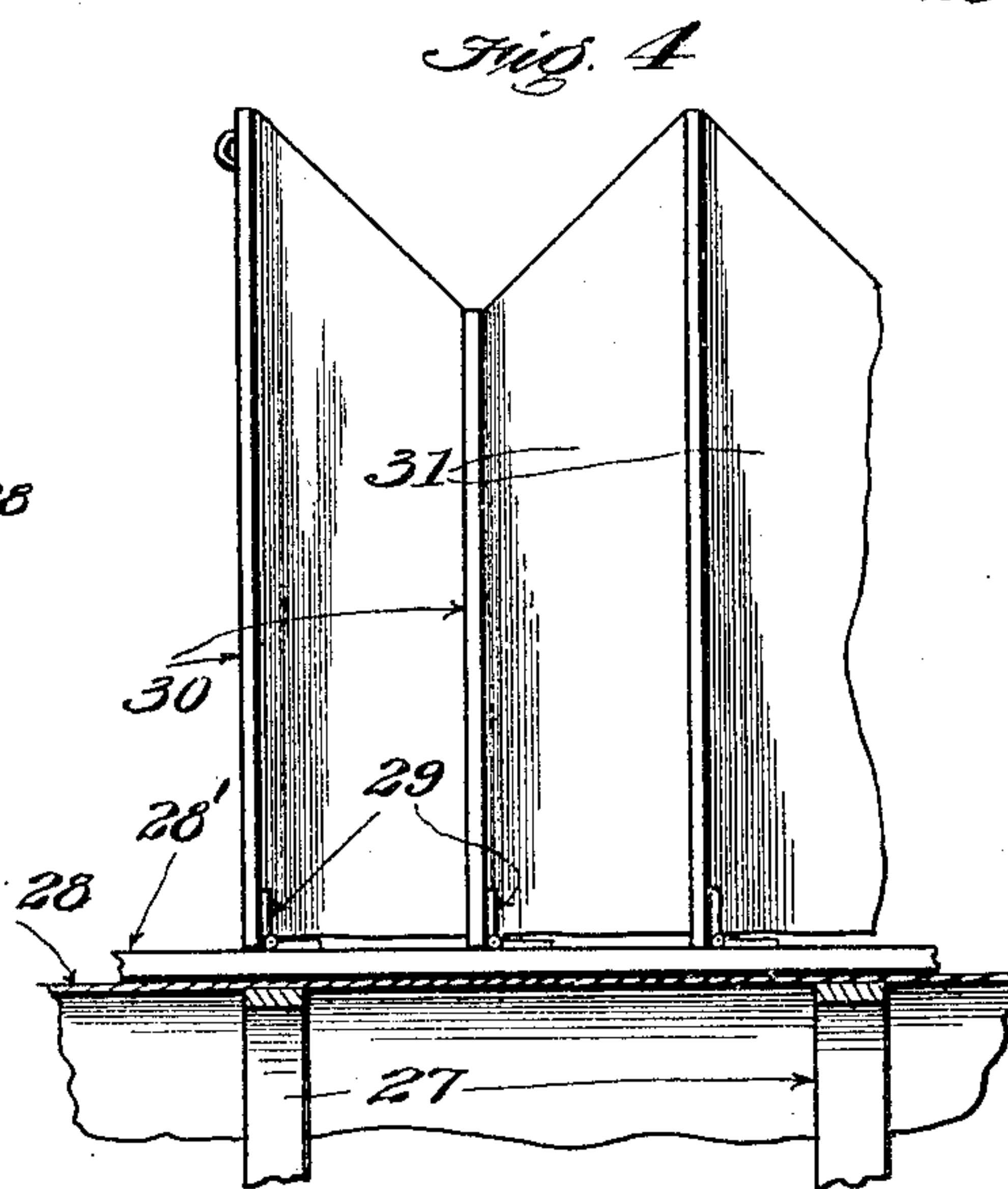
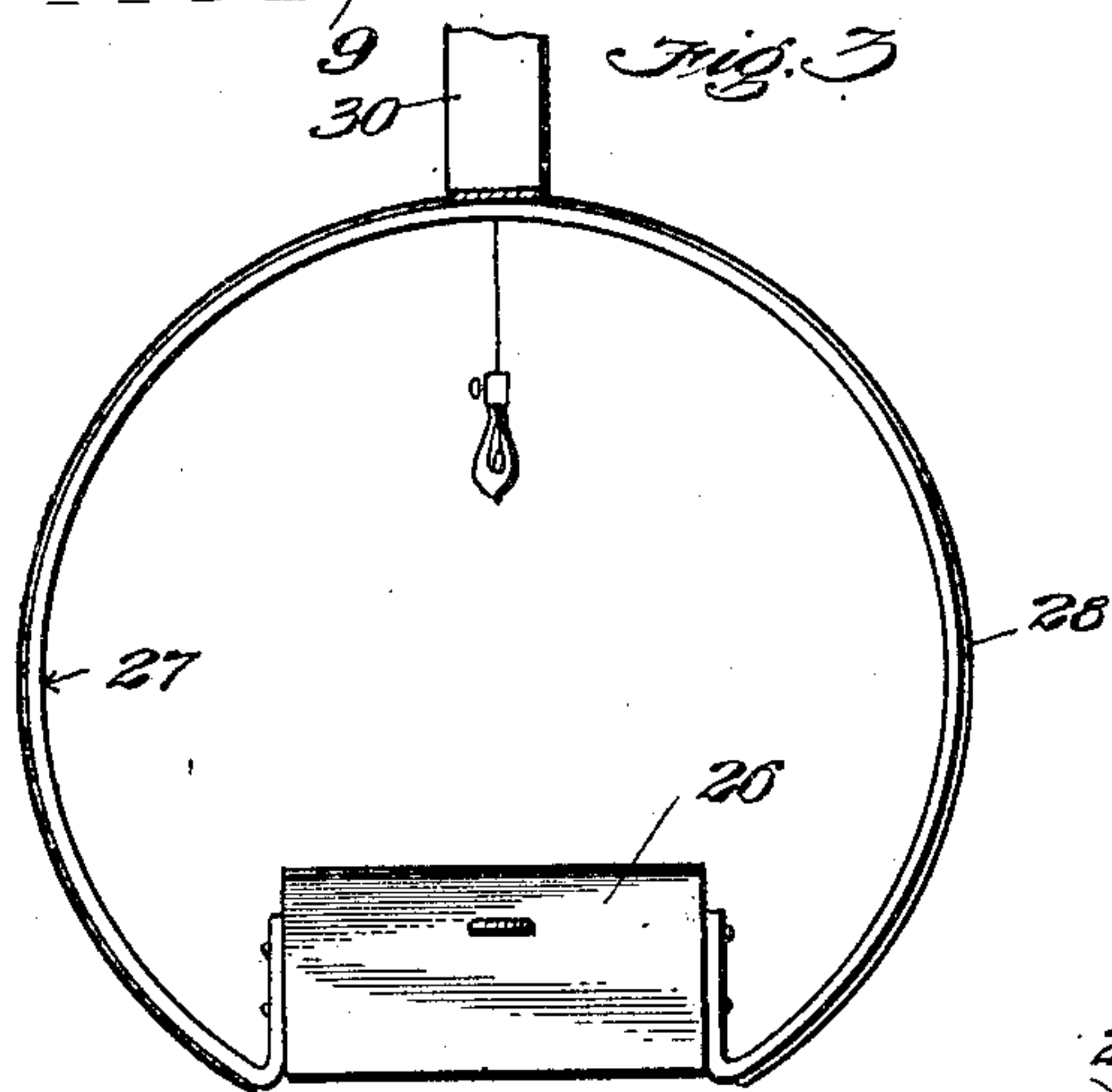
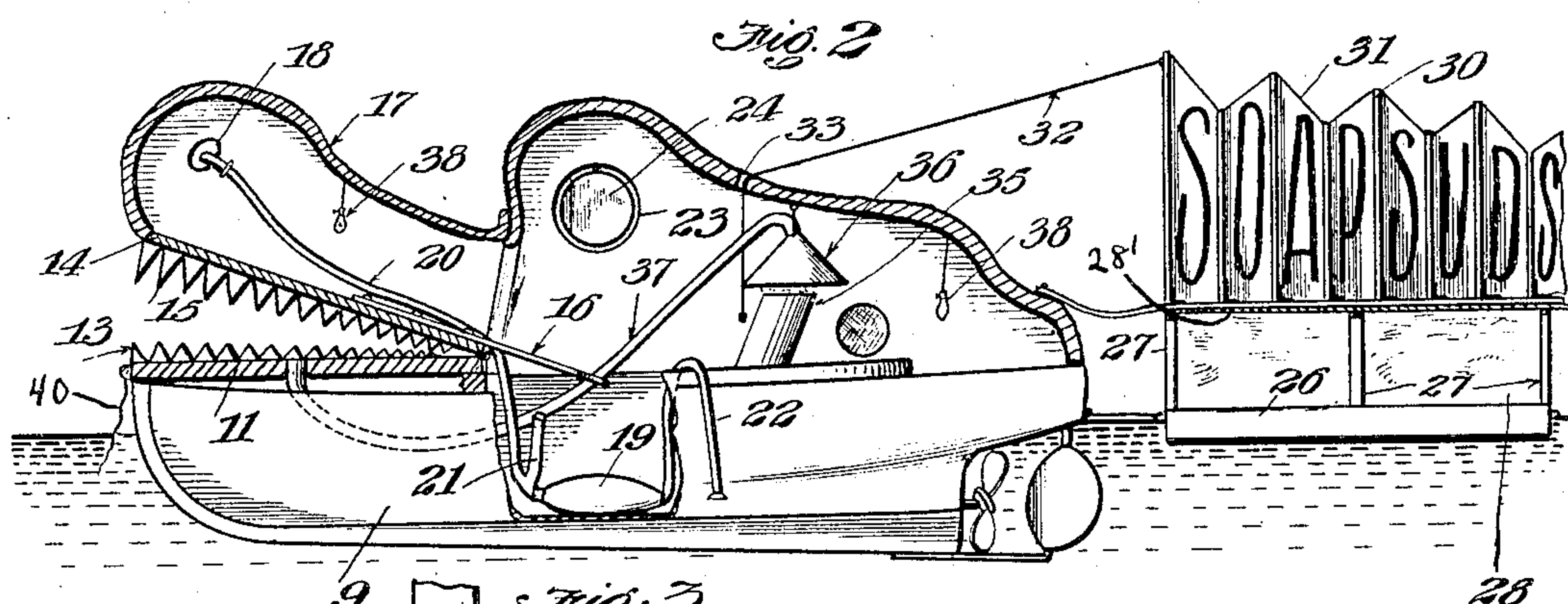
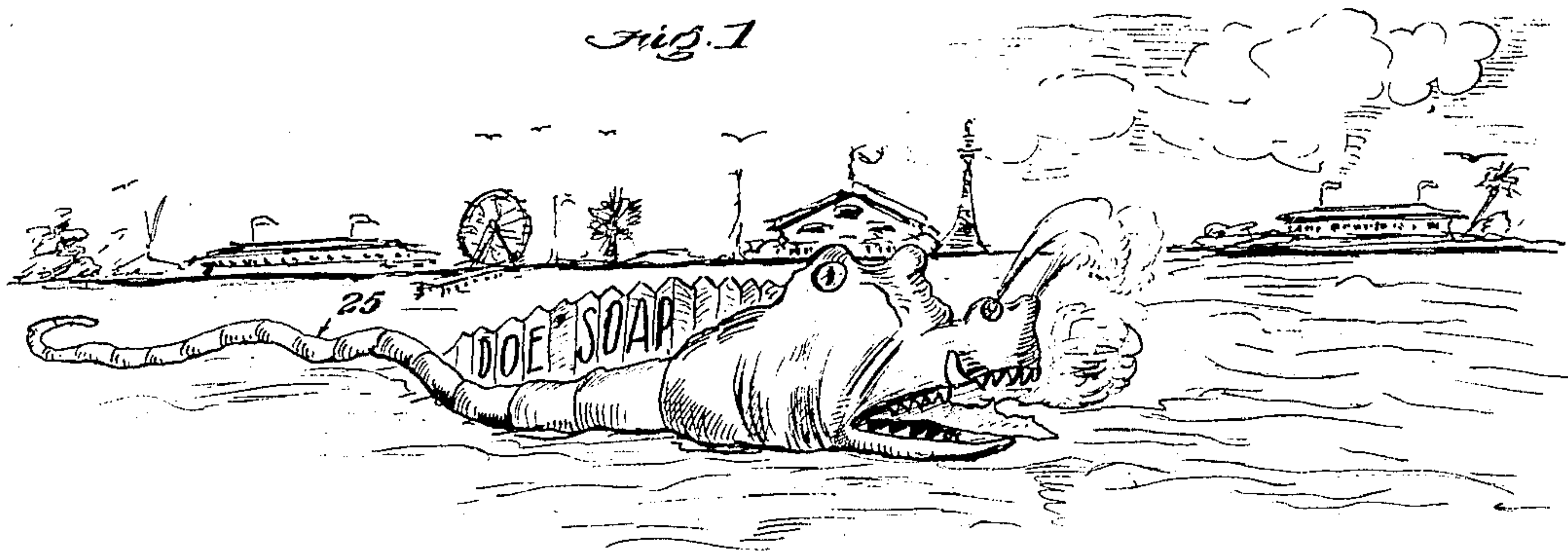


No. 803,084.

PATENTED OCT. 31, 1905.

M. S. ALEXANDER.
ADVERTISING DEVICE.
APPLICATION FILED APR. 17, 1905.



Witnesses
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UNITED STATES PATENT OFFICE.

MAXWELL S. ALEXANDER, OF LOS ANGELES, CALIFORNIA.

ADVERTISING DEVICE.

No. 803,084.

Specification of Letters Patent.

Patented Oct. 31, 1905.

Application filed April 17, 1905. Serial No. 256,150.

To all whom it may concern:

Be it known that I, MAXWELL S. ALEXANDER, a citizen of Great Britain, residing at Los Angeles, in the county of Los Angeles and State of California, have invented new and useful Improvements in Advertising Devices, of which the following is a specification.

My invention relates, primarily, to means for displaying advertising matter on water upon a moving float; and the object thereof is to provide means which will be adapted to call the attention of all beholders to the float and the advertising matter thereon.

Figure 1 is a perspective view of one form of my device in operative position. Fig. 2 is a longitudinal section through the head and a portion of the body of the device shown in Fig. 1. Fig. 3 is a transverse section of my device through the body portion to the rear of the propelling device. Fig. 4 is a detail of construction of a portion of the device shown in Fig. 1.

In the drawings, 9 is a float which is illustrated as a boat, which I have shown as a gasoline-power launch. Secured upon the forward end of the boat and preferably extending from side to side is a platform 11, which forms the upper portion of the lower jaw of my advertising device, which in this instance is made to illustrate a sea-serpent. Upon this lower jaw are teeth 13, and from the jaw extends downwardly a web or casing 40, which hides and covers the forward end of the boat. At the rear portion of the lower jaw is hinged the upper jaw 14, which carries teeth 15. Secured to the upper jaw and extending rearwardly of its connection with the lower jaw is a lever 16, by means of which the upper jaw may be operated to open or close the mouth of the sea-serpent. To the upper jaw is secured the casing 17, in the front end of which are apertures 18, which form the nostrils. A syringe 19 is provided with discharge-tubes 20 and 21, which lead to and terminate in these apertures. The inlet-tube 22 hangs over the side of the boat and projects into the water, so that the operator may place his foot upon the bulb of the syringe and cause jets of water to be thrown from the nostrils. Rearwardly of the junction of the jaws the casing is enlarged to form the body of the head, which is provided with apertures 23, in which are located mirrors 24 to reflect the light. If desired, instead of the mirrors plain glass could be used and a flash-light used in the boat to produce colored lights

at the eyes. The rear portion of the head preferably terminates at the rear end of the boat, as shown in Fig. 2. The tail 25 is preferably composed of sections, which are pivotally united together and to the head. These sections are preferably composed of a buoyant bottom 26, which may be and preferably is a piece of timber, to which is secured rings 27, which support the covering 28, of which the tail is composed, which covering is preferably canvas painted to represent the supposed color of the serpent. Each section of the tail is preferably provided with three supporting-rings, as shown in Fig. 2, to the top of which is secured the brace-board 28', which rests upon the top of the canvas. To the brace-board are secured by hinges 29 the supporting-strips 30, to which is secured a strip of canvas 31, upon which the advertisement to be displayed may be printed. These supporting-strips are of irregular lengths to represent a fin and extend as far backwardly from the head as may be desired to provide space for the advertising matter which it is desired to display. To the front one of these supporting-strips and preferably at the top thereof is secured a rope 32, which extends through an aperture 33 in the top of the head and projects downwardly in the head a sufficient distance to be easily fastened and also to permit the same to be played out through the aperture to allow the fin to fold down upon the tail, so that the advertisement thereon cannot be seen. This construction enables the operator in the boat at will to bring the advertisement up to view or to permit it to sink out of sight as the serpent is supposed to raise or lower its fin. Over the smoke-stack 35 is a funnel 36, to which is connected a discharge pipe or tube 37, which may lead to and open between the jaws, so that, if desired, the serpent is shown as breathing out smoke. The material of which the casing of the head is composed is preferably papier-mâché. By making the inclosing envelop of these casings of thin canvas and using an illuminating device in the boat the advertisement printed on the casing could be seen at night and the device adapted for displaying advertising matter either in the day-time or at night. Lamps 38 form one means for illuminating the casing.

In the operation of the device, as illustrated in Fig. 1, the operator can by pursuing a slightly zigzag course give a very realistic effect, as thereby the tail will be caused to pursue a serpentine course, and by occasion-

ally lowering the fin greater attention will be drawn to the advertisement thereon.

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

1. An advertising device comprising a float; a casing surrounding said float, said casing representing an object; and being adapted for securing thereon advertising matter; and means
10 to propel said float through the water.

2. An advertising device comprising a float; a casing surrounding said float, said casing representing an object and being adapted for securing thereon advertising matter; means to
15 illuminate the interior of said casing; and means to propel said float through the water.

3. An advertising device comprising a boat; a casing surrounding said boat, said casing having the shape of the head of a serpent; a

sectional tail secured to said head; means to 20 propel said boat.

4. An advertising device comprising a boat; a casing surrounding said boat, said casing having the shape of a head of a serpent; means to move the upper jaw of the head of said ser- 25 pent; means to discharge water through the nostrils of the serpent; means to propel said boat; a sectional tail secured to said head; said sections being pivotally secured to each other and to the head; a fin secured upon said tail; 30 and means to raise said fin when desired.

In witness that I claim the foregoing I have hereunto subscribed my name this 8th day of April, 1905.

MAXWELL S. ALEXANDER.

Witnesses:

G. E. HARPHAM,

HENRY T. HAZARD.