Oct. 9, 1951 A. H. DE VANE 2,570,778

ADVERTISING DUMMY

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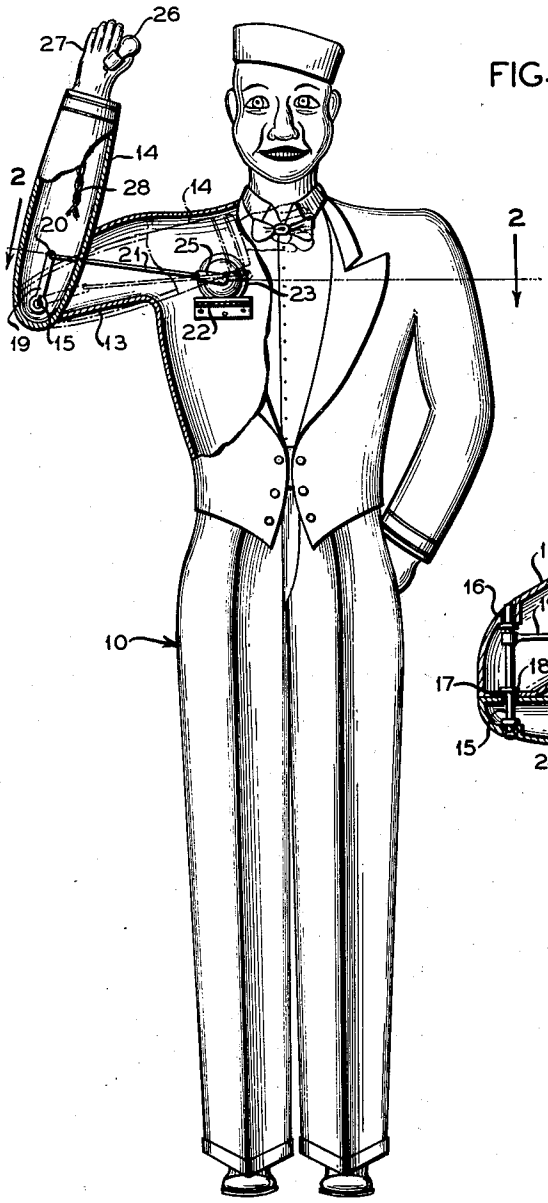


FIG. 1

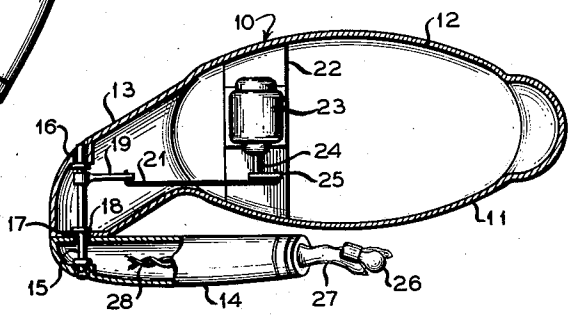


FIG. 2

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ADVERTISING DUMMY

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1 Claim. (Cl. 40—126)

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This invention relates to the art of advertising and more particularly to an advertising device simulating an animate object and in which a portion of the device is actuated or caused to move by power means in order to attract attention.

Numerous devices of this general character have been developed in the past but many of which were complicated while others were subject to frequent breakdown and expensive and represented a relatively large investment to the user.

It is therefore an object of this invention to provide a power-operated advertising device simulating an animate object such as, for example, a bellhop and in which a portion thereof is operated to attract attention, and which may be economically constructed from simple metal stampings or the like, and in which the power-operating mechanism is of extremely simple and rugged construction capable of rendering long and trouble-free service.

Other objects and the nature and advantages of the invention will be apparent from the following description taken in conjunction with the accompanying drawings, wherein:

Fig. 1 is an elevation illustrating one application of the invention with parts in section for greater clarity and with the arm of the figure in extended position in full lines and in downward position in dotted lines; and

Fig. 2, a horizontal section on the line 2—2 of Fig. 1, with the arm of the figure in lowered position.

An advertising device of the nature disclosed in this application may take many different forms and may be constructed in many different ways. Likewise the mechanism for actuating any movable portions thereof may be of many diversified types this depending somewhat on the nature of the movement produced and the number of movable parts.

In order to maintain this disclosure relatively simple and yet to be sufficiently illustrative of the invention, merely one type of device is illustrated and described herein, and relatively simple driving mechanism is utilized to actuate the movable member of the device, such as the arm. The advertising device may simulate a bellhop or other person and have a body with one arm extended at an angle thereto. The lower portion of the arm is pivoted at the elbow and is power-driven to oscillate through a limited arc in order, by means of this mount, to attract the attention of persons passing by or in the vicinity. In the hand or at the end of the arm illuminated means is mounted in order to further attract attention.

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With continued reference to the drawings, a figure 10 is provided which simulates a man, preferably dressed in the uniform of a porter or bellhop, doorman, or the like, the figure 10 being preferably of hollow construction and may be approximately made of any desired material such as stamped metal sections 11 and 12 secured together at convenient locations by welds, by bent tabs, or other desired means. If preferred, the figure 10 might be molded from plastic materials constructed of wood, or might conceivably comprise a skeleton framework covered with fabric or other suitable materials.

One arm 13 of the figure 10 projects substantially at right angles to the body, with the lower arm portion 14 pivotally mounted at the elbow for oscillatory movement in a substantial vertical plane through an arc of approximately 80°, as shown by the full line and dotted line positions in Fig. 1. The lower arm 14 is fixed to a shaft 15 extending substantially at right angles thereto, such shaft being journalled in bearings 16 and 17 disposed within the interior of the upper portion of the arm 13 and adjacent the normal elbow joint.

The shaft 15 may be provided with a collar 18 fixed thereon in engagement with the bearing 17 in order to limit axial movement of the shaft 15 and prevent separation of the lower arm 14 from the upper arm 13. Also fixed on the shaft 15 is a lever arm 19 provided with an aperture 20 adjacent the outer end thereof for pivotally receiving a connecting rod 21 extending through the upper arm 13 into the interior of the chest portion of the figure.

Mounted within the figure 10 on a bracket 22 or other suitable supporting means is a source of power in the form of an electric motor 23 having a power shaft 24 to which is attached a crank 25. The crank 25 is pivotally secured to the opposite end of the connecting rod 21 from the end thereof secured to lever arm 19.

With the structure described when the power shaft 24 is rotated, the lower arm 14 will be oscillated about the axis of the shaft 15 through an angle determined by the length of the crank 25 and the length of the lever arm 19. In the form illustrated in the drawing the length of this arc is approximately 80° through which the upper arm 14 is moved or swung from approximately an upright or vertical position to a posi-

tion slightly above the horizontal and in front of the upper chest portion of the figure 10.

In operation the device described above is intended to be located near the entrance to a restaurant, a hotel, a place of amusement, or other place of business where it is desired to attract attention and to direct such attention to the establishment advertised or indicated. Obviously any desired type of figure may be employed as well as any preferred character decoration including the style and color of the same.

In order to increase the attention attracting characteristics of the device, a multi-colored electric light bulb 26 or illuminating or signalling device may be secured to the hand 27 at the outer end of the lower arm 14. Conductors 28 for supplying current to the bulb 26 may extend inwardly through the hand 27, the interior of the lower arm 14, and the upper arm 13 into the interior of the figure 10, and outwardly to a source of electricity. If desired, such conductors could pass from the forearm through the joint member 15. It is further contemplated that the signal might be the displaying of a worded sign or the playing of a recording, when for example the device is used in front of the entrance to a tourist camp or hotel, such as "come in and enjoy our fine food and excellent rooms."

While the figure of a person has been illustrated in the drawing and described in the specification, obviously this figure may simulate an animal or bird or the object may be utilized in any manner desired.

It will be obvious to those skilled in the art that various changes may be made without departing from the spirit of the invention and therefore the invention is not limited to what is shown in the drawings and described in the specification, but only as indicated in the appended claim.

What is claimed is:

An advertising dummy comprising a substantially hollow body simulating a human figure and having arms including a hollow upper arm projecting horizontally laterally and forwardly from said body, pivot means mounting one hollow forearm of said figure for swinging movement through a vertical plane from a position in front of said body to a substantially vertical position free of said body whereby said forearm will be visible from front and rear of said body, said means comprising a shaft journalled in said hollow upper arm, the extremity of said shaft extending through said upper arm and into said hollow forearm and being fixed thereto, a vertically disposed flattened bearing portion on the forward surface of said hollow upper arm surrounding said extending shaft, said vertically disposed flattened portion lying in a plane in front of said body, a complementarily flattened portion on the inner face of said forearm engaging said bearing portion, a lever arm fixed to said shaft within said upper arm, a link extending from said lever, means for actuating said link for swinging said lever and said forearm comprising a motor mounted within said body on a horizontal plane in substantial alignment with said shaft and including a shaft to be driven by said motor, a crank on said last mentioned shaft connected to said link so that upon operation of said motor the forearm will be raised from a position in front of said hollow body to a substantially vertical position above said upper arm and beyond the outline of said body, signal means mounted upon said forearm adjacent the extremity thereof, and means whereby said signal means is actuated upon movement of the forearm to a definite position, said signal means being of a character to be electrically energized.

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