April 26, 1932. L. PRINS 1,855,648

ADVERTISING DEVICE

Filed June 29, 1931 2 Sheets-Sheet 1

Fig. 1.

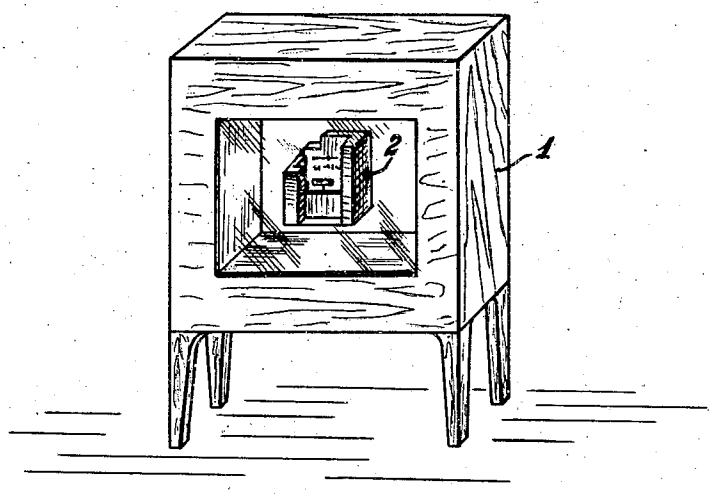


Fig. 2.

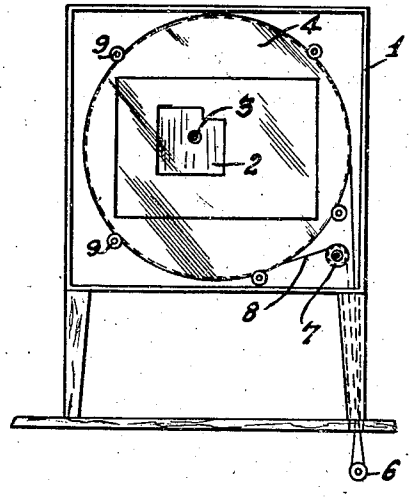
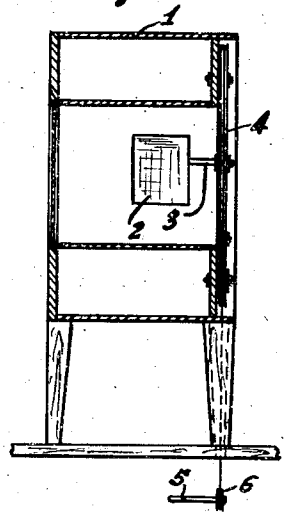


Fig. 3.



L. Prins
INVENTOR

By: Marks & Clerk
Attys.

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Fig. 4.

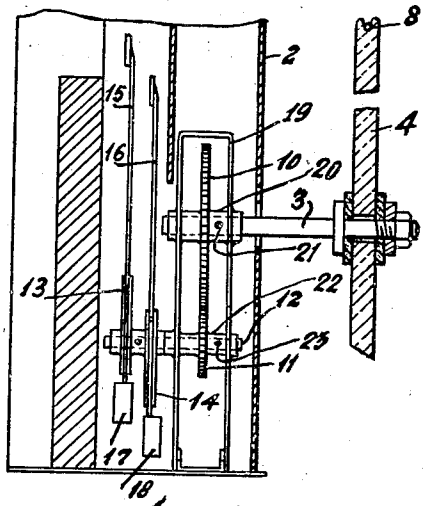
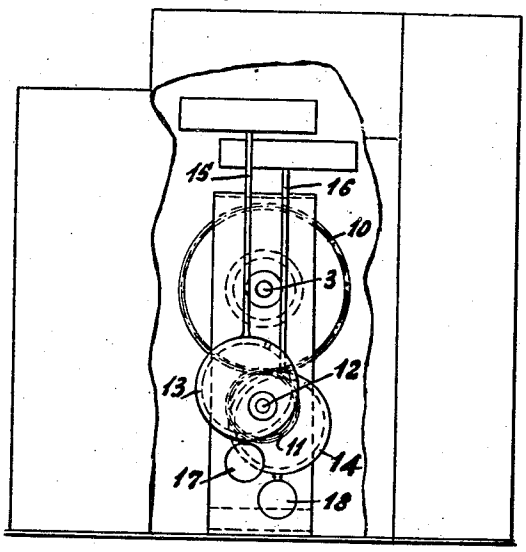


Fig. 5.



L. Prins
INVENTOR

By: Marks & Clerk
Attys.

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UNITED STATES PATENT OFFICE

LEENDERT PRINS, OF WASSENAAR, NETHERLANDS

ADVERTISING DEVICE

Application filed June 28, 1931, Serial No. 547,736, and in the Netherlands July 10, 1930.

The invention relates to an advertising device. The purpose of the invention is to create the appearance as if the exhibited articles, being advertised, describe a definite path floating quite freely.

According to the invention the advertising device comprises a transparent vertical disc, which may be rotated by a driving means, engaging the edge of the disc, this edge being hidden from view, while the disc is provided with an eccentrically placed arm, projecting forward and carrying an advertising article.

According to a preferable embodiment of the invention the vertical transparent disc may form the rear wall of a housing, the front wall of which is closed by a transparent window, while the edge of the disc is hidden from view by the side walls of the housing.

Further the eccentrically placed arm may be attached fixedly to the transparent disc, while the advertising article is connected rotatably to the arm.

Finally the eccentrically placed arm may serve as a driving shaft to impart a special movement to the advertising movement or to parts thereof.

To elucidate the invention, some embodiments of the device will be described, reference being made to the accompanying drawings.

Fig. 1 is a perspective view of the advertising device executed in the shape of a housing,

Fig. 2 is a rear view and

Fig. 3 a vertical cross section of this device,

Fig. 4 is a side view of the moving mechanism for parts of the advertising device,

Fig. 5 is a front view of the mechanism according to Fig. 4.

The device according to Figs. 1–3 comprises a housing 1, which is closed at the front by a transparent window and of which the side walls are so thick that the edge of the transparent vertical disc 4 which is placed against the rear wall of the housing, is wholly hidden from view to an observer standing in front of the housing.

The disc 4 rests in and is guided by rolls 9, attached to the housing, while a belt 8 is put round the disc which belt runs over a pulley 6 attached to the shaft 5 of a driving motor, so that a rotating movement may be imparted to the disc 4. With the aid of a guiding roll 7 the belt can be hidden behind one of the legs of the housing and so hidden from view.

A projecting arm 3, carrying an advertising article 2 is eccentrically attached to the disc 4.

During the rotation of the disc 4, the observer in front of the housing may look right through the housing via the transparent front-window and the transparent disc 4 and sees the advertising article describe a circular path. However, he cannot establish the cause of this movement, as the appearance is created, that the article moves in the housing floating quite freely, because the movement of the transparent disc cannot be noticed by the observer and the arm 3 is hidden behind the article 2 in every position of the disc 4.

If the advertising article is carried rotatably by the eccentrically placed arm 3, this article retains its vertical position while describing its path.

In Figs. 4 and 5 a mechanism is shown with the aid of which a special movement may be imparted to the advertising article or parts thereof, by which the surprising effect of the freely-floating body is increased.

According to these figures the eccentrically placed arm 3 is connected fixedly to the transparent disc 4 driven by the belt 8. A support 19 is attached rotatably to the free end of the arm 3 which support is fixed to the advertising article 2, so that this article retains its vertical position while describing its circular path.

Between parts of the support 19 a tooth-wheel 10 is fixedly attached to the arm 3 by the aid of its hub 20 and a coupling pin 21 in the usual way which tooth-wheel engages a tooth-wheel 11 fixedly attached to the shaft 12 by the aid of its hub 22 and a coupling pin 23.

Two eccentrics are fixed to the projecting end of the shaft 12, eccentric rings being provided round these eccentrics, which rings have upward reaching rods with advertising shields 15, 16 and downward reaching

weights 17, 18 respectively. The weights serve to retain the rods 15, 16 in the vertical position.

As the arm 3 which is fixedly connected to the disc 4 turns about its own axis one time during one revolution of the disc, the tooth-wheel 10 will make one revolution in the same time, thereby causing the tooth-wheel 11 to rotate the latter remaining vertical below the tooth-wheel 10, so that the rods 15, 16 with the advertising shields are moved up and down with regard to the advertising article.

It is clear that a special movement may be imparted to other parts of the advertising article or to this article itself by varying the moving mechanism 10—14.

Instead of placing the transparent disc 4 within a housing 3, as is described with reference to the above embodiment, this disc also may be placed freely within a window-dressing, on condition that care is taken that the edge of the disc and the supporting roll are hidden from view.

I claim:

1. Advertising device comprising a vertical transparent disc, means for imparting rotary movement to the disc, a forwardly projecting arm mounted eccentrically on the disc, and an advertising article carried by said arm.

2. Advertising device comprising a housing, a transparent window closing the front wall thereof, a transparent vertical disc constituting the rear wall of the housing, means for rotating the disc, said disc having its periphery hidden from view by the side walls of the housing, a forwardly projecting arm eccentrically mounted on the disc, and an advertising article carried by the arm.

3. Advertising device comprising a transparent vertical disc, means engaging the periphery of the disc for driving the same, a forwardly projecting arm mounted eccentrically on the disc, and an advertising article rotatably mounted on the arm.

4. Advertising device comprising a transparent vertical disc, means engaging the periphery of the disc for driving the same, a forwardly projecting arm mounted eccentrically on the disc, an advertising article rotatably supported on the arm, and means driven by the eccentrically supported arm serving to impart a special movement to parts of the advertising article.

In testimony whereof I affix my signature.

LEENDERT PRINS.