

J. REIX.  
 ADVERTISING APPARATUS.  
 APPLICATION FILED NOV. 25, 1905.

899,321.

Patented Sept. 22, 1908.

2 SHEETS—SHEET 1.

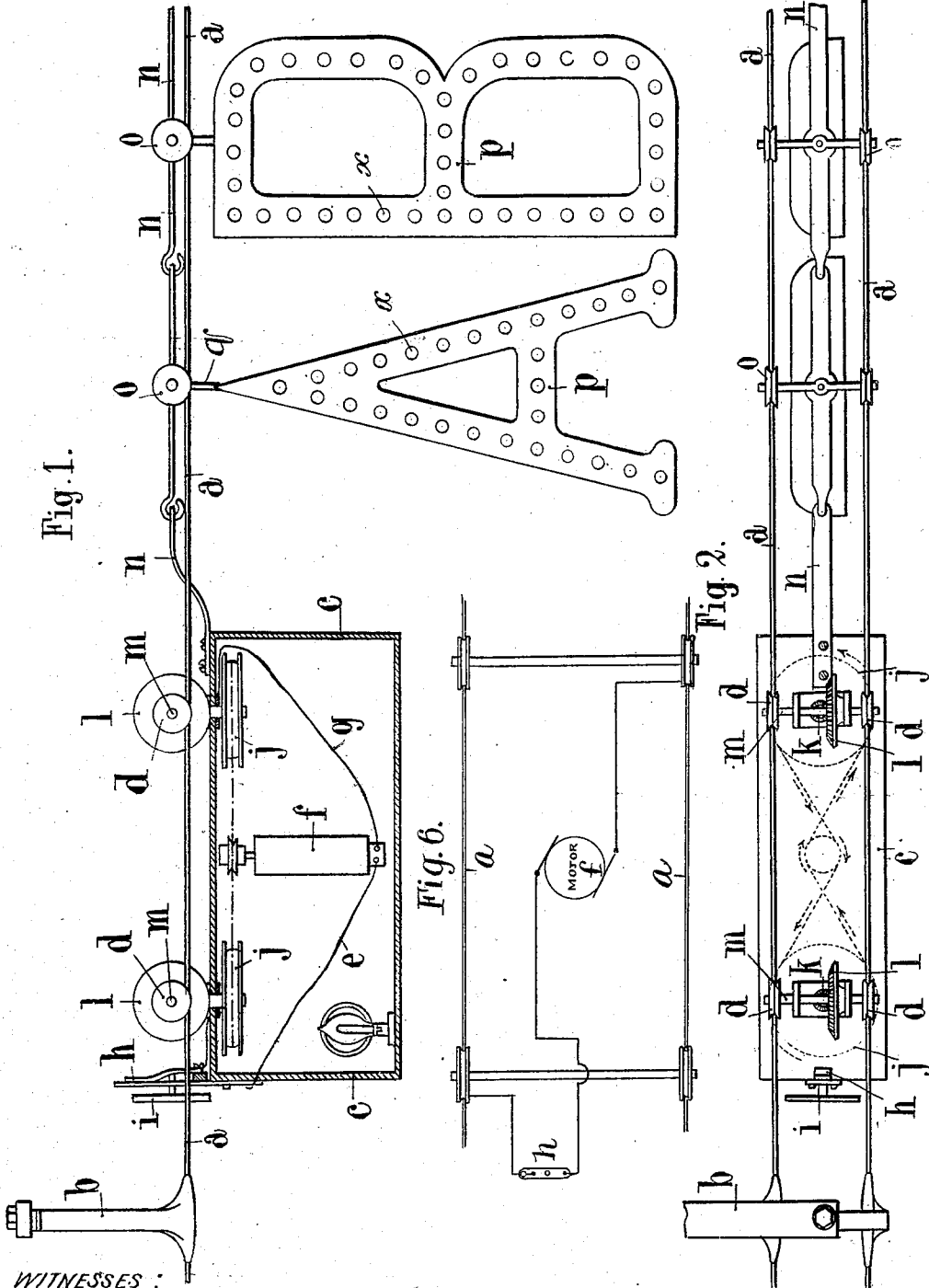


Fig. 1.

Fig. 2.

Fig. 6.

WITNESSES:

*W. M. Avery*  
*A. J. Fay*

INVENTOR  
*Jean Reix*

BY *[Signature]*

ATTORNEYS

Fig. 3.

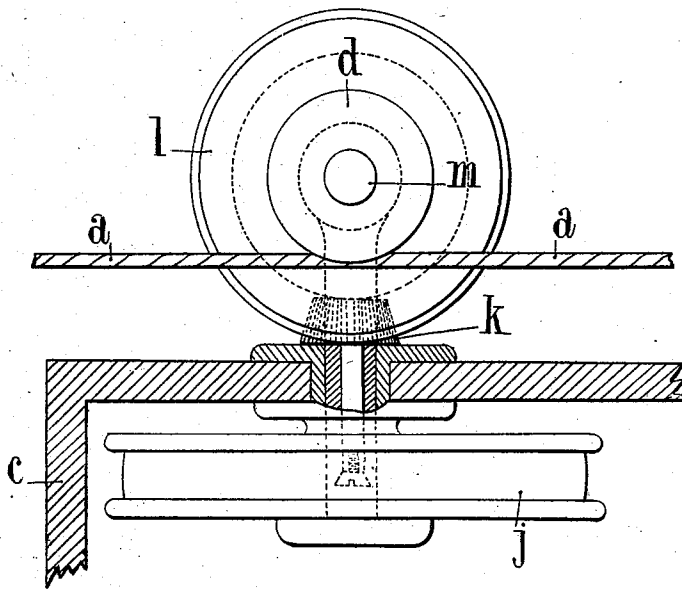


Fig. 4.

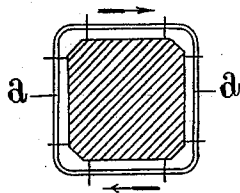
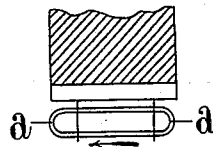


Fig. 5.



WITNESSES:  
*W. M. Avery*  
*A. E. Fay*

INVENTOR  
*Jean Reix*  
BY *Mumme*  
ATTORNEYS

# UNITED STATES PATENT OFFICE.

JEAN REIX, OF PARIS, FRANCE.

## ADVERTISING APPARATUS.

No. 899,321.

Specification of Letters Patent.

Patented Sept. 22, 1908.

Application filed November 25, 1905. Serial No. 289,040.

To all whom it may concern:

Be it known that I, JEAN REIX, of 33 Boulevard des Batignolles, in the city of Paris, Republic of France, electrician, have invented an Improved Advertising Apparatus, of which the following is a full, clear, and exact description.

This invention has for its object a luminous movable advertising apparatus.

This invention is characterized by two parallel wires arranged either around a house forming an island, or on the front of any desired building. On these endless wires, which receive current from any desired source of electricity, are suspended by means of wheels or rollers:—(1) a carriage or frame in which is mounted a motor which actuates the wheels or rollers in order to cause them to roll on the wires, and thus produce movement of the carriage; (2) luminous letters suspended from a chain connected to the carriage, which chain is supported by wheels or rollers moving over the wires and transmitting the current for lighting to the letters.

The wires arranged parallel to each other constitute an endless aerial track over which the carriage and luminous letters move round and round continuously and automatically.

In order to fix the ideas, the arrangement which forms the object of the present invention is shown by way of example in the accompanying drawing.

Figure 1 shows in elevation the whole arrangement the carriage being in longitudinal section. Fig. 2 is a plan view thereof. Fig. 3 shows separately details of means for transmitting motion to the wheels or rollers of the carriage. Fig. 4 is a diagram showing the application of the advertising apparatus to a building in the form of an island. Fig. 5 is another diagram showing the application of the advertising apparatus to the front of a building seen in plan and Fig. 6 is a diagrammatic view.

In these figures, like letters of reference indicate the same parts.

As shown in the drawing, the apparatus comprises an aerial track formed by two endless parallel wires or cables *a* suitably supported on brackets or hangers *b* insulated from each other and receiving the electric current from any suitable source of supply. On this track is suspended a carriage *c* by means of wheels or rollers *d* transmitting the current from one of the wires *a*, which is connected with one of the poles of the electric

generator through a wire *e* to a motor *f* arranged in the body of the carriage *c*, while the current from the motor to the other wire is conveyed by a wire *g*. The current coming to the motor by the wire *e*, passes through a kind of spring switch or interrupter *h* arranged in front of the carriage; when pressure is applied to a buffer *i* connected with the switch *h*, the current is interrupted by the separation of the arms of the spring-switch *h* from each other, the effect of which being to stop the said carriage and consequently to stop the moving of the advertisement during a determined time and variable at will. The motor transmits its motion to pulleys *j*, the shafts of which each bear a pinion *k* gearing with a bevel wheel *l* fixed on the shaft *m* which carries the wheels or rollers *d*. To the carriage *c* is fixed the end of a chain *n*, each link or element of which is supported on wheels or rollers *o* and receives a letter *p* forming the advertisement. These wheels *o*, rolling on the wires *a* and electrically connected with each other only by a conductor *q* passing through the letter, conduct the electric current to the electric bulbs *x* on the letters in order to illuminate them.

It will be understood from what has been said above, that when current is supplied to the motor *f*, the latter will actuate the wheels *d* which, by rolling on the wires *a*, will cause the carriage to move round and round the track. The carriage, in its turn, draws along the chain *n*, from which are suspended the luminous letters *p*, in such a manner that the advertisement will move either round a building in the form of an island, or over the front of a house, this taking place automatically and continuously.

It is obvious that the forms, dimensions, details, and also the materials employed for the construction of the apparatus above described, can be varied within the scope of the claims:

Having thus described my invention, I claim:

1. An advertising apparatus comprising an aerial track formed of two electric current conducting wires, a small motor carriage mounted on said track, and a series of luminous letters connected to the carriage and individually suspended from the track to be drawn by the latter and to be lighted by the current passing through the track.

2. An advertising apparatus comprising an aerial track constituted by two electric

current conducting wires, a small motor carriage, and a series of luminous letters connected to the carriage and suspended from the track, whereby they are lighted by the electric current passing through the track.

5 3. An advertising apparatus comprising an aerial track formed of electric current conducting wires, a small carriage mounted on said track, a motor carried by the carriage, means connected to each wire forming the track in order to carry electricity from said wire to the motor, and luminous letters forming the advertisement, the letters being individually suspended from the track and connected to the carriage to be drawn along the track by said carriage.

10 4. An advertising apparatus comprising an aerial track formed of electric current conducting wires, a small carriage mounted on said track, a motor on said carriage, means connected to each wire forming the track in order to carry the electricity from said wire to the motor, and a luminous sign connected to the carriage and adapted to be drawn along the track in contact therewith by said carriage, the sign having a pair of wheels mounted on the wires of the track and being lighted by electric current passing through the track.

15 5. An advertising apparatus comprising an aerial track formed of electric current conducting wires, a small carriage mounted on

said track, a motor on said carriage, means connected to each wire forming the track in order to carry the electricity from said wires to the motor, luminous letters forming the advertisement and connected to the carriage and adapted to be drawn along the track by said carriage, and a switch comprising a flexible piece positioned for establishing a contact, and a buffer connected to said flexible piece for operating it to break the contact.

20 6. An advertising apparatus comprising a track adapted to conduct electricity, wheels supported on said track, a carriage dependently connected with said wheels, a motor supported by said carriage, electrical connections from said wheels to the motor for conducting electricity from the track to the motor, means connected with said motor for rotating said wheels, a chain connected with the carriage, a series of pairs of wheels connected with the chain and insulated from each other, a conductor connected with each wheel, and illuminated advertising devices supported by said conductor.

25 The foregoing specification of my improved advertising apparatus signed by me this 14th day of November 1905.

JEAN REIX.

Witnesses:

FREDERICK CAULDWELL,  
MAURICE H. PIGNET.