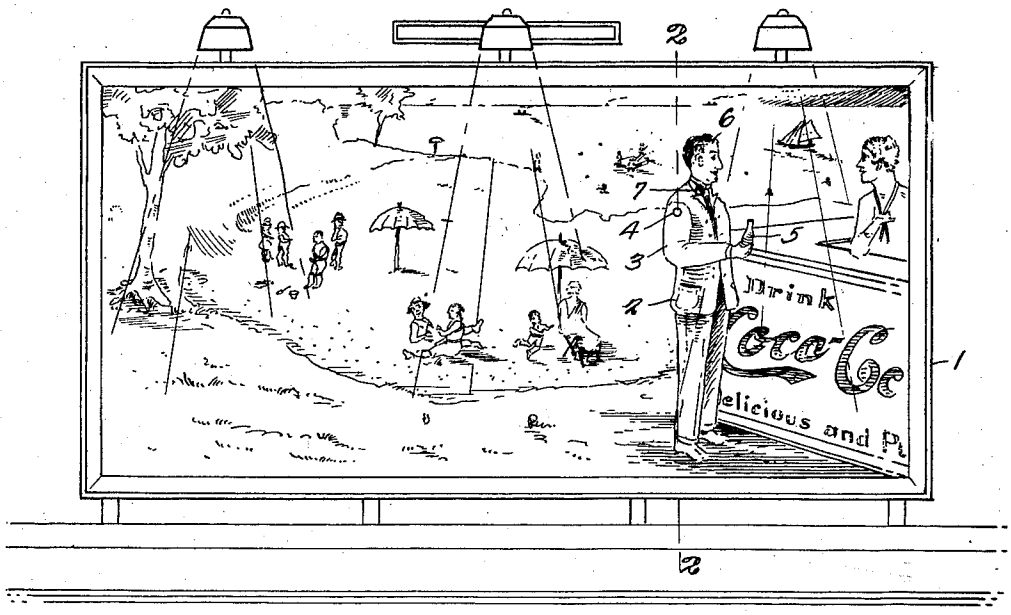
June 17, 1930. R. L. GATLIFF 1,764,834

ADVERTISING DEVICE

Filed July 5, 1929

FIG. 1.



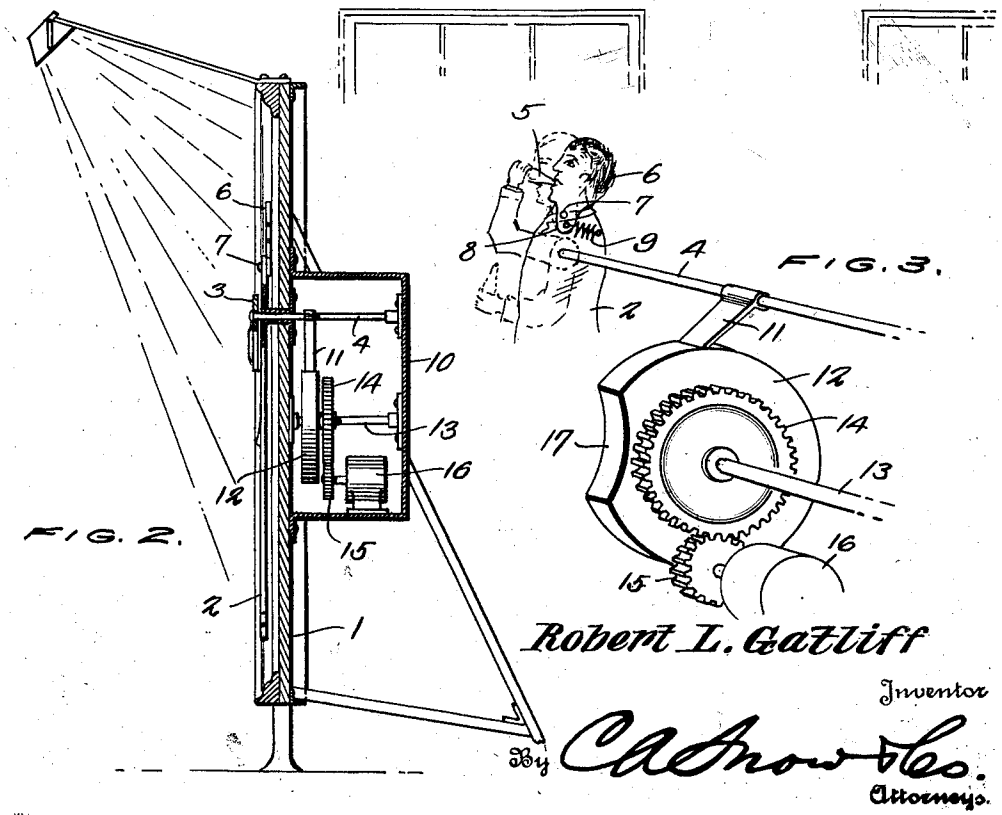


FIG. 2.

FIG. 3.

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UNITED STATES PATENT OFFICE

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ADVERTISING DEVICE

Application filed July 5, 1929. Serial No. 376,206.

This invention relates to advertising signs, one of its objects being to provide a sign having a movable portion whreby attention will be attracted thereto and its value as an advertising medium will be enhanced greatly.

Another object is to provide a device of this character which is simple and compact in construction, cheap to operate, and will not readily get out of order.

With the foregoing and other objects in view which will appear as the description proceeds the invention resides in certain novel details of construction and combinations of parts which will be hereinafter more fully described and pointed out in the claims, it being understood that various changes may be made within the scope of the claims without departing from the spirit of the invention.

In the accompanying drawing the preferred form of the invention has been shown.

In said drawing

Figure 1 is a front elevation of a sign constructed in accordance with the present invention.

Figure 2 is an enlarged section on line 2—2 Figure 1.

Figure 3 is a perspective view of a portion of the mechanism.

Referring to the figures by characters of reference, 1 designates a sign board on which may be painted or otherwise displayed a suitable background for the movable portion of the sign. In the present instance the sign portrays a scenic background while in the foreground there is the figure of a man purchasing a beverage at a counter. The Figure 2 has an arm 3 pivotally mounted at 4 so as to swing upwardly and downwardly. In the hand portion of the arm is held a bottle 5 such as used for holding the beverage being advertised.

The head 6 of the Figure 2 is pivotally mounted at 7 and a tongue 8 extends downwardly from the head or from the rotatable pin on which the head is mounted and is connected by a spring 9 to the back or concealed surface of the Figure 2. Thus the head is maintained normally erect as shown in Figure 1.

The pivot 4 of the arm 3 is a shaft that is extended backwardly from the sign 1 and is journaled in a housing 10. A finger 11 is secured to and extends from the shaft and has its free end resting on the periphery of a cam 12 secured to a countershaft 13 in the housing. A gear 14 is also secured to the countershaft and receives motion through a gear 15 from a motor 16 in the housing.

The periphery of the cam is cut away as shown at 17 so that when the finger 11 is seated in the recess the arm 3 will be in lowered position as shown in Figure 1.

In practice the motor is caused to operate and motion will be transmitted from it and the gears to the countershaft and the cam. As the recessed portion of the cam withdraws from under the finger said finger will be thrust outwardly from the shaft 13 and cause shaft 4 to turn and swing arm 3 upwardly. The parts are so proportioned that during this movement the mouth of the held bottle will press against the mouth portion of the head 6 and swing the head back against the action of spring 9 as shown in Figure 3. Thus the figure will appear to be drinking from the bottle. These relative positions will be maintained until the recess 17 comes back of finger 11 at which time the parts will return to their initial positions as in Figure 1.

What is claimed is:

1. An advertising sign including a board portraying a background scene, a figure being included as a part of the scene, a movable head forming a part of the figure, yielding means for holding the head normally in one position, a pivoted member forming a part of the figure, and motor operated means for intermittently actuating said member to engage and shift the head.

2. An advertising sign including a board portraying a scene, there being a figure forming a part of the scene, a yieldingly held member forming a part of the figure, a movable member forming a part of said figure, a rock shaft movable with the movable member, a cam, motor driven means for rotating the cam, and means on the shaft and engaged by the cam for actuating the shaft and the member thereon.

3. An advertising sign including a board portraying a scene, there being a figure of a person included in the scene, a yieldingly restrained head forming a part of the figure, an arm forming a part of the figure and mounted to swing, an object movable with the arm, a motor, and means operated by the motor for swinging the arm to press said object against the head and move the head back from normal position.

In testimony that I claim the foregoing as my own, I have hereto affixed my signature.

ROBERT L. GATLIFF.