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UNITED STATES PATENT OFFICE.

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ADVERTISING DEVICE.

1,021,516.

Specification of Letters Patent.

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To all whom it may concern:

Be it known that I, THEODOR R. GEISEL, a citizen of the United States of America, and resident of Springfield, 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 The object of this invention which relates to advertising placards or signs to be used especially in street railway cars, is to increase the attention attracting capability of the advertising card; and the invention as
15 carried out in its preferred form consists in a card or plate bearing an advertisement on the face thereof and having a downwardly bowed runner rod supported by and located forwardly of the plate and a member having
20 the form of a pointer, directed to some portion of the advertisement and provided with eyes extending above the upper edge of such pointer, which eyes have suspension and free sliding engagements with the bowed runner
25 rod so that under inertia or from the starting and stopping, changing of speed or jolting of the car the pointer will have a shifting movement backward and forward on the
30 runner rod so that from such movement the attention of passengers will be directed to the pointer and by the latter to some prominent or salient portions of the advertisement especially desired to be seen.

35 The invention is described in conjunction with the accompanying drawings and is defined in the claims.

In the drawings:—Figure 1 is a front view of my improved advertising device; Fig. 2 is a top edge or plan view of the same; Fig. 3 is a cross sectional view on line 3—3,
40 Fig. 1, as seen in the direction of the arrow.

In the drawings, A represents a card or "plate" having advertising matter on the face thereof.

45 B represents a runner rod which is downwardly bowed as especially shown in Fig. 1. This runner rod which may be of stiff wire has its opposite end portions *a a* inwardly extended and terminating in eyes *b b* arranged in planes angular to the portions *a*
50 and coincident with the face of the plate A; and fastening means *d* are engaged through said eyes and through the plate whereby the runner rod is firmly held in a

position forward of and supported by the plate. These fastening means may be rivets or headed prong provided fasteners as indicated.

D represents a member which is provided with eyes *f f* extended above its upper edge, loosely engaged with the said runner rod so that such member has free sliding engagements with the latter. The said member is made in the form of a pointer or hand directed to a prominent portion of the advertisement such as the pictorial representation indicated at *x* on Fig. 1.

By reason of the startings and stoppings and changes of speed of the car in which this advertising device is mounted, the pointer will have shifting movements backward and forward on the runner rod, for instance, from its normally central position to those forward and to the rear thereof indicated by the dotted lines, Fig. 1,—the bow formation of the rod tending to the normal centralization of the pointer.

I claim:—

1. In a device of the character described, an advertising card or plate having a downwardly bowed runner rod supported by and standing forwardly of the plate, and a member having a suspension engagement with said bowed runner rod, and capable of shifting movements backward and forward on such rod.

2. In a device of the character described, a card or plate having an advertisement on the face thereof, a downwardly bowed runner rod having its end portions inwardly extended and terminating in eyes arranged in planes parallel to the face of the plate, and fastening means engaged through said eyes and the plate whereby the runner rod is held in a position forward of, and supported by the plate, and a member, provided with eyes extended above its upper edge and loosely engaged with said runner rod, which member has the form of a pointer directed to a prominent portion of the advertisement.

Signed by me at Springfield, Mass., in presence of two subscribing witnesses.

THEODOR R. GEISEL.

Witnesses:

G. R. DRISCOLL,
WM. S. BELLWS.