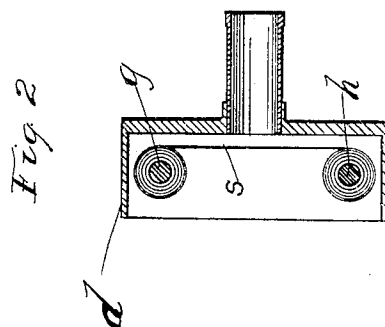
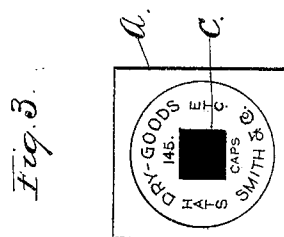
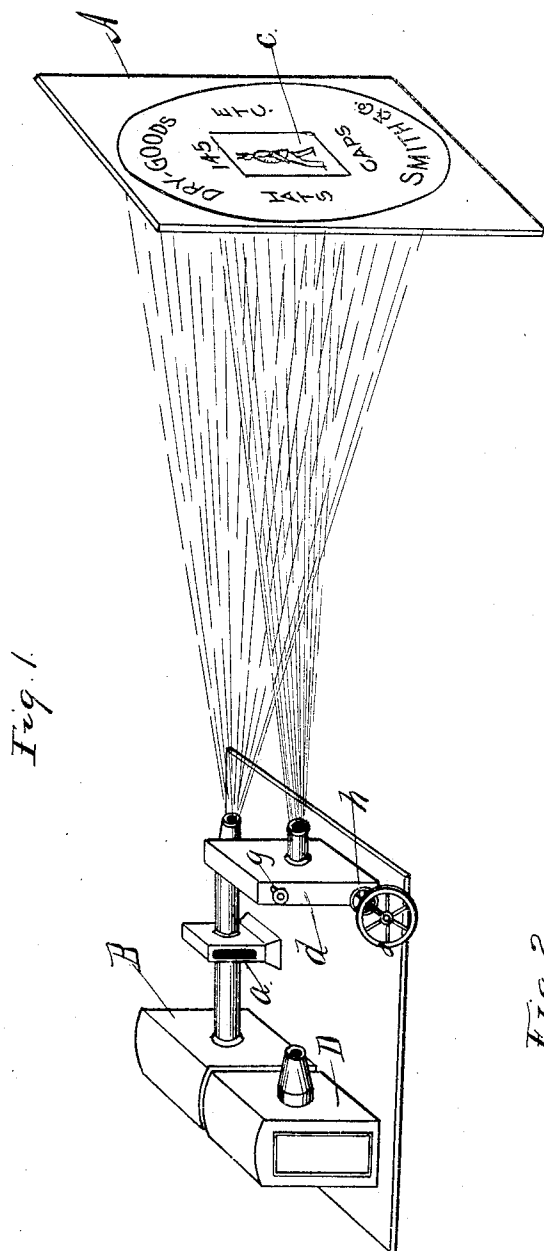


(No Model.)

J. H. HOLLEN.
ADVERTISING APPARATUS.

No. 595,541.

Patented Dec. 14, 1897.



WITNESSES

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UNITED STATES PATENT OFFICE.

JAMES H. HOLLEN, OF PROVIDENCE, RHODE ISLAND, ASSIGNOR TO
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ADVERTISING APPARATUS.

SPECIFICATION forming part of Letters Patent No. 595,541, dated December 14, 1897.

Application filed March 19, 1897. Serial No. 628,260. (No model.)

To all whom it may concern:

Be it known that I, JAMES H. HOLLEN, of Providence, in the county of Providence and State of Rhode Island, have invented certain new and useful Improvements in Advertising Apparatus; and I do hereby declare that the following is a full, clear, and exact description thereof, reference being had to the accompanying drawings, and to the letters of reference marked thereon, which form a part of this specification.

This invention relates to that class of advertising apparatus in which moving representations are displayed to view to attract and hold the attention of the public. It is fully explained and illustrated in this specification and the accompanying drawings.

Figure 1 shows a perspective view of the apparatus. Fig. 2 shows a vertical section of the case containing the changing views, taken on line *x x*, Fig. 1, enlarged. Fig. 3 represents one of the slides of the main lantern.

The object of the invention is to provide an apparatus by means of which advertising matter can be displayed in connection with a set of movable and changeable figures that will interest the spectators and cause them to notice the advertisement in connection with the figures and fix them in their minds for future recollection. Its construction and mode of operation are as follows:

A stationary screen *A* is fixed in a window or other desirable place to attract attention from passers-by, and a magic lantern *B* is placed where it will throw the representation of the view on the slide *a* on the screen *A* in the usual way. One of these slides *a* is shown in Fig. 3, in which is seen an opaque space *c*,

made on the slide, that will prevent any light of the lantern *B* from showing on the screen *A* at that spot. Then an auxiliary lantern *D* is placed beside the lantern *A* and provided with a case *d*, having a roll *g* at its upper end and a like roll *h* at its lower end, with a belt of transparent films, having successive views made on it, that as the belt is wound from the upper roll *g* to the lower roll *h*, which has a crank *v* attached to its outer end for the purpose of turning it, will pass by the lens of the auxiliary lantern *D*, which is directed so as to cast the representation of the views on the films on that part *c* of the screen *A* that, as before stated, receives no light from the lantern *B*. This will give a combination on the screen of the subject-matter of the advertisement and of attractive views that will be likely to remain much longer in the mind and the after recollection of which will recall the subject and locality of the advertisement.

Having thus described my improvements, I claim as my invention and desire to secure by Letters Patent—

An advertising apparatus consisting of a magic lantern with slides or views having dark spaces reserved on them, a screen therefor, in combination with an auxiliary lantern having a belt of films with views on them to be projected on the dark spaces on the screen, with means for moving said belt of films, substantially as described.

In testimony whereof I have hereunto set my hand this 16th day of March, A. D. 1897.

JAMES H. HOLLEN.

In presence of—

BENJ. ARNOLD,
HOWARD E. BARLOW.