

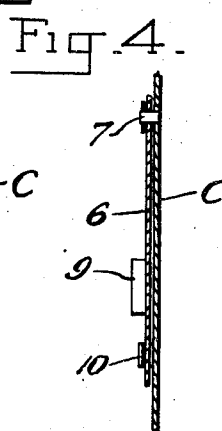
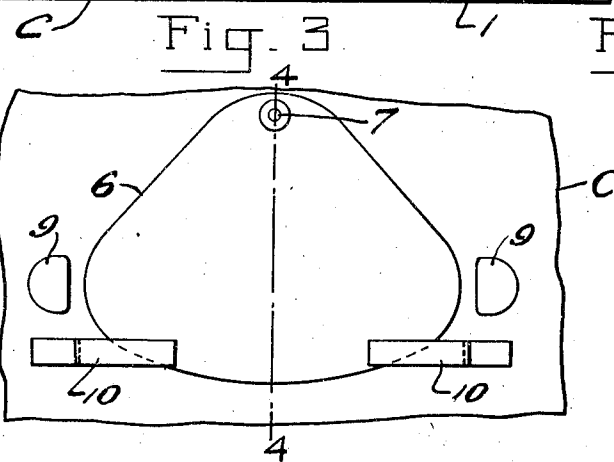
Sept. 20, 1927.

I. DAVIDSON

1,642,671

ADVERTISING DEVICE

Filed April 15, 1926



Inventor

Irving Davidson

By

Watson E. Coleman,

Attorney

Patented Sept. 20, 1927.

1,642,671

# UNITED STATES PATENT OFFICE.

IRVING DAVIDSON, OF MALDEN, MASSACHUSETTS.

## ADVERTISING DEVICE.

Application filed April 15, 1926. Serial No. 102,254.

This invention relates to improvements in advertising devices and has relation, more particularly to a device of this kind especially adapted for display in public vehicles, such as street cars, trains, busses, and the like, and it is an object of the invention to provide a device of this kind embodying a movable part operating by the vibration of the vehicle incident to travel and which serves effectively to attract attention to the device and at the same time creating amusement to the observer.

The invention consists in the details of construction and in the combination and arrangement of the several parts of my improved advertising device whereby certain important advantages are attained and the device rendered simpler, less expensive and otherwise more convenient and advantageous for use, as will be hereinafter more fully set forth.

The novel features of my invention will hereinafter be definitely claimed.

In order that my invention may be the better understood, I will now proceed to describe the same with reference to the accompanying drawing, wherein:—

Figure 1 is a fragmentary view in elevation illustrating an advertising device constructed in accordance with an embodiment of my invention, portions being in section;

Figure 2 is a sectional view taken substantially on the line 2—2 of Figure 1;

Figure 3 is a fragmentary view in rear elevation of the structure illustrated in Figure 1;

Figure 4 is a sectional view taken substantially on the line 4—4 of Figure 3.

As disclosed in the accompanying drawing, P denotes a plate of requisite dimensions adapted to be suitably positioned within a public vehicle and which is provided along its upper and lower margins with the inwardly directed flanges 1 to provide means whereby the display device may be effectively engaged therewith, said device being further held in applied or working position by the use of the well known spring strips 2.

As herein disclosed, my improved device comprises a card C of suitable dimensions and having produced thereon a representation 3 of a figure, such figure being shown in the drawing as a face. The eyes of the face are cut out to provide the openings 4 through which are adapted to be exposed the eye representatives 5 carried by a supplemental plate 6. The plate 6 is arranged at the rear of the card C and has its upper portion centrally connected, as at 7, to the card C by a suitable pivot member. This mounting of the supplemental plate 6 permits the same to readily swing incident to the vibrations of the vehicle when in transit, causing the eye representations 5 to have movement with respect to the eye openings 4 and thus changing the expression of the representation 3 in a manner to attract attention to the card C and at the same time to afford amusement to the observer.

The extent of swinging movement of the plate 6 is limited by contact with the outstanding stop members 9 secured to the rear face of the card C at opposite sides of the eye openings 4 and in desired spaced relation therewith. The lower or free portion of the supplemental plate 6 is maintained against inward movement away from the card C by the clips 10 secured to the inner or rear face of the card C and overlying the opposite end portions of the supplemental plate 6 at all times.

The extremities of the card C are provided thereacross with the strips 11 which serve to assure the major portion of the card C being properly spaced from the plate P when the card C is in applied position in order to assure the requisite vibration of the plate 6. This freedom of the plate 6 is further assured by the thickness of the stop members 9 which also have contact with the plate P when the card C is in applied position.

While I have herein illustrated the plate P and the card C as substantially flat, it is to be understood that the same may be transversely curved and the structure of the vehicle body be such as to necessitate such formation. As this is believed to be an obvious expedient it is not thought that a detailed description and illustration is necessary.

From the foregoing description it is thought to be obvious that an advertising device constructed in accordance with my invention is particularly well adapted for use by reason of the convenience and facility with which it may be assembled and operated, and it will also be obvious that my invention is susceptible of some change and modification without departing from the principles and spirit thereof and for this reason I do not wish to be understood as limiting myself to the precise arrangement and formation of the several parts herein

shown in carrying out my invention in practice except as hereinafter claimed.

I claim:—

1. A display device comprising, in combination with a plate, a card overlying and supported by said plate, said card having an opening, a supplemental plate pivoted to the card at the rear thereof and disposed over the opening in the card, said supplemental plate having a representation for shifting exposure through the opening in the card incident to the vibration of the supplemental plate, and outstanding stop members carried by the rear face of the card and arranged at opposite sides of the supplemental plate for limiting the extent of movement of the supplemental plate, said stop members contacting with the first named plate to maintain the two plates spaced apart to assure free vibratory movement of the supplemental plate.

2. A displaying device comprising, in combination with a plate, a card overlying

and supported by said plate, said card having an opening, a supplemental plate pivoted to the card at the rear thereof and disposed over the opening in the card, said supplemental plate having a representation for shifting exposure through the opening in the card incident to the vibration of the supplemental plate, outstanding stop members carried by the rear face of the card and arranged at opposite sides of the supplemental plate for limiting the extent of movement of the supplemental plate, said stop members contacting with the first named plate to maintain the two plates spaced apart to assure free vibratory movement of the supplemental plate, and clips carried by the rear of the card and at all times lapping the supplemental plate to further hold the supplemental plate in proper position with respect to the card.

In testimony whereof I hereunto affix my signature.

IRVING DAVIDSON.