Oct. 6, 1925. 1,556,511

E. J. DOBBINS

ADVERTISING APPARATUS

Filed Nov. 29, 1924 2 Sheets-Sheet 1

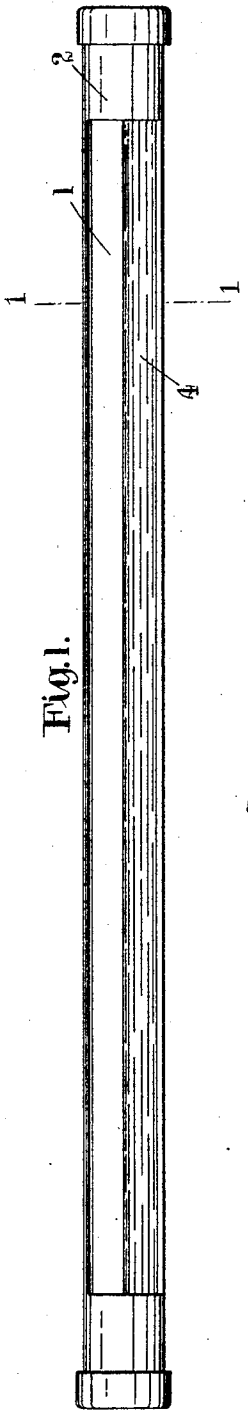


Fig. 1.

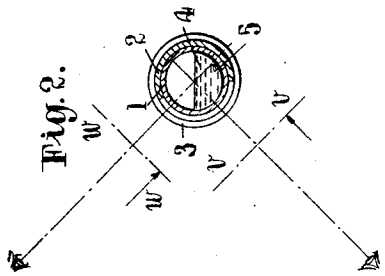


Fig. 2.

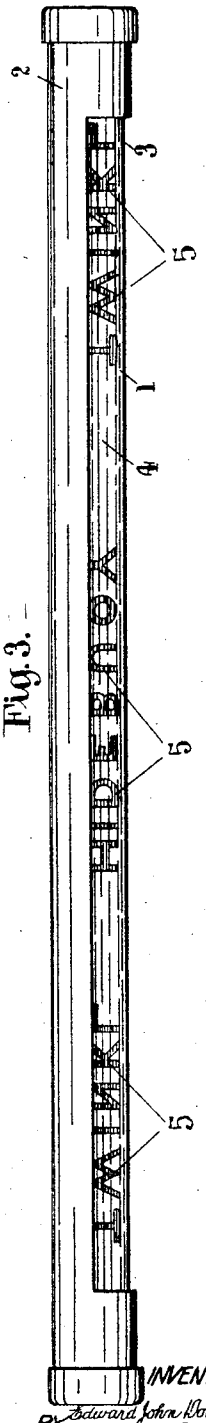


Fig. 3.

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Oct. 6, 1925.

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2 Sheets-Sheet 2

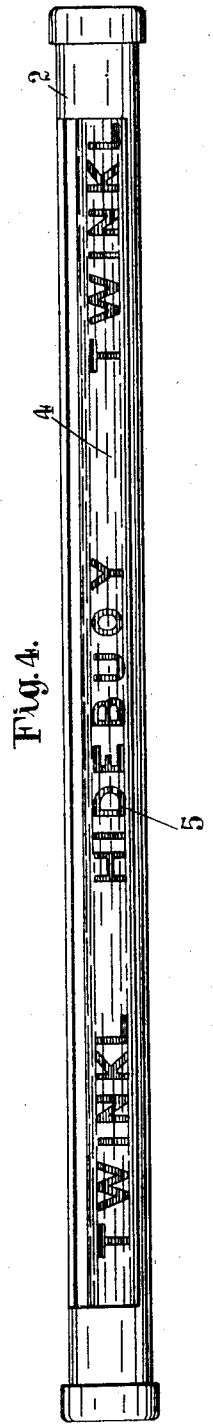


Fig.4.

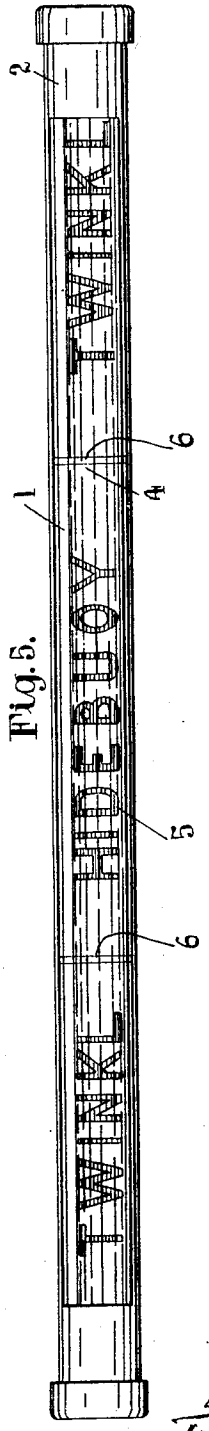


Fig.5.

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Patented Oct. 6, 1925. 1,556,511

UNITED STATES PATENT OFFICE.

EDWARD JOHN DOBBINS, OF ST. MARYLEBONE, LONDON, ENGLAND, ASSIGNOR TO WILLIAM JOHN STEWART, OF LONDON, ENGLAND.

ADVERTISING APPARATUS.

Application filed November 29, 1924. Serial No. 752,965.

To all whom it may concern:

Be it known that I, EDWARD JOHN DOBBINS, a citizen of the United States of America, residing at 2 Nottingham Terrace, York Gate, St. Marylebone, in the administrative county of London, England, have invented a new and useful Improvement in Advertising Apparatus, of which the following is a full and complete specification.

This invention relates to advertising apparatus in which the matter to be displayed is rendered visible or more conspicuous or attractive by the action of a body of fluid in motion, and it has for its object an apparatus which is extremely attractive and which is specially adapted for use on vehicles, as the vibration or motion of same will automatically give the required movement to the fluid.

I attain this object by the construction shown in the accompanying drawings in which:—Figure 1 is a view in side elevation of the complete apparatus. Figure 2 is a view in cross section on line 1, 1, Figure 1. Figure 3 is a view on line *w w* Figure 2 looking in the direction of the arrow. Figure 4 is a view on line *v v* Figure 2 looking in the direction of the arrow, and Figure 5 is a view in side elevation of an alternative form of the apparatus.

Throughout the views similar parts are marked with like numerals of reference.

The apparatus consists essentially of a cylindrical tube 1 of glass or other transparent material which is partially enclosed in and supported by a casing or frame 2 which has a longitudinally arranged slot 3. In this tube is a body of transparent fluid 4 of less volume than the volumetric capacity of the tube. The matter 5 to be displayed, which in the accompanying drawings is shown as "Twinkl," "Hidebuoy," "Twinkl," is located at the lower part of the tube 1 as shown in Figure 2 and is inverted as shown in Figure 3. The matter 5 may be either on the exterior of the tube 1 or on the inner face of the casing 2. If the apparatus is viewed from or about the angle of the line *v v* Figure 2 the matter 5 will be visible on the surface of the fluid on to which it is reflected as shown in Figure 4 and will be rendered more conspicuous as it becomes distorted or appears and disappears owing to the surging of the fluid in the tube.

To vary or prolong the effect the tube containing the liquid may be constructed so as to restrict the surging of the liquid within it. This can conveniently be effected by dividing the tube into a series of independent compartments by means of partitions 6 as shown in Figure 5 which may in some cases be perforated to allow some of the fluid to pass from one compartment to another as and when it surges.

What I claim is:—

1. An advertising apparatus comprising a horizontal transparent tube, a body of transparent fluid in said tube the volume of which is less than the volumetric capacity of the tube, and advertising matter arranged in inverted form on the back of said tube below the level of the liquid therein.

2. An advertising apparatus comprising a horizontal transparent cylindrical tube, a body of transparent fluid in said tube the volume of which is not less than 50% of the volumetric capacity of the tube, and advertising matter arranged in inverted form on the back of said tube below the level of the liquid therein.

3. An advertising apparatus comprising a horizontal compartmental cylindrical tube of glass or other transparent material, a body of transparent fluid in said tube the volume of which is less than the volumetric capacity of the tube, and advertising matter arranged in inverted form on the back of said tube below the normal level of the liquid therein.

4. An advertising apparatus comprising a transparent tube, a body of transparent fluid in said tube the volume of which is less than the volumetric capacity of the tube said tube being so mounted or arranged that it is subjected to a motion which will cause the fluid to surge in it, and advertising matter so arranged in relation to said tube that it is covered by the fluid therein that it appears on the surface of the liquid by reflection and that the reflected image is visible to an observer the level of whose eyes is below the level at which the apparatus is placed.

5. An advertising apparatus comprising a transparent cylindrical tube, a frame adapted to carry said tube and expose one side of it, a body of transparent fluid in said tube the volume of which is less than the volumetric capacity of the tube said frame being adapted to be so mounted or arranged that

it will be subjected to a motion which will cause the fluid to surge in the tube, and advertising matter arranged in inverted form on the back of the tube below the level of the liquid therein.

6. An advertising apparatus comprising a transparent cylindrical tube divided into a series of axially arranged compartments, a body of transparent fluid in the compartments of said tube the volume of which is less than the volumetric capacity of the tube said tube being adapted to be so mounted or arranged that it will be subjected to a motion which will cause the fluid to surge in the compartments of the tube, and advertising matter so arranged in relation to said tube that it is seen as a reflected image on the surface of the fluid in the tube.

7. An advertising apparatus comprising a transparent cylindrical tube divided into a series of compartments, an apertured frame adapted to carry said tube and expose one side of it, a body of transparent fluid in the compartments of said tube the volume of which is less than the volumetric capacity of the tube said frame being adapted to be carried by a public service vehicle in such a manner that the aperture is above the level of the eyes of the occupants of the vehicle and that the fluid will be caused to surge in the tube due to the motion of the vehicle, and advertising matter arranged in inverted form on the back of the tube below the level of the liquid therein.

EDWARD JOHN DOBBINS.