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J. GÖNCZY.

ADVERTISING DEVICE.

APPLICATION FILED JAN. 18, 1911.

1,042,783.

Patented Oct. 29, 1912.

FIG. 1.

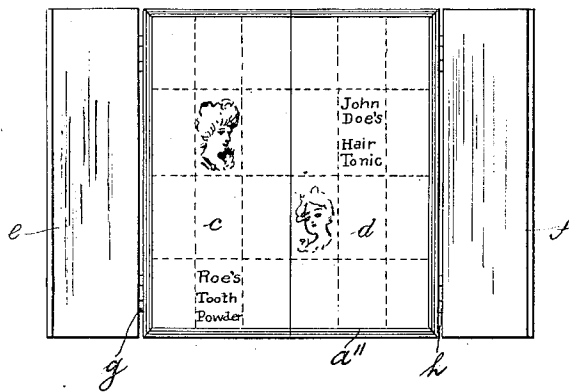


FIG. 2.

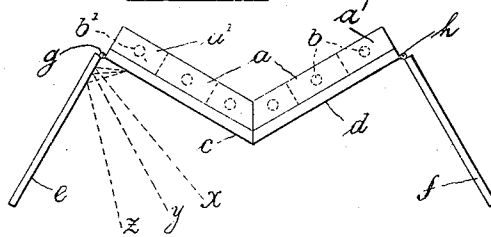
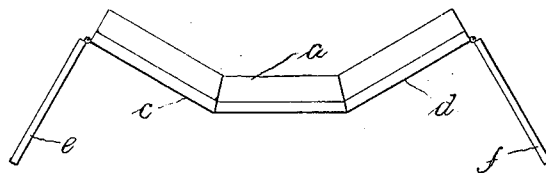


FIG. 3.



Witnesses

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To all whom it may concern:

Be it known that I, JOSEPH GÖNCZY, a subject of the King of Hungary, and resident of Budapest, in the Empire of Austria-Hungary, have invented certain new and useful Improvements in Advertising Devices, of which the following is a specification.

The present invention relates to an advertising device of that general type in which the pictures or other advertising matter are arranged upon a light transmitting plate, and divided into a plurality of sections which may be illuminated by a suitable source of light either in a predetermined order, or all at the same time, at will.

One of the objects of the invention is to provide a suitable advertising device for public places, such as restaurants, waiting rooms, stores, or cafés and similar places, whereby the pictures or other advertising matter appearing upon the same can be easily observed and read by anybody frequenting these places no matter in what part of the room the person stands.

With these and other objects in view, which will more fully appear as the nature of the invention is better understood, the same consists in the combination, arrangement and construction of parts hereinafter fully described, pointed out in the appended claim and illustrated in the accompanying drawings, it being understood that many changes within the scope of the appended claim may be made in the size and proportion of the several parts and minor details of construction without departing from the spirit or sacrificing any of the advantages of the invention.

Two of the many possible embodiments of the invention are illustrated in the accompanying drawings, in which:—

Figure 1 is a front elevation of a device constructed in accordance with the present invention; Fig. 2 is a plan view thereof; and Fig. 3 is a plan view of a modification of the invention.

Referring now more particularly to Figs. 1 and 2 of the drawings, the character *a* denotes a closed casing, which is divided into a plurality of small compartments *a'*, *a'*. In each of these compartments is arranged a suitable source of light, such as for instance an incandescent lamp *b*. The front of the casing *a* is closed by light transmitting plates *c* and *d*, which are arranged at

an angle to each other, preferably somewhere between 100 and 150 degrees. These plates are divided into as many sections as there are compartments *a'* in the casing *a*. Upon each section of the plate appears an advertising picture or reading matter when the incandescent lamp in the respective compartment is lighted. The casing *a* is provided upon its front portion with a nicely finished frame *a''*, which serves to give the device a good looking appearance, and at the same time to hold the light transmitting plates *c* and *d* in place.

Mirrors *e* and *f* are hinged at *g* and *h*, respectively, to the casing *a*, and can be swung in a horizontal plane on the same. It will be observed that the device has thus the appearance of a dressing-room mirror.

The operation of the device is as follows: If, for instance, a lamp *b'* is lighted in a compartment *a'*, the picture or other advertising matter upon the corresponding section of the light transmitting plate *c* will be illuminated, and will be seen not only by a person standing in front of the advertising device, but also by those standing at the sides thereof, since the mirror *e* reflects the picture or other advertising matter in the usual manner. Some of the reflected rays are indicated by the dotted lines *x*, *y* and *z*, shown in Fig. 2 of the drawings.

The angle between the light transmitting plates and the corresponding mirror sections may be varied according to the requirements.

A modification of the device is illustrated in Fig. 3 of the drawings, which differs from the device shown in Figs. 1 and 2 in that the light transmitting plate sections *c* and *d* do not contact with each other. The operation of the device is, however, in all respects identical with that shown in Figs. 1 and 2.

What I claim is:

In an advertising device, the combination with a casing divided into a plurality of compartments, of a source of light arranged in each compartment, two light transmitting plates forming the front walls of said casing and being arranged at an angle to each other, said plates being divided into a number of sections corresponding to that of the number of compartments of said casing and bearing advertising matter, and two mirror sections arranged outside of said casing and secured to opposite front edges of said cas-

ing at an angle to their respective light transmitting plates, whereby all advertising matter appearing upon said light transmitting plates is reflected by said mirror sections, substantially as and for the purpose specified.

Signed at Budapest, in the Kingdom of

Hungary, this 2d day of January, A. D. 1911.

JOSEPH GÖNCZY.

Witnesses:

STEFEN RADVÁNZI,
HUGH KEMÉNY.