

Dec. 18, 1923.

1,478,034

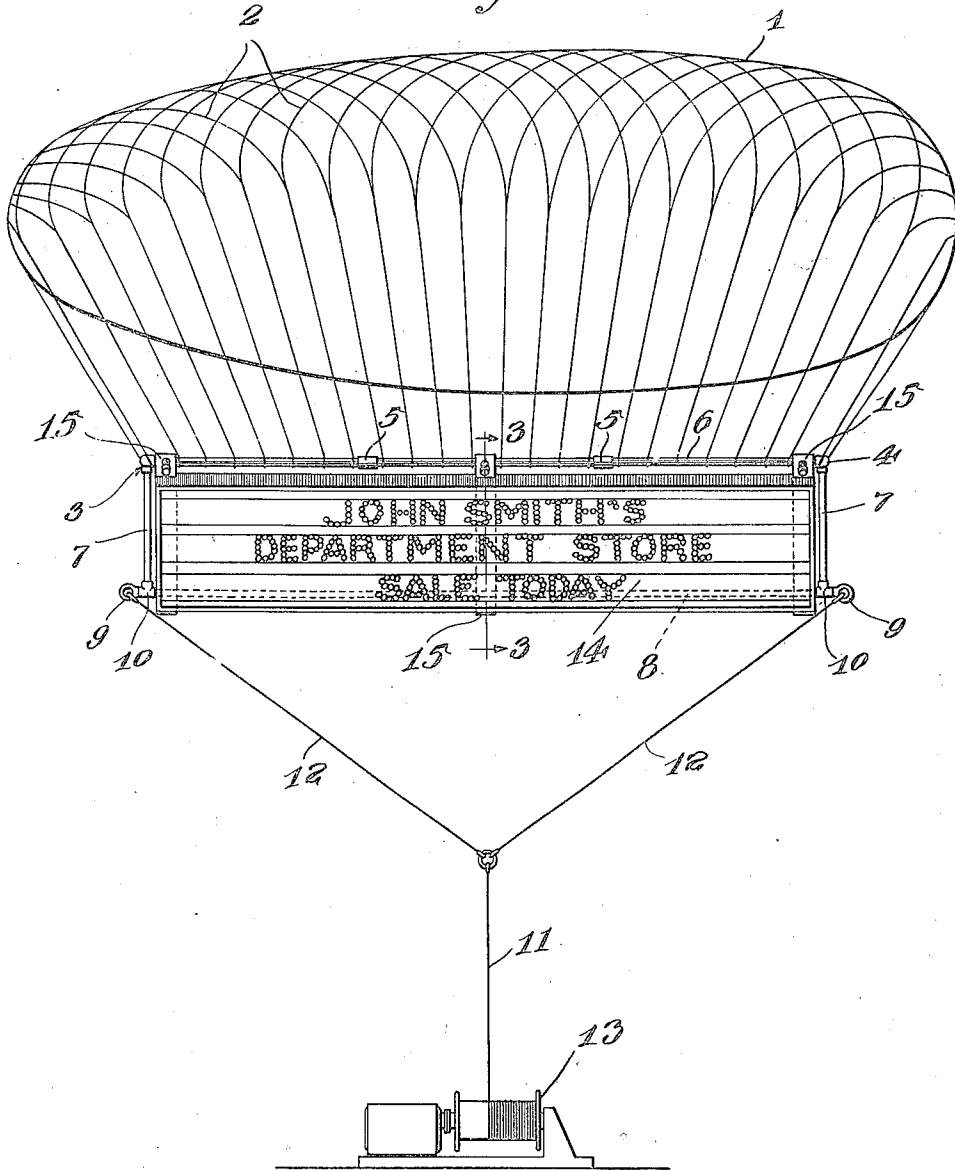
A. HORTZ

AERIAL ADVERTISING DEVICE

Filed Oct. 15, 1923

2 Sheets-Sheet 1

Fig. 1.



Witnesses:

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Inventor

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2 Sheets-Sheet 2

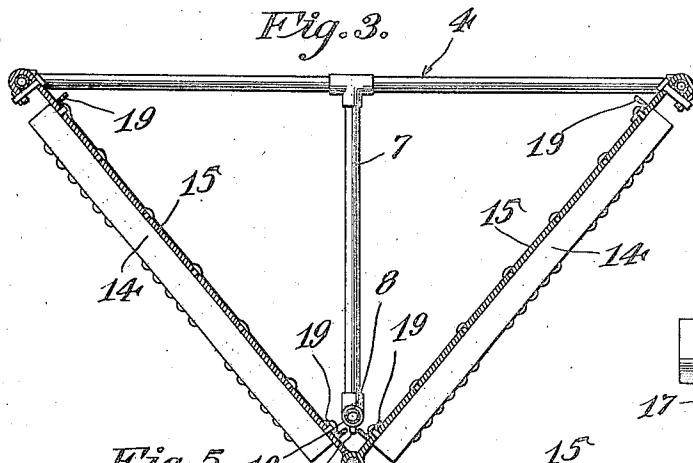
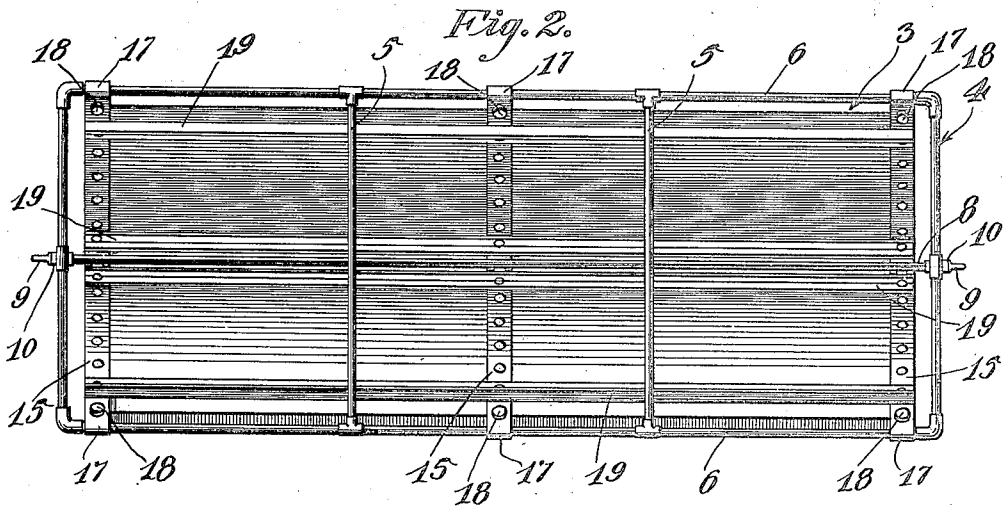


Fig. 4.

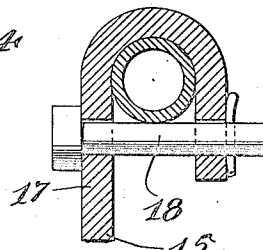


Fig. 5.

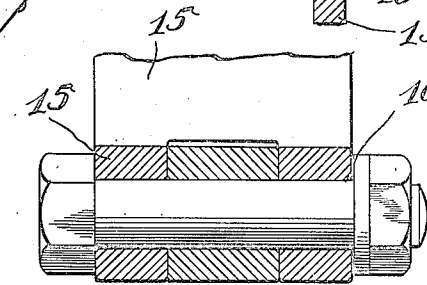
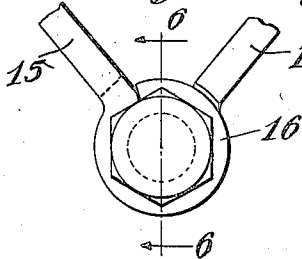


Fig. 6.

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Witnesses:

Virgil L. Marvel  
 George A. Gross

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## UNITED STATES PATENT OFFICE.

ABRAHAM HORTZ, OF PHILADELPHIA, PENNSYLVANIA.

## AERIAL ADVERTISING DEVICE.

Application filed October 15, 1923. Serial No. 636,523.

*To all whom it may concern:*

Be it known that I, ABRAHAM HORTZ, a citizen of the United States, residing at Philadelphia, in the county of Philadelphia and State of Pennsylvania, have invented certain new and useful Improvements in Aerial Advertising Devices, of which the following is a specification.

My invention relates to aerial advertising devices of the type in which a sign is suspended from a balloon.

The objects of my invention are to provide an advertising device which will have its signs suspended at an incline so as to be readily seen from below; a device which has the signs detachably connected therewith to enable a quick changing of signs, and a device which has the frame and sign supports so constructed that the anchoring cables may be attached in such manner as to reduce the tilting movement of the balloon to a minimum.

These objects, and other advantageous ends which will be described hereinafter, I attain in the following manner, reference being had to the accompanying drawings in which—

Figure 1 is a side elevation of a balloon constructed in accordance with my invention illustrating it anchored to a winding drum,

Figure 2 a plan view of the frame and sign supports shown in Figure 1,

Figure 3 a vertical section on line 3—3 of Figure 1,

Figure 4 an enlarged view of the detachable connection of the straps,

Figure 5 an enlarged view of the hinge connections on the straps, and

Figure 6 a section on line 6—6 of Figure 5.

Referring to the drawings, 1 indicates the bag of a balloon embraced by a netting 2 which is connected to the frame of my improved sign structure 3 in any suitable manner.

The sign structure includes a rectangular frame 4 disposed horizontally and connected to netting 2. Cross braces 5 connect the sides 6 of the frame. Arms 7 depend from the ends of frame 4 and are connected by a longitudinal brace 8. An eye bolt 9 is connected to each arm and brace 8 preferably by a fitting 10. A main cable 11 is connected to eye bolts 9 by guy cables 12 and to the

winding drum 13 of any suitable hoisting mechanism.

A pair of signs 14, of any suitable construction, have secured thereto a series of pairs of straps 15, the lower ends of each pair being hinged together at 16. The upper ends 17 of the straps are hook shaped and adapted to be hooked on the sides 6 of the frame. A pin 18 passes through each of the hook ends 17 to lock the hook to the frame. The pin may be fastened to the hook by a cotter pin or otherwise. Angle bars 19 are secured to straps 15 on each sign to reinforce the same. This construction keeps the signs at an incline to the horizontal so that they may be readily seen from below and at the same time permits quick detachment of the signs for changing.

The hoisting mechanism may be mounted on a building or in a field from which the balloon is let up. If desired a cover may be provided for the balloon with advertising printed thereon and connected to the netting in any suitable manner.

To change a sign on my aerial advertising device, the device is pulled down, by winding drum 13, until within convenient reach for changing. Pins 18 are then removed and the sign lifted to clear the hook ends 17 of sides 6 of the frame. The signs are then lowered out of the way. The balloon is held in position by the frame which is connected to netting 2 and cables 12. The new sign is then placed by raising it so that its hook ends will hook onto the sides 6 of the frame. Pins 18 are then passed through the hooks and fastened thereto. The balloon is then ready for use and may be let up to its proper height for advertising.

The ends of the frame being connected to the main cable 11 by guy cables 12, reduces the tilting movement of the balloon to a minimum, because its center of gravity is lowered.

While I have described my invention as taking a particular form, it will be understood that the various parts may be changed without departing from the spirit thereof, and hence I do not limit myself to the precise construction set forth, but consider that I am at liberty to make such changes and alterations as fairly come within the scope of the appended claims.

Having thus described my invention, what I claim as new and desire to secure by Letters Patent is:—

1. An aerial advertising device including a balloon; a frame connected to the balloon and having spaced sides; a pair of signs; means detachably connecting the signs to the frame sides, and means hingedly connecting the signs.
2. An aerial advertising device including a balloon; a frame connected to the balloon and having spaced sides; a pair of signs; straps secured to the signs and hinged to each other, and means on the straps for detachably connecting them to the frame.
3. An aerial advertising device including a balloon; a frame connected to the balloon and having spaced sides; a pair of signs; hinged straps having hook ends secured to the signs, and means for detachably connecting the hook ends to the frame.
4. An aerial advertising device including a balloon; a frame connected to the balloon and having spaced sides; a pair of signs; hinged straps having hook ends secured to the signs, and pins passing through the hook ends for locking them to the frame.
5. An aerial advertising device including a balloon; a frame connected to the balloon and having spaced sides; a pair of signs; straps secured to each of the signs; angle bars secured to the straps on each sign

and having their lower ends hinged to each other; and means for detachably connecting the upper ends of the straps to the frame. 35

6. An aerial advertising device including a balloon; a horizontal rectangular frame connected to the balloon; a pair of signs; hinged straps connecting the signs and having hook ends, and pins passing through the hook ends for locking them to the frame. 40

7. An aerial advertising device including a balloon; a horizontal rectangular frame connected to the balloon; a pair of signs; straps secured to each sign and having hook ends adapted to engage the frame; pins for locking the hook ends to the frame; angle bars secured to the straps on each sign; bolts connecting the lower ends of the straps, and a cable connected to the frame. 50

8. An aerial advertising device including a balloon; a frame connected to the balloon; arms depending from the ends of the frame; a longitudinal brace connecting the arms; cables connected to the arms, and signs detachably connected to the sides of the frame. 55

In testimony whereof I have signed my name to this specification in the presence of two subscribing witnesses.

ABRAHAM HORTZ.

Witnesses:

ELIZABETH GARBE,  
CHAS. E. POTTS.