May 10, 1927. 1,628,432

E. RUEGGER

ROTATING ADVERTISING DEVICE

Filed Oct. 11, 1926

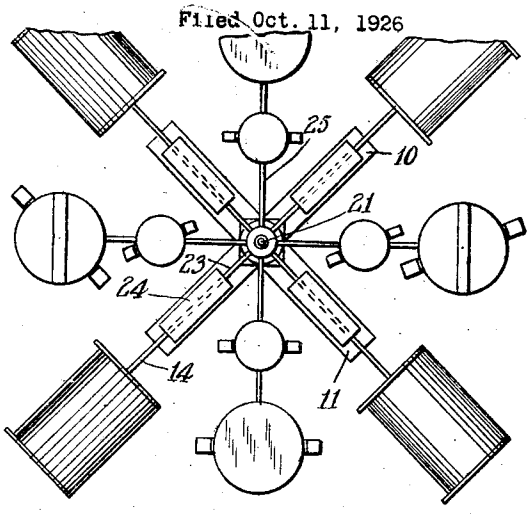



FIG. 1

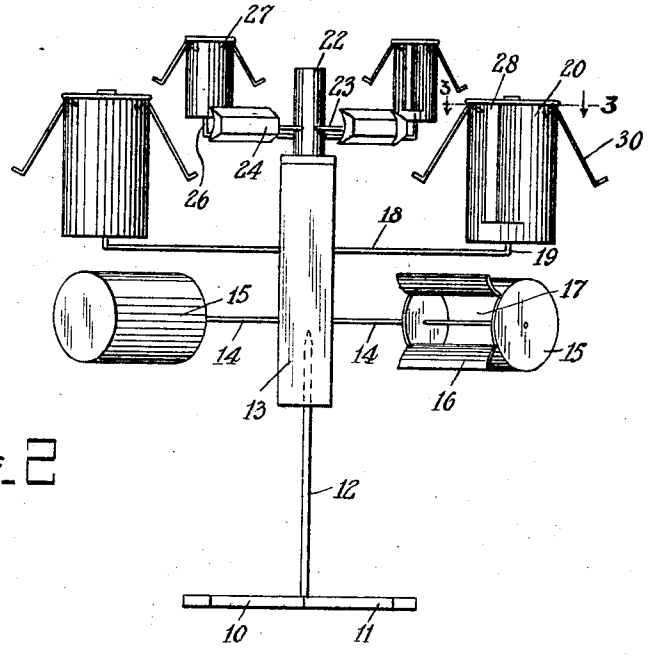



FIG. 2

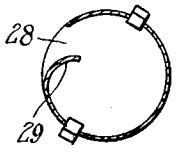



FIG. 3

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# UNITED STATES PATENT OFFICE.

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## ROTATING ADVERTISING DEVICE.

Application filed October 11, 1926. Serial No. 140,747.

The main object of this invention is to provide a suitable display device for store windows and the like which may be used as an advertising medium.

Another object is to provide an advertising device which uses a plurality of rotating cylinders upon a rotating structure and has means thereon for attracting a passer-by before a store window or the like.

The above and other objects will become apparent in the description below, in which characters of reference refer to like-named parts in the drawing.

Referring briefly to the drawing, Figure 1 is a top plan view of the advertising device, as it appears when idle.

Figure 2 is a side elevational view of the same, as it appears when in motion.

Figure 3 is a cross sectional view thru one of the cylinders.

Referring in detail to the drawing, the numerals 10 and 11 indicate crossed bars which serve as a base upon which the entire rotatable structure is supported. This base has mounted thereon a relatively long vertical rod 12 which is pointed at its upper end. A square block 13 having an opening at its lower end is inserted over the pointed end of the rod and is adapted to rotate thereon. At the corners of the block bars 14 extend outwardly and have horizontal cylinders 15 extending therefrom. These cylinders have their axes lying in a horizontal plane and the walls of said cylinders are opened at one position and turned back to provide ears 16 which serve as buffer surfaces for deflecting the air into the exposed chambers 17 of the cylinders. Additional bars 18 extend radially outward from the surfaces of the square block 13 and are bent upwardly at their outer extremities. These upwardly bent arms 19 serve as pivots for vertical cylinders 20. The upper end of the block has one end of a stud 21 embedded in it. This stud projects vertically upward and serves as an axis for a core block 22, which latter is adapted to freely rotate about the axis. This core block has a plurality of bars 23 extending radially therefrom whose ends have troughs 24 open at the side fixed thereto. The troughs are adapted to serve as vanes for rotating the entire structure mounted on the core block 22 when subjected to wind pressure. An additional plurality of bars 25, one lying between each pair of bars 23, are mounted on the core block below the bars 23. The outer ends of the bars 25 are turned upwardly, serving as arms 26 upon which cylinders 27, which latter are of the same construction as the cylinders 20, are mounted. The cylinders 20 and 27 are slitted lengthwise in a vertical plane. These slits 28 are formed by simply parting the walls and bending one of the edges curvedly inward, as indicated by the numeral 29, forming a deflecting surface for causing a rotation of these cylinders as an air current enters the slit 28. The cylinders 20 and 27 are also provided with legs 30 which are loosely mounted at their upper ends in slits formed in said cylinders and are adapted to gyrate outwardly thru centrifugal force when said cylinders are rotating, these legs normally hanging suspended when the device is at rest.

The device is adapted to serve as an advertising medium, the entire surfaces of the cylinders and the unused surfaces of the troughs being placarded with advertisements, of similar or dissimilar character. When the device is placed in a horizontal air current, air is guided into the chamber 17 of the horizontal cylinders thru the deflecting ears 16 and the lower portion, including the block 13, cylinders 15 and 20, are thereby rotated upon the stud 12. The cylinders 20 mounted on the arms 19 are rotated upon their axis simultaneously with rotation of the entire body by deflecting the air sidewise as it enters thru the slits 28 into said cylinders. As the speed of rotation of these cylinders 20 increases, the legs 30 thru centrifugal force will have their free extremities moved outwardly, as indicated in Figure 2. The uppermost structure of the device, consisting of the core plug 22, the bars 23, troughs 24 and 25, and cylinders 27, will be rotated independently about the pin 21. The cylinders 27 are actuated and rotated in the same manner as the cylinders 20 and the core block and everything mounted upon it will be rotated about the axis by the troughs coming into engagement with a horizontal air current. When these cylinders 15, 20, and 27, are provided with advertising matter, it will be seen that these advertisements will alternately disappear and reappear, thus providing a novel type of advertising device.

It is to be noted that certain changes in form and construction such as the addition of letters indicating compass directions may

be made without departing from the spirit and scope of the invention.

I claim:—

1. In a device of the class described, a base, a stud extending from said base, a square block rotatably mounted on said stud, an additional block above the first-named block and rotatable independently thereof, rotating cylinders mounted on each of said blocks, cylinder supports comprising horizontal bars having upright arms formed on their extremities, said cylinders being rotatably mounted on said arms.

2. In a device of the class described, a base, a stud extending from said base, a square block rotatably mounted on said stud, an additional block above the first-named block and rotatable independently thereof, rotating cylinders mounted on each of said blocks, cylinder supports comprising horizontal bars having upright arms formed on their extremities, said cylinders being rotatably mounted on said arms, said cylinders being slitted lengthwise and the surface of one edge of said slit being curved inwardly into the cylinder forming a curved deflecting surface for deflecting air currents sidewise into said cylinders, troughs on one of said blocks extending radially outward.

3. In a device of the class described, a base, a stud extending from said base, a square block rotatably mounted on said stud, an additional block above the first-named block and rotatable independently thereof, rotating cylinders mounted on each of said blocks, cylinder supports comprising horizontal bars having upright arms formed on their extremities, said cylinders being rotatably mounted on said arms, said cylinders being slitted lengthwise and the surface of one edge of said slit being curved inwardly into the cylinder forming a curved deflecting surface for deflecting air currents sidewise into said cylinders, troughs on one of said blocks extending radially outward, and pivoted legs on said cylinders adapted to have their free ends swing outwardly when said cylinders are rotating.

In testimony whereof I affix my signature.

ERNEST RUEGGER.