


Fig. 8.

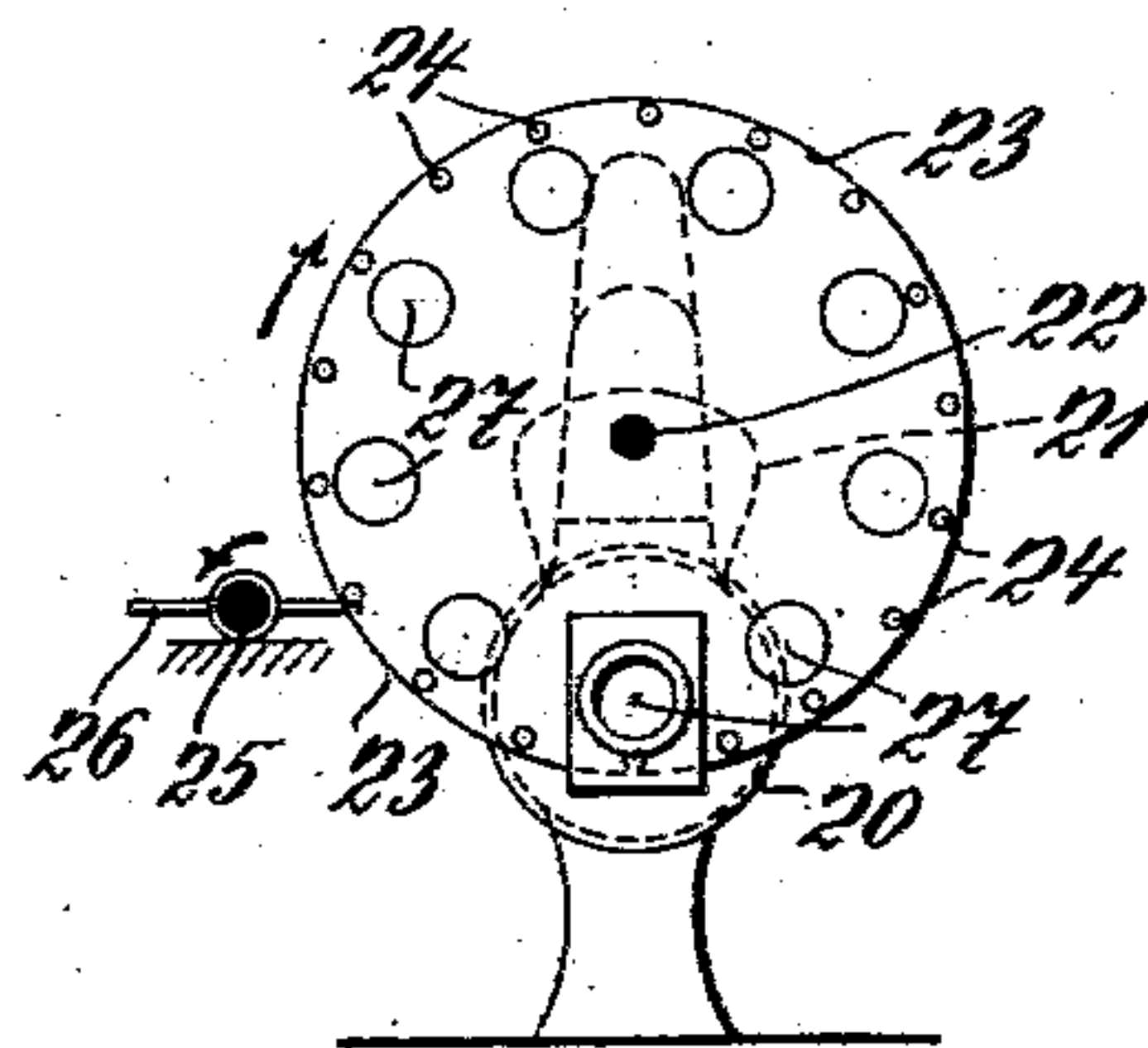
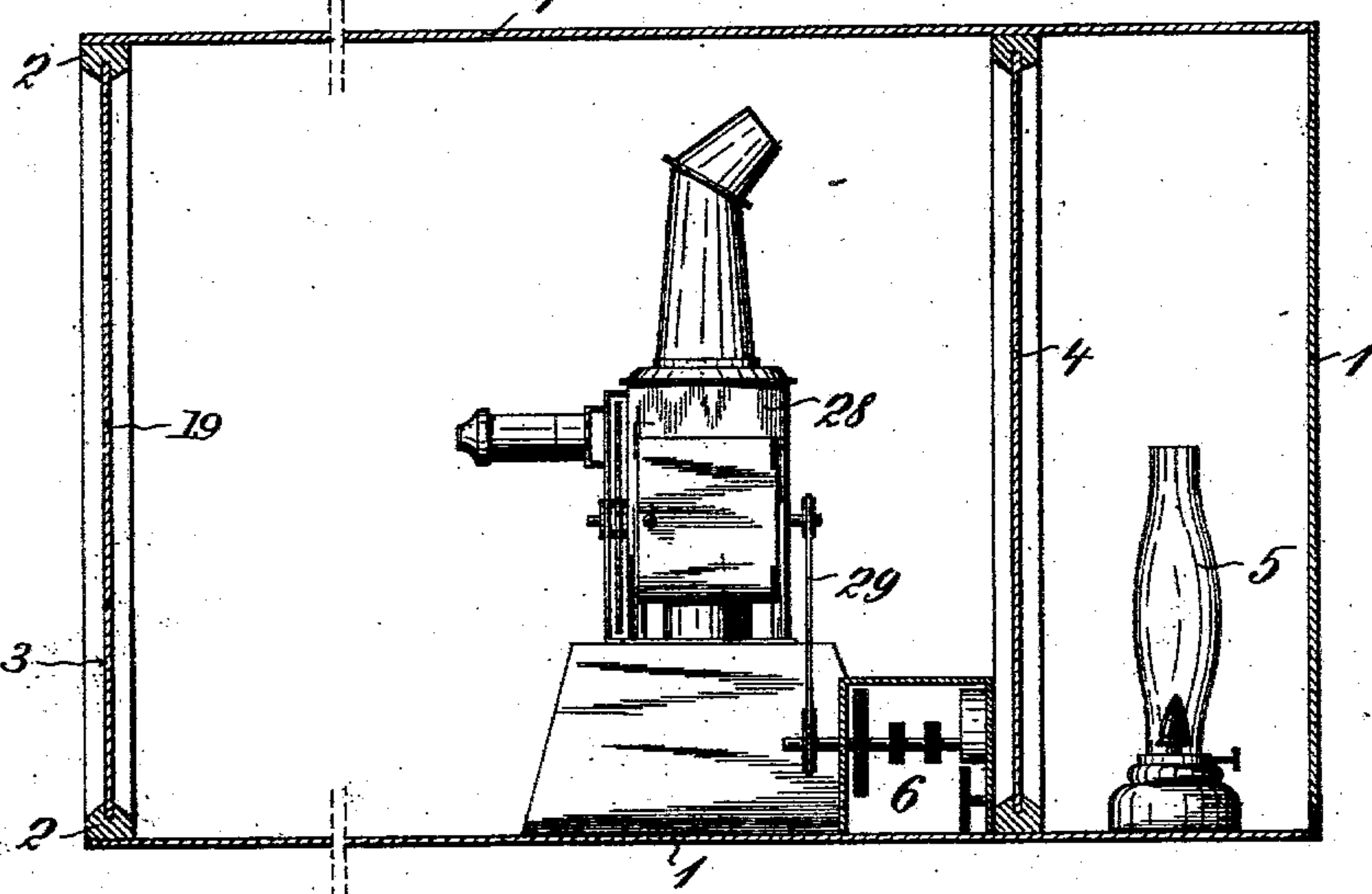


Fig. 9.



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UNITED STATES PATENT OFFICE.

WILHELM SCHELL, JR., OF OFFENBURG, GERMANY.

ILLUMINATED ADVERTISING APPARATUS.

SPECIFICATION forming part of Letters Patent No. 715,159, dated December 2, 1902.

Application filed October 29, 1900. Serial No. 34,713. (No model.)

To all whom it may concern:

Be it known that I, WILHELM SCHELL, Jr., manufacturer, of Glasplacatefabrik Offen- burg, a subject of the Grand Duke of Baden, and a resident of Offenburg, in the Grand Duchy of Baden, Empire of Germany, have invented new and useful Improvements in Illuminated Advertising Apparatus, of which the following is a specification.

10 This invention relates to transparent ad-
vertising-tablets made of glass, celluloid, pa-
per, or the like, in combination with any pre-
ferred apparatus for darkening and relight-
ing up pictorial or printed advertising repre-
15 sentations or making them visible from time
to time. In connection therewith it is imma-
terial whether the printed or pictorial repre-
sentations are actually depicted on the tablet
or have to be projected onto it. In the first
20 case there is an apparatus which temporarily
covers or darkens the representations. In
the second case an apparatus is arranged be-
hind the tablet for temporarily bringing for-
ward or rendering visible printed or pictorial
25 representations. With this invention it is
thus essential that in order to bring the said
representations onto a transparent tablet it
should be connected with some mechanism,
either clockwork or electric motor, where-
30 with the apparatus for rendering the repre-
sentations visible and invisible is automatic-
ally actuated, as distinguished from the let-
tered tablets composed of electric incandes-
cent lamps in which the effect of the alter-
35 nating representations is obtained by their
own light.

In the accompanying drawings several
forms of the invention are shown by way of
example.

40 Figure 1 is a transverse section of an ap-
paratus in which the obscuration and expo-
sure of printed or pictorial representations on
the tablet are effected by means of a shutter-
operating mechanism. Fig. 2 is a horizontal
45 longitudinal section of an apparatus as shown
in Fig. 1. Figs. 3 and 4 are respectively a
side view and a front view of the shutter-
operating mechanism. Fig. 5 is a transverse
section of an apparatus in which a magic
50 lantern of any preferred construction is ar-
ranged for the purpose of alternately pre-
senting pictorial or printed representations.

Fig. 6 is a horizontal longitudinal section of
the apparatus as shown in Fig. 5. Fig. 7 is
a front view of the apparatus as shown in 55
Fig. 5. Fig. 8 is a diagrammatic representa-
tion of the mechanism for moving the pic-
ture-disk. Fig. 9 represents an apparatus in
combination with a kinematograph of any
preferred construction for presenting moving 60
representations.

In all the forms the advertising apparatus
consists of a wood or iron casing 1, in one
side of which the transparent tablet 3, which
is in a frame 2 of any preferred kind, is in- 65
serted. This tablet is non-transparent up to
the necessary surfaces for the pictorial or
printed representations. The casing 1 is,
moreover, divided into two parts by a frosted
glass plate 4. In the space behind the plate 70
4 is the illuminating apparatus 5, which may
be of any kind, as preferred. In the space
between the advertisement-tablet 3 and the
frosted glass plate 4 are arranged the appa-
ratus which cause representations to be illu- 75
minated or made visible from time to time
on the tablet 3. In all modifications some
mechanical arrangement—clockwork 6, for
example—is suitably seated in the casing 1.

In the apparatus illustrated in Figs. 1 to 4 80
printed or pictorial representations appear
direct on the tablet 3. These representations
are exposed and obscured from time to time
by means of a shutter-operating apparatus.
This temporary illumination or exposure of 85
the tablet is effected as follows: The letters
of the word on the tablet, for example, are
lighted up singly, and after all the letters
have been lighted up the whole word is again
concealed. The covering apparatus is oper- 90
ated from shaft 7, driven by the clockwork
6. On the shaft 7 are a number of disks 8,
which are connected by rods 9 11 with a num-
ber of rotating shutters 10, arranged behind
the tablet 3 and corresponding to the print- 95
ing of the tablet. The rods for opening and
closing the shutters are each bent, as shown,
to form two upright members or arms con-
nected by a horizontal member. On the one
arm 9 are the shutters 10. In other words, 100
this arm lies against the shutters, while the
horizontal part 11 is mounted to rotate on the
bottom of the casing. The arm 14 runs along
the face of the disk 8 near the periphery

and is forced against the disk by a flat spring 15, which bears on a head in the part 11. The disks 8 are furnished with recesses 16. If thus the arm 14 meets a recess 16 of the disk 8 when the disk is rotated, the spring 15 turns the part 11 so that the arm 9 swings forward and the shutter 10 comes against the tablet and covers the particular letter. When the recess 16 has passed arm 14, the disk 8 presses the arm back again, so that the shutter 10 swings back. The arm 14 slides on the disk until it again reaches the recess. In order that the shutters may open one after the other, so that the picture or word may be gradually exposed or illuminated and close all together when the exposure is completed, the recesses 16 of the disks 8 are of different lengths and the disks attached to the shaft in such a manner that the starting-points x of the recesses 16 all lie in the same line. Thus all hooks 14 engage in the recesses at the same time, and consequently all shutters close together, while, on the other hand, the recesses are of different lengths, so that the ends y , which are always opposite to the direction of rotation of the shaft 7, operate on the arms at different times. Thus the arms 14 are pressed back in rotation, and consequently the shutters opened in a similar manner. As a matter of course instead of the picture or writing on the tablet 3 the frosted plate 4 or the source of light 5 can be partially or entirely covered—in other words, obscured and lighted up again by means of shutters operated by the clockwork 6.

In the forms of the invention shown in Figs. 5 to 9 the tablet 3, as Fig. 7 shows, is furnished with a special translucent surface 19, on which the pictorial representations appear. The remainder of the tablet is furnished with any desired advertising matter or with text suited to the pictorial representations and which also can be temporarily lighted up and obscured by mechanism illustrated in Figs. 1 to 4. For presenting the pictures a magic lantern 20 of any preferred construction is used in connection with the form of the invention shown in Figs. 5 to 8. On the casing an upright 21, with pivot 22, is arranged, on which the "picture-disk" 23 is placed. The pictures can also be interchanged as desired or according to requirement. The disks 23 are furnished with small pins 24, by means of which they can be rotated by a pin 26, mounted on an adjoining shaft 25, the pins of the disks 23 and of the shaft 25 engaging with one another. (See Fig. 8.) The driving of the shaft 25 is effected by the clockwork 6. On the disk 23 are several different illustrations 27, which are brought before the lens of the magic lantern by the rotation of the shaft 25, and thereby caused to appear on the surface of the advertising-tablet, the pictures not appearing in direct succession, but, for exam-

ple, a picture appears, then the surface 19 is obscured, and thereupon another picture appears, and so on. The pictures can of course be presented in any manner. They may follow in uninterrupted succession and may be of any preferred kind, moving, &c. In the form shown in Fig. 9 so-called "animated" pictures are brought onto the free surface 19 of the tablet 3 by one of the known apparatus—for example, by a kine-matograph 28 of any preferred construction which is operated by the clockwork 6 through the medium of a cord or the like 29. The apparatus can be arranged for glass as well as for film pictures and the presentation of the representations be effected as desired or according to requirements. In operation the concentration of the more intense light from the magic lantern on the central disk 19 of the screen causes the special and changing representations thereon to be distinctly visible notwithstanding the more subdued and less intense light from the illuminant 5 in the rear chamber, which is diffused throughout the front chamber through the medium of the ground-glass partition 4. By these means the text or representations on the marginal part 3 of the screen and the changing representations made by the intense light of the magic lantern on the central disk 19 are made visible at one and the same time.

I claim—

1. An illuminated advertising apparatus constructed with a transparent screen in front and with front and rear chambers and a translucent partition separating said chambers and capable of transmitting diffused light from the rear chamber to the front; a source of light in the rear chamber from which the front screen is illuminated and advertising devices thereon displayed; and means in the front chamber for producing changeable representations on a portion of the front screen.

2. The combination of the closed case 1; a transparent tablet 3 in the front of the case; the ground-glass plate 4 dividing the interior of the case into front and rear compartments and permitting the passage of diffused light from one to the other; an illuminating device 5 in the rear compartment; and mechanism in the front compartment consisting of a shaft 7 parallel with the tablet 3, disks 8 carried by said shaft and having recesses 16, levers 9 mounted on rock-shafts 11, shutters 10 operated by said levers, arms 14 on the rock-shafts actuated by the disk-recesses 16, and a clockwork-motor 6 driving the shaft 7, so as to open the shutters 10 one after another and successively expose a series of representations on the tablet 3, as explained.

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