

M. CHARLES.
ADVERTISING DEVICE.
APPLICATION FILED MAR. 1, 1920.

1,371,860.

Patented Mar. 15, 1921.

Fig. 1.

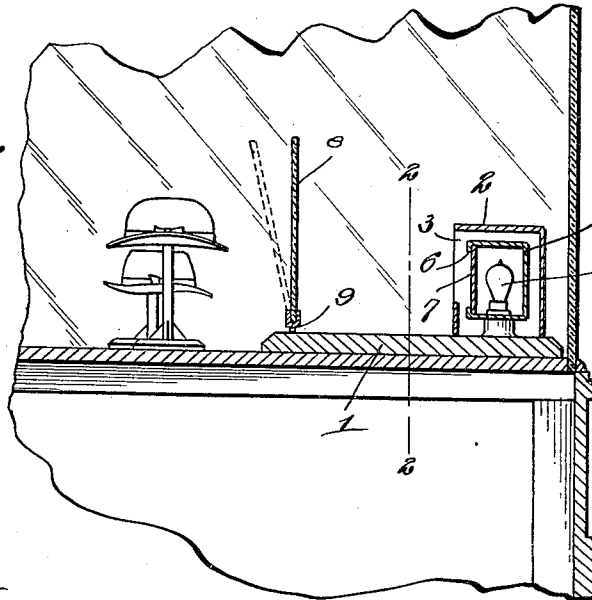
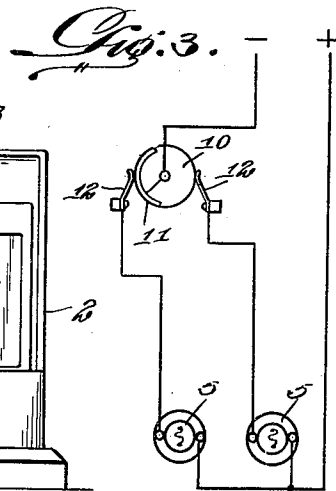
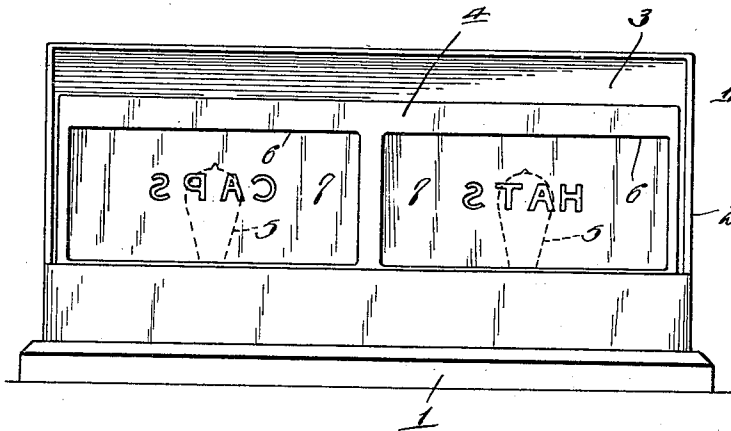


Fig. 2.



Manuel Charles.

INVENTOR

BY *Victor J. Evans*

ATTORNEY

H. L. Fox.

WITNESS:

UNITED STATES PATENT OFFICE.

MANUEL CHARLES, OF MEXICO, MEXICO.

ADVERTISING DEVICE.

1,371,860.

Specification of Letters Patent.

Patented Mar. 15, 1921.

Application filed March 1, 1920. Serial No. 362,350.

To all whom it may concern:

Be it known that I, MANUEL CHARLES, a citizen of Mexico, residing at Mexico city, Mexico, have invented new and useful Improvements in Advertising Devices, of which the following is a specification.

This invention relates to an advertising device and the principal object of the invention is to provide means for projecting signs, in the form of words or pictures or the like, upon a transparent surface which is placed in front of the articles or objects on display so as to attract attention to said articles.

Another object of the invention is to provide means for intermittently projecting the sign upon said surface.

This invention also consists in certain other features of construction and in the combination and arrangement of the several parts, to be hereinafter fully described, illustrated in the accompanying drawings and specifically pointed out in the appended claims.

In describing my invention in detail, reference will be had to the accompanying drawings wherein like characters denote like or corresponding parts throughout the several views, and in which:—

Figure 1 is a sectional view showing the invention in use in a show-window.

Fig. 2 is a front view of the casing containing the projecting means.

Fig. 3 is a diagrammatic view of the circuits.

In these drawings 1 indicates a base which is adapted to be placed in a show-window or the like where articles are to be placed on view. Adjacent one side of said base is arranged a casing 2 which has an opening 3 in its front face on the face adjacent the center of the base. A second casing 4 is arranged in the first casing and this second casing is adapted to receive one or more electric lamps 5. This second casing has its front provided with one or more openings 6 and the openings are covered by a stencil plate 7 which carries the sign, the words or pictures composing the sign being cut in the plate so that the rays of light from the lamp will pass through such openings and through the opening in the outer casing.

Adjacent the other side of the base is adjustably mounted a transparent plate 8 by means of the hinged socket 9. This transparent plate is arranged to receive the rays

of light passing through the sign so that the sign will appear on said plate. I prefer to provide means for intermittently supplying current to the lamps and as shown in Fig. 3, such means may consist of a rotary member 10 provided with the conducting portion 11 for alternately engaging and disengaging the spring contacts 12 which are in electrical connection with the lamps. In this way as the member rotates it will make and break the circuit to the lamps.

As shown in the drawings I provide two lamps and a pair of signs but it will of course be understood that any number of lamps and signs may be used.

By arranging the device as shown in Fig. 1 the words composing the sign will be projected upon the plate 8 which is arranged in front of the hats on display. A person gazing through the plate glass will see the word "hats" appear in front of the article as if it was floating in the air and then it will disappear and the word "caps" will then appear in front of the cap. Thus the device will attract and hold the attention of persons passing by the window. The plate 8 may be adjusted to accord to the line of vision of a person outside the window as shown in full in dotted lines in Fig. 1. The adjustment shown in dotted lines will be necessary where the floor of the window is low.

It is thought from the foregoing description that the advantages and novel features of my invention will be readily apparent.

I desire it to be understood that I may make changes in the construction and in the combination and arrangement of the several parts, provided that such changes fall within the scope of the appended claims.

What I claim is:—

1. In combination with a display compartment, a transparent plate located therein in front of the article to be displayed and a projecting device for projecting signs on said plate in front of the articles.

2. In combination with a display compartment, a base therein, a transparent member supported on the base in front of the article to be displayed, a casing supported at the other side of the base, lighting means for said casing, said casing having an opening directed toward the transparent member and a sign carrying plate covering said opening.

3. In combination with a display compart-

ment, a base therein, an adjustable transparent plate located at one side of the base in front of the article to be displayed, a casing located in the other side of the base and
5 having an opening therein directed toward the plate, a second casing within the first casing also having an opening therein, a sign plate covering said opening and an electric lamp in said second casing.
10 4. In combination with a display compartment, a base, an adjustable transpar-

ent plate located at one side of the base in front of the article to be displayed, a casing located in the other side of the base and having an opening therein directed toward the 15 plate, a second casing within the first casing also having an opening therein, a sign plate covering said opening, an electric lamp in said second casing and means for intermittently supplying current to said lamp. 20

In testimony whereof I affix my signature.

MANUEL CHARLES.