R. OVERFIELD, L. B. HAMSLEY & E. BURNS.

ADVERTISING APPARATUS.

APPLICATION FILED MAR. 11, 1915.

**1,139,795.**

**Patented May 18, 1915.**

2 SHEETS—SHEET 1.

Fig. 1.

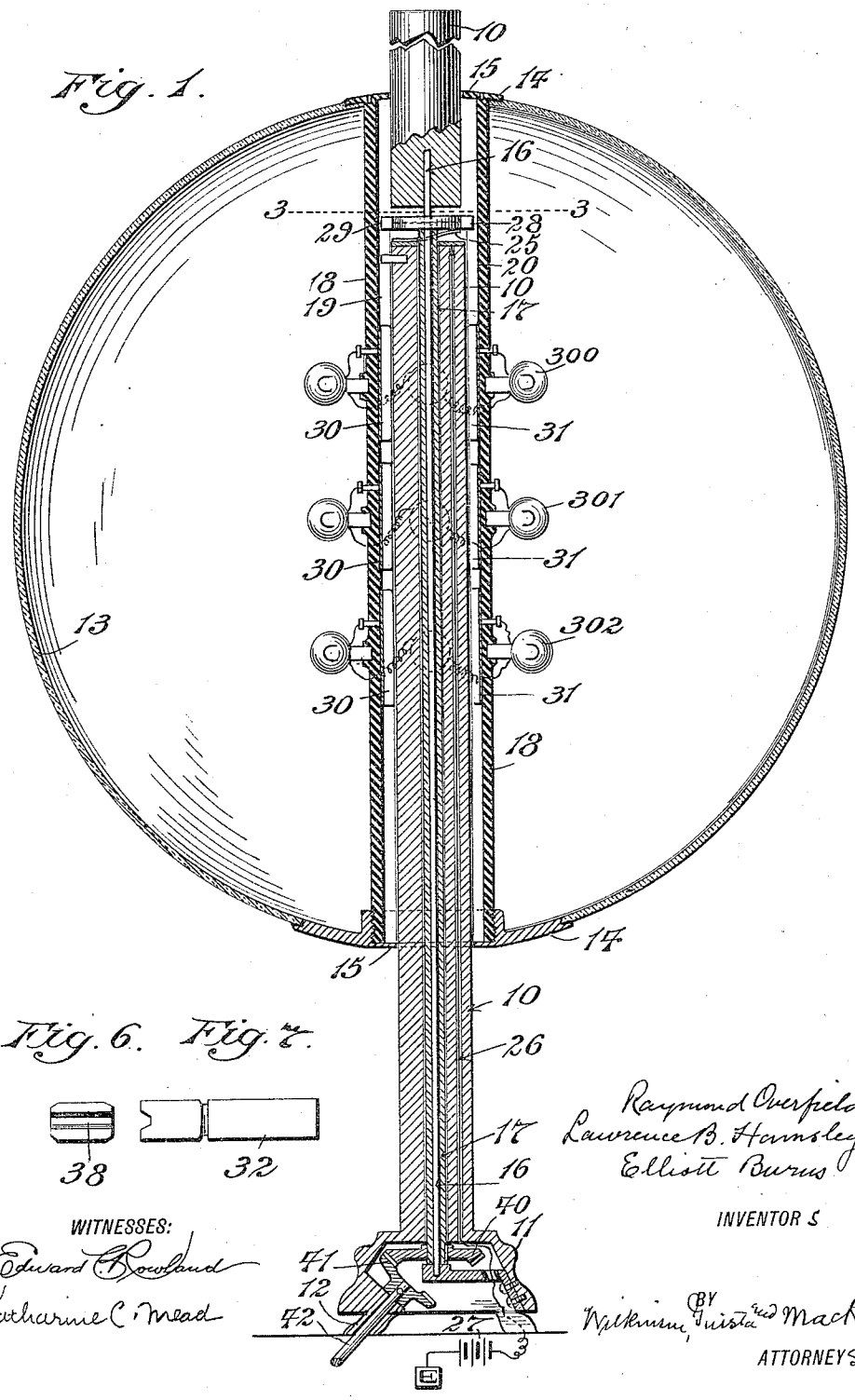



Fig. 6.




Fig. 7.




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2 SHEETS—SHEET 2.

Fig. 3.

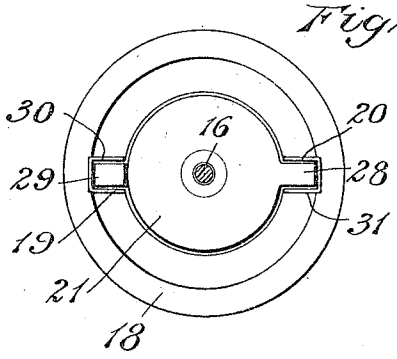



Fig. 4.

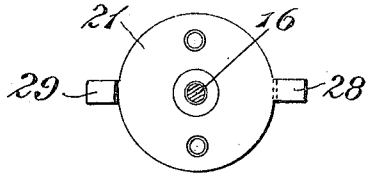



Fig. 5.

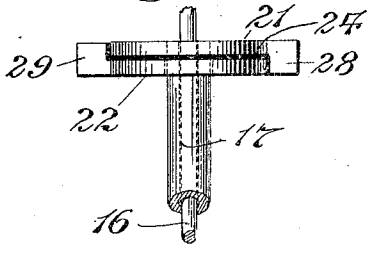
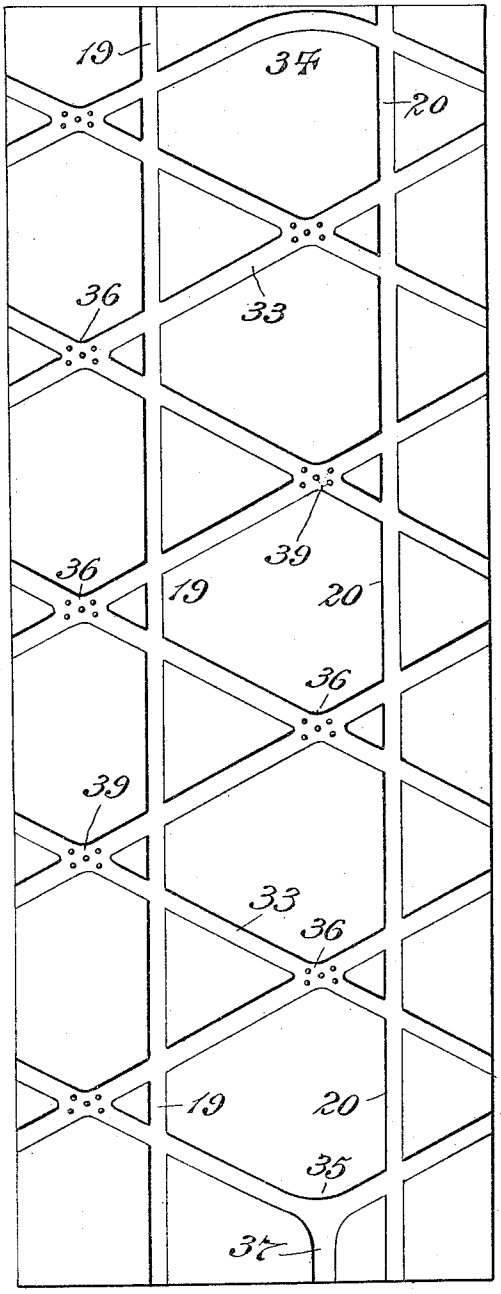



Fig. 2.




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# UNITED STATES PATENT OFFICE.

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## ADVERTISING APPARATUS.

1,139,795. Specification of Letters Patent. Patented May 18, 1915.

Application filed March 11, 1915. Serial No. 13,794.

*To all whom it may concern:*

Be it known that we, RAYMOND OVERFIELD, LAWRENCE B. HAMSLEY, and ELLIOTT BURNS, all citizens of the United States, all residing at Brooklyn, in the borough of Brooklyn and State of New York, have invented certain new and useful Improvements in Advertising Apparatus; and we 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.

The object of our invention is to provide apparatus by operation of which (in a shop window or other suitable locality) the attention of the public will be attracted and its curiosity aroused, for the purpose of exploiting advertising matter which may be either carried upon our apparatus or closely associated therewith. We accomplish this end by puzzling the mind of the onlooker through the apparently inexplicable movements of a body turning and moving back and forth upon a supporting column. This column may have a variety of shapes and positions without departing from our invention, although we have shown it in its simplest form of a plain upright straight column. The moving body may be given different shapes, colors, etc. and may be composed of various materials. In the preferred form shown, we employ a frosted glass globe which is made to change color at convenient intervals by means of small internal electric lamps of different colors. The mechanism employed for this purpose is such as to be conveniently concealed within the slender upright support, and the means for immediately engaging the globe and its associated parts are contained within such narrow limits that they are kept concealed by the globe at all times although this latter appears to travel so far up and down as to reveal, at one time or another, the entire length of the supporting column. This, together with the changes in color, excite curiosity and wonder, with the desired result of fixing public attention upon the advertising matter associated with our device.

A preferred form of our apparatus is illustrated in the accompanying drawings, wherein—

Figure 1 is a vertical median section showing certain details in elevation, Fig. 2 is a development of the interior of the riding tube, Fig. 3 is a horizontal section on the plane 3—3 of Fig. 1, Fig. 4 is a plan view of the driving head, Fig. 5 is an elevation of the same showing its relation to the hollow driving stem and central supporting rod, Fig. 6 is an end view and Fig. 7 is a side view of the fixed riding pin.

Whatever the position and form of the part upon which the moving body travels, the visible portion is formed with a space (which is made as narrow as possible for greater illusion) through which operates the means for direct operation of the moving body. It is to be understood that these general principles may be embodied in many widely differing forms without departing from our invention, and that we do not intend to limit ourselves by the fact that we fully illustrate and describe only one of such embodiments herein.

In Fig. 1 the visible support consists of a column 10, mounted upon a suitable base 11, having a number of legs 12. The moving body is a frosted glass (or similar) globe 13, carried by suitable supports 14, comprising plates 15 which embrace the column 10 and serve as guides for the up and down movements of the globe. At the top of this figure the column 10 is shown broken irregularly. This is to convey conventionally the idea that the column is intended to be longer than can be conveniently shown on the sheet.

Near the position 3—3 in Fig. 1 the outer column is interrupted, and the solid upper portion is supported so as to look like a true continuation of the lower portion, by a central supporting rod 16. The lower end of this rod is supported by the stand 11, and is separated from the outer column by a space which contains the revoluble driving sleeve 17. Complete separation of the column is not essential to our invention.

A large sleeve 18 extends from one globe support 14 to the other, and closely sur-

rounds the column 10. This sleeve 18 is provided with two diametrically opposed vertical grooves 19, 20.

The upper extremity of the driving sleeve 17 carries a combined conducting and driving member whose details are shown in Figs. 3, 4 and 5. This member preferably consists of an upper metal disk 21 and a lower metal disk 22, the former of which is grounded through the sleeve 17 with which it comes closely in contact. The two disks are insulated from each other along the space 24, and the lower disk 22 is in electric connection with a spring 25 on the top of the lower portion of the outer column 10. There must be no electric contact between the rod 16 or sleeve 17 and the lower disk 22. The disks are held together by insulating screws the tops of which are shown in Fig. 4.

The spring 25 is connected, as by an insulated wire 26, leading to one pole of a generator 27, the other pole of which is either grounded as shown, or otherwise connected to the rod 16 and upper disk 21.

The disk 21 has a guiding metallic wing 28 which slides within one vertical groove as 20, and a similar wing 29 on the lower disk 22 slides in the other groove 19. Within the groove 19 are inserted thin copper plates 30 which line said groove for successive limited distances separated by insulating spaces as shown in Fig. 1. Similar interrupted metal lining sections 31 are inserted in the groove 20, opposite the sections 30.

Grouped around each pair of contact sections 29, 30, and supported on the outside of the sleeve 18, are electric lamps 300, 301, 302, of different colors in each group respectively. One group being red, for instance, another perhaps blue, and so on. The number of these groups is, of course, a matter of judgment and is not essential to our invention.

Close to the point where the column 10 is divided, there projects from the top of its lower part a riding pin 32 (see Figs. 1, 6 and 7). The shank of this pin is so held in its cavity as to permit of its rocking on its axis to accommodate itself to its function. The projecting end of the pin enters an endless spiral groove 33 cut into the interior of the sleeve 18, as shown in the development illustrated in Fig. 2. This groove is reversed at top and bottom as shown at 34, 35, and forms crossings on diametrically opposed vertical lines as at 36. The pin is introduced into this guiding groove through the terminal passage 37.

The groove 33 rides over the fixed riding pin 32 as hereinafter described, and in order to prevent any possibility of stoppage by impact of corners of the groove at points of crossing 36, the head of the pin is preferably somewhat elongated as shown in Fig. 6, and has a groove 38 which rides over small properly placed projections 39 in the bottom of the groove at crossings. This keeps the pin strictly in line at these points.

The bottom of the driving sleeve 17 is provided with means for revolving the sleeve; as for instance the beveled gear 40, driven by the gear 41 on the shaft 42, passing through one of the legs 12 of the supporting base 11. This shaft may be driven by any suitable means, not shown. When this sleeve is thus revolved the following operation takes place. The wings 28 and 29, being revolved, act through their vertical grooves in the sleeve 18 to turn said sleeve, and with it the globe 13. As the sleeve 18 turns, and its spiral groove 33 rides over the head of the pin 32, the sleeve and globe are forced first to rise, until the bend 35 reaches the pin, and then to fall until the bend 34 reaches it. This up and down movement is thus carried on indefinitely so long as the globe revolves, and the relative speed of revolution and of reciprocation is determined by the pitch of the screw formed by the groove 33. As the sleeve 18 moves up and down, the wings 28 and 29 are brought into electric contact with successive pairs of terminal copper linings 30, 31. The wings are preferably made long enough vertically just to bridge from one pair of linings to the next, thus preventing any moments of entire extinction of light.

As shown in Fig. 1, the successive groups of colored electric lamps are connected with their members in series between opposed terminals 30 and 31, in the respective pairs; and, since the two disks 21 and 22, with their driving wings 28 and 29, are respectively in constant electric connection with the opposite poles of the generator 27, it follows that the different lamp groups 300, 301, 302, are successively lighted, and the apparent color of the surrounding frosted glass globe 13 is thus continuously changing.

It is to be understood that, so far as our invention is concerned with the feature of illumination, it is immaterial whether the lamps are externally or internally placed.

We do not limit ourselves either to the specific action or to the details of the apparatus herein shown and described, as we believe ourselves to have invented a mechanical illusion having certain elements of basic novelty set forth in the following claims.

What we claim is—

1. An apparatus for producing illusion comprising a supporting column of suitable form having a suitable opening, a suitable movable body mounted thereon so as to conceal said opening, and means extending through said column and engaging a portion of said body at said opening adapted to impart motion to said movable body.

2. An apparatus for producing illusion

comprising a supporting column of suitable form having a suitable opening, a suitable movable body mounted thereon so as to conceal said opening, a rotary concealed driving member extending along said column, and means mounted on said member at said opening for rotating said movable body.

3. An apparatus for producing illusion comprising a supporting column of suitable form having an opening, a suitable movable body mounted thereon so as to conceal said opening, a rotary concealed driving member extending along said column, means mounted on said member at said opening for rotating said movable body, and means on said column adapted to coöperate with said body, when in rotation, to produce reciprocation thereof along said column.

4. An apparatus for producing illusion comprising a supporting column of suitable form having an opening, a suitable movable body mounted thereon so as to conceal said opening, and means engaging said movable body near the opening of said column adapted to reciprocate said body on said column and reverse its movement just before the body uncovers said means, whereby the illusion is produced of an apparent uncovering of the entire column.

5. An apparatus for producing illusion comprising a column in two parts slightly separated, a supporting rod passing through one part and into the other, a movable body mounted on said column so as to conceal the point of separation, and means, extending along one portion of said column and surrounding said rod, adapted to impart motion to said body.

6. An apparatus for producing illusion comprising a column, a movable body mounted thereon, and means concealed by said column and body for producing simultaneous rotation of said body and movement thereof along said column.

7. An apparatus for producing illusion comprising a column, a movable body mounted thereon, electric lamps carried on said body, conducting means for feeding said lamps concealed by said column, and means also concealed by said column and body for automatically changing the respective connections of said lamps with said feeding means.

8. An apparatus for producing illusion comprising a column, a translucent hollow body mounted movably thereon, a generator, a plurality of sources of electric light carried within said body, and means concealed by said columns and body for varying the connections of said light sources with said generator.

9. An apparatus for producing illusion comprising a column, a sleeve adapted to travel thereon, a hollow translucent body carried by said sleeve, a plurality of electric lamps carried on said sleeve, fixed terminals associated with said column, and means for moving said sleeve past said terminals so as to light different lamps successively.

10. An apparatus for producing illusion comprising a column, a sleeve adapted to travel thereon, a hollow translucent body carried by said sleeve, driving wings insulated from each other and engaging said sleeve, concealed means for rotating said wings and sleeves, a generator, connections therefrom to said wings respectively, electric lamps carried by said sleeve, terminals on said sleeve for said lamps respectively, and means for carrying said terminals successively past said conducting wings while the sleeve rotates.

11. In apparatus of the class described, a column, a body surrounding and adapted to move on the same, a riding pin on said column, a return spiral groove within said body engaging said pin, and concealed means for rotating said body on said column.

12. In apparatus of the class described, a column, a body surrounding and adapted to move on the same, a riding pin on said column, having a grooved head, a return spiral groove within said body engaging said head, guiding projections at the crossing points of said groove adapted to enter the groove in said head, and concealed means for rotating said body on said column.

13. In apparatus of the class described a column, a sleeve surrounding the same and having longitudinal interior grooves, a translucent hollow body supported by said sleeve, electric lamps within said body, and a rotary driving member engaging said grooves for revolving said body and adapted to convey current to said lamps.

14. In apparatus of the class described a column, a sleeve surrounding the same and having longitudinal interior grooves, a revoluble member concealed by said column, two mutually insulated disks mounted on said member, each having a wing engaging one groove, conducting terminals in said grooves, and electric lamps respectively connected with said terminals.

15. In apparatus of the class described, a driving and conducting member consisting of two mutually insulated disks, each having a projecting wing.

16. In apparatus of the class described, a driving and conducting member consisting of two mutually insulated disks and a projecting wing on each, the wing on one disk overlapping the plane of the other disk.

17. In apparatus of the class described, a column, a revoluble body mounted thereon, electric lamps on said body, circuits for feeding said lamps, means concealed by said column and body for causing simultaneous rotation and reciprocation of said body, and

circuit controlling means for said lamps adapted to be controlled by movement of said body.

18. In apparatus of the class described, a column formed of two slightly separated portions, a stand therefor, a rod passing through one portion and supporting the other portion of said column, a sleeve surrounding said rod within one portion of the column, means in said stand for rotating said sleeve, a body mounted on said column so as to conceal to point of separation, and means mounted on said sleeve between the two portions of the column adapted to impart motion to said body.

In testimony whereof, we affix our signatures, in presence of two witnesses.

RAYMOND OVERFIELD.
LAWRENCE B. HAMSLEY.
ELLIOTT BURNS.

Witnesses:
H. S. MacKay,
Katharine C. Mead.

Copies of this patent may be obtained for five cents each, by addressing the "Commissioner of Patents, Washington, D. C."