March 8, 1938. W. F. CURRIE 2,110,646

ADVERTISING DEVICE

Filed Jan. 22, 1937

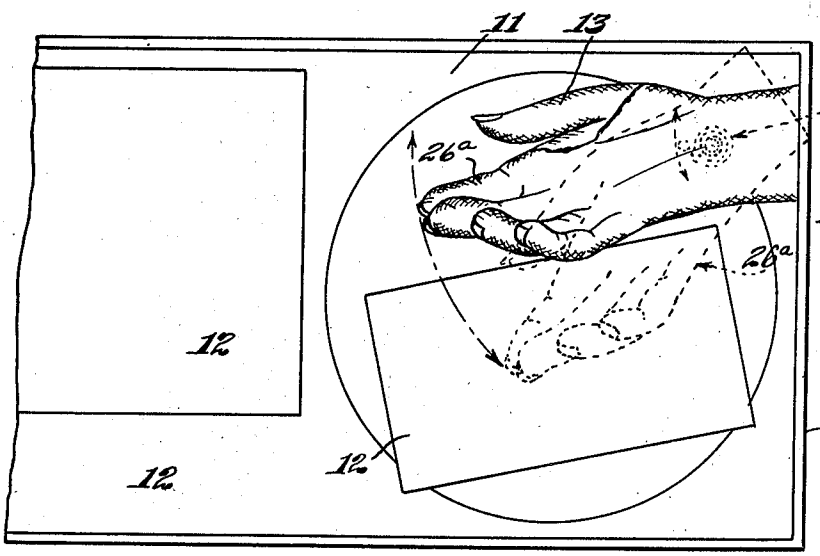
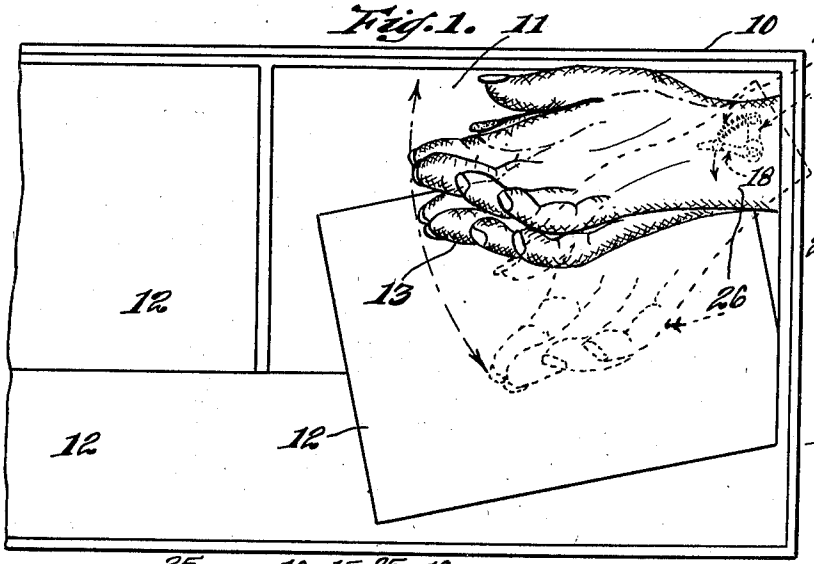


Fig. 6.

Fig. 1.



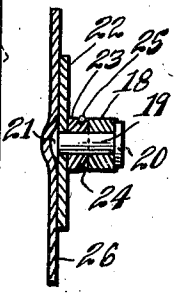


Fig. 5.

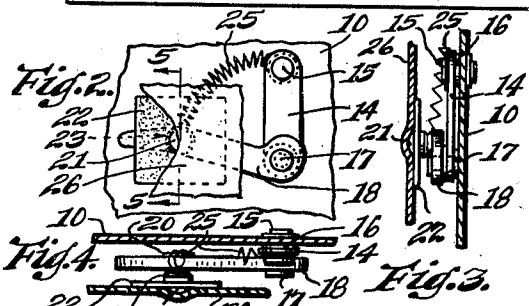


Fig. 2.

Fig. 4.

Fig. 3.

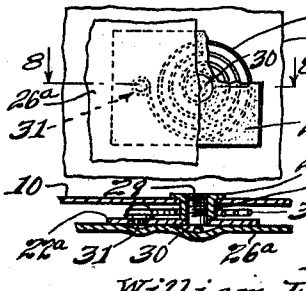


Fig. 7.

Fig. 8.

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UNITED STATES PATENT OFFICE

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ADVERTISING DEVICE

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Application January 22, 1937, Serial No. 121,744

4 Claims. (Cl. 40—138)

This invention relates to advertising devices, and more especially to animation devices for advertising cards and the like.

An object of the invention is to provide a device for producing an animated character as a part of a card or sign used for advertising and other similar effects.

Another object is to provide a device of the character described adapted for special use in vehicles such as railways cars, buses and the like.

Another object is to provide a device of the character described in which the energy required for producing the animation is derived from the motion of the vehicle.

Other objects and advantages will appear and be brought out more fully in the following specification, reference being had to the accompanying drawing, wherein:

Fig. 1 is a view of a portion of advertising card illustrating my invention;

Fig. 2 is a fragmentary view of the same on an enlarged scale illustrating the operating mechanism;

Fig. 3 is a side view of the same;

Fig. 4 is a top view of the same;

Fig. 5 is a central section taken along the line 5—5 of Fig. 2;

Fig. 6 is a view similar to Fig. 1 in which a modified form of actuating mechanism is employed;

Fig. 7 is a view similar to Fig. 2, illustrating the mechanism of Fig. 6; and

Fig. 8 is a plan section taken along the line 8—8 of Fig. 7.

Referring more particularly to the drawing and especially to Figs. 1 to 5, I show an advertising card 10 of the type usually employed in railway cars and buses, the card having a front face 11 bearing advertising or other indicia 12, a portion of the indicia particularly being designated at 13, and shown as a configuration of a human hand. Adjustable pivot bar 14 is secured as by stud rivet 15 to card 10 and so positioned as to be approximately at the wrist portion of the hand 13. A friction washer 16 may be employed on rivet 15 to further effect the securing of plate 14 to card 10. Bar 14 is provided at its lower end with a pivot 17 on which a rock arm 18 is loosely mounted for pivot action. A rivet 19, having heads 20 and 21, secures a card 22 to rock arm 18, a spacing collar 23 being mounted on rivet 19 between card 22 and arm 18, the collar 23 being provided with a spring groove 24 for the attachment of one end of a spring 25, the other end of which is attached to stud rivet 15. The character element 26 which may be a card in outline of a human hand, similar in size to the hand 13, is secured to card 22 as by gluing or in any suitable manner. It will be understood that the character element or hand 26 will have a center of gravity at some distance away from pivot 17 and normally at a point substantially in the same horizontal plane.

In Figs. 6 to 8, I show a modified form of pivot mounting for the character element wherein the card 10 is provided with a stud rivet 27 extending through the card and having a flanged portion 28 to facilitate securing of the same, rivet 27 being provided with an internal screw thread 29 for the reception of a flat-head screw 30 to which card 22*a* is secured. Card 22*a* is essentially similar to card 22 and is provided with a rivet 31, and a spiral spring 32 is secured at its outer end to rivet 31 and its inner end to stud rivet 27. The character element 26*a*, essentially similar to character element 26, is suitably secured by gluing to card 22*a*.

From the foregoing description the operation of my device should be obvious. It will be readily apparent that character elements 26 and 26*a* will normally be held in the approximate position shown in Figs. 1 and 6, that is horizontally, and that upon the jolting of the card 10 which will occur in the operation of the car or other vehicle in which the card is mounted, that the character elements will swing about pivots 17 and 27 on the card and the character elements will be given an up and down swing motion which will attract attention to the character elements and to the advertising matter 12 in a very effective manner.

While I have illustrated and described the preferred form of construction for carrying my invention into effect, this is capable of variation and modification without departing from the spirit of the invention. I, therefore, do not wish to be limited to the precise details of construction set forth, but desire to avail myself of such variations and modifications as come within the scope of the appended claims.

Having thus described my invention, what I claim as new and desire to secure by Letters Patent is:

1. The combination with an advertising card, as described, of a pivot plate secured to said card, a rock arm pivotally mounted at one end of said plate, a character element secured to said rock arm, and a spring secured to said rock arm and to the other end of said plate.

2. The combination with an advertising card, as described, of a pivot plate adjustably secured to said card, a rock arm pivotally mounted at one end of said plate, a character element secured to said rock arm, and a spring secured to said rock arm and to the other end of said plate.

3. The combination with an advertising card, as described, of an elongated pivot plate adjustably secured at its upper end to said card, a rock arm pivotally secured at one end on the lower end of said pivot plate, a character element secured to said rock arm, and a helical spring secured to the other end of said rock arm and to the upper end of said plate.

4. The combination with an advertising card, as described, of an elongated pivot plate adjustably secured at its upper end to said card, a rock arm pivotally secured at one end on the lower end of said pivot plate, said rock arm adapted to extend substantially horizontally, a character element secured to said rock arm, and a helical spring secured to the other end of said rock arm and to the upper end of said plate.

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