Nov. 11, 1924. 1,515,070

F. J. ROSENBERG

ADVERTISING DEVICE

Filed Oct. 26, 1923

Fig. 1.

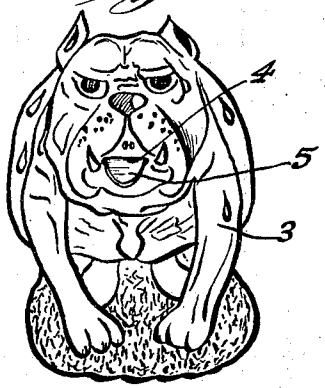


Fig. 2.

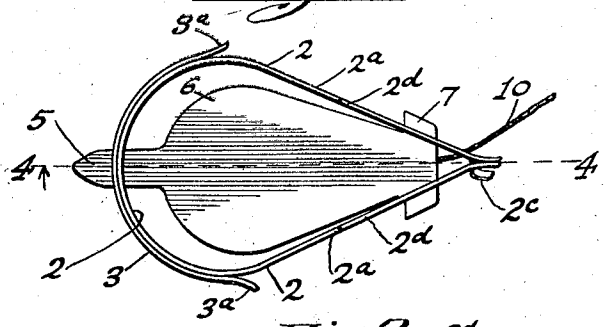


Fig. 3.

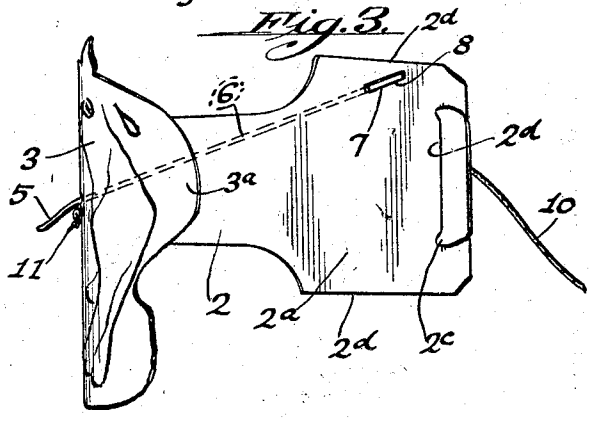


Fig. 4.

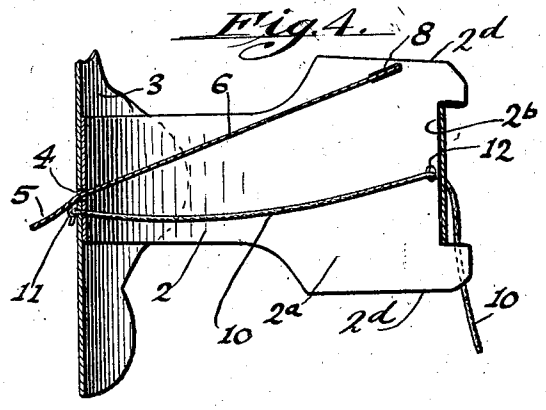
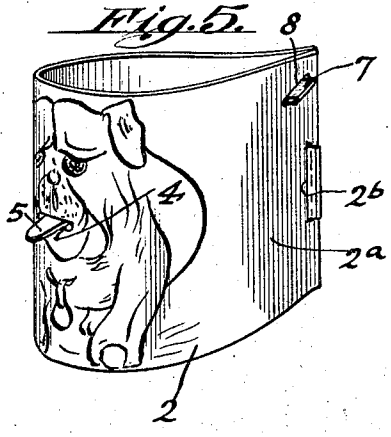


Fig. 5.



Witness:
Wright.

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Patented Nov. 11, 1924. 1,515,070

UNITED STATES PATENT OFFICE.

FRANK J. ROSENBERG, OF VENICE, CALIFORNIA.

ADVERTISING DEVICE.

Application filed October 26, 1923. Serial No. 670,849.

To all whom it may concern:

Be it known that I, FRANK J. ROSENBERG, a citizen of the United States, residing at Venice, in the county of Los Angeles and State of California, have invented new and useful Improvements in Advertising Devices, of which the following is a specification.

This invention relates to novelties and more particularly to advertising devices.

An object of the present invention is to provide a novel, simple, very inexpensive and at the same time attractive and amusing device. Another object is to provide an advertising novelty simulating a living object and including relatively movable parts constructed and arranged so as to produce a noise imitating a natural sound of the living object, as for instance imitating the breathing or panting of a dog, and also being operative to simulate the motions of the body during breathing.

An object is to provide an advertising device of few and very inexpensive parts so as to enable the gratuitous distribution of the article to secure free advertisement by the general use of the device as a toy.

Other objects and advantages will be made manifest in the following specification of embodiments of the invention illustrated in the accompanying drawings, wherein:

Figure 1 is a front view of the device.

Fig. 2 is a plan view.

Fig. 3 is a side elevation.

Fig. 4 is a central, longitudinal section on line 4—4 of Figure 2.

Fig. 5 is a perspective of a slightly modified form of the device.

The device in its preferred form comprises a bowed body structure which may be made, for instance, of stout paper having a desired degree of stiffness and resiliency. The body has a front, semicircular, or suitably bowed portion 2, from which converge rear side parts 2^a, one of which is slotted at 2^b and the other of which is formed with interlocking hooks 2^c disposed so as to be bent and thus interlocked after they are passed through the slot 2^b. This provides simple and effective means for holding the converging side parts 2^a together without extraneous fastening means and without requiring a pasting or gluing means and process with the incident expense.

To the front, bowed body 2 there is preferably attached a flexible sheet or card 3 which may be secured adhesively over the convex face of the body 2. Preferably the applied card 3 has outwardly projecting, rear, side portions 3^a so as to effectively conceal the rear part of the device when the device is held between the fingers with the picture card 3 facing the holder or some other person so that only the head-on view of the depicted animal represented by the device is seen.

The rear ends of the side parts 2^a may be provided with top purchase or holding edges 2^d to be grasped between the thumb and finger of the party holding the device.

In carrying out the simulation, the picture card 3 has a mouth slot 4 and through and snugly in this is movably mounted a tongue 5 obviously colored red, and this tongue is formed as a forwardly projecting portion from a cord or other suitable member 6, the rear end of which has interlocking hooks 7 retained in slots 8 provided therefor in the rib parts 2^a. The tongue sheet 6 is so interlocked with the side parts 2^a as to prevent relative movement.

A feature of the invention consists of means whereby a relative movement may be imparted to the tongue 5 and the picture card 3 simulating the animal or object Such relative movement will result in the projection and retraction of the exposed portion of the tongue 5 in front of the face of the animal. Suitable means are employed to effect this relative movement of the tongue and the face, and is shown as including a means extending from the front bow or body 2 back to the rear end of the device, and as here shown the means includes a cord 10 having a knotted front end 11 concealed below the tongue 5, the rear portion of the cord passing through an aperture 12 in the rear end of one of the sides 2^a.

In operation, the device is gripped at the top and bottom, rear edges 2^d and the rear end of the cord 11 is grasped and alternately pulled and released with a short degree of movement, the consequence of which is that the bowed part 2 of the body apparently expands and contracts so that the sides or ends 3^a of the animal card alternately move in and out simulating a breathing action, and with this movement simulating expansion and contraction of the animal's body the tongue 5 is thrust in and out as in

the panting action of a dog. During this reciprocation of the tongue in the mouth the surface contact causes a noise which is inherent to the friction of the paper surfaces and closely resembles the panting or heavy breathing of a dog.

In Figure 5 a slightly modified form of the device is shown in which the picture of the animal is provided directly on the bowed body 2 and this may consist of a simple oblong sheet of stout paper with the ends joined as above described.

Further embodiments, modifications and variations may be resorted to within the principle of the invention.

What is claimed is:

1. An advertising novelty comprising a structure having a portion representing an animated object, said structure including relatively movable parts in frictional engagement with each other, whereby upon such relative movement a simulating sound is produced, one of the parts representing the head of an animal and the other representing the tongue, the latter being slidably and frictionally fitted in the mouth of the head to produce the said simulating sound as in panting.

2. An advertising novelty comprising a structure having a portion representing an animated object, said structure including relatively movable parts in frictional engagement with each other, whereby upon such relative movement a simulating sound is produced, one of the parts representing the head of an animal and the other representing the tongue, the latter being slidably and frictionally fitted in the mouth of the head to produce the said simulating sound as in panting, and means for effecting the relative movement of the head and tongue.

3. An advertising novelty comprising a structure having a portion representing an animated object, said structure including relatively movable parts in frictional engagement with each other, whereby upon such relative movement, a simulating sound is produced, portions of the body being movable to simulate a breathing action.

4. An advertising novelty comprising a structure having a portion representing an animated object, said structure including relatively movable parts in frictional engagement with each other, whereby upon such relative movement, a simulating sound is produced, portions of the body being movable to simulate a breathing action.

5. A novelty comprising a structure having a portion representing an animated object, said structure including relatively movable parts simulating movements of portions of the body during a breathing action.

In testimony whereof I have signed my name to this specification.

FRANK J. ROSENBERG.