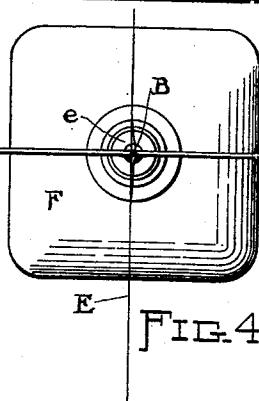
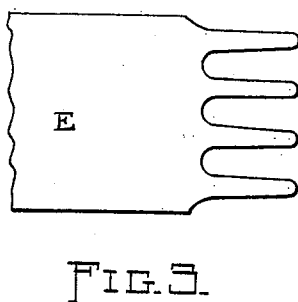
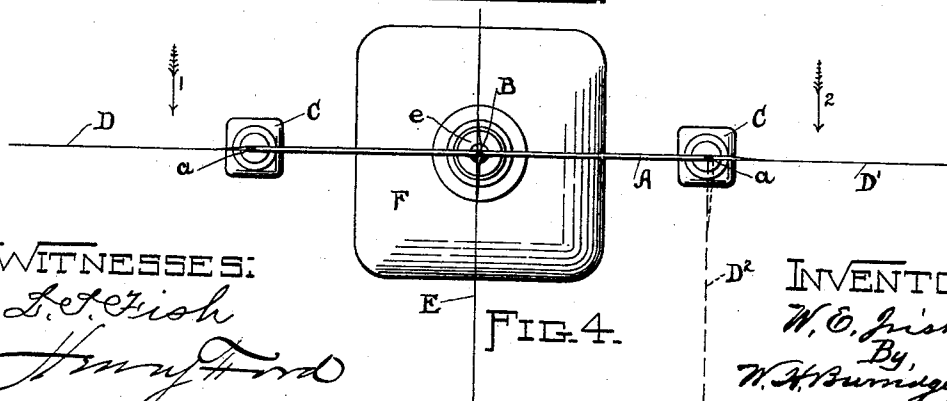
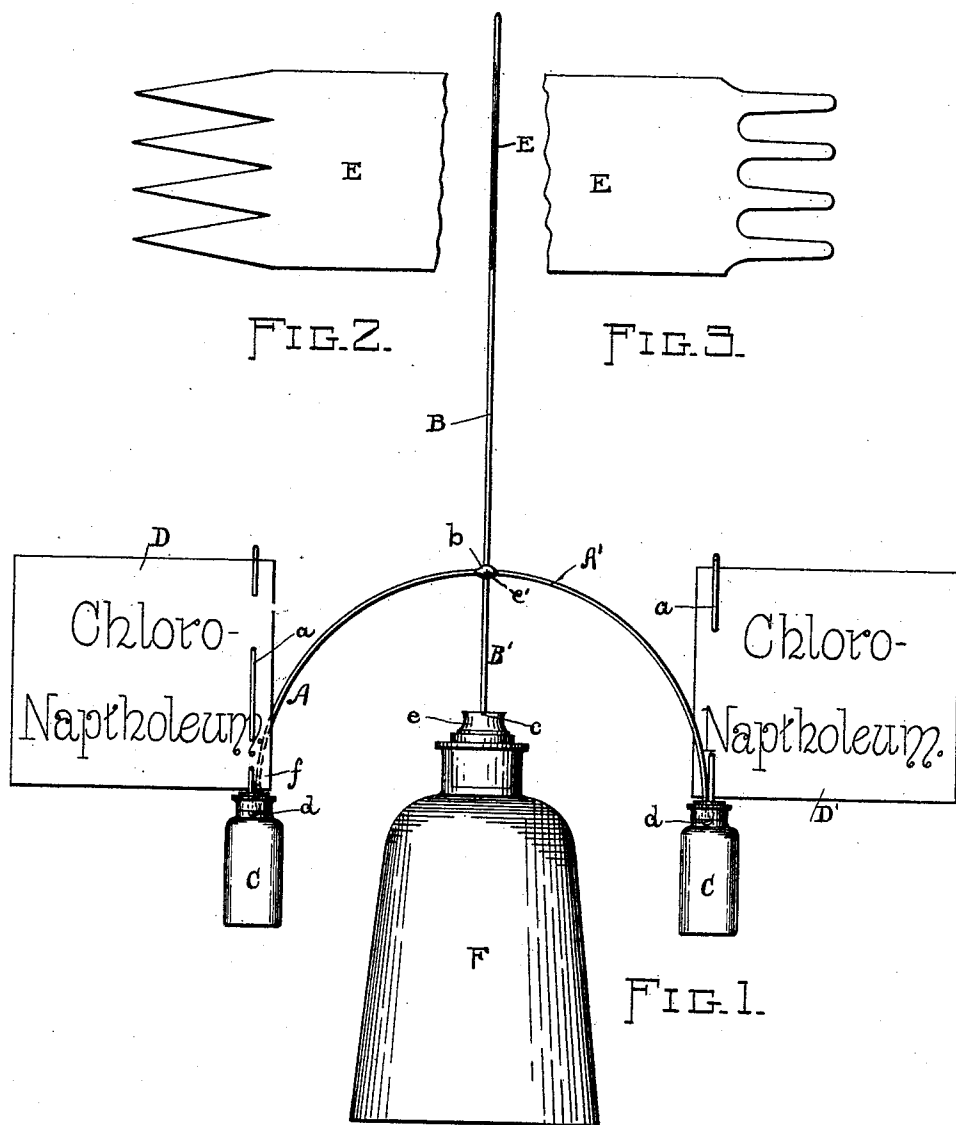


(No Model.)

W. E. IRISH.  
ADVERTISING DEVICE.

No. 482,178.

Patented Sept. 6, 1892.



WITNESSES:  
*L. E. Irish*  
*Henry Ford*

INVENTOR:  
*W. E. Irish*  
By  
*W. H. Burnside*

# UNITED STATES PATENT OFFICE.

WILLIAM E. IRISH, OF CLEVELAND, OHIO, ASSIGNOR TO ROBERT S. WEST,  
OF SAME PLACE.

## ADVERTISING DEVICE.

SPECIFICATION forming part of Letters Patent No. 482,178, dated September 6, 1892.

Application filed October 26, 1891. Serial No. 409,924. (No model.)

*To all whom it may concern:*

Be it known that I, WILLIAM E. IRISH, a subject of the Queen of Great Britain, residing at Cleveland, in the county of Cuyahoga and State of Ohio, have invented a new and useful Advertising Device or Apparatus, of which the following is a description.

My invention relates to an improved advertising device or apparatus in which two or more segmental or angular wires are connected to an upright wire and to which wires are attached packages and printed matter.

The object of my improvement is to provide a device for advertising by means of packages and reading matter, every side of which shall be constantly presenting itself to observation by currents of air turning the apparatus on a pivotal center. I attain this object by the means illustrated in the accompanying drawings and described in the following specification, in which—

Figure 1 is a side view of said device. Figs. 2 and 3 are opposite ends of the flag detached, and Fig. 4 is a top view of the device or apparatus.

Similar letters refer to similar parts in the drawings and specification.

The segmental wires A A' are connected to the vertical wires or rods B B' at the point of intersection *b* above the pivoted end *c* of the wire B', which is stepped on the package F. The wires A A' may be arranged in an angular relation to the upright wires B B', Fig. 1, instead of being segmental, as shown in the accompanying drawings. The packages C C are attached to the wires A A' at the ends *d*, Fig. 1, and act as counter-weights. The device is composed of the wires A A' B B', together with packages C C, wings D D', and the flag E, and rests at its point of gravity *c* upon the pivot *e*, assuming an upright position thereon. The wire B' may be stationary or rigid with the package F and the pivot at *e'*, Fig. 1, in place of at *e*. The wings D D', on which is printed matter or marked with illustrations or characters, are loosely attached to the upright wires *a a*, which are inserted at their lower extremities in the packages C C. The wings D D' are of such material as to be loosely attached to the wires *a a* and allowed to swing or turn thereon, accord-

ing to the position which they may assume by the currents of air as the apparatus revolves.

To illustrate the rotation, a current of air in the direction indicated by the arrows 1 and 2, Fig. 4, will exert its force on the wing D, Fig. 1, and turn the whole device upon the pivot *e* or *e'*, because the corner *f* of the wing D will bear against the wire A and prevent the turning of the wing D upon the wire *a*. The same current of air, as indicated by the arrow 2, will cause the wing D' to describe an arc of a circle and turn from D' to D<sup>2</sup>, Fig. 4, to assume the position indicated by the dotted line D<sup>2</sup>, which secures an extra length of leverage to D and causes the rotation of the device. This movement and change of the wing's position is constant so long as the currents of air cause the rotation of the device. The flag E, also containing printed matter or other noticeable advertisements, is attached to the wire B near its upper extremity and assists to balance the apparatus on the pivot *e* or *e'*, as indicated in Fig. 1.

In all stores, shops, and other places for the exhibition and sale of goods there are more or less active currents of air through the doors and windows, also caused by the movement of persons about the place, sufficient to induce more or less rotation of the apparatus, so as to expose all sides of the packages C C, the wings D D', and the flag E, at the same time attracting attention thereto.

What I do claim as my invention, and desire to secure by Letters Patent, is—

An advertising apparatus consisting of two or more packages suspended by two or more wires A A', said wires being attached to an upright wire B, having a pivotal bearing, in combination with the wings D D', pivotally connected to the wires *a a*, said wings causing the apparatus to turn on its pivotal bearing by reason of air-currents striking against the same, substantially as and for the purpose set forth.

In testimony whereof I affix my signature in presence of two witnesses.

WILLIAM E. IRISH.

Witnesses:

W. H. BURRIDGE,  
ROBT. D. GUEST.