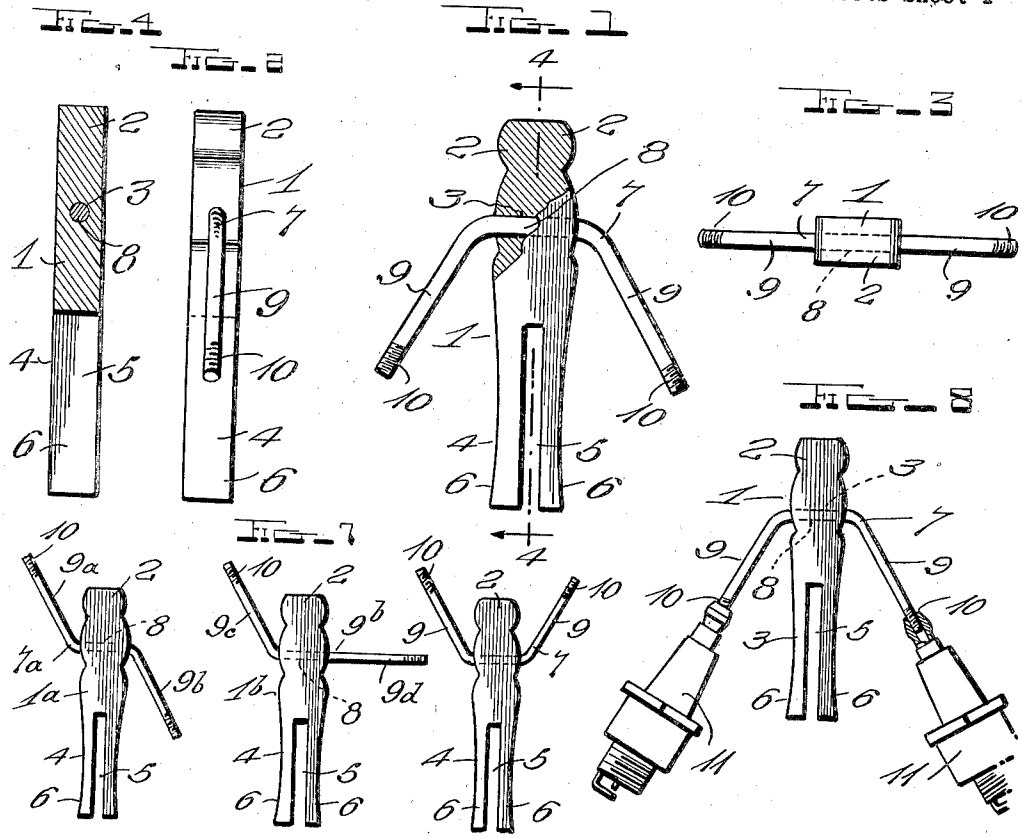
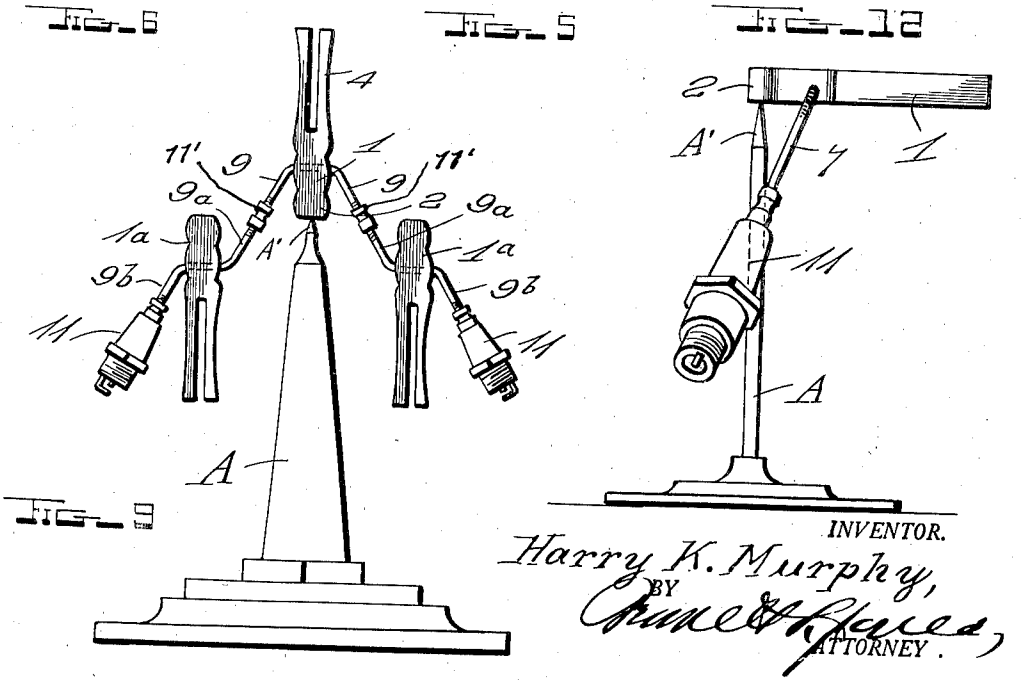
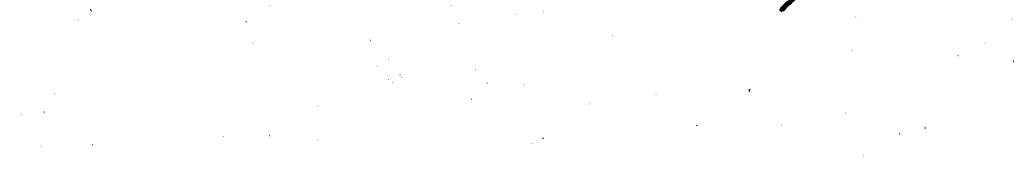
Feb. 20, 1940. H. K. MURPHY 2,190,800

ADVERTISING DEVICE OR TOY

Filed Jan. 30, 1939 2 Sheets-Sheet 1







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ADVERTISING DEVICE OR TOY

Filed Jan. 30, 1939 2 Sheets-Sheet 2

FIG. 10

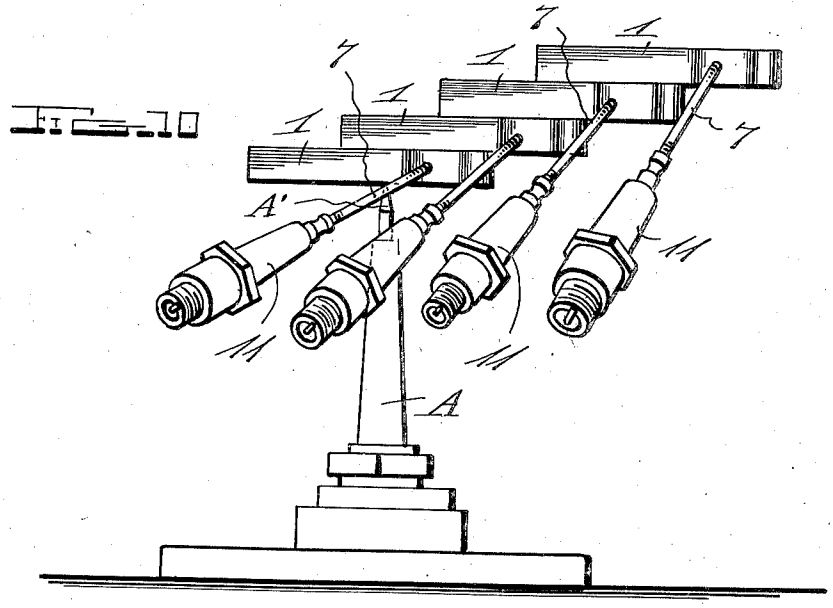
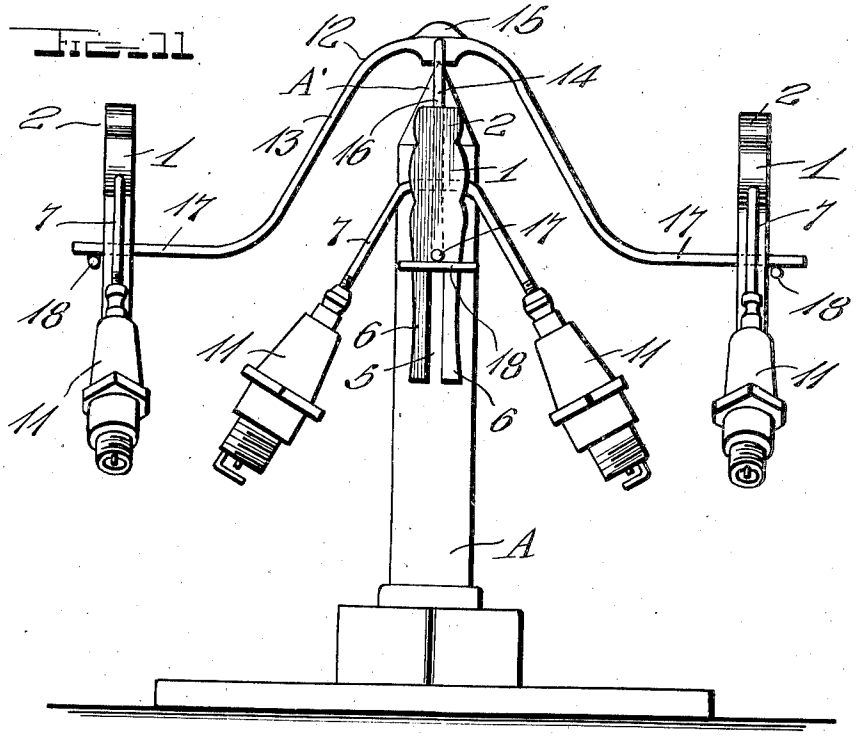


FIG. 11



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UNITED STATES PATENT OFFICE

2,190,800

ADVERTISING DEVICE OR TOY

Harry K. Murphy, Stanford, Ill.

Application January 30, 1939, Serial No. 253,680

5 Claims. (Cl. 46—131)

This invention relates to an advertising device or toy, and particularly to a balanced or balancing type of supporting device adapted for use as an advertising device or toy.

One object of the invention is to provide a device of this character whereby one or more articles which are to be displayed for advertising purposes or sale may be displayed in an interesting and attractive manner.

Another object of the invention is to provide a device of this character which may be employed as a toy of interesting and instructive character for the amusement of children and others.

Still another object of the invention is to provide a device of this character which may be used by a manufacture or dealer to display articles on sale, and also given away by him as premiums for use as toys to purchasers of the article.

Still another object of the invention is to provide a device of this character, one or more of which may be used for advertising purposes to support articles in various artistic or geometrical ways or designs for display, or used as instructive toys to support or balance one or more articles in various positions.

Still another object of the invention is to provide a device of this character which may be used as a figure toy.

With these and other objects in view, the invention consists of the features of construction, combination and arrangement of parts, hereinafter fully described and claimed, reference being had to the accompanying drawings, in which:

Fig. 1 is a face view, with a portion of the body broken away, of an advertising device or toy embodying my invention.

Fig. 2 is a side elevation thereof.

Fig. 3 is an end view of the toy.

Fig. 4 is a longitudinal section on line 4—4 of Fig. 1.

Fig. 5 is a view showing a certain arrangement of the hanger or suspending member.

Figs. 6 and 7 are views showing modified forms of the device.

Fig. 8 is a view showing the application to the device of articles to be supported for advertising display.

Fig. 9 is a view illustrating another mode of mounting such articles by the use of a plurality of the devices shown balanced upon a supporting stand.

Fig. 10 is a view illustrating another mode of mounting one or more of the devices and articles carried thereby upon a supporting stand.

Fig. 11 is a view showing a mode of supporting a plurality of devices and articles carried thereby through the use of a supporting bracket mounted on the supporting stand.

Fig. 12 is a view showing a capability of balanced mounting of the device and articles carried thereby on a supporting stand.

Referring now more particularly to the drawings, A designates a supporting stand of any suitable size and weight and made of any suitable material or materials. This stand is provided at its top with a stationary supporting tip or spindle A', preferably of a form tapering to a more or less sharp point. The stand may be secured to the surface on which it rests or may be of sufficient weight to maintain its stability without being secured thereto. As a substitute for a special and more or less ornamental stand, a bottle of suitable size and weight with a stout needle, wire nail or the like carried by its stopper to serve as a spindle, may be employed.

The advertising device or toy comprises an elongated generally oblong rectangular shaped body member 1. One end 2 of this member, which may, for convenience, be termed its head end, is imperforate except for a transverse opening 3 passing therethrough, while the other end 4 of the member, which may, for convenience, be termed its foot end, is bifurcated or forked by the formation of a slot 5 therein. This slot extends nearly the length of the foot half of the member and opens through its extremity, thus producing parallel legs 6. The end 2 may be shaped to generally simulate the upper portion of a human figure, and the end 4 may be shaped generally to simulate the lower portion of a human figure, so that the device may be employed as a figure toy. For this purpose the body member 1 may be used in a plain form as shown, or it may be painted to represent a policeman, fireman, acrobat or other character. In practice, the body member 1 may be made of wood, metal or other material, plainly or fancifully painted or not, as desired.

Carried by the body 1 is a hanger or suspension member 7. This member may be formed of wire or the like and as generally used is U-shaped or bail-shaped, said member comprising a body or cross portion 8 having at the ends thereof similar outwardly diverging arms 9. The cross portion 8 passes through and is journaled or pivotally mounted in the opening 3 of the body member 1 so as to dispose the arms 9 at the opposite sides of said body member. The free ends of the arms terminate in threaded portions 10 or are otherwise formed or constructed for detachable connection with articles to be attached thereto and thereby suspended by the member 7 from the member 1. The portions 10 are also designed to allow the arms 9 of different advertising devices or toys of the character described

to be coupled together for special display arrangements, as hereinafter described.

As shown, the hanger member 7 is eccentrically pivoted to or journaled by its cross portion 8 upon the head end half of the body member 1, i. e., at a point between the transverse center of the body portion and the extremity of its head end 2. This mounting allows the arms 9 to be arranged to depend below either face of the member 1 serving at the time as its bottom face and said arms to be swung longitudinally of the member 1 to different working or balancing angles relative thereto. In general the arms 9 of a member extend in the same direction from the cross portion 8 divergently at equal angles thereto and the arms are of equal length. For special purposes, however, the construction of the suspending device and arrangement of its arms may be modified. Figs 6 and 7 show two such modifications. In Fig. 6 the body member 1*a* has its suspending member 7*a* formed with arms 9*a* and 9*b* extending at oblique angles to its cross portion but beyond opposite sides thereof. In Fig. 7 the body member 1*b* has its suspending member 7*b* formed with an arm 9*c* which is arranged at an oblique angle to its cross portion and with an arm 9*b* which is longitudinally continuous with its cross portion. These and other modified forms of the suspending member may be employed to allow different suspending arrangements to be made, which may be of different designs or geometric formations.

To the suspending arms of a device 1, or to certain arms of a plurality of connected devices 1, may be attached weights or weighted objects or articles 11 for balancing purposes or for balancing and display purposes. The weights used for balancing purposes, in the use of the device as a toy, may be of any preferred type adapted for connection with the threaded ends of the suspending arms, or they may be articles or objects to be exhited or displayed for sale. In Figs. 6, 8, 10, 11 and 12 of the drawings spark plugs are shown as attached to the devices to serve the function of balancing weights and Figs. 9, 10, 11 and 12 show some of many ways in which they may be balanced and displayed by a dealer for advertising purposes.

Fig. 9 shows one manner of making an ornamental symmetrical display. Here one of the devices 1 disposed vertically head downward, and with its suspending member arranged as in Fig. 5, is shown bearing at its head end on the spindle A' of support A. To the arms of the suspending member of this device 1 are coupled, by threaded couplings 11', the arms 9*b* of suspending members of a pair of the modified devices, which are thus symmetrically suspended at opposite sides of the support A from the head end of device 1 resting on spindle A'. Spark plugs 11 are attached to the other arms of devices 1*a* and act as counterbalances to balance device 1 on its pivotal support A'. If spark plugs of like size and weight are used the balancing action will be so perfect that the chain of devices 1, 1*a* may be rocked to a certain degree or rotated without displacement. If the body of device 1 is made of wood and the point of spindle A' is made sufficiently sharp to slightly indent the wood to form a recess for its reception, the chain of devices may be rocked to a pronounced degree and rotated without liability of displacement. The support of spark plugs in this manner will cause attraction and create interest and thus give great advertising value to the display.

Fig. 10 shows a manner in which a single or plural number of unconnected devices 1 and spark plugs carried thereby may be supported in a balanced manner from the support. Here four devices 1 and the spark plugs carried thereby are arranged in balanced relation to each other and to the support. In so arranging them the bottom device 1 is disposed horizontally with the suspending arms 9 bent downwardly, the lower face of member 1 of said device brought to rest at a proper point on the spindle A' and the arms 9 carrying the spark plugs 11 adjusted to a balancing postion. In this operation the arms 9 are swung to a point in rear of their pivotal attachment such that the weight of the spark plugs at one side of the pivot will balance the weight of the part of the member 1, and any weight resting thereon, on the opposite side of the pivot. The other devices 1 are then successively placed in position in superposed and lapping order and their suspending devices and spark plugs adjusted to maintain a balancing of the stack of display devices. This also provides an attractive and interest creating way of displaying the spark plugs and giving advertising value.

Fig. 11 shows the use of a substantially + shaped bracket 12 in balancing relation with a number of devices 1 for supporting a plurality of pairs of spark plugs. This bracket 12 comprises two rods 13 and 14 arranged at right angles to each other and united to each other at a central point of crossing 15. The main or intermediate portions of these rods are in the form of an inverted U and from bases of these U-portions 16 the free ends or arms 17 of the rods extend radially outward in a horizontal plane. Four such ends or arms 17 are thus provided which are arranged at angles of 90° apart. On each of these arms 17 is supported a device 1 to the suspending member of each of which are attached two spark plugs. These devices 1 are mounted vertically with their slotted ends straddling the arms 17 and the suspending devices and spark plugs adjusted to lie in the same vertical plane as the body members so that the sets of spark plugs on opposite arms 17 will balance each other. At the crossing point 15 the bracket 12 is suitably formed or constructed to rest on the pointed spindle. This entire organization will thus be so balanced that it may be rotated or rocked to a considerable degree without displacement from the spindle.

Fig. 12 shows that in the horizontal arrangement of the device its point of support on the spindle A' may be varied as desired while maintaining it in balance. This is allowed through adjustment of the weighted suspension member backward or forward, according to the point of support, in order to maintain a state of balance. Fig. 12 shows the position to which the suspension member is adjusted to maintain a state of balance when the body 1 is engaged at the tip of its head portion 2 with the spindle A'. With the arrangement shown in Fig. 10 the adjustment of the several suspension members will be such as to maintain a state of balance of the stack of devices.

It is to be understood that the body members 1 may be made of wood or metal, and painted or otherwise provided with a protective or decorative coating or not, as desired. They may be made in suitable shapes other than that shown and each may be painted in a single color or a variety of colors. The general form of device shown is that of a manikin having adjustable

arms, and in the use of this general form the bodies 1 may be painted or costumed to represent soldiers, sailors, policemen, or acrobats for attractive display effects and to more effectively adapt the individual devices for use as children's toys. The devices may also be made in different sizes and different lengths of bodies and the arms of the suspension devices may be varied in length and relative positions to support different weights of articles and to adapt the devices to be arranged in different ways or to be assembled to form different display designs for advertising and general display purposes. If the body 1 is made of wood and the spindle point of suitable sharpness to slightly penetrate the wood liability of slippage of the body out of engagement with the spindle will be avoided even when the body is enameled or covered with a smooth coat of paint. If the body is made of hard metal pivoting spindle receiving recesses may be formed therein at suitable points to secure a non-slipping engagement.

As stated, the device may be used for an artistic or pleasing and interesting display of spark plugs or other like articles to be displayed for advertising purposes or immediate sale. Any kind of articles may be so displayed which are capable of being applied to the suspending arms and utilized as balancing weights. As an alternative, plain weights of suitable type may be used and articles to be advertised suspended therefrom. When marketed as balancing toys plain weights may also be supplied together with a suitable type of support A to be used in connection therewith. If desired, the support A may be in the form of a bottle having a spindle A' embedded in and projecting upward from its stopper or from a cap or the like fitted on the stopper or neck of the bottle, allowing in this manner a simple and readily obtainable form of support to be provided or two kinds of articles to be displayed for advertising purposes at the same time.

The invention provides an effective means for advertising and promoting the sales of spark plugs and various other articles by utilizing the devices as goods display devices and also as premiums to be given to purchasers of the articles. For instance, with each spark plug sold the dealer may give the purchaser one or more of the devices bearing thereon suitable advertising matter, to be used by the purchaser or given by him to children for use as advertising toys. The devices so given away may be provided with weights or old spark plugs may be procured by the recipient and used as weights. If the dealer does not give away a support, which he may advertise to do with a number of balancing devices in the event that the purchaser buys a number of spark plugs at a time, the purchaser or user may readily contrive a bottle form of support in the manner suggested by simply inserting a stout needle or wire nail to serve as a spindle in a cork stopper of a size to snugly fit the bottle neck. As the balancing devices may be furnished to a manufacturer or dealer at low cost, the invention provides an economical way of both advertising goods by attractive display and promoting sales by the giving away of premiums of an interesting type.

It is to be understood that while the structures shown herein are preferred, they are disclosed merely as exemplifications, and that changes in the form, construction and arrangement of the parts may be made within the scope of the appended claims, without departing from the spirit or sacrificing any of the advantages of the invention.

What I claim is:

1. A device of the character described comprising an elongated body member adapted to be pivotally rested at one end on an underlying support and having its opposite end forked, and a bail-shaped suspending member having its cross portion extending transversely of and axially rotatable in the body member at a point adjacent to the first-named end of said body member and having its arms fixed with relation to its cross portion and projecting beyond opposite sides of the body member at an angle thereto, of said arms being threaded and load weights threaded for detachable coupling connection with the threaded ends of the arms.

2. In a toy, an elongated figure formed at its head end to rest pivotally on a support and provided adjacent to said end with a bore extending from side to side thereof, a rod-like suspending member having a central portion and arms rigid therewith, said central portion of the suspending member extending through and being rotatable in the bore and said arms extending on opposite sides of the figure at an angle thereto, and an individual weight attached to the free end of each arm.

3. In a toy, a supporting standard having an upper supporting end portion, an elongated figure having a transverse bore and formed at its head end to pivotally engage the supporting end portion of the standard, a rod-like suspending member having a central portion and arms rigid therewith, said central portion of the suspending member extending through and being rotatable in said bore and said arms being rigid with said central portion and extending beyond opposite sides of the figure at an angle thereto, the arrangement being such that by rotation of the suspending member on its central portion said member may be disposed at different angles to the figure for balancing the figure in an upright or in a horizontal position on the standard, and balancing weights individually mounted on the respective arms and adjustable by adjustment of said member to perform said balancing functions.

4. In a toy, an elongated figure formed at its head end to rest pivotally on a support and provided adjacent to said end with a bore extending from side to side thereof, the opposite end of said figure being longitudinally forked, a rod-like suspending member having a central portion and arms rigid therewith, said central portion of the suspending member extending through and being rotatable in the bore and said arms extending on opposite sides of the figure at an angle thereto, and an individual weight attached to the free end of each arm.

5. In a toy, an elongated figure having a headed end and a foot end, the former having a transverse bore and the latter having a longitudinal slot extending therethrough, and a rod-like member having a central portion extending through and journaled in said bore and arms rigid with said central portion and arranged on opposite sides of the figure, said arms having threaded ends for coupling engagement with the similar arms of other figures adapted to be disposed in various positions relative to each other.

HARRY K. MURPHY.