Sept. 25, 1934. A. B. CASTEIG 1,974,737

ADVERTISING DEVICE

Filed April 22, 1932

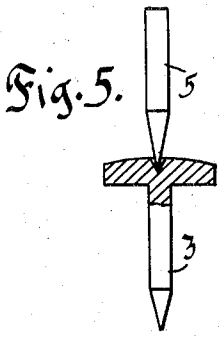


Fig. 5.

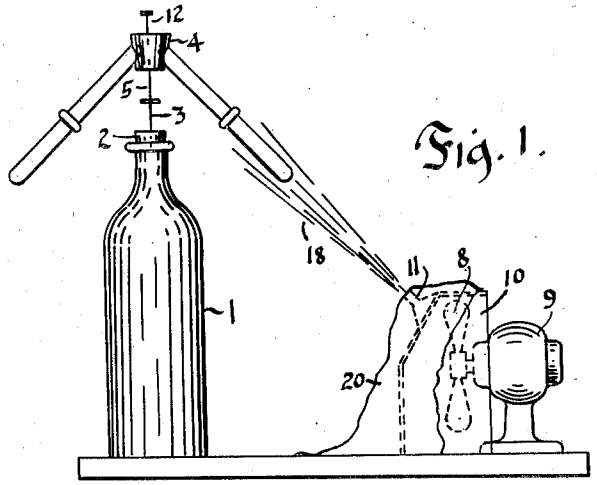


Fig. 1.

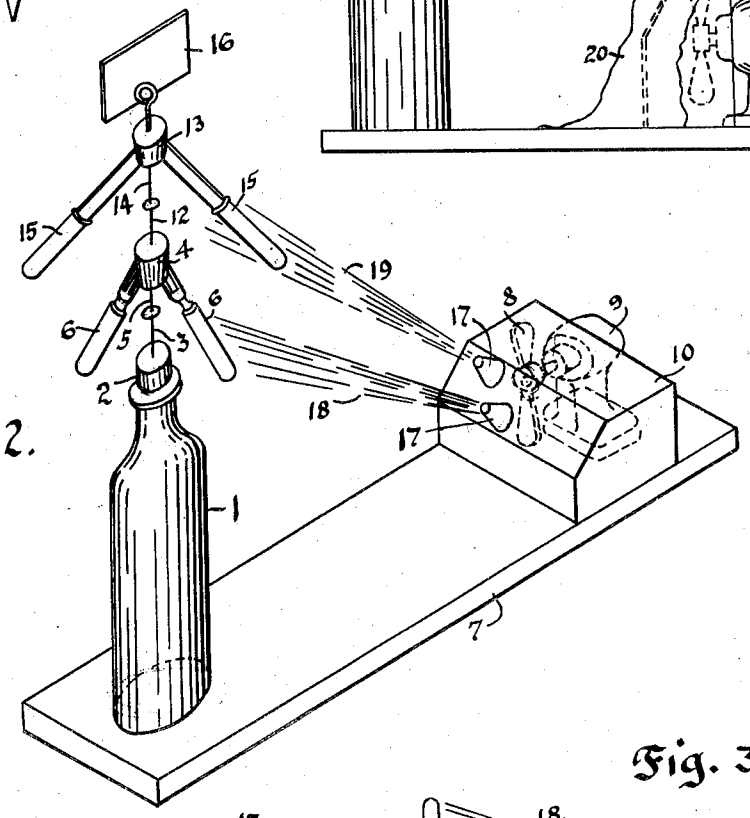


Fig. 2.

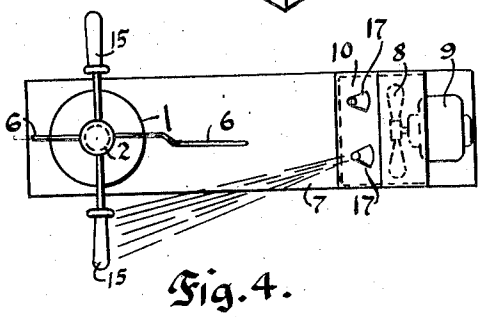


Fig. 4.

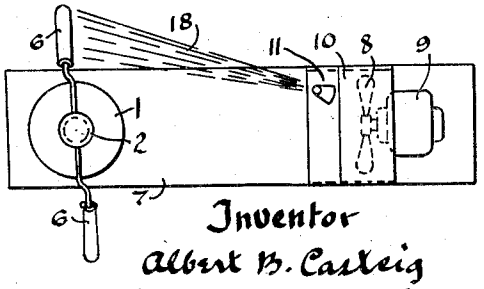


Fig. 3.

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Patented Sept. 25, 1934

1,974,737

UNITED STATES PATENT OFFICE

1,974,737

ADVERTISING DEVICE

Albert B. Casteig, Los Angeles, Calif.

Application April 22, 1932, Serial No. 606,887

1 Claim. (Cl. 272—8)

My device belongs to that class of inventions which are used for window display and particularly to that class which depends upon an apparent mystery in its operation; that is a device which has movement in its various parts but having the source of such movement concealed and intended to attract attention through the effort of the observer to determine the cause of the motion. While this device is particularly adapted for use in displaying cutlery, it is equally suitable for displaying a great variety of other goods.

I accomplish these objects by means of the following apparatus which is illustrated by the accompanying drawing, in which similar reference numbers refer to similar parts in the several views. Figure 1 is a side elevation of my device showing one rotary member. Figure 2 is an isometric view of my device showing two rotary members. Figure 3 is a plan view of my device showing one rotary member and one source of rotation. Figure 4 is a plan view showing two rotary members and a separate stream of force to actuate each one independently, in the same or in opposite directions. Figure 5 is a greatly enlarged section of the supporting bearing.

The construction of my device is as follows: 1 is an ordinary bottle or container, preferably of transparent glass. A cork 2 is inserted in the neck of the said bottle. Inserted in the cork 2 is a pin 3 of the common type, the same being made of a metal softer than steel. 4 is a similar cork having a needle 5 inserted in its lower side, the said needle being preferably made of steel or other hard metal, with its point adapted to rest on the head of the pin 3. Inserted in the opposite sides of the cork 4 are any relatively small articles such as the two forks 6. More than two may be inserted if desired, but in that case they should be inserted in such a manner as to balance each other. If the articles were all alike this balance would be established by inserting them at equal distances around the periphery of the said cork. Located nearby, and preferably mounted on a base 7 which can also support the bottle 1, is a small fan 8 driven by a motor 9 or by any other convenient means. Surrounding the fan 8 is a housing 10 provided with a nozzle 11 so located on the said housing as to direct a stream of air against the handles of the forks or other articles 6, thus converting this assembly into a pneumatically driven rotary unit.

The device can also be made in multiple as shown in Figures 2 and 4. In multiple sets the cork 4 has a pin 12 inserted in its upper side similar to the pin 3 in the cork 2. Another cork 13 is provided with a needle 14 with its point resting on the head of the pin 12. Various articles, such as the knives 15 shown, can be inserted in the sides of the said cork 13, said articles being located at such distances around the periphery of the cork 13 as to be in balance with each other. If desired a card holder 16 can be inserted in the top of the cork 13 to carry a legend or other advertising matter. In multiple sets a fan housing 10 has a nozzle 17 for each rotating unit, and each of the said nozzles is so located as to direct a separate stream of air to each of the said sets of articles. By directing one of these streams 18 to strike the articles on cork 4 on one side of the center line, and the other stream 19 to strike the articles on the cork 13 on the opposite side of the center line, the two units can be made to revolve in opposite directions. To conceal the motor and fan and thus carry out the illusion of motion without a source of power, a cover 20 can be placed over the motor and fan housing. This cover 20 can be of fabric, a card or any other desired material, with very small holes in said cover to permit the passage of air from the nozzles. If desired the motor and fan can be remotely located and the air piped by a small tube or tubes properly directed against the articles on the rotating units and camouflaged by any convenient means, such as being concealed among the various articles on display. The members 4 and 13, hereinbefore designated as corks, may be of any other suitable material if desired.

The operation of my device is as follows:

Each rotative unit is assembled separately by taking the cork 4 or 13 and inserting the pin and needle and the articles to be displayed. The unit is then placed in position with the point of the needle resting on the head of the pin 3 or 12, and steadying it in such position by hand until the blast of air from the fan and nozzle impinges against the articles on the unit and causes rotation. The guiding hand is then removed and the rotation continues as long as the air blast is applied. Lateral displacement is prevented by the point of the needle being impressed slightly into the head of the pin. By the concealment of the source of rotation the desired illusion is created and the attention of the observers is attracted to the device and to the display of merchandise placed nearby.

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

In a device of the class described the combination of a support slightly indented at its upper

end, a penetrable substance having impaled therein and in balanced relation to each other, articles for display, said penetrable substance having on its under side a pin rotatably mounted in said indentation of the said support, and including elements to cause rotation of said penetrable substance and said articles, said rotation being accomplished by the impingement of an air current delivered by said elements against said articles.

ALBERT B. CASTEIG.