

H. C. AVERY.
ADVERTISING DEVICE.
APPLICATION FILED SEPT. 12, 1911.

1,020,956.

Patented Mar. 26, 1912.

Fig. 1.

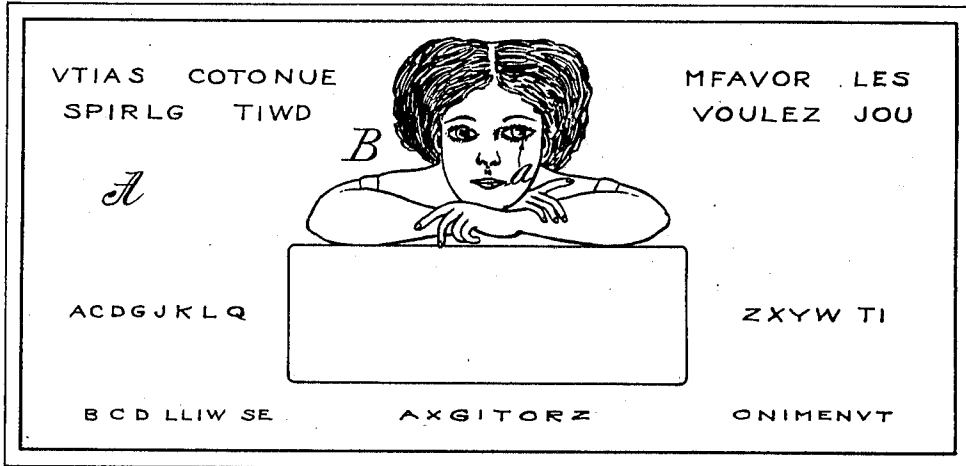


Fig. 2.

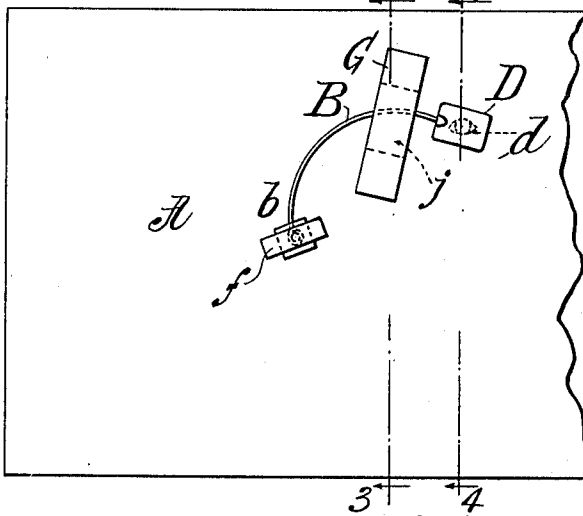


Fig. 3. Fig. 4.

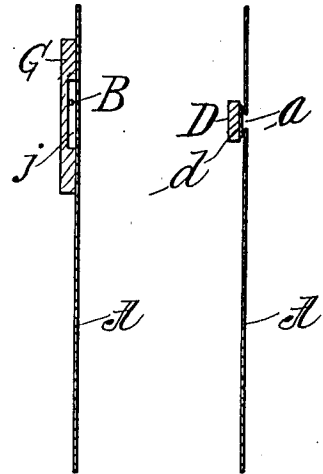
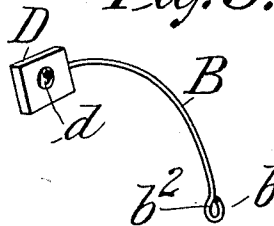


Fig. 5.



WITNESSES:

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ADVERTISING DEVICE.

1,020,956.

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To all whom it may concern:

Be it known that I, HENRY C. AVERY, a citizen of the United States of America, and resident of Holyoke, in the county of Hampden and State of Massachusetts, have invented certain new and useful Improvements in Advertising Devices, of which the following is a full, clear, and exact description.

10 This invention relates to improvements in advertising devices such, for instance, as placards or signs commonly displayed in street cars; and the particular object of the invention is to provide in a sign or placard, 15 which especially has a representation of a living creature thereon, means whereby some feature or member of the represented creature is rendered movable, usually by reason of the vibration of the car or by wind forces exerted thereagainst to the end that greater 20 notice will be taken of the sign and the same rendered generally more attractive and interesting to the casual observer.

The invention is described in conjunction 25 with the accompanying drawings and is set forth in the claims.

In the drawings: Figure 1 is a front view showing an example of an advertising sign card made in accordance with my invention. 30 Fig. 2 is a rear view of a portion of the sign card. Figs. 3 and 4 are cross sectional views respectively on lines 3—3 and 4—4, Fig. 2. Fig. 5 is a perspective view of the vibratory spring wire on which the movable feature 35 member is carried.

40 In the drawings, A represents a card or plate on which, in the present instance, a woman's face is represented, the plate having an aperture *a* at the location of one of the eyes.

45 B represents a curved piece of spring wire having one end portion *b* connected at the back of the plate and having its other end portion which is free to vibrate provided 50 with a flat surfaced block or plate D, on the front surface of which is the representation of an eye ball *d*, this spring and the vibratory device being adjusted so that the representation of the eye ball is opposite the aperture *a* through the plate.

When the sign or card is in place in a more or less nearly upright position in a car, the vibration of the car will cause a vertical vibration of the wire and the part *d* carried

thereby so that the picture appears to be that 55 of a woman winking.

The anchorage or securing of the one end of the wire at the rear side of the plate may be done in any suitable way, as, for instance, 60 by having one or more patches *f* of paper or sheet material pasted to the rear surface of the plate over the end of the wire, which latter may be made in the form of an eye *b*² as indicated in Figs. 2 and 5. And in order to 65 restrain the wire against displacement rearwardly from its position in proximity alongside the plate, a yoke or keeper G is employed in the situation represented in Figs. 2 and 3, the same consisting of a small 70 wooden cleat, the end portions of which are opposite or glued on the rear side of the plate, while the intermediate portion has a recess *j* through which a portion of the wire between its free end and its secured end is 75 passed with a loose engagement of such character as in no manner to lessen the freedom of vibration.

The invention is susceptible of being carried out in many forms both as regards its visual aspect and its functional character; 80 and it is manifest that instead of the aperture at the location of the eye such aperture may be made at any other place in the figure of the living creature and the movable member appropriate thereto provided on a vibra- 85 tory carrier therefor may be correspondingly relatively positioned.

I claim:—

1. In an advertising device, a card or plate having a delineation thereon of a liv- 90 ing creature and provided with an aperture at the location of a feature thereof, and a resilient piece supported on the rear side of the plate and carrying a feature member visible through said aperture and so operative 95 that under the vibration of the resilient piece the feature member will be also vibrated at said aperture.

2. In an advertising device, a card or plate having a delineation thereon of a living 100 creature and provided with an aperture at the location of a feature thereof, and a spring wire having one end portion thereof engaged on the rear side of the plate, and carrying at its free end a feature member 105 visible through said aperture.

3. In an advertising device, a card or plate having a delineation thereon of a living crea-

- ture and provided with an aperture at the location of a feature thereof, a spring wire having one end portion thereof engaged on the rear side of the plate and carrying at its
5 free end a feature member visible through said aperture and means on the rear side of the plate with which such spring wire is loosely engaged for restraining the latter in close relation to the rear surface of the plate.
- 10 4. In an advertising device, a card or plate having a delineation thereon of a human face and provided with an aperture at the location of one of the eyes thereof, a spring wire having one end portion thereof con-
15 nected at the back of the plate, and having its other end portion free to vibrate in carrying a flat surfaced piece positioned at the aperture and having the representation of an eye in the front side thereof and a yoke se- 20 cured on the rear surface of the plate between the free and secured portions of the wire for restraining the wire against rearward displacement from its position in proximity alongside the plate.
- Signed by me at Springfield, Mass., in 25 presence of two subscribing witnesses.
HENRY C. AVERY.
- Witnesses:
W. S. BELLows,
G. R. DRISCOLL.

Copies of this patent may be obtained for five cents each, by addressing the "Commissioner of Patents, Washington, D. C."