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No. 885,350. PATENTED APR. 21, 1908.

G. B. LEHY.

ADVERTISING DEVICE.

APPLICATION FILED NOV. 9, 1906.

2 SHEETS—SHEET 1.

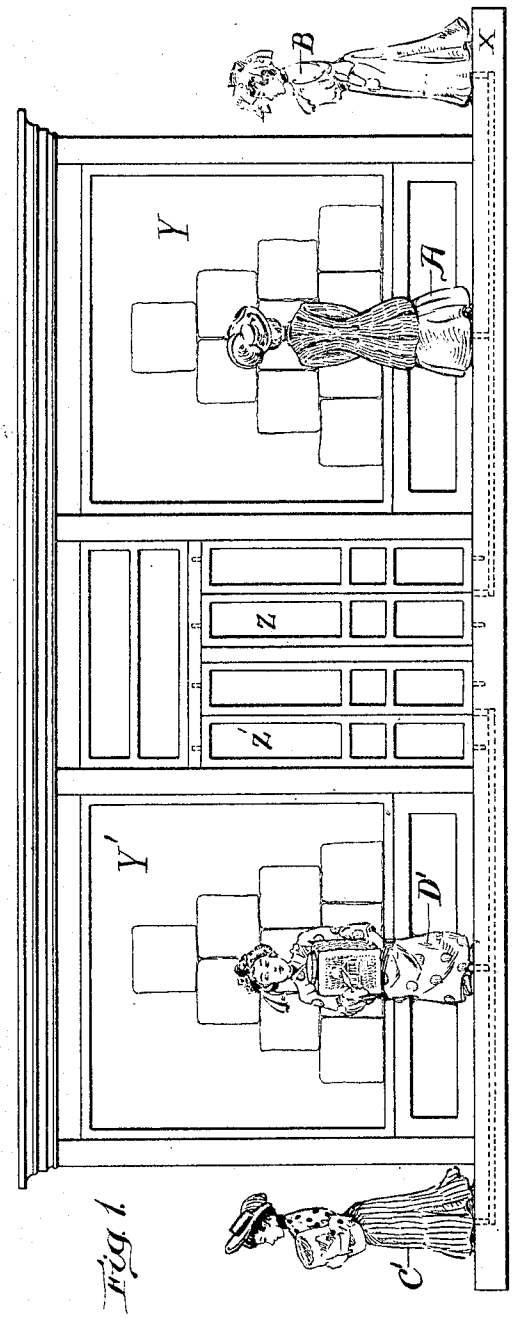


Fig. 1.

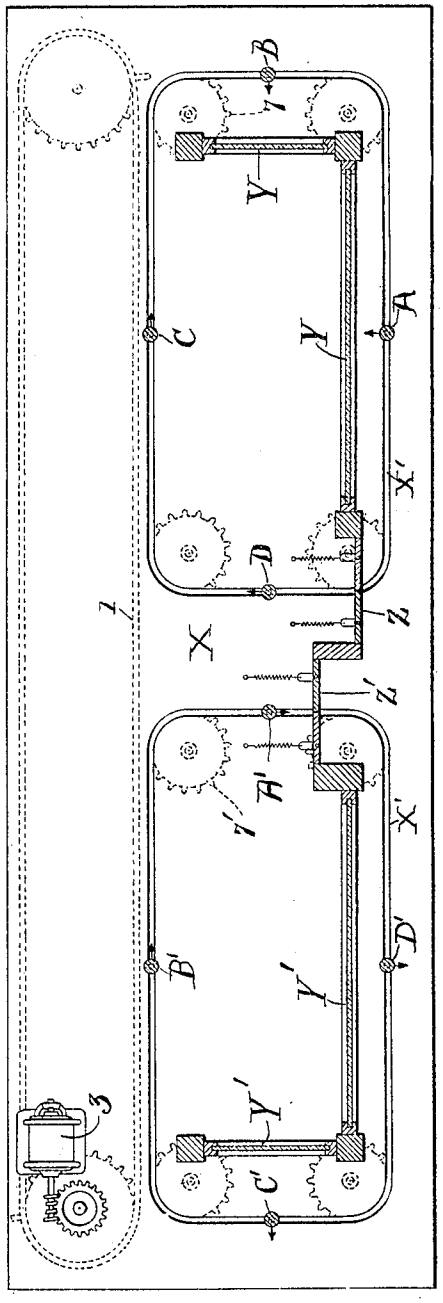


Fig. 2.

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Attorneys

THE NORRIS PETERS CO., WASHINGTON, D. C.

46 AMUSEMENT DEVICES
122

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2 SHEETS—SHEET 2.

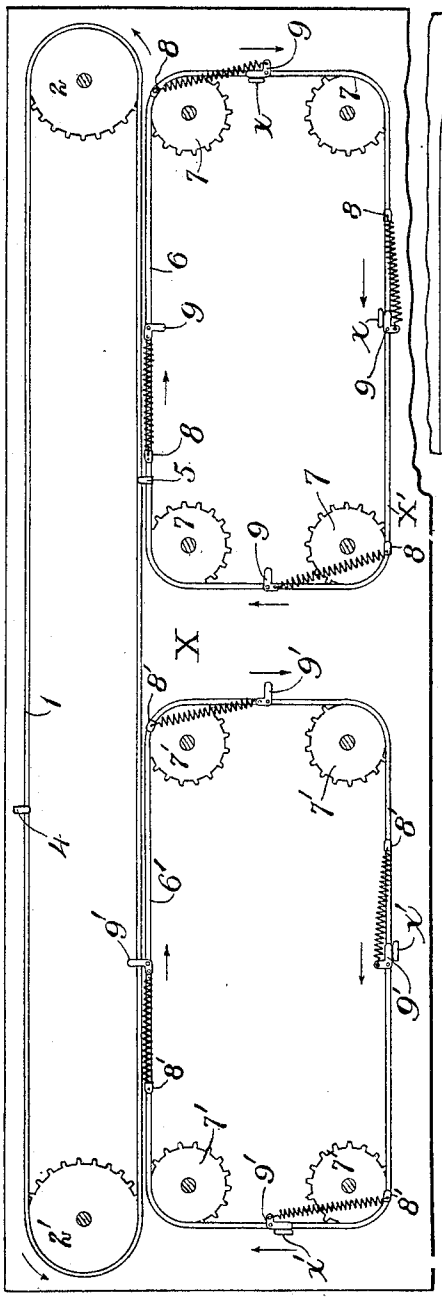


Fig. 3.

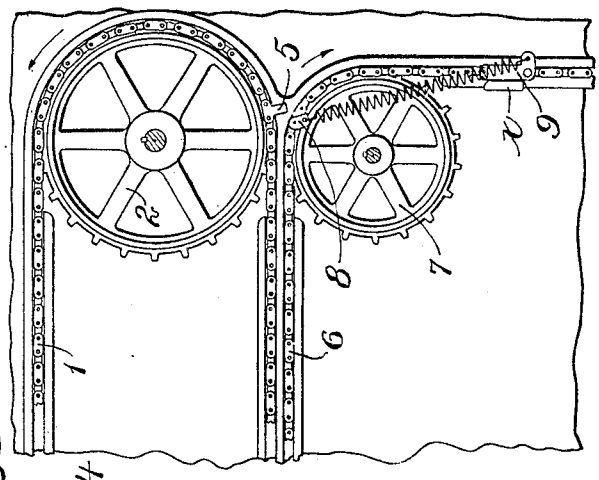


Fig. 4.

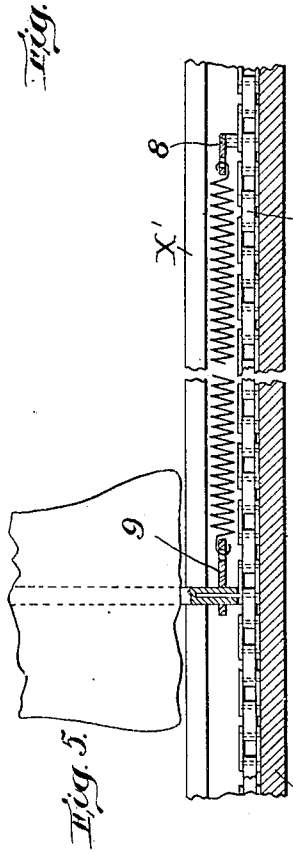


Fig. 5.

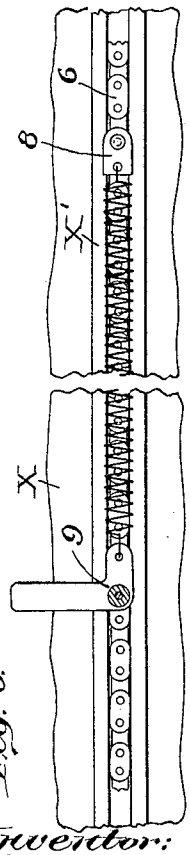


Fig. 6.

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UNITED STATES PATENT OFFICE.

GEOFFREY B. LEHY, OF BOSTON, MASSACHUSETTS.

ADVERTISING DEVICE.

No. 885,350. Specification of Letters Patent. Patented April 21, 1908.

Application filed November 9, 1906. Serial No. 342,623.

To all whom it may concern:

Be it known that I, GEOFFREY B. LEHY, a citizen of the United States, and resident of Boston, in the county of Suffolk and State of Massachusetts, have invented new and useful Improvements in Advertising Devices, of which the following is a specification.

My invention is an advertising device in which a multiplicity of figures or dolls are made to appear and pass before a miniature shop, to pause at appropriate intervals to look into the window of said shop and finally to enter and later to reappear carrying a purchase.

In the drawings, Figure 1 is an elevation of the device showing the front windows of the miniature shop and a stock of goods displayed in the said windows and showing also four different figures or dolls, two of which are looking into the side and front windows of the shop at one side of the main entrance and two other figures are shown as facing away from the shop upon the front and side and carrying different purchases. Fig. 2 is a diagram of the mechanism for actuating and controlling the movement of the figures partly in section, seen from above; Fig. 3 is a diagrammatic view of the mechanism, seen from below; Fig. 4 is an enlarged view of portions of Fig. 3; Fig. 5 is a detail in elevation; and Fig. 6 is a plan view of Fig. 5.

My device as one of its objects, is designed to create the illusion that the different figures which successively enter the shop empty handed, make their purchase within and issue forth carrying the said purchase in their arms; and for this purpose the several figures moving in one of the circuits upon one side are duplicated in the other circuit as to dress and appearance except that upon one side the figure has no package while upon the other the duplicate figure is shown carrying a package or purchase.

In the drawings 1 is a continuously moving sprocket chain carried by two sprocket wheels, 2 and 2′. This chain and its wheels are actuated by a motor 3 or in any suitable way. The chain 1 carries dogs 4 and 5 set at equal distances apart, that is one half the length of the chain. Upon the base board X upon which the moving parts are mounted in their proper relations are set two other sprocket chains 6 and 6′, each chain mounted upon four idler sprockets 7 and 7′ respectively, the sets of four sprockets being as shown in the drawings, arranged to cause the sprocket chain to pass in a rectangular path, one side of the rectangle being parallel with the main chain 1 (see Fig. 3). Each of the chains 6 and 6′ carries four abutments 8 and 8′ and carries also four pivoted arms 9 and 9′ arranged as shown in Fig. 3. These arms are each connected by a spiral spring to the abutments 8 and 8′ respectively and the said spring tends normally to hold the arms in a desired position and to return them into that position whenever they are moved out of it as soon as the cause of disturbance is removed. The pivot of these arms 9 and 9′ passes through a slot X′ in the base board and above the upper surface of the base board the several pivots carry figures A, B, C, and D upon one circuit or side of the device, and A′, B′, C′, and D′ upon the other circuit or side of the device, A and A′, B and B′, C and C′, D and D′ being respectively, as indicated above, duplicates of each other, save that A′, B′, C′ and D′ carry in their arms a purchase or package.

The operation of the device is as follows: The position of the parts being as shown in Figs. 1 and 3, the movement of chain 1 will, as soon as dog 5 engages abutment 8, which it is about to do in Fig. 3, move chain 6 one quarter of a turn, moving doll A to the left, as seen in Fig. 1, and releasing arm 9 from the abutment x thus permitting the spiral spring to turn the figure facing in the line of movement of the chain, and carrying the figure to the left and in through the spring controlled swinging doors Z, which close behind the figure. The same movement of the chain will cause doll B to be moved from the position shown in Fig. 1 to take the place vacated by doll A and will at the same time substitute for the doll B, doll C. As doll B leaves its position, the governing arm will be disengaged from the abutment x and permit doll B to face in the line of movement of the chain until doll B arrives at the place previously occupied by doll A when the arm 9 will engage the abutment x and turn the doll B to face in towards the window Y and the same will be true of doll C in coming into the position at the side window previously occupied by doll B. The dog 5 will drop the abutment 8 when the parts have reached this new position (see Fig. 4) and dog 4 will almost immediately engage abutment 8′ and move chain 6′ in precisely the same manner that chain 6 was moved and with the same effect, save that the arms 9′ are in an opposed position to

the arms 9 and engage an abutment x' which is also differently positioned from the abutment x so that the doll A′ which will issue from the swinging doors Z′ shortly after the disappearance of doll A, will, as soon as it reaches the position vacated by doll D, be turned away from the window Y′ and faced to the front, showing the purchase or package carried in the arms of the doll; and similarly, when doll A upon a further movement, is carried to the side window Y′ at the left of Fig. 1 doll A will, by contact with the abutment x' at this point, be again turned facing out. The dog 5 will, when passing away from the chain 6′ in its onward movement, drop the abutment 8′ and will then pass on to engage an abutment 8 upon chain 6 and the cycle will be thus repeated, chain 6 with its attached dolls being moved a quarter of its length by each engagement of a dog 4 or 5 and the two chains being alternately actuated, the result of which is that at each actuation, a figure standing in front of the mimic shop window of the device is moving along and into the store and the next movement of the other secondary chain will cause a corresponding doll loaded with a purchase or package to issue from the store.

It will be obvious that the number of actuating dogs upon the primary chain may be varied and also the number of abutments upon the secondary chain, the only thing essential being that when the dog has passed out of engagement with an abutment on the secondary chain, another abutment shall have been drawn into the path of the dog, to be engaged in due course.

I claim:

1. In an advertising device, the combination of a continuously moving flexible band, carrying an actuating dog; a secondary flexible band carrying coöperating abutments, the abutments upon the secondary band being so spaced upon the secondary band, substantially as described, that when one abutment is dropped by the actuating dog another abutment, by the movement of the secondary band, is in position to be engaged by the dog upon the primary band as it moves in its path with the primary band, to cause the continuously moving band to give discontinuous movement to the secondary band.

2. In an advertising device, the combination of a continuously moving flexible band carrying actuating dogs; a secondary flexible band carrying coöperating abutments, the abutments upon the secondary band being so spaced upon the secondary band, substantially as described, that when one abutment is dropped by the actuating dog another abutment by the movement of the secondary band, is in position to be engaged by a dog upon the primary band as it moves in its path with the primary band, the dogs being so spaced upon the primary band, substantially as described, that there will be an interval of time between the dropping of one abutment by one dog and the engagement of another abutment by another dog, to cause the continuously moving band to give discontinuous movement to the secondary band.

3. In an advertising device, the combination of a continuously moving sprocket chain carrying an actuating dog; a secondary sprocket chain carrying coöperating abutments and carrying also dolls, the abutments upon the secondary sprocket chain being so spaced, substantially as described, that when one abutment is dropped by the actuating dog, another abutment, by the movement of the secondary sprocket chain, is in position to be engaged by the dog upon the primary chain as it moves in its path with the primary chain, to cause the secondary chain to be discontinuously, positively actuated by the continuously moving chain.

4. In an advertising device, the combination of a continuously moving sprocket chain carrying actuating dogs; a secondary sprocket chain carrying coöperating abutments and carrying also dolls, the abutments upon the secondary sprocket chain being so spaced, substantially as described, that when one abutment is dropped by the actuating dog another abutment, by the movement of the secondary chain, is in position to be engaged by a dog upon the primary chain as it moves in its path with the primary chain, the dogs being so spaced, substantially as described, that there will be an interval of time between the dropping of one abutment by one dog and the engagement of another abutment by another dog, to cause the secondary chain to be discontinuously, positively actuated by the continuously, moving chain.

5. In an advertising device, the combination of a continuously moving flexible band carrying an actuating dog; secondary flexible bands each carrying abutments to coöperate with the dog, the abutments upon the secondary bands being so spaced upon each secondary band, substantially as described, that when one abutment on a secondary band is dropped by the actuating dog, another abutment on that band, by the movement of that band, is in position to be engaged by a dog as it moves in its path with the primary band and the two secondary bands being alongside the primary band in series so that a dog passes and engages one secondary band, and after dropping that passes and engages successively another, to cause the secondary bands to be successively, discontinuously actuated.

6. In an advertising device, the combination of a flexible band, carrying pivoted dolls in a predetermined path and means to cause said dolls at predetermined points in that path to pause and turn.

7. In an advertising device, the combina-

tion of a flexible band moving in a predetermined path; a pivoted arm upon said band, carrying a doll; a spring tending to hold that arm in one position; a fixed abutment adjacent to the path of said band and adapted to engage the pivoted arm, and move said arm and doll upon its pivot in opposition to the force of the spring as the doll and arm pass the abutment, and to release the arm to the action of the spring as the arm is disengaged from the abutment by the onward movement of the band.

Signed by me at Boston, Massachusetts this sixth day of November 1906.

GEOFFREY B. LEHY.

Witnesses:
E. D. CHADWICK,
RUBY M. BANFIELD.