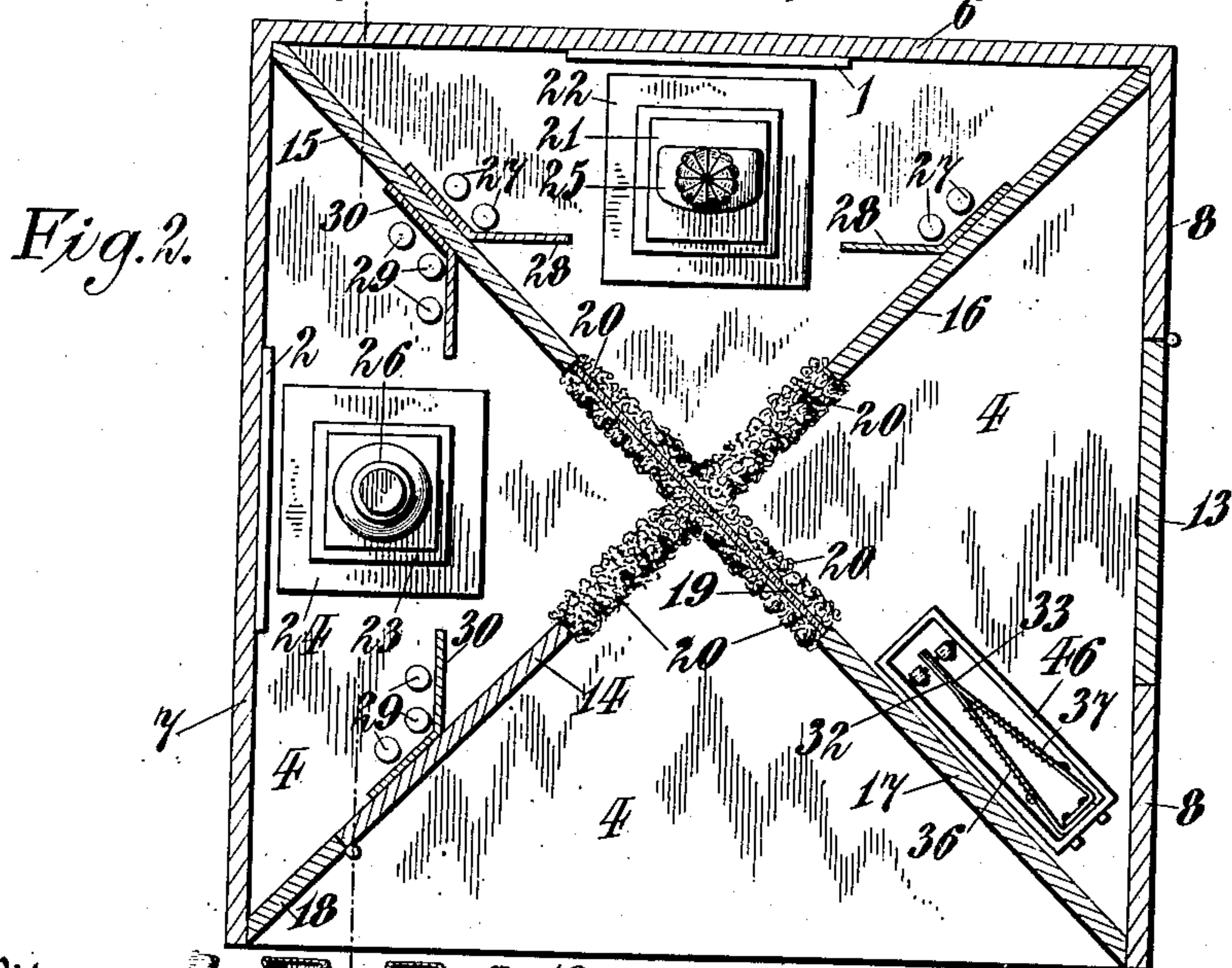
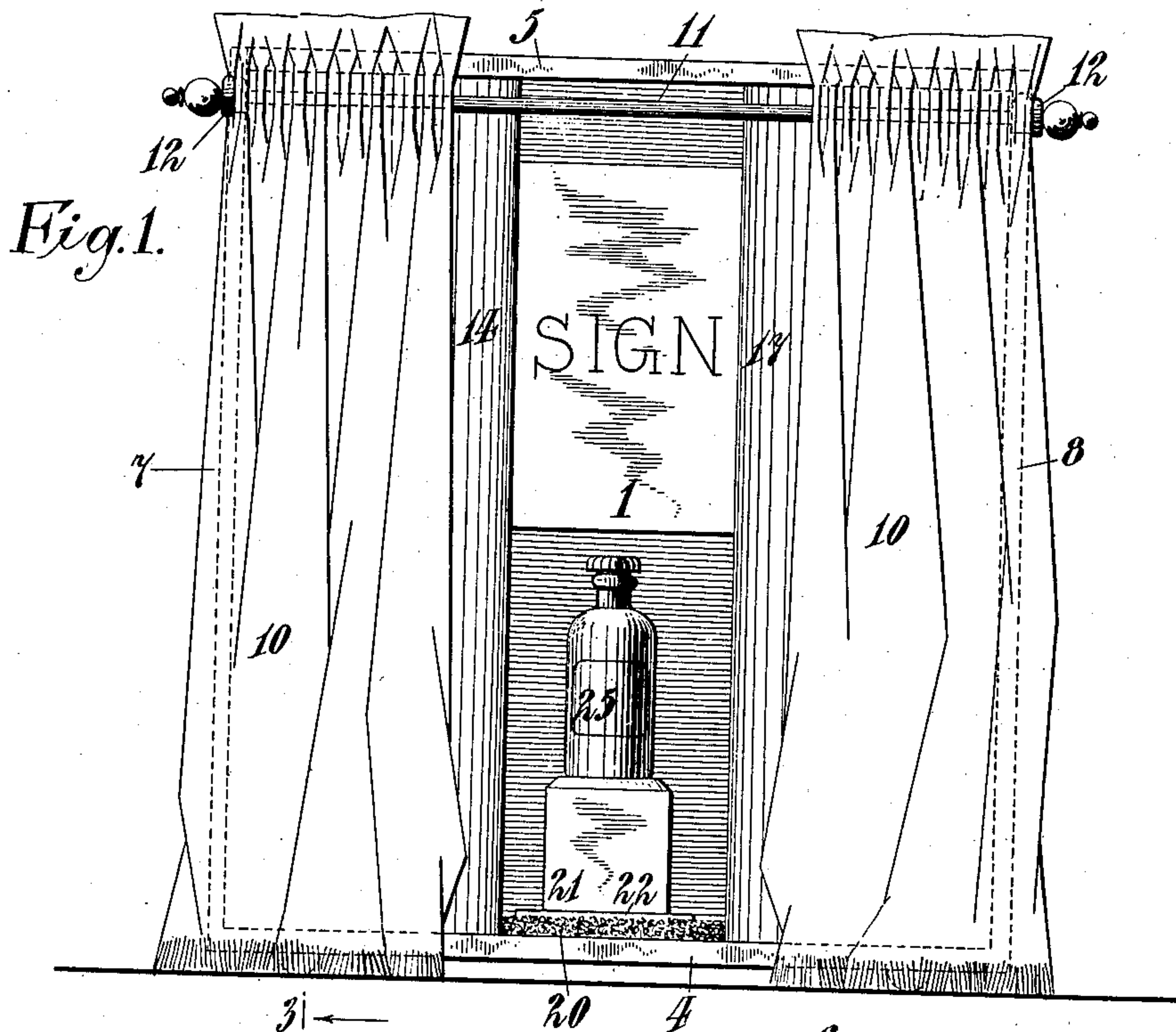


No. 889,212.

PATENTED JUNE 2, 1908.

A. J. DE BARRY.  
ADVERTISING DEVICE.  
APPLICATION FILED FEB. 7, 1907.

2 SHEETS—SHEET 1.



Witnesses  
Wm. Ashley Kelly  
Albert V. Day

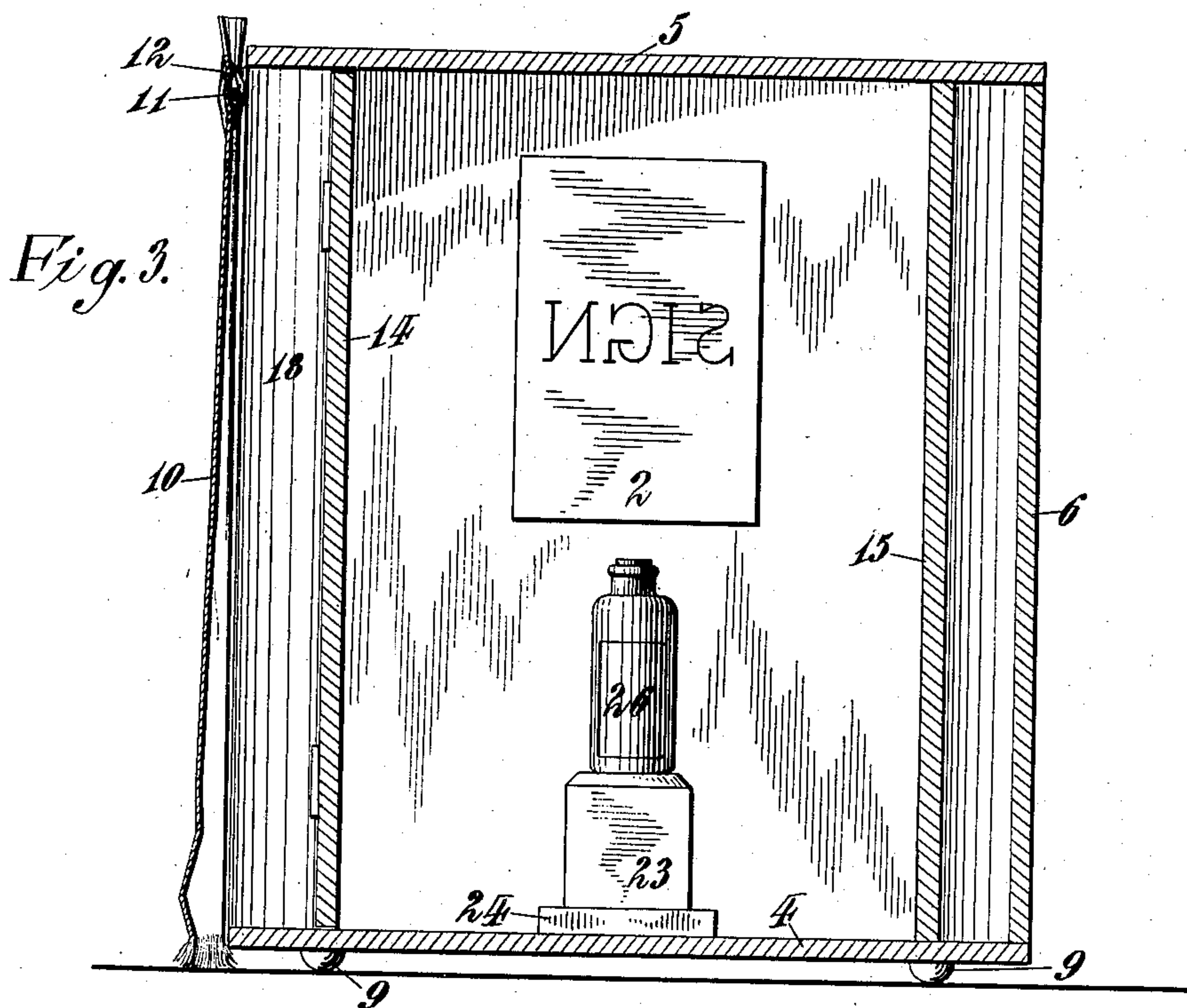
Inventor  
Arthur J. De Barry  
By his Attorney  
Henry B. Williams

No. 889,212.

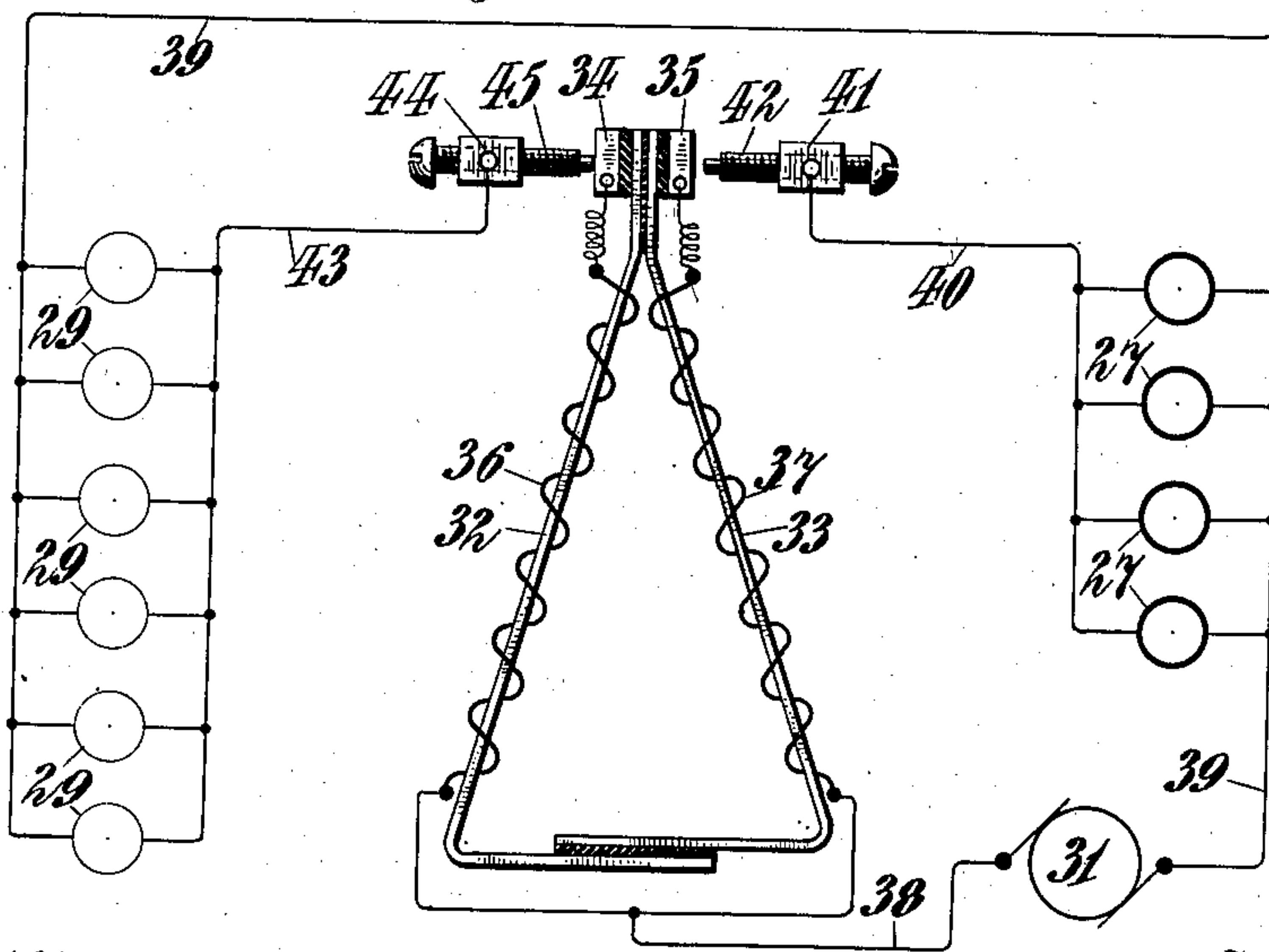
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2 SHEETS—SHEET 2.



*Fig. 4.*



Witnesses:  
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# UNITED STATES PATENT OFFICE.

ARTHUR J. DE BARRY, OF NEW YORK, N. Y., ASSIGNOR, BY MESNE ASSIGNMENTS, TO VICTOR C. BELL, OF NEW YORK, N. Y.

## ADVERTISING DEVICE.

No. 889,212.

Specification of Letters Patent.

Patented June 2, 1908.

Application filed February 7, 1907. Serial No. 356,276.

*To all whom it may concern:*

Be it known that I, ARTHUR J. DE BARRY, a citizen of the United States, residing at the borough of Manhattan, city of New York, in the county of New York and State of New York, have invented a certain new and useful Improvement in Advertising Devices, of which the following is a specification, reference being had therein to the accompanying drawings, forming a part thereof.

My invention relates generally to advertising devices and more particularly to cases or cabinets for containing and displaying commercial articles and signs relative to such articles, and has for its objects to arrest the attention, hold the interest and excite the curiosity of prospective purchasers, and has also as further objects symmetry and lateral similitude of construction and economy of space.

My invention includes the provision of means for automatically causing one object apparently to be substituted for another object in the cabinet during an interval of darkness in the cabinet and then during another such interval of darkness for causing the last-named object apparently to be replaced by the first-named object, and so on periodically indefinitely.

My invention also includes the provision of means for causing two objects, one of which is arranged to be viewed by its transmitted light and the other of which is arranged to be viewed by its reflected light, to appear to an observer as of substantially equal brightness or as equally illuminated.

My invention further includes certain details of construction hereinafter described.

Reference will now be had to the accompanying drawings for a description of the embodiment of my invention illustrated therein, after which I will point out my invention in claims.

Figure 1 is a front elevation of the complete device. Fig. 2 is a horizontal sectional plan. Fig. 3 is a vertical section on the lines 3—3 of Fig. 2 as viewed from the right, the cabinet being in section and the pedestal and article for display being in elevation. Fig. 4 is a diagrammatic representation of the electrical circuits of the cabinet and of an automatic two-way flasher shown as employed for controlling such circuits.

The embodiment of my invention shown in the accompanying drawings includes a

rectangular cabinet or case having a bottom 4, top 5, back 6 and sides 7 and 8, of any suitable material, such as wood. The cabinet is shown as provided with supporting casters 9. The front of the cabinet is open, except for curtains 10. These curtains are suspended from a curtain-rod 11 in usual manner, such curtain-rod extending across the front of the cabinet near the top thereof and being supported on usual brackets 12 carried by the sides of the cabinet. These curtains impart a more finished and ornamental appearance to the device and also help to give an appearance of mystery to the operation thereof.

In the operation of the device the curtains are partly drawn aside from the middle, preferably about as shown in the drawings. The side 8 of the cabinet is provided with an outwardly opening hinged door 13 as shown, for access to a part of the interior of the cabinet. The front, back and sides of the cabinet are all of the same width, and consequently the cabinet presents a square transverse section and has a square bottom, as may be seen in Fig. 2.

The interior of the cabinet will now be described.

Vertical diagonal wings or partitions 14, 15, 16 and 17, extend respectively out from the corners of the cabinet to a little more than one-third of the distance diagonally across the cabinet from any one corner to the opposite corner, and extend throughout the full height of the cabinet from the bottom to the top, as seen in Figs. 1 and 3. The wing 14 is provided at its forward portion, or contiguous to the corner of the cabinet, with a comparatively narrow outwardly opening hinged door 18, for access to the part of the interior of the cabinet immediately in rear of this partition. As may be seen from Fig. 2, similar symmetrical triangular prismatic compartments or chambers are formed between the wings 14 and 15, between the wings 15 and 16, and between the wings 16 and 17, respectively, and a space of the same shape and size as the compartments is formed at the front between the wings 14 and 17.

A sheet of plate-glass 19 is supported between the inner edges of the wings 15 and 17 in alinement with such wings, such sheet extending from the bottom or floor 4 to the top 5. To conceal the lower edge of the glass 19 at its juncture with the floor 4 artificial flow-



ers 20 are arranged on the floor along such edge at the front of the glass; and as such glass is adapted to act at one time transparently and at another time as a reflector, such flowers are similarly placed at the back of the glass, so that the appearance will be uniform by transmitted light and by reflection. Also for the sake of symmetry and to aid in diverting or preventing any possible suspicion of the presence of the glass 19, the flowers 20 are arranged between the glass and the ends of the wings 14 and 16 in alinement with such wings to simulate the appearance of the flowers at the foot of the glass. As is apparent from the foregoing, the glass 19 is disposed at an angle of forty-five degrees to the sides and back and front of the cabinet.

An object-supporting pedestal 21 having a base 22 is located within the inclosure or compartment formed laterally by the rear wings 15 and 16 and the back 6 and in line with the spaces or openings between the inner edges of the wings, as viewed from the front of the cabinet. Such pedestal and base are shown as of rectangular configuration, excepting that the pedestal has a tapered portion at the top. The pedestal is preferably placed as near to the back 6 as practicable. Another object-supporting pedestal 23 with base 24, both in all respects presenting an identity of appearance to the pedestal 21 and base 22, is located within the compartment or inclosure formed laterally by the wings 14 and 15 and side 7 and in perpendicular alinement with the opening between the inner edges of the wings 14 and 15. An object 25 for display is shown as resting on the pedestal 21, as seen in Figs. 1 and 2, and a different object 26 for display is shown as resting on the pedestal 23, as seen in Figs. 2 and 3. A sign 1 is secured to the back wall 6 in lateral alinement with and at such a height as to be visible over the object 25, such sign being lettered or inscribed so as to read in the ordinary manner, as may be seen in Fig. 1, the sign 1, the object 25, and the pedestal 21 there being visible and viewed through the glass 19 which, on account of its transparency, is not discernible in this figure. Another sign 2 is secured to the side wall 7 in lateral alinement with and at such a height as not to be obscured by the object 26. The inscription on the sign 2 is reversed laterally both as to the form of the letters and their positions, thus adapting this sign to be read by viewing its reflection, such reflection presenting the appearance of an ordinary sign, the reversed inscription being rectified by reflection.

Under certain conditions the sign 2 and object 26 are visible by reflection from the glass 19 to an observer stationed in front of the cabinet, the object 25 and sign 1 then being invisible. Under certain other conditions the object 25 and sign 1 are visible to the ex-

clusion of the object 26 and sign 2. As a result of this change in conditions the respective objects and signs appear to change places with each other. The aforementioned change in conditions and the means for producing the same will now be described.

According to well known principles of physics, when a ray of light passes from a medium of a certain density to a medium of a different density the ray is split or divided into two rays one of which is transmitted and the other of which is turned back or reflected at an angle to the reflecting surface equal to the angle of incidence of the original or undivided ray. The comparative strengths of the transmitted and reflected rays depend upon the angle of incidence and the nature of the respective media. In the case of plate-glass at an angle of forty-five degrees somewhat more light will be transmitted through the glass than will be reflected from the two surfaces.

It follows from the foregoing without further explanation that rays of light proceeding from the object 25 toward the front of the cabinet will be in part transmitted and in part reflected by the glass 19, such object being rendered visible through the glass by the transmitted rays. It likewise follows that rays of light from the object 26 will be in part transmitted and in part reflected by the glass 19, the reflected rays rendering such object visible from the front of the cabinet and causing such object to appear to be located at the position of the object 25. It further follows that either the one or the other of such objects will be thus visible according to which at the time is illuminated. The same is true of the respective signs and pedestals. The pedestals being shown as of symmetrical form and identical appearance, it follows that one pedestal, when reflected, presents the same appearance as the other pedestal, when viewed by transmitted light. The signs being shown as of identical symmetrical shape with the letters reversed in the sign which is seen by reflection, the two signs will also present an identical appearance, if similarly reversely lettered, or may be differently lettered. Assuming that the sign 2 when viewed by reflected light, presents the same appearance as the sign 1 when viewed by transmitted light, the object 25 and the object 26 may be made to apparently change places the one with the other by causing the alternate illumination of these objects and their corresponding pedestals and signs.

Means are provided for automatically causing light to be shed periodically and alternately upon the two above-named objects and corresponding pedestals and signs, such means including incandescent electric lamps 27 for shedding light upon the object 25, these lamps being shown as four in number,



two at each side of the object and arranged adjacent to the respective wings 15 and 16 and slightly forward of the object. These lamps are sufficiently far removed from the inner edges of the wings 15 and 16 as to be invisible from the front of the cabinet and are further obscured in that direction by shields or reflectors 28 which also serve to increase the illumination of the object 25 and its pedestal and sign. The means for illuminating the object 26 include incandescent electric lamps 29, shown as six in number and as arranged with three at each side of the object and adjacent to the respective wings 14 and 15. The lamps 29 are far enough removed from the inner edges of the wings 14 and 15 as to be invisible, by reflection from the glass 19, to an observer at the front of the cabinet and this result is further assured and the illumination of the object 26 and its pedestal and sign are added to by shields or reflectors 30. The lamps 27 and 29 may be supplied with current from any suitable source. For the sake of completeness of illustration I have shown these lamps as supplied with current by a generator 31, shown in diagram in Fig. 4.

The means for automatically alternately flashing or lighting the lamps include a two-way flasher. Any form of automatic two-way flasher may be employed for this purpose. In Fig. 4 I have shown in diagram a two-way thermal flasher, and have shown the same in Fig. 2 as incorporated in the cabinet. Such flasher may be placed at any convenient location, preferably somewhere about the cabinet and forming a part thereof, and I have shown it as located within the cabinet and in the compartment formed between the partition wings 16 and 17. The flasher shown includes two bent metal bars 32 and 33 forming legs. These legs are rigidly joined together in the form of a triangle, and heat-insulating material as shown is interposed between these leg members at their points of juncture, so that they are thermally insulated from each other. These legs 32 and 33 respectively carry insulated contact-terminals 34 and 35. A heating-coil 36 of insulated wire is wound about the leg 32 and a similar heating-coil 37 is wound about the leg 33, and respective terminals of these coils are connected to the contact-terminals 34 and 35. The other terminals of these coils are connected in multiple to the conductor 38 which is connected to one of the poles of the generator 31. A conductor 39 leads from the other pole of the generator and constitutes a common wire for all of the lamps 27 and 29. The lamps 27 are shown as connected in multiple between the common conductor 39 and a conductor 40 which is connected to a stationary nut 41 of an adjustable contact-screw 42 adapted to cooperate with the movable contact-terminal 35

carried by the leg 33 and connected to one terminal of the heating-coil 37. The lamps 29 are shown as connected in multiple between the common conductor 39 and a conductor 43 which is connected to a stationary nut 44 of an adjustable contact-screw 45 adapted to cooperate with the other movable contact-terminal 34 carried by the other leg 32 and connected to one terminal of the other heating-coil 36. The triangle is held in stationary position at its base by the attachment thereof to a flasher-casing 46, as may be seen in Fig. 2. To flash the lamps 27 and 29 alternately the movable contact-terminal 34 is adapted to make contact with the contact-screw 45 and the movable contact-terminal 35 with the contact-screw 42 alternately with each other. It is obvious that the conductors 38 and 39 may come from any suitable electrical source at any distance. Movement is communicated to the contact-terminals 34 and 35 by the alternate expansion and contraction of the legs 32 and 33 in rhythmic alternation with each other, due to the heat resulting from the electric current flowing through the heating-coils 36 and 37, respectively. The arrangement is such that the expanding leg will open the circuit of its heating coil at the same time that it opens one of the lamp-circuits, the same movement closing the other lamp-circuit through the heating-coil of the other leg. For example, with the position of parts shown in Fig. 4, wherein the lamps 29 are in circuit and the lamps 27 out of circuit, when the current through the coil 36 has sufficiently heated the leg 32 the circuit of such coil and of the lamps will be opened by the expansion of such leg, and a continuation of this movement will close the circuit of the lamps 27 and heating-coil 37 of the leg 33, the heating of the leg 33 then causing a similar action in a reverse direction to take place, and so on indefinitely.

It is evident that all of the lamps 27 and 29 will be dark for an appreciable period of time intervening between the opening of one lamp circuit and the closing of the other. This period of darkness is of material advantage in the operation of my device. It brings about the illusion of one object apparently having been replaced by another object during a short interval of darkness. The fact that the pedestals and signs are duplicates of each other in appearance assists this illustrative effect, by giving the impression that there is only a single pedestal and sign. It is obvious that the pedestals and signs should occupy corresponding locations in their respective chambers.

Similar general conditions of appearance are carried out by equalizing the lighting effect. For example, as already stated, the glass plate 19, in the position it occupies relatively to the objects of display 25 and 26,



will transmit more light coming from such objects than it will reflect. To compensate for this it is preferable to have more strongly lighted the object which is to be viewed by reflected light. This result is brought about in the construction shown by having six lamps 29 for illuminating the reflected object 26 while only four lamps 27, of the same individual candle power as the lamps 29, are employed for lighting the directly viewed object 25.

The interior of the chamber containing the article 25 may be reached through the door 13 in the side 8 of the cabinet, and thus the lamps 27 may be renewed and the article 25 placed in position in or removed from the cabinet at will. Access to the interior of the chamber containing the article 26 may be had through the door 18 at the forward edge of the wing 14.

The diagonal disposition of the wings permits the objects 25 and 26 to be viewed at the middle laterally of the cabinet without any waste of space to secure this result. The front space between the wings 14 and 17 may be used for displaying various articles if so desired.

It is obvious that various modifications may be made in the construction shown and above particularly described within the principle and scope of my invention.

I claim:—

1. An advertising device comprising a display-chamber having a sight-opening thereinto, a second display-chamber of the same size and shape as the first and disposed in perpendicular relation thereto and having a sight-opening adjacent to and perpendicular to such opening of the first chamber, a glass plate bisecting the angle between the two sight-openings, and means operating automatically to illuminate the interior of the respective chambers alternately, and to produce intervening periods of darkness in both chambers concurrently.

2. An advertising device comprising a display-chamber having a sight-opening thereinto, a second display-chamber of the same size and shape as the first and disposed in perpendicular relation thereto and having a sight-opening adjacent to and perpendicular to such opening of the first chamber, a glass plate bisecting the angle between the two sight-openings, an electric lamp in each of the chambers, a source of current for the lamps, and a two-way flasher in the lamp circuits operating to flash the lamps alternately with intervening periods in which both lamps are disconnected.

3. In an advertising device, the combination of a substantially vertical plate of glass arranged at an angle of forty-five degrees to the line of vision, a forwardly-opening display-chamber at the rear of the glass, a lateral display-chamber opening toward the

front of the glass, and means operating automatically to illuminate objects of display in the respective chambers alternately, whereby at one time the object in the first-named chamber may be seen through the glass and at another time the object in the second chamber may be seen by reflection in the glass, the illuminating means operating to illuminate the lateral chamber more brilliantly than the rear chamber to cause the objects in the respective chambers to appear to an observer to be equally illuminated.

4. In an advertising device, the combination of a substantially vertical plate of glass arranged at an angle of forty-five degrees to the line of vision, a forwardly-opening display-chamber at the rear of the glass, a lateral display chamber opening toward the front of the glass, an electric lamp in each of the chambers, and a two-way flasher in the lamp circuits for flashing the lamps alternately.

5. In an advertising device, the combination of a substantially vertical plate of glass arranged at an angle of forty-five degrees to the line of vision, a forwardly-opening display-chamber at the rear of the glass, a lateral display-chamber opening toward the front of the glass, an electric light in each chamber, the light in the lateral chamber being more brilliant than the other, a source of current for the lights, and a two-way flasher in the circuits of the lights operating automatically and periodically to open and close such circuits alternately.

6. In an advertising device, the combination of a square cabinet open at the front, wings extending diagonally inward from the corners of the cabinet toward the center thereof but terminating short of such center so as to leave a central space, such wings forming chambers at the rear and the sides of the cabinet and also forming a front space at the front of the cabinet, a glass plate disposed diagonally between the inner edges of diagonally opposite wings and substantially in alignment with such wings, so that the rear chamber opens behind the glass and one of the lateral chambers opens in front of the glass, and means operating automatically to illuminate periodically and alternately the interiors of the rear chamber and said lateral chamber, whereby the interior of the rear chamber is at one time directly visible through the glass and at another time the interior of the lateral chamber is visible by reflection in the glass.

7. In an advertising device, the combination of a square cabinet open at the front, wings extending diagonally inward from the corners of the cabinet toward the center thereof but terminating short of such center so as to leave a central space, such wings forming chambers at the rear and the sides of the cabinet and also forming a front space



at the front of the cabinet, a glass plate disposed diagonally between the inner edges of diagonally opposite wings and substantially in alinement with such wings, so that the rear chamber opens behind the glass and one of the lateral chambers opens in front of the glass, and means operating automatically to illuminate periodically and alternately the interiors of the rear chambers and said lateral chamber and to produce intervening periods of darkness in both such chambers concurrently.

8. In an advertising device, the combination of a square cabinet open at the front, wings extending diagonally inward from the respective corners of the cabinet toward the center thereof but terminating short of such center so as to leave a central space, such wings forming chambers at the rear and the sides of the cabinet and also forming a front space at the front of the cabinet, a glass plate disposed diagonally between the inner edges of diagonally opposite wings and substantially in alinement with such wings, so that the rear chamber opens behind the glass and one of the lateral chambers opens in front of the glass, an electric lamp in each of the last-named chambers, a source of current for the lamps, and a two-way flasher in the

lamp circuits for flashing the lamps alternately.

9. In an advertising device, the combination of a square cabinet open at the front, wings extending diagonally inward from the respective corners of the cabinet toward the center thereof but terminating short of such center so as to leave a central space, such wings forming chambers at the rear and the sides of the cabinet and also forming a front space at the front of the cabinet, a glass plate disposed diagonally between the inner edges of diagonally opposite wings and substantially in alinement with such wings, so that the rear chamber opens behind the glass and one of the lateral chambers opens in front of the glass, electric lamps in the rear chamber, electric lamps of a collectively greater candle power in that lateral chamber which opens forwardly of the glass, a source of current for the lamps, and a two-way flasher in the lamp circuits operating to flash the lamps alternately in the lamp-containing chambers.

In testimony whereof I have affixed my signature in presence of two witnesses.

ARTHUR J. DE BARRY.

Witnesses:

HERBERT H. GIBBS,  
WM. ASHLEY KELLY.