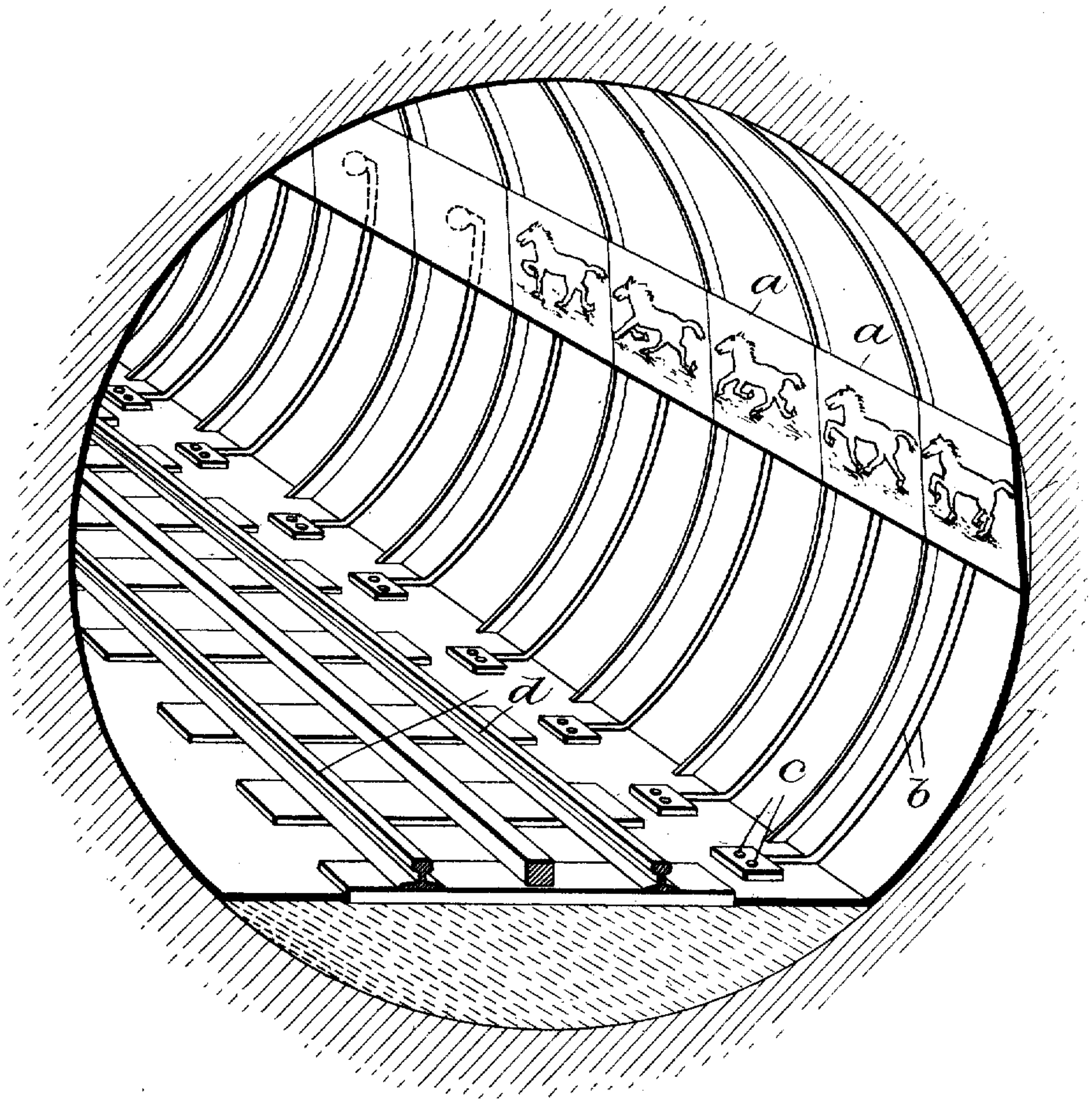


H. V. GOOD.  
ADVERTISING DEVICE.  
APPLICATION FILED MAR. 24, 1908.

917,587.

Patented Apr. 6, 1909.  
2 SHEETS—SHEET 1.

*Fig. 1.*



Witnesses  
*Geo. A. Dymie.*  
*W. May Dural.*

Inventor  
*Hardy V. Good,*  
By *Wilkinson, Fisher & Witherspoon,*  
Attorneys.

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2 SHEETS—SHEET 2.

Fig. 2.

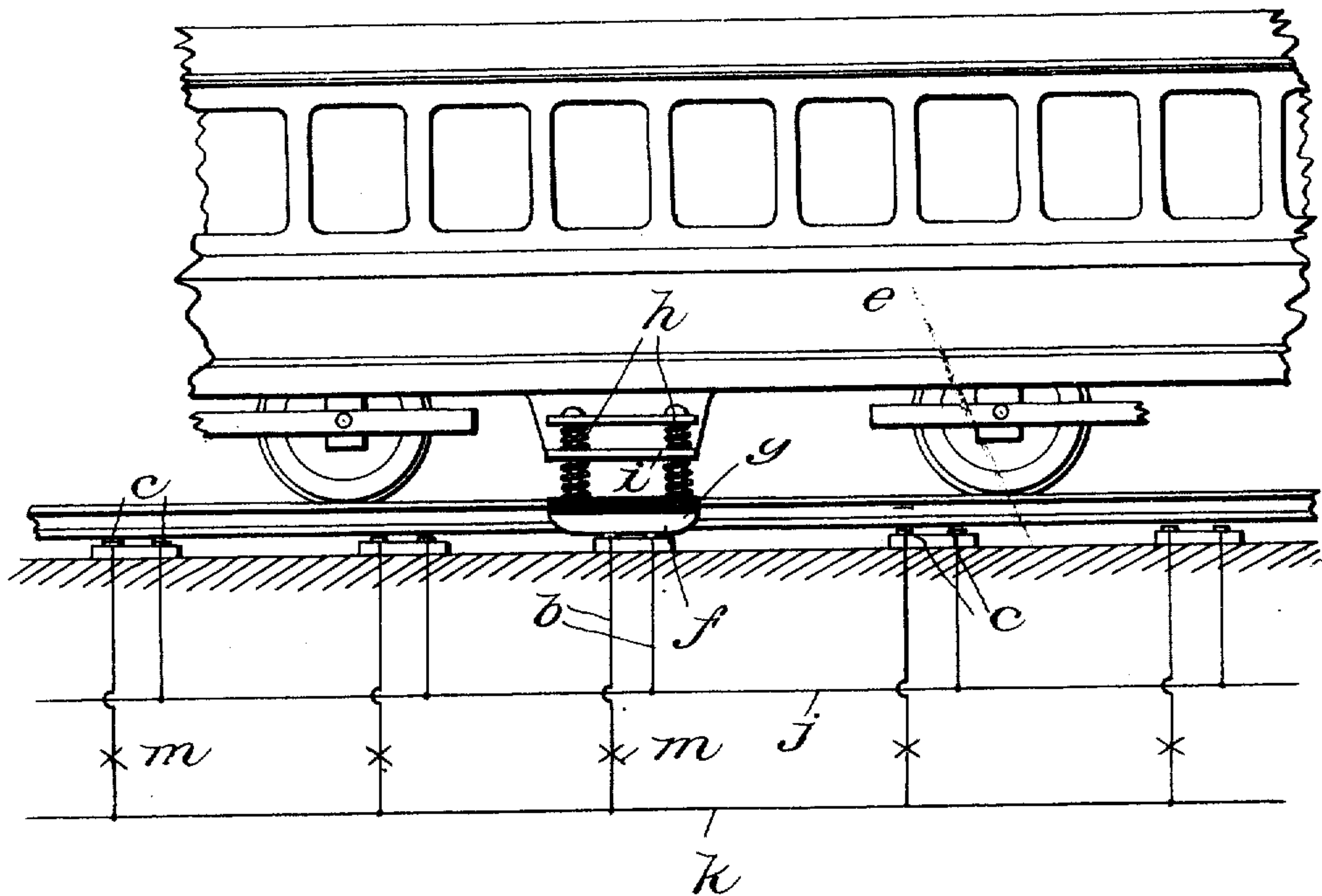


Fig. 3.

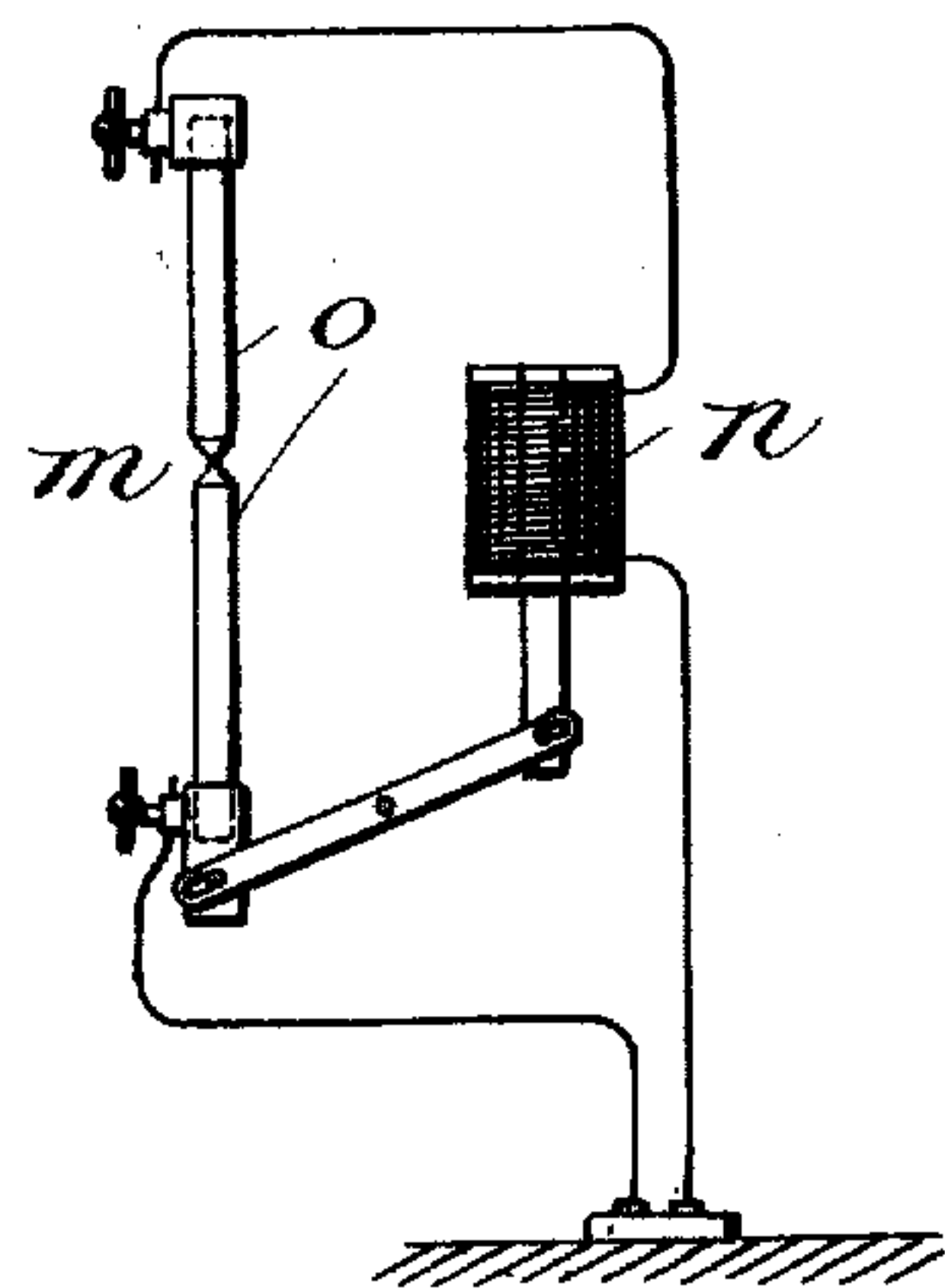
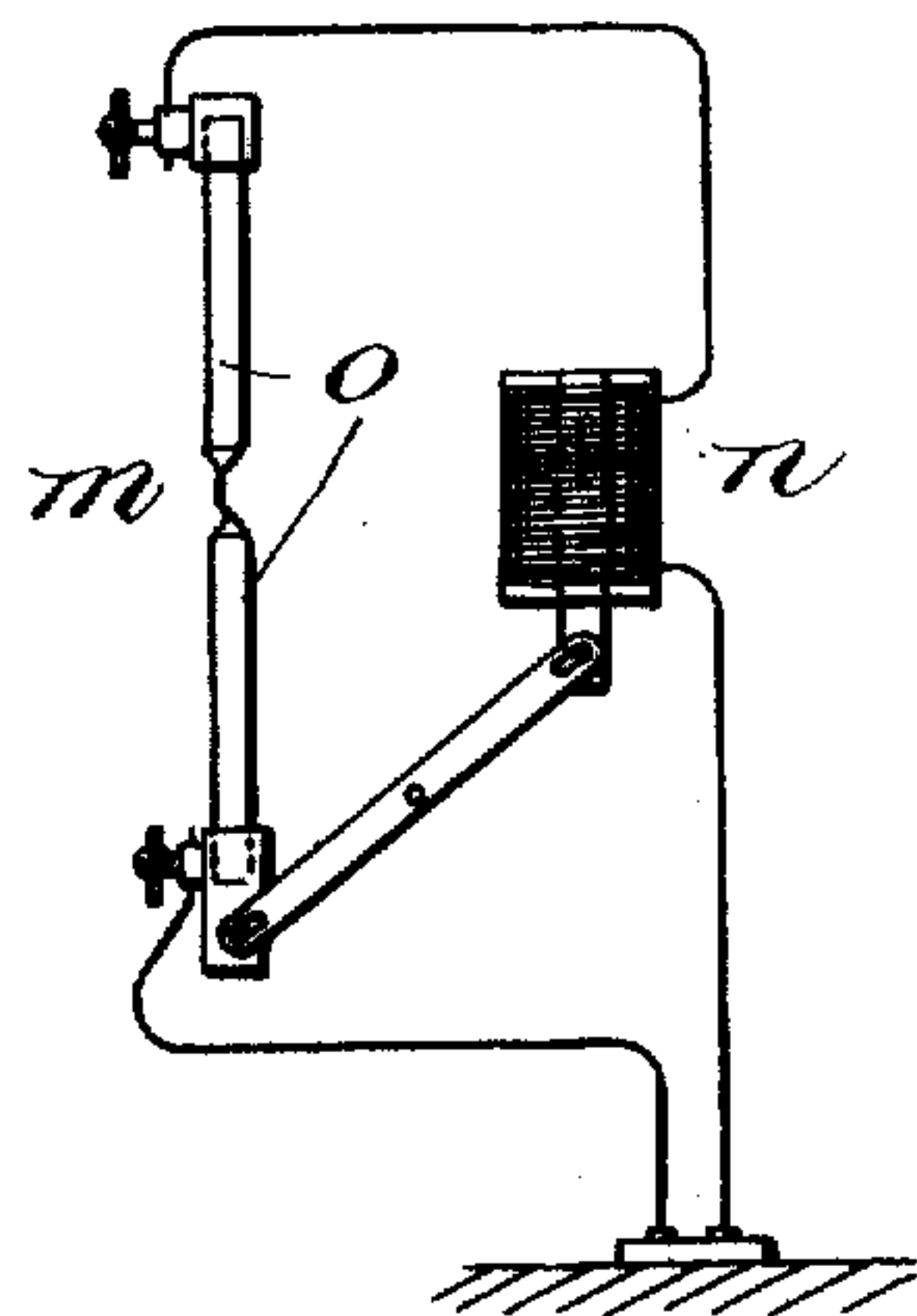


Fig. 4.



Witnesses  
Geo. A. Beyle.  
W. Max. Dwall.  
Inventor  
Hardy V. Good.  
By Wilkinson, Fisher & Witherspoon,  
attorneys.



# UNITED STATES PATENT OFFICE.

HARDY VALDEMAR GOOD, OF FINSBURY CIRCUS, LONDON, ENGLAND.

## ADVERTISING DEVICE.

No. 917,587.

Specification of Letters Patent.

Patented April 6, 1909.

Application filed March 24, 1908. Serial No. 423,029.

*To all whom it may concern:*

Be it known that I, HARDY VALDERMAR GOOD, a subject of the King of England, residing at The Capital and Counties Bank Limited, Finsbury Circus, in the county of London, England, have invented certain new and useful Improvements in Advertising Devices; and I do hereby declare the following to be a full, clear, and exact description of the invention, such as will enable others skilled in the art to which it appertains to make and use the same.

This invention consists of improvements in advertising devices, especially adapted for use in tunnels, lifts and the like and relates to that class of advertising in which the principle of the cinematograph is utilized by having pictures fixed in position to represent continuous moving pictures when viewed from a train or other quickly moving vehicle.

In carrying out this invention I so fix the series of pictures in the tube, tunnel or the like without having any partitions between them and I leave a space between the pictures and the wall or walls of the tunnel, lift or the like in which space electric lamps are fixed so as to come behind each picture of the series. The leads from each of these lamps are connected to a separate contact plate or device provided for each lamp such device being fixed near the rails. I further connect to any suitable part or parts of the train, copper brushes or other suitable contact devices, so that as the train travels these brushes or other devices shall come in contact with each contact plate or the like in rotation and flash an instantaneous light behind each picture in succession, whereby as the train travels continuous moving pictures are clearly visible on the wall or walls without having to see through slits or small openings, there being no confusion of the picture as each one is only flashed at a time.

Although I have described electric lamps placed behind the pictures I may find it advantageous to place such lamps on the train so as to produce the instantaneous electric flashes on the faces of the pictures as the train travels.

In the accompanying drawing—Figure 1 shows one end of a tunnel, with the pictures arranged along one wall thereof. Fig. 2 represents a track, a car thereon and means for

illuminating the pictures, said means being shown diagrammatically. Figs. 3 and 4 show one of the electric lamps, in two positions.

*a* shows a series of pictures so placed parallel with the wall or walls of a tunnel that a space is left between the wall or walls and such pictures in which space electric lamps either arc or incandescent are fixed. *b* shows the leads from such lamps.

*c* shows contact plates suitably connected up with the electric source and the leads *b*.

*e* represents a car, having a depending bracket *i* thereon, in which bracket is supported a metal shoe *f*, by means of rods passing through holes in said bracket, springs *h* being used to support the shoe.

*g* is a layer of insulating material, which insulates the shoe from the car.

*j* and *k* represent the electric mains and the leads *b* are connected to said mains and the contact plates *c*.

*m* represents an electric lamp, one of which is used behind each picture. Each of these lamps is brought quickly into action by a solenoid *n*, which separates the carbons *o*, thereby striking an arc, whenever the shoe *f* closes the circuit through the corresponding lamp.

I prefer to use arc lamps and not incandescent electric lamps, because the latter light up and fade out comparatively slowly, while by the arc lamp an instantaneous flash is produced, which greatly heightens the illusion.

As the car travels along the electric lamp circuits are closed in rapid succession, causing rapidly occurring flashes of light behind the pictures successively, producing the effect of a cinematograph.

I claim:

1. In an advertising device, the combination of a fixed series of consecutively related pictures, electric lamps, one for each picture, and open circuits, one for each lamp, and having contacts in position to register in succession with circuit closing devices carried by a body moving longitudinally of the series of pictures, substantially as described.

2. In an advertising device, the combination of an inclosure, a fixed series of consecutively related pictures on the wall thereof, so that a kinetoscopic effect is produced

as said pictures are illuminated in succession,  
electric lamps, one for each picture, and open  
circuits, one for each lamp, and having con-  
tacts in position to register in succession  
5 with circuit closing devices carried by a body  
moving longitudinally of the series of pic-  
tures, substantially as described.

In testimony whereof, I affix my signature,  
in presence of two witnesses.

HARDY VALDEMAR GOOD.

Witnesses:

A. G. GROVES,  
A. BROWNE.