

June 5, 1934.

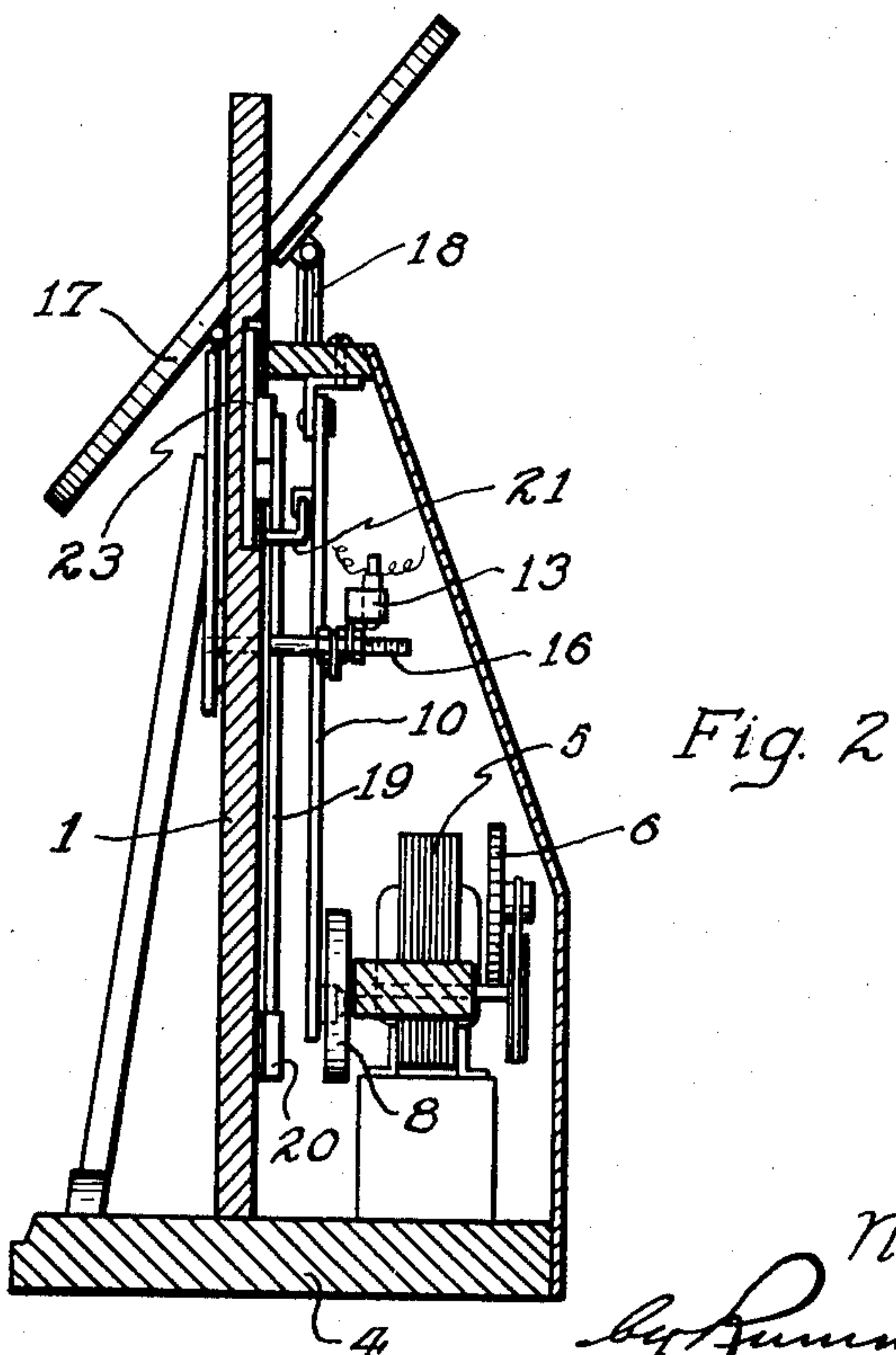
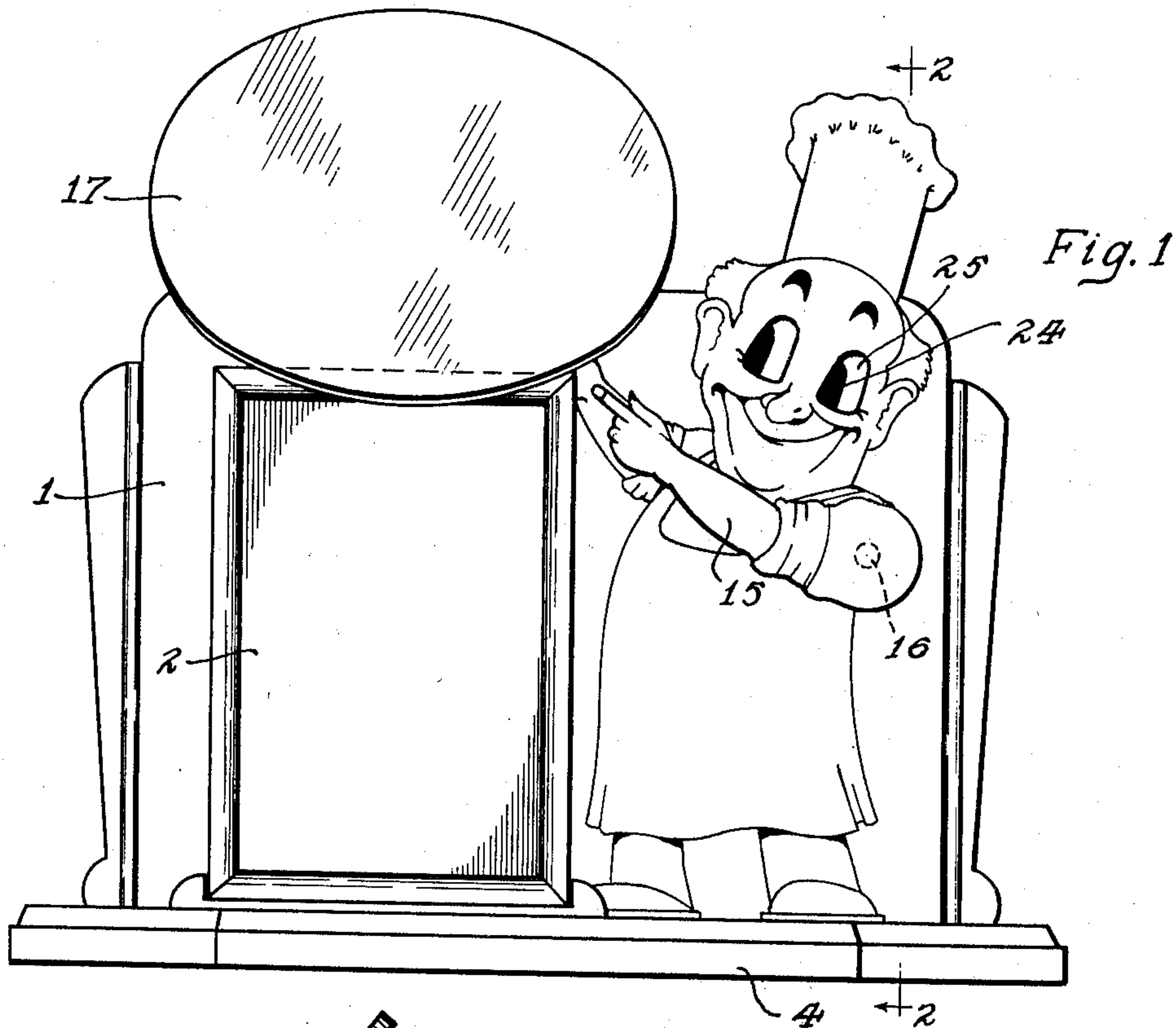
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1,961,463

MERCHANDISE DISPLAY AND ADVERTISEMENT CONSTRUCTION

Filed July 17, 1933

2 Sheets-Sheet 1



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Fig. 3

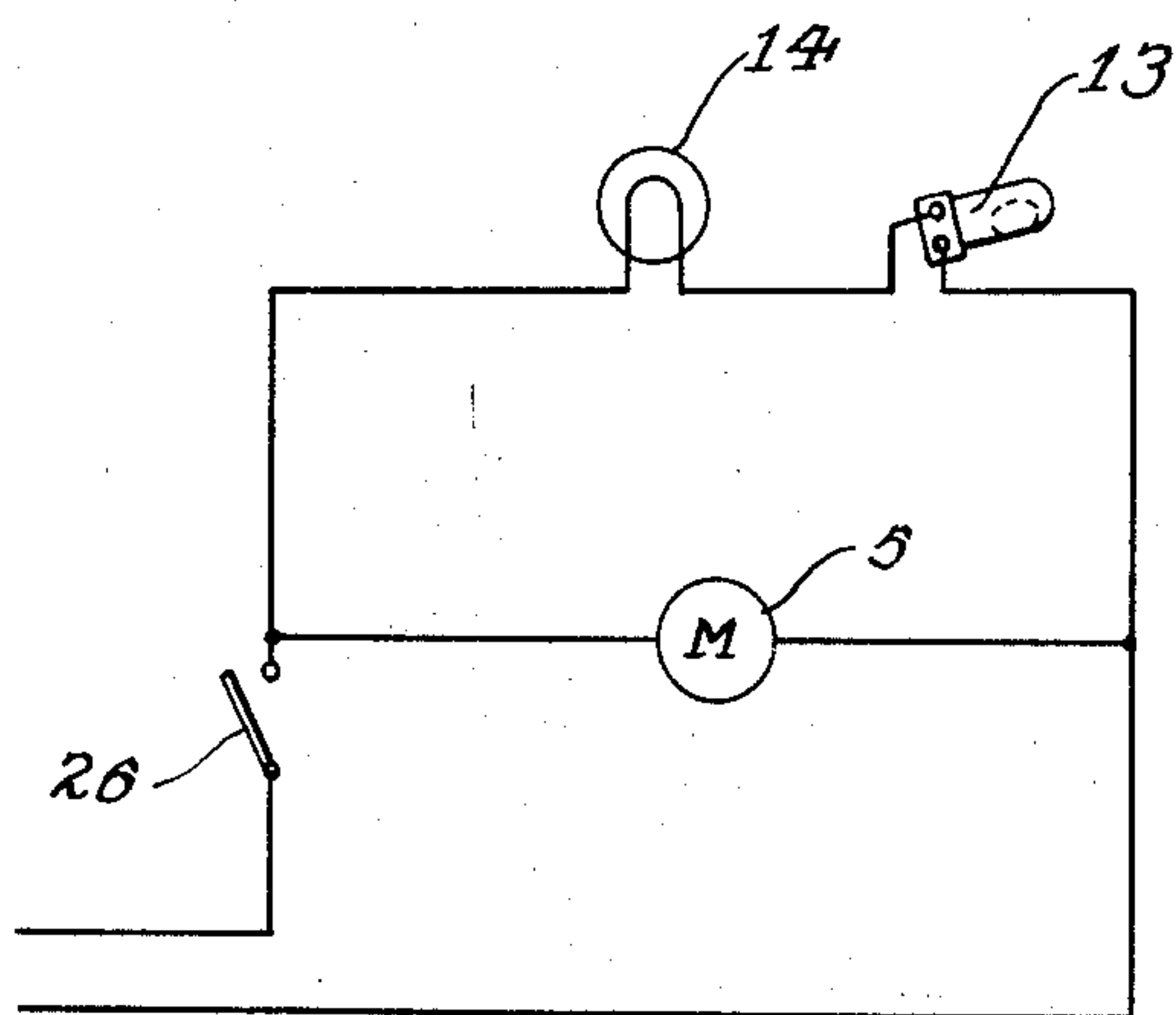
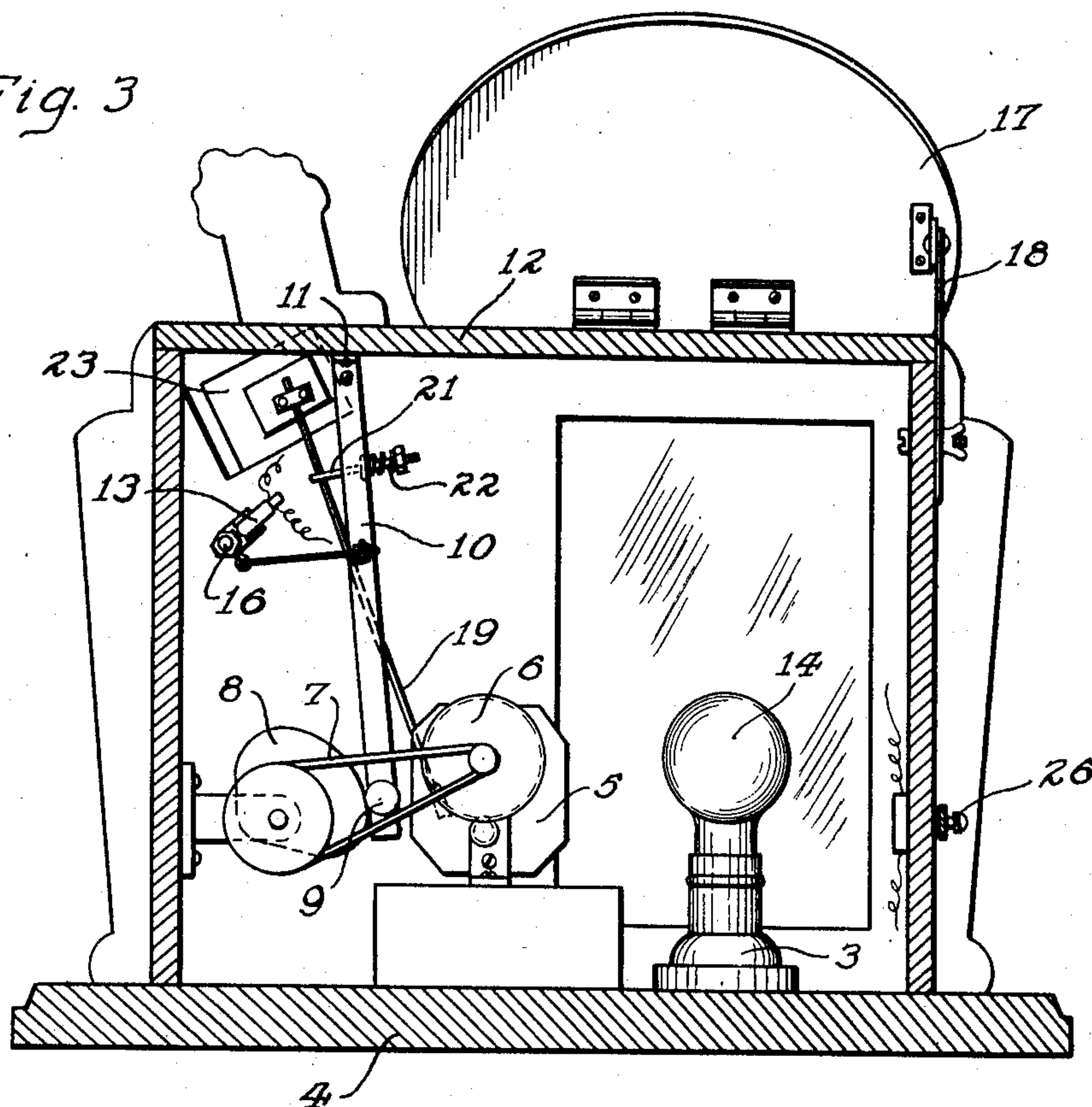


Fig. 4

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UNITED STATES PATENT OFFICE

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MERCHANDISE DISPLAY AND ADVERTISE-
MENT CONSTRUCTION

Nelson R. Swartwout, Chicago, Ill.

Application July 17, 1933, Serial No. 680,747

3 Claims. (Cl. 40—126)

This invention relates to a motor operated construction for conspicuously calling attention to advertising matter and then to the article advertised, and the purpose of the invention is to produce a synchronized arrangement whereby the movable parts of an advertising figure, such as the arms and eyes, are coordinated to focus attention in succession upon advertising matter and a displayed article.

These objects are accomplished by means of a construction as shown in the drawings, in which

Figure 1 is a front view of the advertising and display device.

Fig. 2 is a sectional view taken on the line 2—2 of Fig. 1.

Fig. 3 is a rear view of the casing in section.

Fig. 4 is a diagram of the wiring arrangement.

The construction consists principally of a casing having provision for an illuminated sign and an inclined support for displaying an article for sale, the support being provided with pins for impinging or other means for gripping and retaining the article on the support. The construction also provides a movable indicating arm which oscillates from a position pointing toward the sign to one pointing toward the displayed article, and movable with this arm is an eye focusing means for the same figure which has the oscillating arm.

When the arm points to the advertisement, the eyes focus in the direction of the person viewing the advertisement, and when the arm points to the article displayed, the eyes focus in that direction.

The front panel 1 of the construction carries a frosted or translucent glass 2 which is lettered according to the desired advertising matter, and in back of the glass is a lamp socket 3, Fig. 3, mounted upon the base 4. The base 4 also supports an electric motor 5 which, through reduction gearing 6 and belt 7, drives a cam 8. The cam operates upon a roller 9 carried by the lower end of arm 10 pivoted at 11 to the top 12 of the casing. This arm is linked to a mercury switch 13 in such a manner as to cause illumination from lamp 14 only when an indicating arm 15, Fig. 2, points to the sign 2. The mercury switch 13 and arm 15 are carried by the same pivot shaft 16.

The article display support 17 is hinged to the top 12 and is held at the desired inclination by means of an adjustable brace 18. During the period of oscillation of arm 10, when lamp 14 is not illuminated, eye shifting mechanism is operated in substantial unison with the pivoted indicating arm. The eye shifting mechanism includes an arm 19 which has for a pivot a coil spring 20, the lower end of which is secured to the panel 1.

Arm 19 is linked to the oscillating lever 10 by link 21 having the cushioning spring connection 22 with lever 10. The upper end of arm 19 operates a slide 23 between fixed limits stops and this slide has painted thereon the irises 24 which may be viewed through the eye openings 25, cut in panel 1. When the eyes appear to be focused on display support 17, arm 15 points to the support as indicated in Fig. 1, but when the arm points to the advertisement 2, the eyes appear to be focused directly ahead toward the observer.

The operation of the construction is controlled by switch 26, and when the circuit is closed, the motor 5 is continuously operated, and through the rotating cam 8 continuously and slowly oscillates the lever 10 and the arm 15 with periods of rest at its upper and lower positions according to the formation of cam 8. When the arm is pointed toward the advertisement 2, the mercury switch 13 is closed and the lamp 14 is illuminated, and the eyes 24 appear to be looking directly ahead due to the mechanical connection between the iris bearing slide 23 and lever 10. When the arm 15 points upwardly the irises 24 are shifted to the extreme left position, Fig. 1.

It is to be understood that details of the construction shown may be altered or omitted without departing from this invention as defined by the following claims.

I claim:

1. An advertising and article display construction comprising an upright panel and an article support, said panel having a section for bearing an advertisement, a pivoted arm associated with said panel and the article support, an eye construction including shiftable eye focusing means, and means for operating said pivoted arm and eye focusing means to simultaneously direct attention to the article support.

2. An advertising and article display construction comprising an upright panel and an article support, said panel having a section for bearing an advertisement, a pivoted arm associated with
5 said panel and the article support, an eye construction including shiftable eye focusing means, means for operating said pivoted arm and eye focusing means to simultaneously direct attention to the article support, and illuminating
10 means with a switch control therefor which is connected with the movable indicating arm and eye construction.

3. An advertising and article display construction comprising an upright panel and an article support which is hinged for adjustment from a horizontal position toward a vertical position, said panel having a section for bearing an advertisement, a pivoted arm associated with said
80 panel and the article support, an eye construction including shiftable eye focusing means, and means for operating said pivoted arm and eye focusing means to simultaneously direct attention to the article support. 35

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