April 13, 1926. 1,580,227

D. C. WILHELM

ADVERTISING DEVICE

Filed Oct. 17, 1924

Fig. 1.

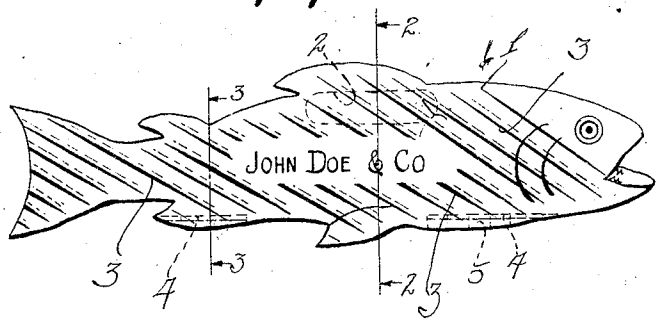


Fig. 2.

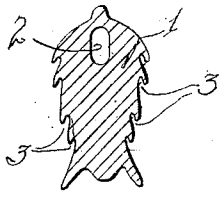
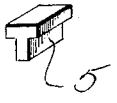


Fig. 3.

Fig. 4.



INVENTOR

D. C. Wilhelm.

BY Munn & Co.

ATTORNEYS

Patented Apr. 13, 1926. 1,580,227

UNITED STATES PATENT OFFICE.

DALE CRAIG WILHELM, OF GILLETTE, WYOMING.

ADVERTISING DEVICE.

Application filed October 17, 1924. Serial No. 744,201.

To all whom it may concern:

Be it known that I, DALE CRAIG WILHELM, a citizen of the United States, and a resident of Gillette, county of Campbell, State of Wyoming, have invented a new and useful Improvement in Advertising Devices, of which the following is a full, clear, and exact description.

My invention relates to improvements in advertising devices, and it consists in the combinations, constructions, and arrangements herein described and claimed.

An object of my invention is to provide a device which is capable of movement so as to attract attention and which bears thereon any suitable advertisement.

A further object of my invention is to provide a device of the type described which is used preferably in connection with a dispensing device such as a visible gasoline vending device or bubbling bowl at a soda fountain, the device being floated on the surface of the liquid or below the surface thereof in such position that the wording of the advertisement on the side may be visible to the passersby.

A further object of my invention is to provide a device of the type described which will move forwardly when there is an upward current of liquid, as for instance, where the liquid is admitted from below, thus simulating a live object or one which is propelled, and thus attract attention.

Other objects and advantages will appear in the following specification, and the novel features of the invention will be particularly pointed out in the appended claims.

My invention is illustrated in the accompanying drawings forming part of this application, in which—

Figure 1 is a side view of the device,

Figure 2 is a section along the line 2—2 of Figure 1,

Figure 3 is a sectional view along the line 3—3 of Figure 1, and

Figure 4 is a perspective view of a weight.

In carrying out my invention I provide a body portion 1 which in the present instance is in the form of a fish, but which may be a bolt or any other similar object. This is preferably made of wood, although it may be made of other material, and is provided with a hollow portion 2, near the top thereof, so as to make the center of gravity low, whereby the object may be kept in upright position. The sides of the body portion are provided with a series of grooves or corrugations 3, which are inclined with respect to the longitudinal axis of the object, the inclination being from the bottom upwardly, and toward the rear. The purpose of these grooves or corrugations is to give the object a forward movement, whenever there is an upward current of liquid.

In the lower portion of the body I provide T-shaped grooves, such as that shown at 4 in Figure 3. In these grooves may be inserted weights 5 (see Figure 4). These weights not only tend to keep the center of gravity low but they may be adjusted so as to cause the body to float at a given level.

From the foregoing description of the various parts of the device, the operation thereof may be readily understood. The object is provided with some advertisement on the side thereof and is placed in the liquid. In certain instances, as for instance, with liquids which are solutions of heavy salts, the object may be made to sink partly in the liquid by adjustment of the weights. In lighter liquids, however, it may be permitted to float on the surface. Where there is an upward flow of liquid, the current will engage the inclined ridges or corrugations 3 and this will impart a forward movement to the body, thus simulating a live object or one to which motion is generally attributed.

I claim:

1. An advertising device comprising a buoyant body portion provided with a series of inclined corrugations in the sides thereof extending upwardly and rearwardly, and auxiliary means for adjusting the center of gravity and the weight of the floating device at will.

2. An advertising device comprising a body portion having T-shaped grooves in its bottom, removable weights carried in said grooves for decreasing or increasing the buoyancy of the body, said body portion having a series of corrugations on its sides extending upwardly and rearwardly, whereby a vertically directed stream of the liquid will cause a forward bodily movement of the object.

DALE CRAIG WILHELM.