April 7, 1942. A. L. DUDEK 2,279,113

CIGARETTE ADVERTISING DISPLAY

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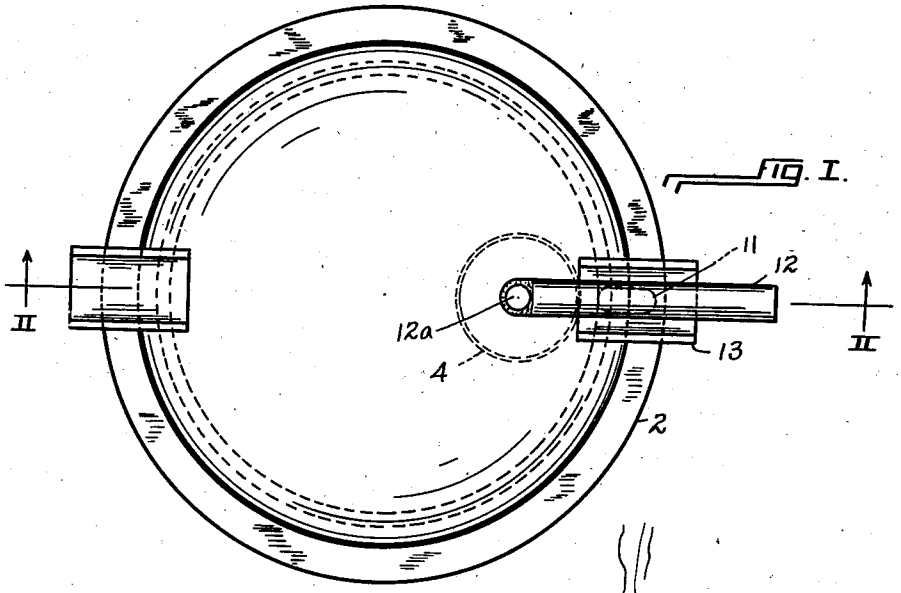

FIG. I.

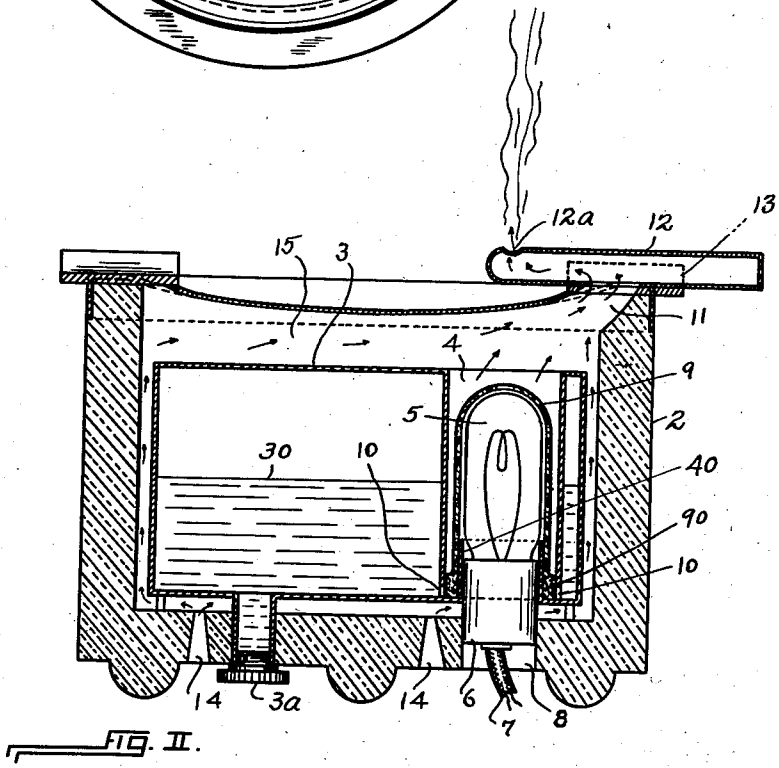

FIG. II.

INVENTOR
Augustin L. Dudek
by Christy, Parmelee and Strickland
his attorneys

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CIGARETTE ADVERTISING DISPLAY

Augustin L. Dudek, Ashtabula, Ohio

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2 Claims. (Cl. 40—126)

My invention relates to advertising displays, particularly to displays of objects that are adapted to emit smoke or vapor, in order to create in the mind of the person viewing the display a desired impression of reality.

The display in which my invention is centered consists in the effigy of an ashtray, bearing in effigy on its rim a partly burned cigarette, which is painted in representation of a glowing ash at the tip. Means are provided within the body of the simulated tray for generating smoke, or a vapor that appears to be smoke. The smoke has access to the cigarette and it emerges through the simulated glowing tip. The device is intended as an advertising novelty, to be placed in a shop window against a suitable background, where perhaps packages of cigarettes are grouped in an attractive way.

In accordance with the invention, I arrange the smoke-generating means within the body of the effigy itself, within the ashtray in this case. Thus I avoid the use of a separate housing, or a special wall or partition, that otherwise might be required to conceal the smoke-generating means from view. The effigy of the invention is self-contained, affording not merely simplicity and compactness of construction, but greater economy in manufacture and better appearance in use. The particular structure of the smoke-generating means, as well as the orginization of such means within the effigy, are features of the invention.

In the accompanying drawing an exemplary embodiment of the invention is illustrated. Fig. I is a view of the article in plan from above; and Fig. II is a view of the same in vertical section, on the plane II—II of Fig. I.

Referring to the drawing, the dummy ashtray consists of a hollow body 2, in this case a cylindrical body molded of any suitable material, such as an opaque glass, or a molding plastic, such as urea formaldehyde. The appearance of the body suggets a jar for containing cigarettes, upon which the ashtray itself rests as a cover. Within the body 2 is assembled a container 3 for supply 30 of suitable smoke-generating liquid. A charging orifice, normally closed by a screw stopper 3*a*, opens through the bottom of the container. Within the container 3 is a well 4 that includes means for generating heat, and such means consist in this case in a heat-affording electric lamp 5, seated in an electric socket 6, from which circuit wires 7 extend, through an opening 8 in the floor of the body 2, to a suitable source of electric current. Fitted over the lamp is a liquid-absorbing jacket or wick 9, fashioned of an absorbent, heat-resisting material, such as an asbestos fabric. Seep-holes 10 open from the liquid-containing compartment of the container 3 into the bottom of the well, and thus it is that the body of the jacket or wick 9 is maintained in saturated condition. The wick serves to maintain a film of liquid upon, or adjacent to, the wall of the lamp 5, and under the heat of the lamp the desired smoke is generated. I form the holes 10 of such size that the flow of liquid into the well 4 is constricted, for manifestly it is desirable, if not essential, that the heat-generating means (the lamp 5 and its electric socket 6) shall not be inundated. Additionally, I provide at the bottom of well 4 an annular partition 40. This partition snugly embraces the base of the lamp 5 and the electric socket 6, forming between the wall of the well and the partition an annular space, into which the seep-holes immediately open. The base of the wick 9 is thickened, as shown at 90, and the quantity of liquid entering the well is determined by the capillary attraction of the wick body. Thus, the liquid entering the well is restricted to that quantity which is required to maintain the desired smoke-producing film on the heat source 5.

The smoke-producing liquid may be water, or a low volatile oil, or any other liquid or solution, which when heated gives off a smoke or visible vapor. The smoke generated in the well 4 rises into a smoke-chest 15 formed by and between the walls of the container 3 and the body 2 of the ashtray, and from such chest the smoke ascends through a passageway 11 into the hollow body 12 of the simulated cigarette that appears to lie free in a rest 13 of familiar form that rests upon the rim of the tray. The hollow body of the dummy cigarette may be formed of sheet metal, or of other suitable material, and it is externally painted or colored in representation of a real cigarette. In this case the cigarette body is formed, or assembled, integrally with the rest 13. The hollow body of the cigarette, otherwise of hermetic construction, is ported, at 12*a*, through the tip that simulates the ash upon a lighted cigarette, and through such port the smoke generated in the well 4 is discharged, with the desired effect. It is only through the opening provided at the tip that the smoke generated within body 2 is discharged.

In order to expedite the movement of smoke from the container, I form the container 3 smaller in diameter than the chamber within

body 2, and I position the container at an interval from the floor of such chamber, with the effect that the smoke-chest 15 envelops the container. And in the floor of the body 2, I provide inlets 14, through which air from the outer atmosphere enters, and, rising in the container-enveloping smoke-chest, entrains smoke and carries it through the ported tip of the cigarette.

It is known that titanium tetrachloride ($TiCl_4$) fumes in the open atmosphere, producing a thick vapor that looks like smoke. I contemplate using such chemical in my structure. A store of $TiCl_4$ is enclosed in the container, and, as in the case of the liquid already described, the wick 9 is maintained in saturated condition. The liquid $TiCl_4$, evaporating from the surface of the wick into the air within the chest 15, produces smoky fumes that are discharged from the cigarette tip with the desired effect. Indeed, the heat source 5 may in this case be omitted, since $TiCl_4$ will fume sufficiently at normal atmospheric temperatures.

It will be readily apparent that the body 2 and the container 3, herein shown to be constructed separately, may be formed as an integral structure.

I claim as my invention:

1. An advertising device consisting of a hollow body simulating an ashtray carrying in effigy upon its rim a partially consumed cigarette, and smoke-generating means arranged within said body, such means including a container for a supply of smoke-generating liquid, a well with seep-holes at its bottom through which the well is in communication with the container and through which there is restricted escape of liquid from such supply, and means within the well for promoting vaporization of in-seeping liquid, said cigarette effigy having a hollow body that, otherwise closed, is open to ingress of vapor from said well and to the escape of vapor through its ash-simulating tip to the outer atmosphere.

2. An advertising device consisting of a container simulating an ashtray carrying in effigy upon its rim a partially consumed cigarette, said container including a store of smoke-generating liquid, a well in said container in restricted communication with such store of liquid, a heat source arranged within such well, a wick arranged within the well, said wick being adapted to absorb liquid entering the well and being exposed to the heating influence of said source, said well being ported through the ash-simulating tip of the cigarette effigy to the outer atmosphere.

AUGUSTIN L. DUDEK.