

F. SCHNEIBLE.
ELECTRICAL ADVERTISING DEVICE.
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1,225,865.

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Fig. 1.

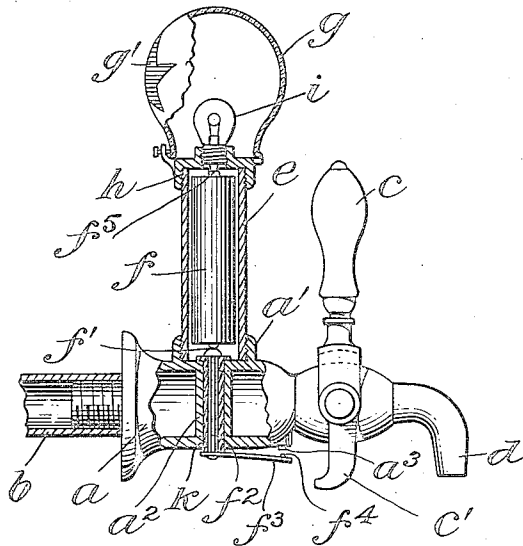
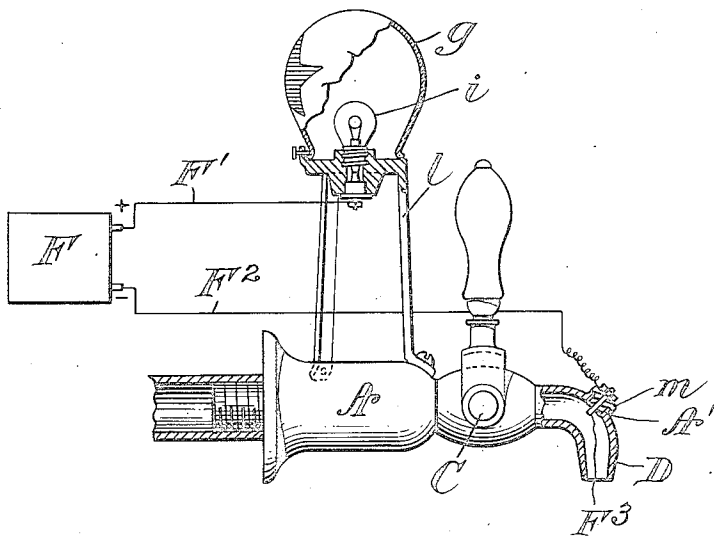


Fig. 2.



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UNITED STATES PATENT OFFICE.

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ELECTRICAL ADVERTISING DEVICE.

1,225,865.

Specification of Letters Patent.

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To all whom it may concern:

Be it known that I, FRANK SCHNEIBLÉ, a citizen of the United States, and a resident of the borough of Manhattan of the city of New York, in the State of New York, have invented certain new and useful Improvements in Electrical Advertising Devices, of which the following is a specification, reference being had to the accompanying drawings, forming a part hereof.

This invention relates to a device which, for convenience, has been styled an advertising device, although as this description proceeds it will appear that its usefulness extends beyond this field. More particularly, the invention is concerned with the application of such a device to liquid dispensing apparatus, and principally, beer faucets. Understanding the general scope of the invention, its preferred application only will be referred to hereinafter, and the description of the structure in use will be confined to the improved device in association with a beer faucet. Thus far, brewers have had to rely, for their advertising, on ordinary signs, name plates, labels, etc., which might or might not have had associated with them electrical flashing means, and such advertisements, amounting to mere announcements, have become so common as to remain unnoticed, for the most part, by casual observers. Such advertisements have now assumed places in the bar as fixtures and attract no more attention from the average customer than the bar counter itself. It is the object of this invention to provide an advertising medium which shall be of such a distinctive character and bear such a unique relation to the withdrawal of beer for the customer as to impress itself upon the consciousness of the customer, in a manner so startling as to insure attentive interest by him. The primary result sought, of course, is the repeated presentation to the customer of the distinctive insignia of the manufacturer of the particular beer which is dispensed until this insignia becomes so associated in the customer's mind with such beer as to make him a permanent customer and establish so fixedly in his mind, the association of the brand mark with the beer, as to make him dissatisfied with any beer which may be dispensed without the telltale check furnished by the simultaneous display in a startling manner, of the brand

mark. Incidentally, of course, it is proposed that the improved advertising device shall be so conspicuous in its character as not to be limited in its appeal to the customer for whom the beer is withdrawn, but also to be visible generally to all others at the bar counter, so that its advertising value is not confined to such customer. Again, where the device is applied to more than one faucet from which beer is being dispensed, so different brand marks are displayed from time to time according to the demands for the particular brew, the general interest of all of the customers at the bar is aroused, since each brand mark is visible to every one upon its display, as to which of the several brews has the greatest demand, as indicated by the number of times its brand mark is displayed over a period of time. A further purpose served by the improved advertising device is, as indicated, to furnish the customer with a telltale check on the bartender, the display of the brand mark being brought about automatically by the act of withdrawing the particular beer called for. Where several of the devices are employed at a single bar counter, there will be a separate light for each one of the pipes from which the beer is withdrawn so that the appropriate brand mark is displayed startlingly upon the withdrawal from the corresponding pipe of the beer called for. In accordance with the present invention there is provided in fixed relation to the beer faucet and between the bartender and the customer, an electric light, on the bulb of which is displayed the distinctive insignia of a manufacturer or his brew, this insignia being in plain sight of the customer and all others along the front of the bar and being displayed startlingly whenever the lamp is lighted.

The circuit of the electric lamp is intended to be controlled by the act of the bartender in withdrawing beer from the faucet with which the advertising device is associated, as by the throwing of a switch upon manipulation of the handle, or the grounding of the circuit through the outflowing liquid. As this description proceeds, it will be evident that other ways of bringing about the display intended, upon the withdrawal of the beer, may be employed, but for the purposes of this application it has been deemed sufficient to illustrate the two methods indicated. Reference is now to be had

to the accompanying drawings for a detailed description of these two embodiments, in which—

Figure 1 is a fragmentary view, partly in side elevation and partly in vertical section, of a faucet on which is mounted directly the improved advertising device, parts being broken out in some places in the interest of clearness.

Fig. 2 is a view generally similar to Fig. 1 but showing a somewhat modified form of electrical means and control therefor.

It may be supposed that the faucet *a* is carried on the end of a beer supply pipe *b* at the rear side of the bar counter so as to be mounted within easy reach of the bartender for manipulation of the handle *c* and serving of the beer withdrawn through the nozzle *d*, in accordance with customary practice, the only requirement of the present invention as to the mounting of the faucet being that it preferably be between the bartender and the customer. In the simplest form, the improved advertising device is carried directly on the faucet *a* and to this end, the illustrated faucet has cast on its upper side a threaded socket *a'* into which is screwed a metal cylinder *e* of such size and dimensions as to receive a source of electrical current, such as a dry cell *f*, and to support the advertising globe *g* in such a position with respect to the bar counter and the customer as to be visible to the customer at all times. This globe *g* may be carried on a metal cap *h* which is threaded on to the upper end of the cylinder *e*, this cap being formed, in turn, as a socket for the lamp filament *i* within the globe. When lighted, the lamp illuminates the globe brilliantly and makes the distinctive trade mark, insignia, name or other device on the globe *g*, illustrated in the drawings as a star *g'*, stand out in bold relief and convey its message to all of those standing at the bar.

As indicated before, the invention is not to be limited to the circuit provided for the lamp, nor to the control of this circuit but, for the purposes of this application, two types of electrical control have been illustrated. The first type, shown in Fig. 1, may be termed the mechanical control, in that the manipulation of the handle *c* of the faucet *a* brings about the closing of the lamp circuit by mechanical action, that is, by movement of a controlling switch. The other type, illustrated in Fig. 2, will be described later.

In Fig. 1, one pole *f'* of the battery *f* is in electrical contact with a conductor *f²* which is insulated from all of the metal of the faucet and its associated parts, as by a rubber sleeve *k*, and the conductor *f²* carries at its free end a flexible contact piece or switch *f³*, which normally is also out of electrical contact with the faucet and its associated parts, so as to leave the circuit

open. In the illustrated form, the electrical devices just described are incorporated in the faucet by casting the same with a circumferentially or diametrically extending conduit *a²*, in which rests the insulating sleeve *k*, as described. Other means for mounting the various conductors and contact pieces in operative relation to the co-operating elements may be employed. The contact piece *f³* rests in operative relation to the metal of the faucet *a* and, if desired, may carry a terminal piece *f⁴* arranged to engage a terminal piece *a³*, on the faucet, when the switch is closed. The closing of the switch is effected mechanically by movement of the faucet handle *c*. The frame of this handle carries a flange *c'*, the end of which is brought into physical engagement with the contact piece *f³*, when the handle is moved, continued movement of the handle serving to force the contact piece *f³* into electrical contact with the metal of the faucet, as at the contact piece *f⁴*. The other pole *f⁵* of the cell *f*, it should be pointed out, is in electrical engagement with the lamp filament *i*, while the other end of the filament is grounded on the supporting socket *h* therefor.

The structure described, while merely illustrative of one way of accomplishing the desired display, will serve for a description of the advantageous features of the improved device. With the parts shown in the position illustrated in Fig. 1, the circuit is opened and the globe is dark. In this condition, it will be evident that the insignia *g'* displayed on the globe will attract no more attention from the casual observer than will the usual signs, labels, etc., now commonly employed for advertising purposes. If a customer asks for "Star" brand beer, or whatever the insignia may indicate, the bartender will manipulate the handle *c* in the usual manner and, through the flange *c'*, close the circuit through the contact piece *f³*, thereby lighting the filament *i* and causing the sudden and brilliant illumination of the globe *g*. This unexpected transition from darkness to illumination necessarily catches the eye of the customer and others at the bar and impresses upon their consciousness the particular insignia displayed on the illuminated globe. As soon as the desired quantity of beer is withdrawn, the bartender stops the flow by swinging the handle *c* back to its normal position, thereby releasing the contact piece *f³* and permitting the circuit to be broken. The transition of the globe from a state of illumination to one of darkness is as startling as is its first change from a state of darkness to one of illumination, so that, if by any chance the eye is not caught by its illumination, it will be caught by the extinguishing of the light. The display of the brand mark

in association with the particular faucet from which the corresponding beer is withdrawn is not only of importance in bringing the mark visually and in such startling fashion before the eyes of the customers and thereby serving as an advertisement of great value, but it is also of importance as a tell-tale check upon the bartender since it brings to the eye of the customer an indication of the particular beer which is being dispensed. Necessarily he will require that the brand mark displayed in the startling manner be the one indicative of the brew called for. Constant association of this mark with the preferred brew will, therefore, advertise this brew in the most effective manner possible, serve as a satisfactory indication to the customer of the brew dispensed, and result in such a dependence on some visual check by the customer, as to make him demand beer which, in its dispensing, has associated with it, some such visual telltale.

The embodiment shown in Fig. 2 serves as a good illustration of one of the many possible modifications in the electrical devices employed since that embodiment does not depend for any mechanical actuation of the conductors or their equivalents, for the closing of the circuit of the lamp and the consequent flashing of the advertising device. On the contrary, it relies solely upon the outflowing liquid for the completion of the circuit. Incidentally, the electrode through which the current becomes grounded on the liquid, is beyond the controlling valve, so that the valve must be opened to permit the dispensing of liquid before the circuit is closed. As soon as the flow of liquid is cut off, of course, the ground is broken and the lamp extinguished, as pointed out in connection with the operation of the device shown in Fig. 1. In Fig. 2, the lamp *i* is supported on a suitable bracket *l* which may, in turn, be carried directly on the faucet *A*, and derive its current directly from some central source, such as a storage battery *F*, one pole of the lamp being grounded on the metal bracket *l* and the other pole being insulated therefrom but connected to the battery as through the wire *F'*. The other electrode of the battery is connected, as through a conductor *F²*, to a fixed terminal *F³* which is supported in an insulating collar *m* in an opening *A'* formed in the faucet *A*. The insulating collar *m* is set in the faucet at some point beyond the controlling valve *C* and is preferably arranged so as to support the exposed electrode *F³* at such a point in

the nozzle *D* as to prevent the accumulation of drippings, etc., about said electrode after the liquid has been cut off. As shown in Fig. 2, this electrode *F³* is mounted in the upper side of the nozzle *D* right over the bend, so that the liquid will drop away from it when cut off and, if there is any accumulation of drippings, it cannot be in the vicinity of the electrode.

In using the advertising device shown in Fig. 2, it will be evident that the circuit of the light *i* is normally open. When the valve *C* is turned by manipulation by the bartender, the outflowing liquid will pass over the exposed electrode *F³* and ground the circuit so as to complete it and thereby light the lamp *i*. The globe *g* will thus be suddenly illuminated, as pointed out with respect to the other embodiment and will remain illuminated until the valve *C* is cut off, whereupon the circuit will again be broken and the globe *g* will be instantly dimmed in an equally sudden manner.

It has been sought to point out clearly the general means proposed for the producing of the desired results, and to emphasize the wide range of equivalents which may be employed for causing indicating flashes upon the withdrawal of beer, since the illustrated forms of apparatus are intended only to show two ways of attaining these advantageous results. It is to be noted particularly that the invention is not to be limited to the mounting of the advertising device directly upon the faucet from which is drawn the beer to be advertised, but that such advertising device may be mounted, with perhaps equal effectiveness, in some other advantageous position with relation to the faucet and the customer. Other rearrangements of parts and substitutions of equivalents may be made without departing from the spirit of the invention provided the startling effects sought for are produced by electrical means, the condition of which is changed automatically upon the withdrawal of a liquid. The appended claim indicates with greater definiteness the scope of the invention.

I claim as my invention:

An electrical advertising device for liquids to be dispensed comprising in combination with a faucet, a visual globe bearing distinctive insignia thereon mounted directly on the faucet between the attendant and the customer, an electric light to illuminate the globe, and means to change the condition of the circuit of the light upon manipulation of the handle of the faucet.

FRANK SCHNEIBLÉ.