

No. 883,865.

PATENTED APR. 7, 1908.

H. DAHN & F. BECKER.  
ADVERTISING APPARATUS.

APPLICATION FILED JUNE 6, 1907.

2 SHEETS—SHEET 1.

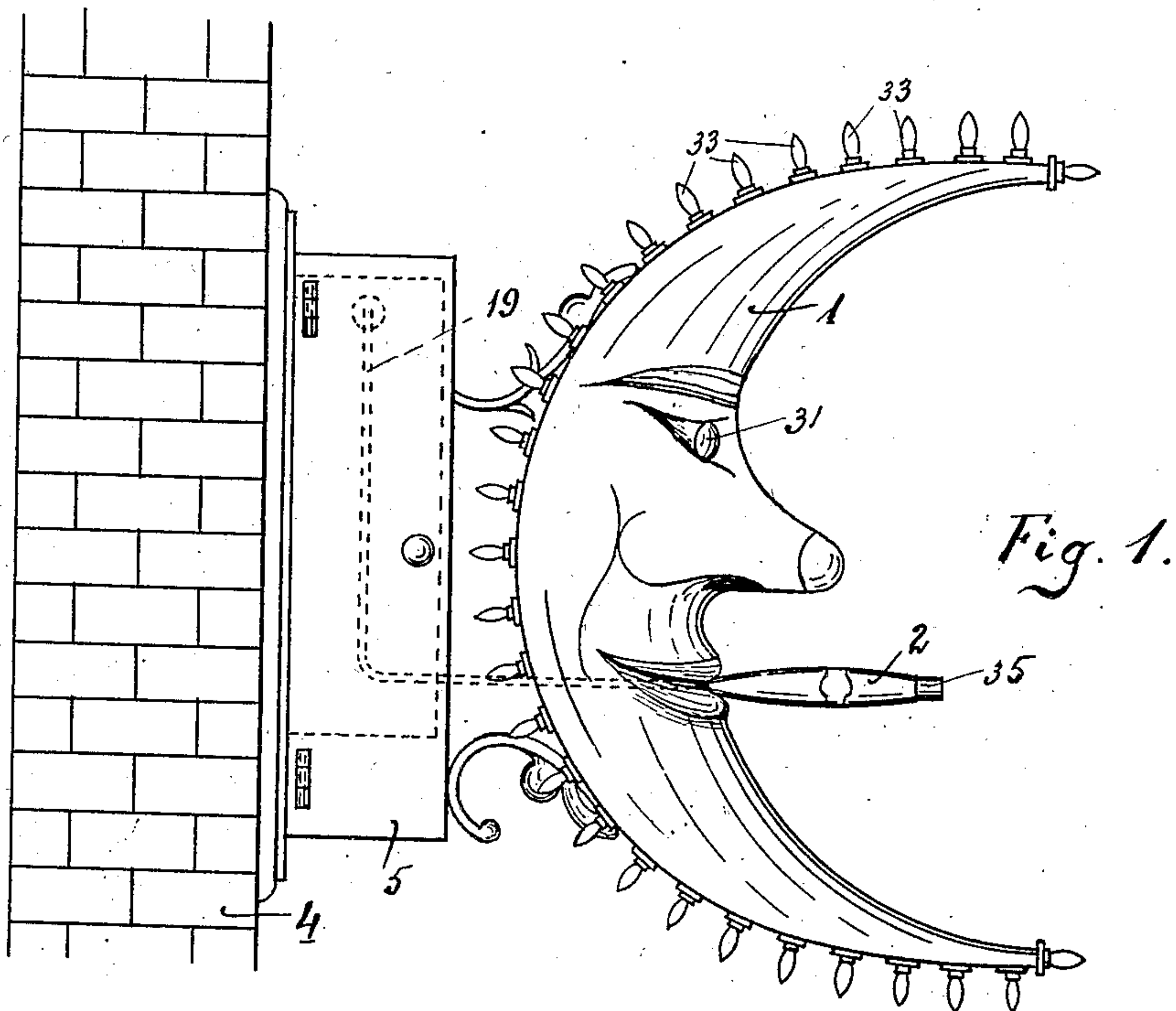


Fig. 1.

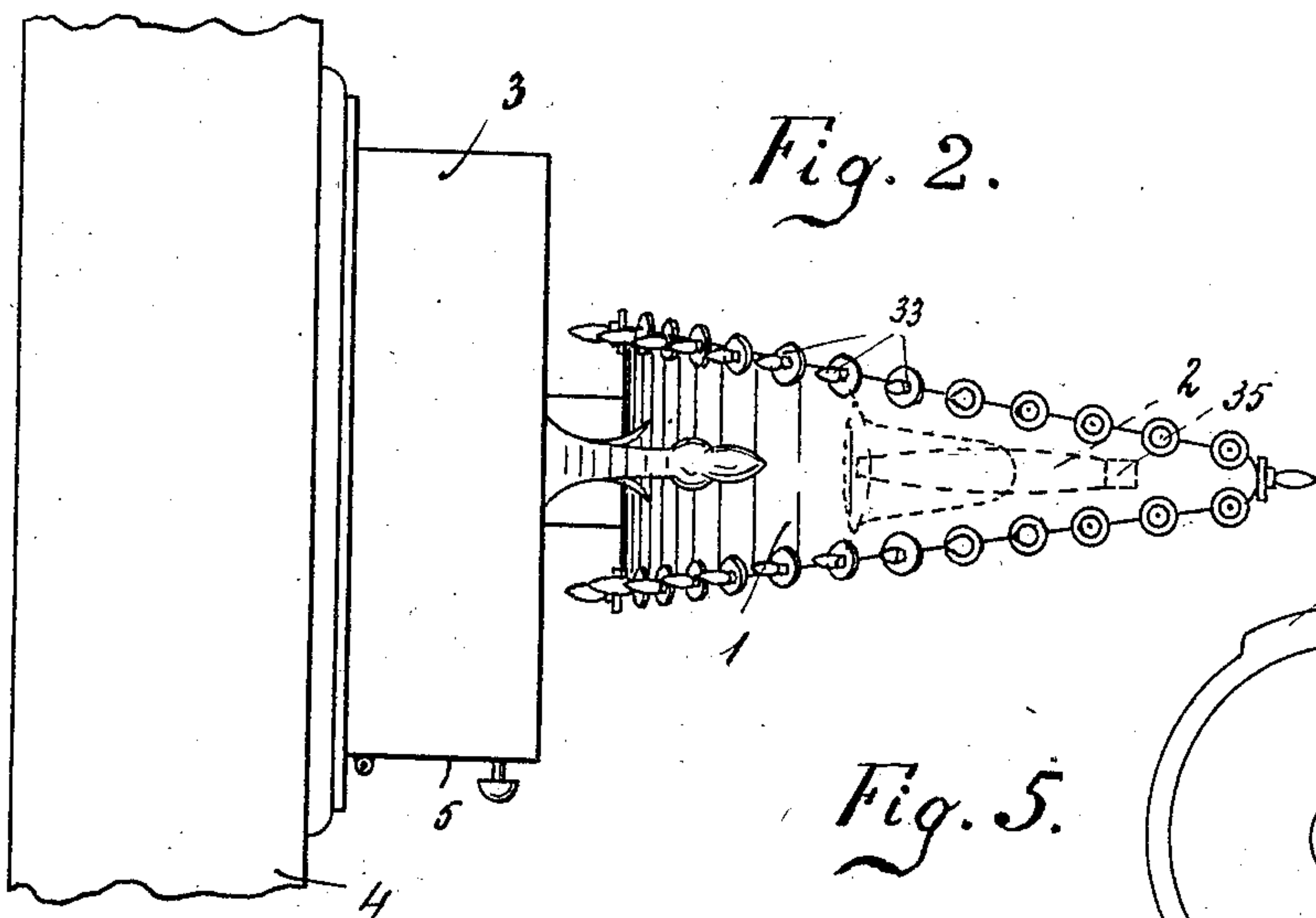
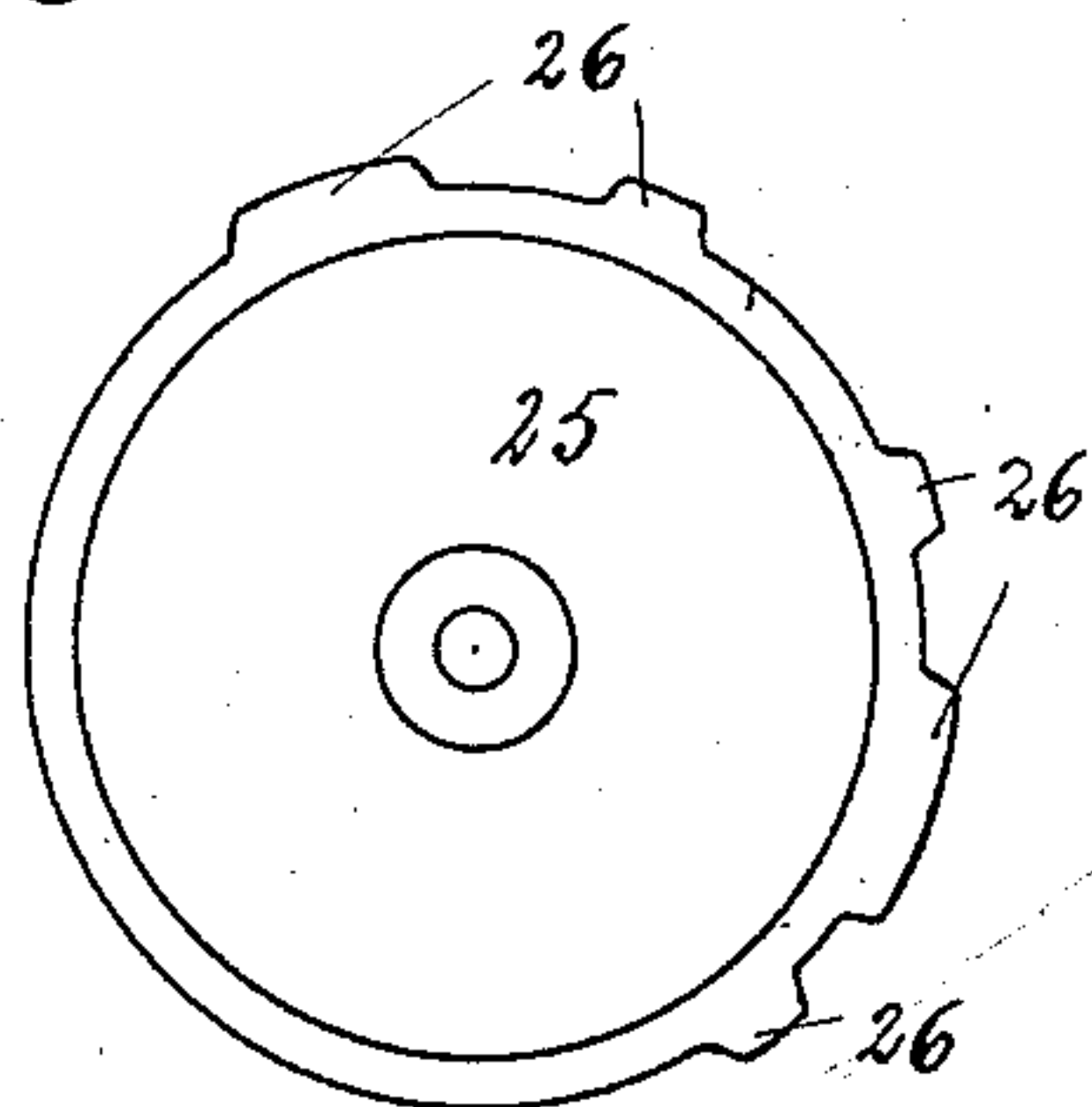


Fig. 2.

Fig. 5.



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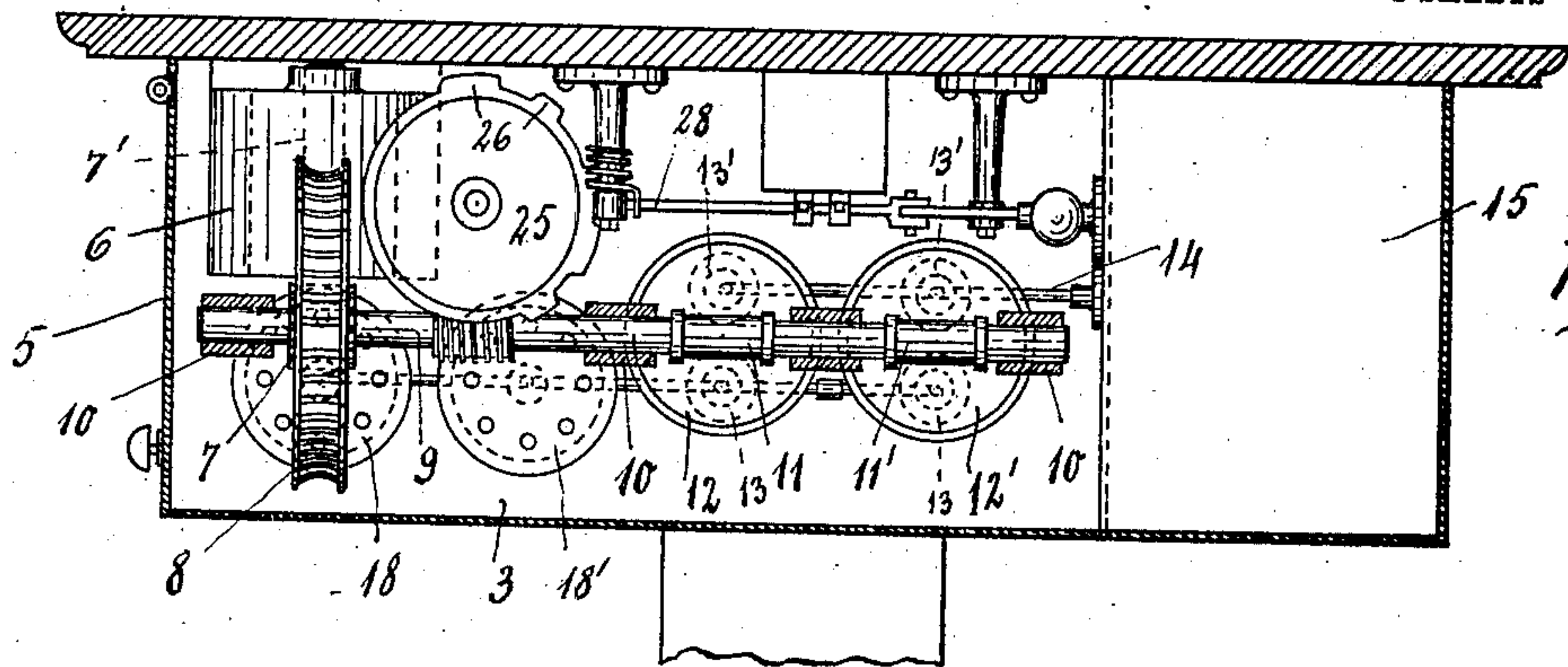


Fig. 4.

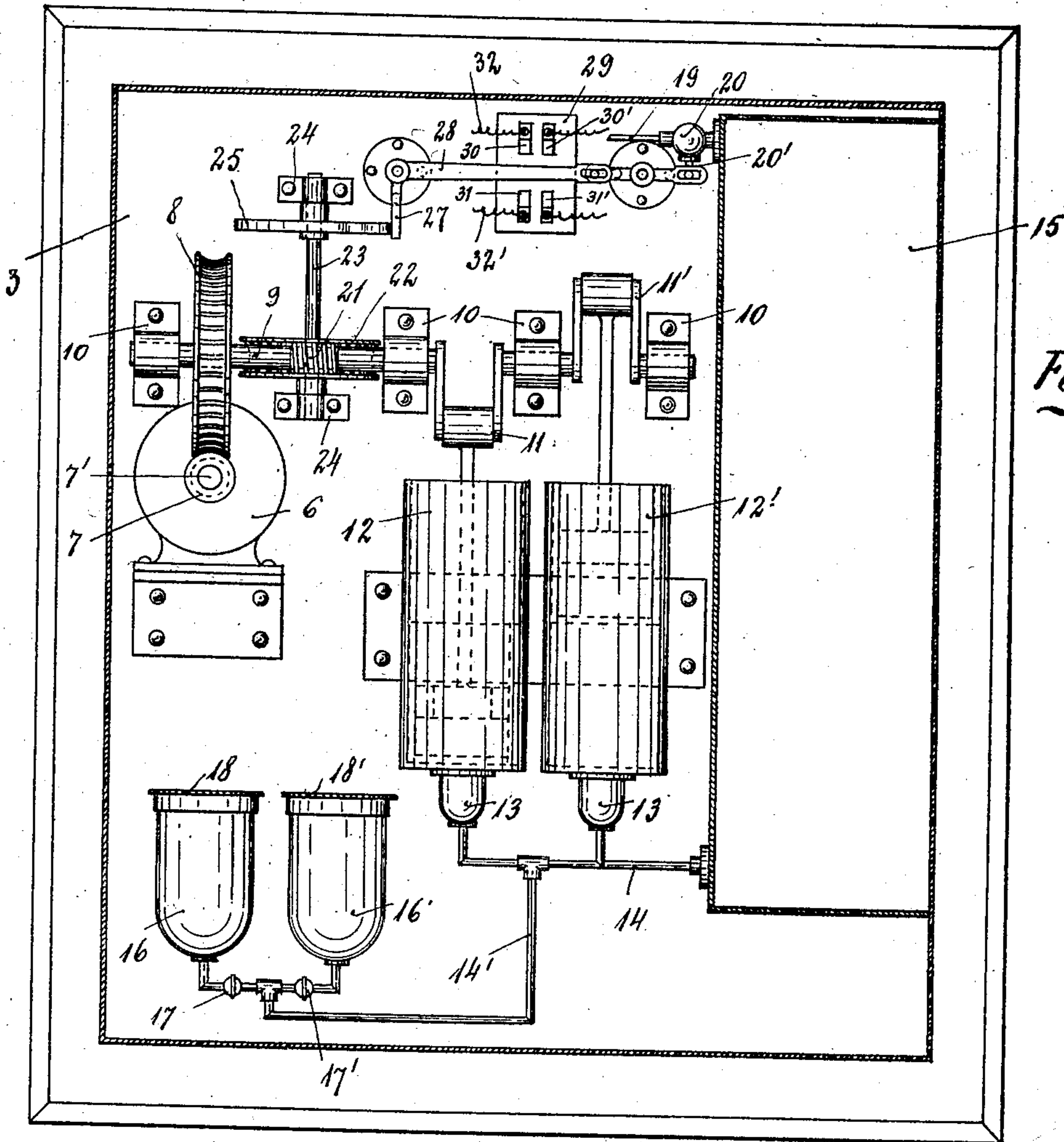


Fig. 3.

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# UNITED STATES PATENT OFFICE.

HENRY DAHN, OF EDGEWATER, NEW JERSEY, AND FREDERICK BECKER, OF NEW YORK, N. Y.

## ADVERTISING APPARATUS.

No. 883,865.

Specification of Letters Patent.

Patented April 7, 1908.

Application filed June 6, 1907. Serial No. 377,516.

*To all whom it may concern:*

Be it known that we, HENRY DAHN, a citizen of the United States, and FREDERICK BECKER, a subject of the German Emperor, and residents of Edgewater, county of Bergen, and State of New Jersey, and New York, county and State of New York, respectively, have invented certain new and useful Improvements in Advertising Apparatus, of which the following is a specification.

The present invention pertains to advertising apparatus particularly designed for cigar and cigarette manufacturers and dealers, and consists in the arrangement of a hollow body representing a human head or a crescent with the features of a man in it, representing "the man in the moon", holding in its mouth a cigar, and connected with a device by means of which periodically smoke raised from a receptacle containing burning tobacco is discharged through the mouth of the head so as to make it appear as if the head were smoking. Connected with the head, are a number of incandescent lamps of which a part are arranged on the outline of the head or crescent and a part in the eyeholes representing the eyeballs, and one at the forward end of the cigar.

The smoke raising and controlling apparatus consists of one or more tobacco receptacles constructed in form of tobacco pipes to contain tobacco of which, when ignited, the smoke will be raised into a smoke receptacle by air pumps operated from a suitable electro-motor. The smoke receptacle is connected by means of a valve and a pipe with the hollow body, the pipe terminating at the rear of the cigar, at which there is a small opening for the discharge of the smoke. The valve is operated from the electro-motor by suitable transmission means, that simultaneously control an electric switch to periodically close and break the circuit of the electric current feeding the incandescent lights of the hollow body. The smoke raising and controlling mechanism is inclosed in a box arranged at the rear of the hollow body representing the head, which box is adapted to be secured to the wall of a structure.

To make my invention more clear, the same is illustrated in the accompanying drawing, in which similar reference numerals denote corresponding parts, and in which

Figure 1 is a side view of the advertising apparatus; Fig. 2 a top plan view thereof; Fig. 3 is a vertical section of the box showing

the smoke raising and controlling apparatus; Fig. 4 is a cross section thereof, and Fig. 5 is a detail.

With reference to the drawing, 1 represents a hollow crescent body with the features of a man, 2 is a cigar shaped piece projecting from within the mouth of the body. 3 is a frame or box to which the hollow body 1 is secured and which is adapted to be fixed to the wall 4 of a structure. This box has a door 5 and has attached inside to its rear wall the smoke raising and controlling mechanism. This mechanism consists of an electro-motor 6 which by means of a worm 7 on its shaft 7' drives a worm gear 8 mounted on a double crank shaft 9 revolvably supported in brackets 10. Driven from the cranks 11, 11' of the said crank shaft 9, which are arranged at an angle of 180° to each other, are air pumps 12, 12' of ordinary construction. Each pump is provided with suction and pressure valves 13, 13' that communicate with a pipe 14 which terminates in a receptacle 15. Midway between the pumps, the pipe 14 is branched off, the branch pipe 14' leading into receptacles 16, 16' of which each has a separate manually controllable valve 17, 17'. These receptacles 16, 16' which may be constructed in form of tobacco pipes, with perforated covers 18, 18' are to contain tobacco of which, when ignited, the smoke will alternately be drawn by the air pumps 12, 12' through branch pipe 14', and forced through pipe 14 into the smoke receptacle 15. At the upper end the latter is provided with an exit pipe 19 and valve 20, the pipe 19 leading into the hollow body 1 and terminating at the rear of the cigar 2 to allow of the smoke being periodically discharged through the mouth.

The operation of the valve 20 is attained by the following means: The crank shaft 9 bears a worm 21 which meshes with a worm gear 22 mounted on a vertical shaft 23 rotatively supported in brackets 24, 24. Rigidly mounted on said shaft 23 is a disk 25 the circumference of which is provided with a number of cam shaped projections 26 of various lengths. This cam disk is adapted to operate a spring actuated crank bell lever 27 the longer arm 28 of which is connected with the valve rod 20' of the valve 20.

29 is a switchboard provided with a number of contact pieces 30, 30', 31, 31' which contact pieces have wire connections 32, 32' with a certain electrical source, not shown on



the drawing, and which by the swinging of the lever arm 28 are periodically closed or opened to close and break the circuit of the current feeding the incandescent lights 33 arranged around the outline of the image, and lights 34 in the eyeholes thereof, and the light 35 at the forward end of the cigar.

The mode of operation of the apparatus, is as follows: After the motor is set in operation, and the tobacco in one of the receptacles 16, or 16' is ignited, the pumps will alternately draw and press the smoke of the burning tobacco into the receptacle 15. The motor also operates the lever 27, 28 that periodically by virtue of the cam projections 26 will open and close the valve so as to emit a longer or shorter puff. Simultaneously with the emission of the puffs, the lever will in swinging, operate the switchboard by closing and breaking the circuit through the contact pieces 30, 30' and 31, 31' respectively to light the lamps around the image or those in the eyeholes and at the end of the cigar.

It will be understood that the construction described and shown may be differently modified without deviating from the spirit of our invention.

What we claim and desire to secure by Letters Patent is:

1. The improved advertising apparatus, comprising a hollow body representing a smoking image, means for producing smoke, a receptacle to receive the smoke, air pumps for raising the smoke into the said receptacle, an electro motor for driving said air pump, a valve and pipe connection of the said receptacle with the hollow body, a cam disk having cam projections of diverse lengths and driven from the electro motor, a bell crank lever operated by said cam disk and connected with the above named valve to periodically discharge the smoke from the receptacle into the hollow body and through the open mouth thereof, substantially as and for the purpose specified.

2. The improved advertising apparatus, comprising a hollow body representing a smoking image, a tobacco receptacle adapted to contain burning tobacco, air pumps for producing and raising the smoke from said tobacco receptacle, a receptacle to receive the smoke, an electro motor for driving said air pumps, a valve and pipe connection of the receptacle with the hollow body, a cam disk having cam projections of diverse lengths and operated from said electro motor, a bell

crank lever operated by said cam disk and connected with the above named valve to periodically discharge longer or shorter puffs of smoke into the hollow body and through the open mouth thereof, substantially as and for the purpose specified.

3. In an improved advertising apparatus, the combination with a hollow body representing a smoking image holding a cigar, cigarette or pipe shaped piece in its mouth, of incandescent lights secured to said body, electric connections for said lights, a switchboard for controlling the electric circuit of the current feeding said lights, means for producing smoke, a receptacle to receive the smoke, means for raising the smoke into the receptacle, a valve and pipe connection of the latter with the hollow body, and means for simultaneously controlling the said valve and the switchboard to periodically discharge longer or shorter puffs of smoke from the receptacle into the hollow body and through the open mouth thereof, and to alternately close and open the circuits of the incandescent lights of the said hollow body, substantially as and for the purpose specified.

4. In an improved advertising apparatus, the combination with a hollow body representing a smoking image, of incandescent lights secured to said body, electric connections for said lights, a switchboard for controlling the electric circuit of the current feeding said lights, a frame or box carrying said hollow body, and containing the smoke producing and raising mechanism on the said switchboard, the mechanism consisting of means for producing smoke, a receptacle to receive the smoke, means for raising the smoke into the receptacle, a valve and pipe connection of the latter with the hollow body, and means for simultaneously controlling the said valve and the switchboard to periodically discharge longer or shorter puffs of smoke from the receptacle into the hollow body and through the open mouth thereof, and to alternately close and open the circuits of the incandescent lights of the said hollow body, substantially as and for the purpose specified.

Signed at New York this 5 day of June, 1907.

HENRY DAHN.  
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