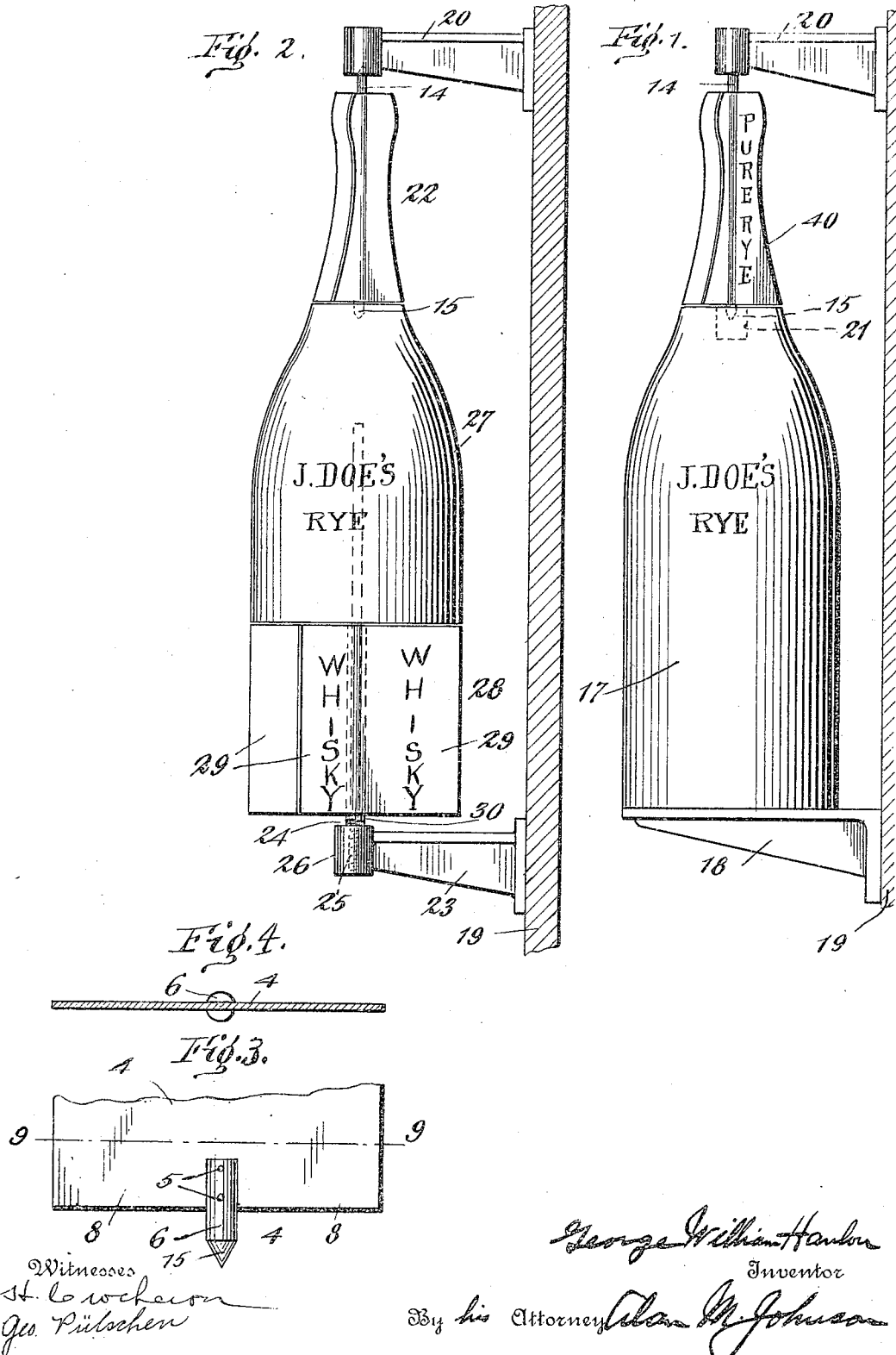


G. W. HANLON.
ADVERTISING DEVICE.
APPLICATION FILED JAN. 25, 1908.

960,316.

Patented June 7, 1910.



UNITED STATES PATENT OFFICE.

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EDWARD MORANGE, OF MOUNT VERNON, NEW YORK, AND ONE-THIRD TO
FREDERICK R. KALCK, OF NEW YORK, N. Y.

ADVERTISING DEVICE.

960,316.

Specification of Letters Patent.

Patented June 7, 1910.

Application filed January 25, 1908. Serial No. 412,559.

To all whom it may concern:

Be it known that I, GEORGE WILLIAM HANLON, a citizen of the United States, and a resident of New York, in the county of New York and State of New York, have invented certain new and useful Improvements in Advertising Devices, of which the following is a specification, taken in connection with the accompanying drawings, which form a part of the same.

This invention relates to advertising devices and more particularly to signs, having a portion rotatable to more readily attract attention. The rotatable portion of the sign may be actuated by the wind, or, if desired, by any suitable controlled power.

The moving element to insure its rotation may be given a curved outline such, for instance, as shown in U. S. Patent 701,249.

In the accompanying drawings showing an illustrative embodiment of this invention and in which the same reference numeral refers to similar parts in the several figures, Figure 1 is a side elevation of one form of my invention; Fig. 2 is a side view of another form of my invention; Fig. 3 is a side elevation of a detail; and Fig. 4 is a horizontal section on line 9—9 of Fig. 3.

In the illustrative embodiment of this invention shown in the drawing 17 is a bottle which is held immovable upon a bracket 18 extending out from a support 19. The axle or arbor 14 is supported at one end by the bracket 20, the other being mounted within the body of the bottle, a suitable bearing plate 21 being preferably located therein to receive it. To still further attract the eye, I may, in addition to having the neck of the bottle rotate, form the bottom of the bottle so that it will also rotate as shown for instance in Fig. 2. In this figure the neck 22 is rotatably mounted in the same manner as in Fig. 1. The body of the bottle, however, is supported and non-rotatably held on the bracket 23 by means of a bolt 24 having screw threads 25 to screw into the head 26 of the bracket 23. The bolt 24, Fig. 2, supports the body portion 27 of the bottle some little distance above the bracket 23. Between this bracket and the portion 27 of the bottle I mount a rotatable member 28 having wings 29, 29 which preferably conform to the shape of the bottle. This rotatable

member is mounted upon a sleeve 30, through which extends said bolt 24, permitting the free rotation of the member 28 representing the lower portion of the bottle.

While ordinarily the rotatable members are meant to be moved, oscillated or rotated by the wind I may, if desired, actuate them by any suitable actuating mechanism, as by a motor, clock or other suitable means, not shown.

Ordinarily the rotatable members may be made of tin, suitably painted, illustrated, decorated or lettered. It is to be understood, of course, however, that any other suitable material may be used as paste board, celluloid, wood, or any other substance. While I have for purposes of illustration shown my rotating member made to conform to the shape of a bottle, or a neck of a bottle, it is to be understood of course that these shapes merely illustrate how my invention may be used, and that under no circumstances is it to be limited to such shapes or configurations.

The rotatable members 40 and 22 in Figs. 1 and 2 respectively, are mounted on a vertical arbor 14 having an end 15 which in Fig. 2 is loosely mounted in the fixed portion 27 while in Fig. 1 the end 15 is seated in a bearing plate 21 carried by the fixed member 17.

In those cases where it is desirable to have the rotatable member made simply of one plate as in Figs. 3 and 4 I use a plate 4 and fasten to it, in any suitable manner, as by rivets 5, 5 a pivot pin 6, one being shown in Fig. 3, though it is to be understood, of course, that a duplicate pin is mounted at the top of the plate 4, to cooperate with the brackets 20, 20. In this form I have two wings 8, 8 one on each side of the pivot pin 6.

Having thus described this invention in connection with several illustrated embodiments thereof, to the details of which I do not desire to be limited, what is claimed as new and what it is desired to secure by Letters Patent is set forth in the appended claims.

1. In an advertising sign, a sign formed of a plurality of rotatable wings and a fixed portion, the wings and fixed portion together representing the article to be ad-

vertised, the arbor being mounted in line with the center of the fixed portion.

2. In an advertising sign, a sign formed of a plurality of wings and a fixed portion,
5 the wings and fixed portion together representing a bottle, means to support the fixed portion so that it will not rotate, and means

to support the wings so that they will be permitted to rotate.

GEORGE WILLIAM HANLON.

Witnesses:

FRED. R. KALCK,

ALAN M. JOHNSON.