

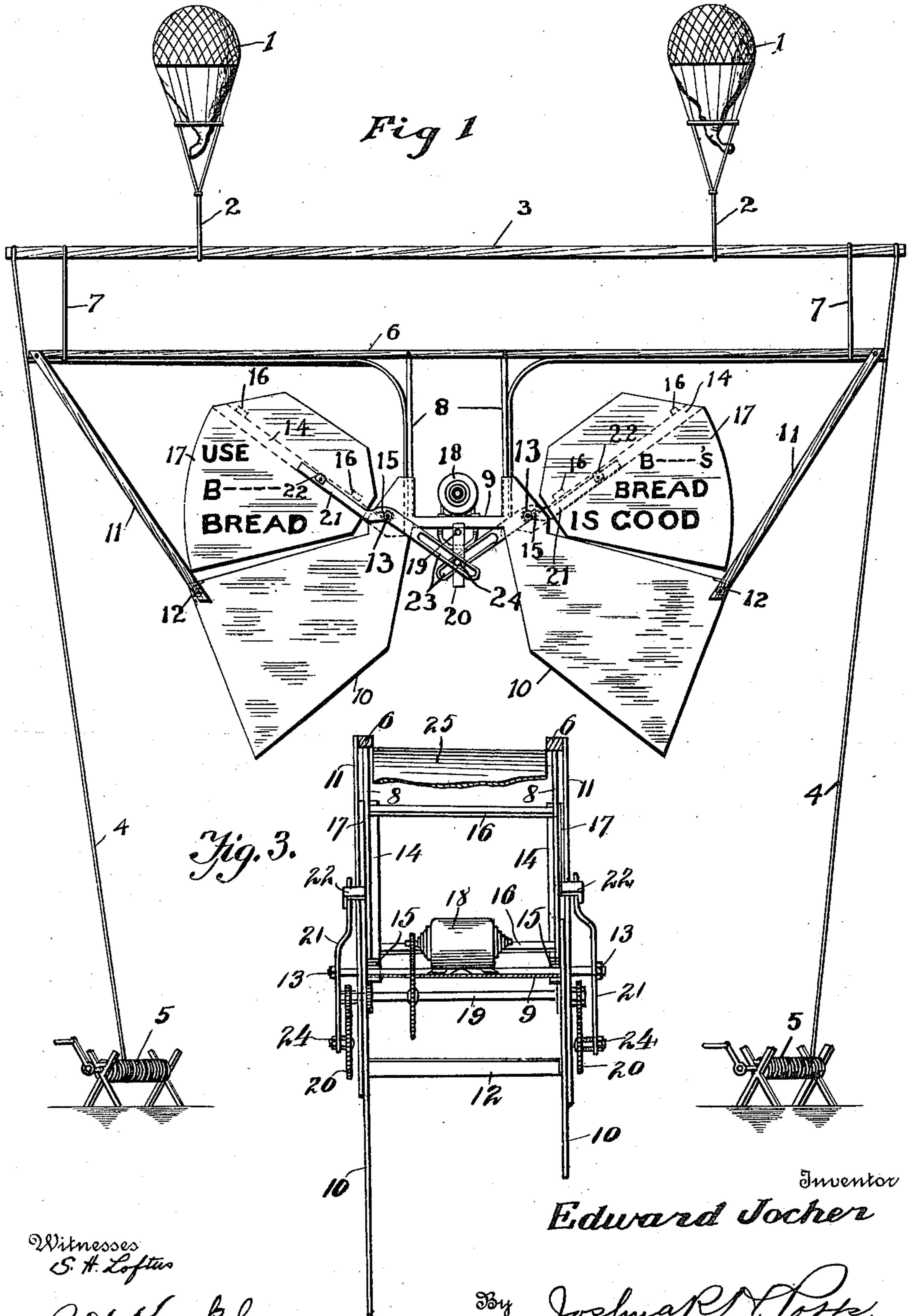
E. JOCHER.
ADVERTISING SIGN.

APPLICATION FILED MAR. 2, 1910.

Patented Nov. 22, 1910.

2 SHEETS—SHEET 1.

976,179.



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Witnesses
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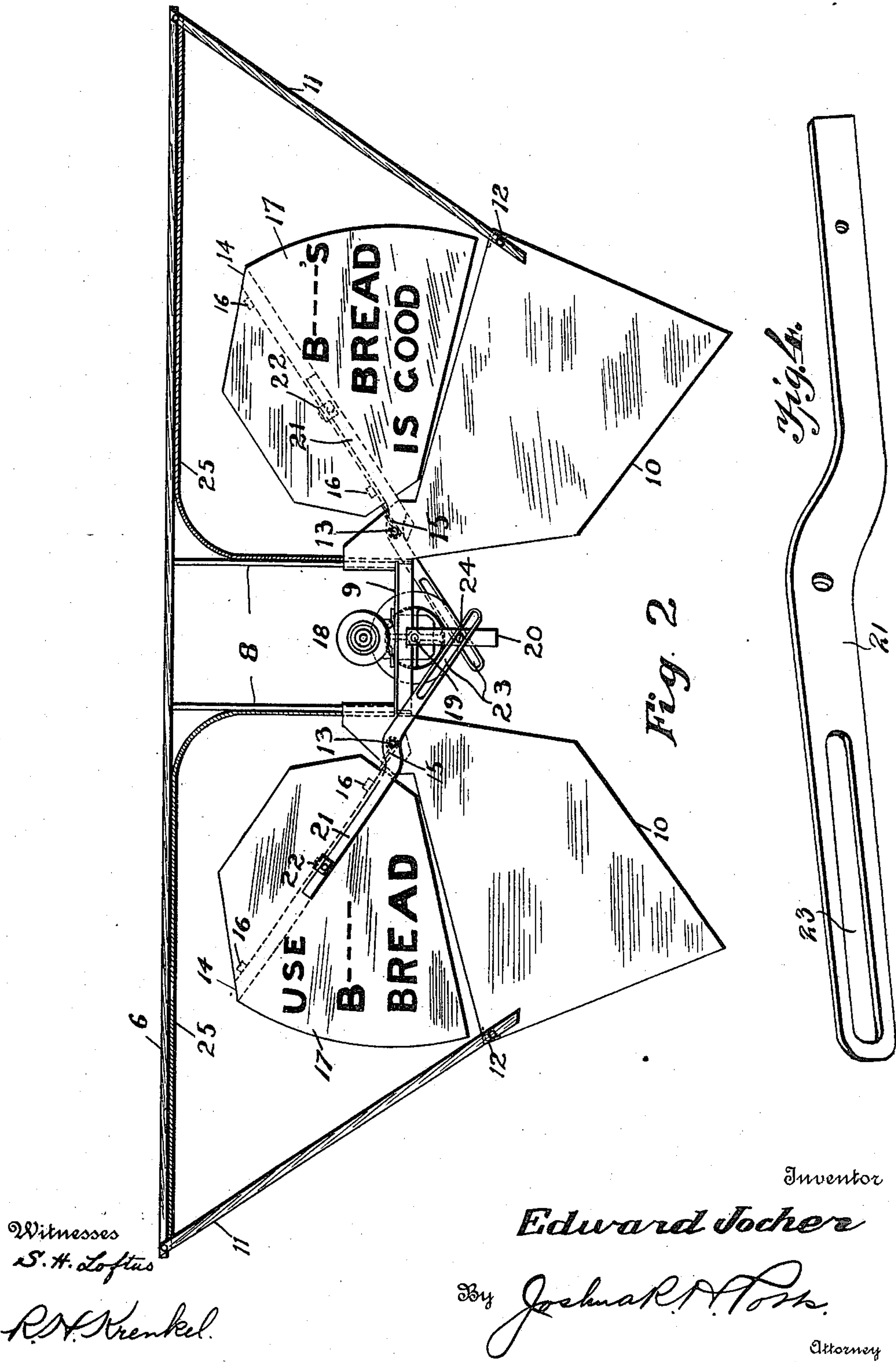
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UNITED STATES PATENT OFFICE.

EDWARD JOCHER, OF PHILADELPHIA, PENNSYLVANIA.

ADVERTISING-SIGN.

976,179.

Specification of Letters Patent.

Patented Nov. 22, 1910.

Application filed March 2, 1910. Serial No. 546,812.

To all whom it may concern:

Be it known that I, EDWARD JOCHER, a citizen of the United States, residing at Philadelphia, in the county of Philadelphia and State of Pennsylvania, have invented certain new and useful Improvements in Advertising-Signs, of which the following is a specification.

My invention relates to improvements in advertising signs, the object of the invention being to provide an improved sign which is adapted to be supported in the air by two captive balloons, and which will be operated by means of a suitable motor, so as to hide and display advertising matter, and which will give the general impression or rather have the appearance of a flying machine with wings moving up and down, as if in flight.

A further object is to provide improvements of this character which can be operated electrically, the anchor ropes or cables being utilized for supporting the electric wires for carrying the current to the motor and if desired to lights to illuminate the sign at night.

With these and other objects in view, the invention consists in certain novel features of construction, and combinations and arrangements of parts as will be more fully hereinafter described and pointed out in the claims.

In the accompanying drawings: Figure 1, is a view in elevation illustrating my improvements. Fig. 2, is an enlarged view in elevation of the sign proper. Fig. 3, is a view in end elevation, partly in section, and Fig. 4, is a detail perspective view of one of the levers.

1, 1, represent balloons which are connected by ropes 2, with a bar 3, and this bar is secured to anchor ropes 4, connected with reels 5, on the ground, said reels adapted to be turned to adjust the height of the sign.

My improved sign is provided with upper, parallel, horizontal bars 6, which are suspended from bar 3, by means of cables 7. To these bars 6, vertical bars 8, are connected, and support a platform 9, and to this platform 9, shields or plates 10, are secured at one end, and at their other end are secured two brace-bars; the latter being connected at their upper ends to bars 6. Said shields or plates 10, and the braces 11, are held against lateral movement by cross bars 12.

There are at each side of platform 9, a pair of these plates or shields 10, and in these pairs of plates or shields adjacent platform 9, rods 13, are mounted. On these rods 13, parallel bars 14, are pivotally supported by means of brackets 15, and the bars 14, are connected by cross bars 16, forming a frame to which flat signs 17, are rigidly secured.

The signs 17, are located inside the plane of the shields or plates 10, and are adapted to move down behind said plates or shields to obscure or partly obscure the sign.

On platform 9, a motor 18, is supported and turns a crank shaft 19, having crank arms 20, at its respective ends. Levers 21, are fulcrumed between their ends on rods 13, and at one end are secured to the sign 17, as shown at 22, and at their other ends are provided with longitudinal slots 23, to receive crank pins 24, on crank arms 20.

Covers 25, are secured to the framework to protect the mechanism from inclement weather.

Any suitable advertising matter may be printed or otherwise formed on the sign 17, and these signs and the frame are preferably outlined with electric lights, the current carrying wires supported on the cables 4, and carrying the current to the motor 18, and the lights.

In operation, motor 18, turns shaft 19, and the crank arms 20, transmit to the levers 21, an oscillating movement, causing the signs 17, to swing up and down with the rods 13, as pivotal points, and when the signs move downward they will move behind the shields or plates 10, to obscure or partly obscure the sign.

As the signs move up and down in unison, they will give the appearance or rather impression of wings and the whole device will, to a material extent, resemble a flying machine, and the motion of the signs will appear as though the machine was in flight, thus attracting attention to the advertising matter on the signs.

My improved advertising sign is capable of a wide range of ingenuity, and timing the illumination and extinguishing of the lights, and I do not limit myself to the precise details set forth, but consider myself at liberty to make such changes and alterations as fairly fall within the spirit and scope of the appended claims.

Having thus described my invention what

I claim as new and desire to secure by Letters Patent is:

1. An advertising device of the character described, comprising a support, shields on the support, a platform between the shields, a motor on the platform, pivoted signs movable behind the shields, and mechanism operated by the motor for moving said signs, substantially as described.
2. An advertising device of the character described, comprising a support, shields on the support, a platform between the shields, a motor on the platform, a crank shaft turned by the motor, pivoted signs movable behind the shields, and mechanism operated by said crank shaft for simultaneously oscillating said signs, substantially as described.
3. An advertising device of the character described, comprising a support, shields on the support, a platform between the shields, a motor on the platform, a crank shaft turned by the motor, pivoted signs movable behind the shields, levers fulcrumed between their ends and connected at one end to the signs, said levers having slots therein, and crank pins on the crank shaft located in said slots, substantially as described.
4. An advertising device of the character described, comprising a support, a platform on the support, pivoted signs at opposite sides of the platform, a motor on the platform, a crank shaft turned by the motor, levers secured to said signs, and having slotted portions receiving the crank arms of said shaft whereby when said shaft is turned, said signs will be simultaneously oscillated, substantially as described.

In testimony whereof I have signed my name to this specification in the presence of two subscribing witnesses.

EDWARD JOCHER.

Witnesses:

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CHARLES E. POTTS.