Aug. 25, 1925. 1,551,425

J. A. PARDOE ET AL

ADVERTISING DEVICE

Filed March 31, 1925

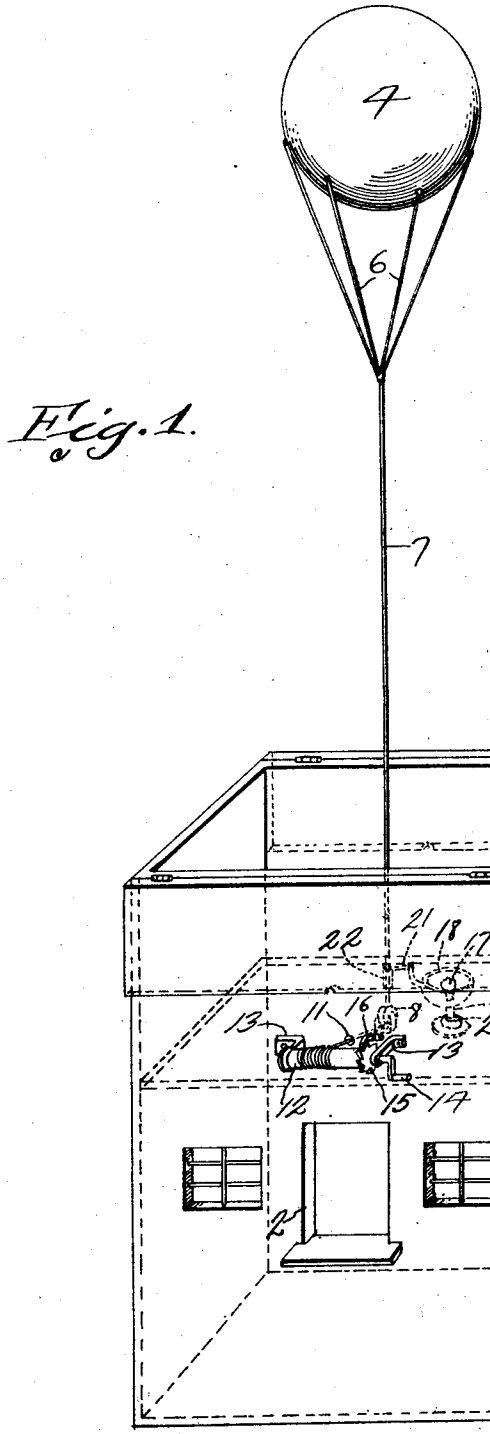


Fig. 1.

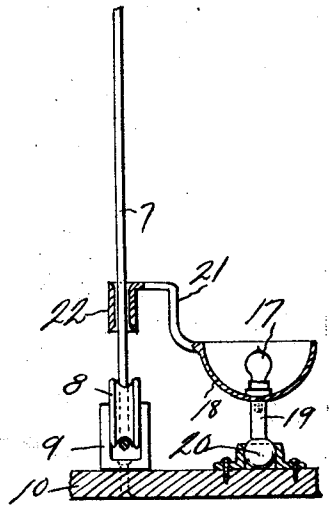


Fig. 2.

Inventors
J. A. Pardoe and
R. E. Haworth
Philip A. Fennell
Attorney

Patented Aug. 25, 1925. 1,551,425

UNITED STATES PATENT OFFICE.

JOHN A. PARDOE AND KENNETH E. HAWORTH, OF OMAHA, NEBRASKA.

ADVERTISING DEVICE.

Application filed March 31, 1925. Serial No. 19,625.

To all whom it may concern:

Be it known that we, JOHN A. PARDOE and KENNETH E. HAWORTH, citizens of the United States, residing at Omaha, in the county of Douglas and State of Nebraska, have invented certain new and useful Improvements in Advertising Devices, of which the following is a specification, reference being had therein to the accompanying drawings.

The invention relates to advertising devices particularly adapted for use in vending ice cream, and has for its object to provide a device of this character comprising a relatively small building or station from which ice cream or other articles may be vended, and which station has its upper side provided with a chamber, in which chamber may be stored a balloon having advertising indicia thereon. Also to provide the balloon receiving chamber with hinged covers for housing the balloon when within the chamber.

A further object is to provide the station with a reel having a cable extending into the bottom of the balloon receiving chamber and under a pulley and which cable is attached to the balloon and forms means whereby the balloon may be pulled downwardly into the station chamber when desired.

A further object is to provide a lamp pivotally mounted within the chamber and provided with an arm through an eye of which the balloon cable extends and which arm during the swaying or moving of the cable will move the lamp and maintain the same in position whereby light rays will be projected at all times on the balloon when in the air.

With the above and other objects in view the invention resides in the combination and arrangement of parts as hereinafter set forth, shown in the drawing, described and claimed, it being understood that changes in the precise embodiment of the invention may be made within the scope of what is claimed without departing from the spirit of the invention.

In the drawing:—

Figure 1 is a perspective view of the balloon, showing the same attached to a vending station.

Figure 2 is a detail sectional view vertically through the lamp showing the lamp controlling means.

Referring to the drawing, the numeral 1 designates the vending station from which ice cream or other articles may be vended and 2 a window therein, through which articles therein may be passed to customers. The vending station 1 has its upper end provided with a chamber 3, in which chamber the balloon 4 is adapted to be stored when not in use. Balloon 4 may be of any color, and may be provided with advertising indicia as desired, and when stored within the chamber 3 may be held therein by means of hinged closures 5. The balloon 4 is provided with a plurality of stays 6, the lower ends of which are connected to the downwardly extending cable 7, and which cable extends downwardly into the chamber 3 and under a pulley 8 carried by a bracket 9 substantially centrally of the chamber and connected to the bottom 10 of said chamber. Cable 7, after passing under the pulley 8, extends outwardly to the aperture 11 in the front wall of the station and around a rotatable drum 12, which drum is supported in brackets 13 and is provided with an operating crank 14 adapted to be grasped by the operator for rotating the drum when it is desired to allow the balloon to rise upwardly out of the chamber 3 for advertising purposes, or to pull the balloon 4 downwardly into the chamber for storage purposes. Drum 12 is provided with a ratchet wheel 15, with which a pawl 16 cooperates for holding the drum against rotation, and the balloon at any desired elevation.

At night it is necessary to illuminate the balloon, and to accomplish this result an electric lamp 17 is provided, which lamp is disposed within a reflector 18, carried by a lamp post 19. The lamp post 19 is provided with a universal connection 20 to the bottom 10 of the chamber 3, and it will be seen that the reflector 18 will project light rays upwardly onto the balloon, thereby illuminating the same at night. It has been found that the cable 7 assumes various angular positions during the swaying of the balloon 4 incident to air currents, and it is necessary to provide means for maintaining the reflector 18 and its lamp 17 in their relative positions to the cable 7 during their swaying operation, and to accomplish this result the reflector 18 is provided with an arm 21, which terminates in a sleeve 22, through which the cable 7 extends. Therefore it will be seen that as the cable 7 as-

sumes various positions the reflector 18 will be maintained in its relative position to the cable, and its universal connection 20 will allow freedom of movement. The sleeve 22 prevents lateral tilting of the reflector 18, except as it is moved by the cable 7.

From the above it will be seen that an advertising device is provided for ice cream vending stations, which is simple in construction, and may be easily and quickly stored within the station when not in use, or when weather conditions prevent the use of the device. It will also be seen that the balloon may be easily stored within the compartment 3, consequently the booths and their attachments form a single unit, and may be easily transported and placed in any position.

The invention having been set forth what is claimed as new and useful is:—

The combination with a captive balloon cable, a balloon to which said cable is attached, of means for illuminating said balloon, said means comprising a light ray projecting lamp, said lamp being pivotally mounted, an arm carried by said lamp, said arm being provided with a guide member through which the cable extends and forming means whereby said lamp will be maintained in its relative relation to the cable during the movement of the cable.

In testimony whereof we hereunto affix our signatures.

JOHN A. PARDOE.
KENNETH E. HAWORTH.