May 29, 1928. 1,671,460

H. F. AUSTIN

ADVERTISING NOVELTY

Filed July 5, 1927

Fig. 1.

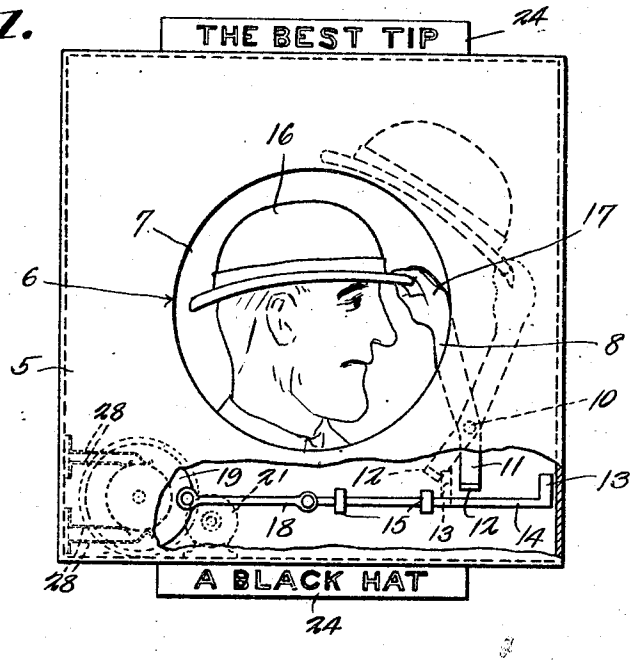
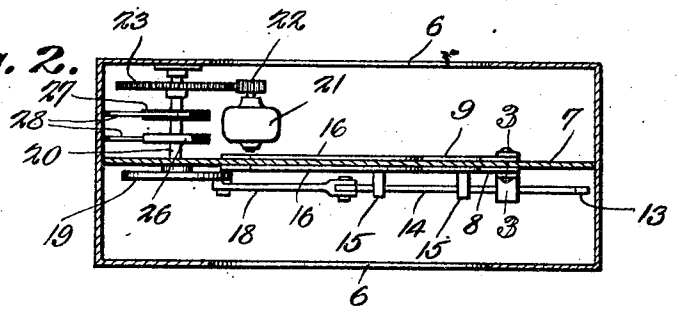


Fig. 2.



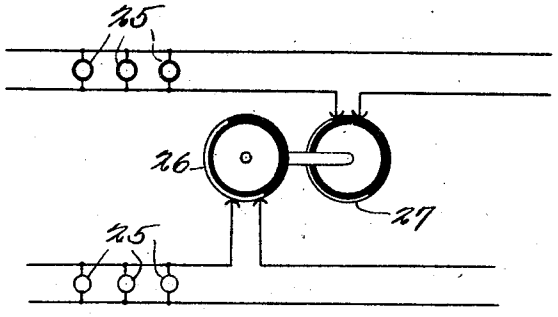


Fig. 4.

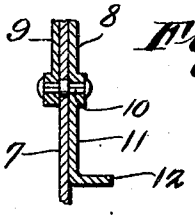


Fig. 3.

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UNITED STATES PATENT OFFICE.

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ADVERTISING NOVELTY.

Application filed July 5, 1927. Serial No. 203,455.

The present invention has reference to an advertising device and particularly to an advertising device for portraying a figure which appears to tip its hat to attract the attention of persons moving in proximity to the device.

Another object of the invention is to provide a box-like casing having a central partition on which are formed drawings or pictures representing the head of a man and arranged on opposite sides of the partition, there being provided movable arms on opposite sides of the partition and members in the form of hats carried by the arms so that when the arms are moved, the movements of the arms and hats will simulate the movements incident to a person tipping his hat.

With the foregoing and other objects in view which will appear as the description proceeds, the invention resides in the combination and arrangement of parts and in the details of construction hereinafter described and claimed, it being understood that changes in the precise embodiment of the invention herein disclosed, may be made within the scope of what is claimed, without departing from the spirit of the invention.

Referring to the drawing:

Figure 1 is an elevational view of a casing constructed in accordance with the invention, one of the sides of the casing being partly broken away to properly illustrate the operating mechanism.

Figure 2 is a transverse sectional view through the casing.

Figure 3 is a sectional view taken on line 3—3 of Figure 2.

Figure 4 is a diagrammatic view illustrating the intermittent lighting system.

Referring to the drawing in detail, the device includes a box-like casing indicated generally by the reference character 5 which has its front and rear walls formed with circular cut out portions 6 whereby the interior of the box may be viewed by persons approaching from either side of the casing.

Arranged within the casing, and disposed substantially centrally thereof is a partitioning member 7 that divides the casing into lateral compartments. This partitioning member is constructed preferably of substantially rigid material so that the operating mechanism, to be hereinafter more fully described may be properly supported thereon.

On the partitioning member 7 and disposed on opposite sides thereof, are lines outlining the head and face of a person as clearly shown by Figure 1 of the drawing. The reference character 8 indicates an arm which is arranged on one side of the partitioning member 7, there being a similar arm 9 on the opposite side of the partitioning member, the arms being pivotally supported by means of the pin 10 that extends through substantially square openings in the arms 8, the pin 10 being square so that movement of the arm at one side of the partition will transmit a similar movement to the arm supported at the opposite side of the partition.

As shown by Figure 3, the arm 8 is provided with a downwardly extended portion 11 terminating in a right angled end portion 12, which end portion 12 lies in the path of travel of the upstanding end portion 13 of the slide 14 that moves in bearings 15 extending laterally from one side of the partitioning member 7.

The reference character 16 indicates a member shaped to conform to the shape of a hat, the same being held in the hand portion 17 of the arm associated therewith, and it will be seen that the weight of the members or hats 16 is sufficient to normally urge the arms downwardly after they have been moved by the slide 14.

Connected with the slide 14 is a link 18 which also has pivotal connection with the disk 19, which in turn is carried by one end of the shaft 20 mounted in bearings in the partitioning member 7 and one wall of the casing.

A motor indicated at 21 is mounted within the casing and is supplied with a pinion 22 meshing with the gear 23 so that as the motor is rotated, the shaft 20 is rotated to accomplish the reciprocation of the slide 14 to accomplish its purpose.

At the upper and lower ends of the casing are elongated box-like members 24, the front walls thereof being cut away defining letters through which light rays are projected to outline the letters for advertising purposes.

Electric lamps 25 are supported within these box-like members 24, the circuits to the lamps being controlled by the switches 26 and 27 which are also mounted on the shaft 20 to rotate therewith, there being provided switch arms 28 contacting with the

switch members 26 and 27 to the end that as the switch members 26 and 27 are rotated, the lights will be intermittently lighted to attract the attention of persons passing by the sign.

From the foregoing it will be seen that due to this construction, the arms 8 and members 16 supported thereby will be moved continuously in such a way as to simulate the movements of a person in the act of tipping his hat, and that the signs at the upper and lower ends of the casing will be intermittently lighted to attract attention.

I claim:

1. A display device embodying a casing, a partitioning member within the casing, the front and rear walls of the casing having display openings, the partitioning member having lines formed on opposite sides thereof and simulating the head of a person, a movable arm operating on each side of the partitioning member, a member simulating a hat secured to each arm, and mechanical means for moving the arms to cause the arms and members supported thereby to move towards and away from the head.

2. A display device embodying a casing, a partitioning member within the casing, said casing having display openings through which the partition may be viewed, lines drawn on the partitioning member at cpposite sides thereof and simulating the head of a person, arms pivotally supported on opposite sides of the partitioning member, members simulating hats, supported at the upper ends of the arms, means for connecting the arms so that movement of one arm produces a relative movement of the adjacent arm to move the hat towards and away from the head, and means operating within the casing for moving the arms.

3. A display device embodying a casing, a partitioning member in the casing and having lines formed thereon indicating the head of a person, said lines being formed on opposite sides of the partitioning member, arms pivotally mounted on the partitioning member and arranged on each side of the partitioning member, said casing having display openings, a member shaped to simulate a hat, secured to each arm, means for connecting the arms to cause the arms to move simultaneously, one of the arms having an extension, a slide having an upstanding end adapted to contact with the extension to move the arms in one direction, and means for operating the slide to move the arms and members supported thereby towards and away from the head.

4. A display device embodying a casing, a member supported within the casing and having lines drawn on the opposite sides thereof simulating the head of a person, a square shaft extending through the partitioning member, arms having square openings to receive the shaft, supported by the shaft, members on the arms constructed to simulate hats, one of said arms having a right angled portion, a slide having an upstanding end portion to contact with the right angled portion for moving the arms and members supported thereby towards and away from the head, and electrically controlled means for operating the slide.

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

HENRY F. AUSTIN.