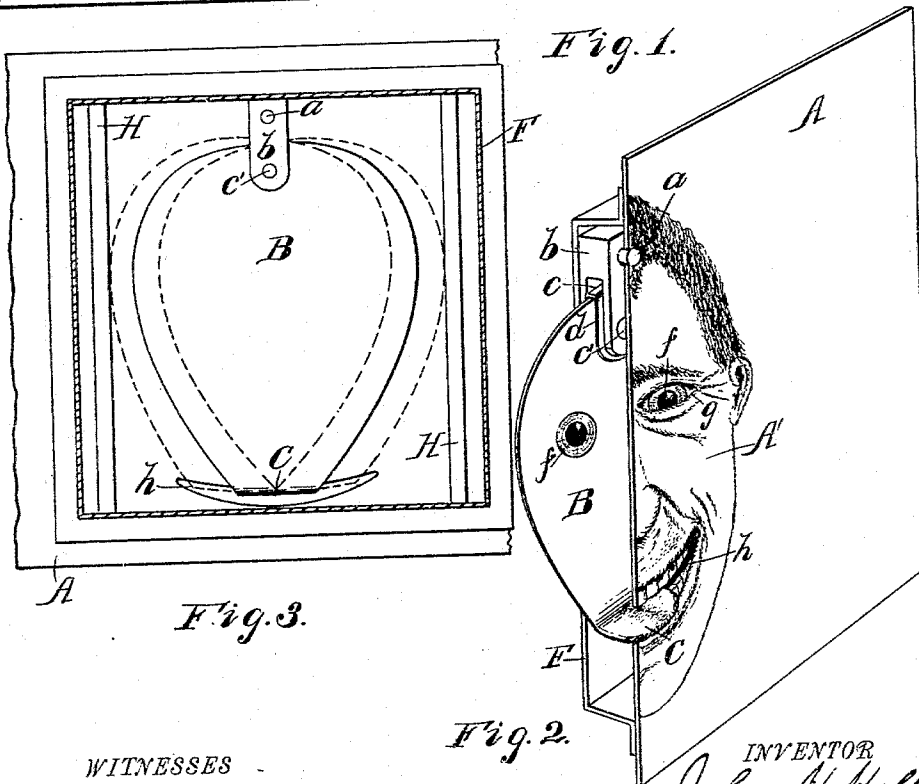
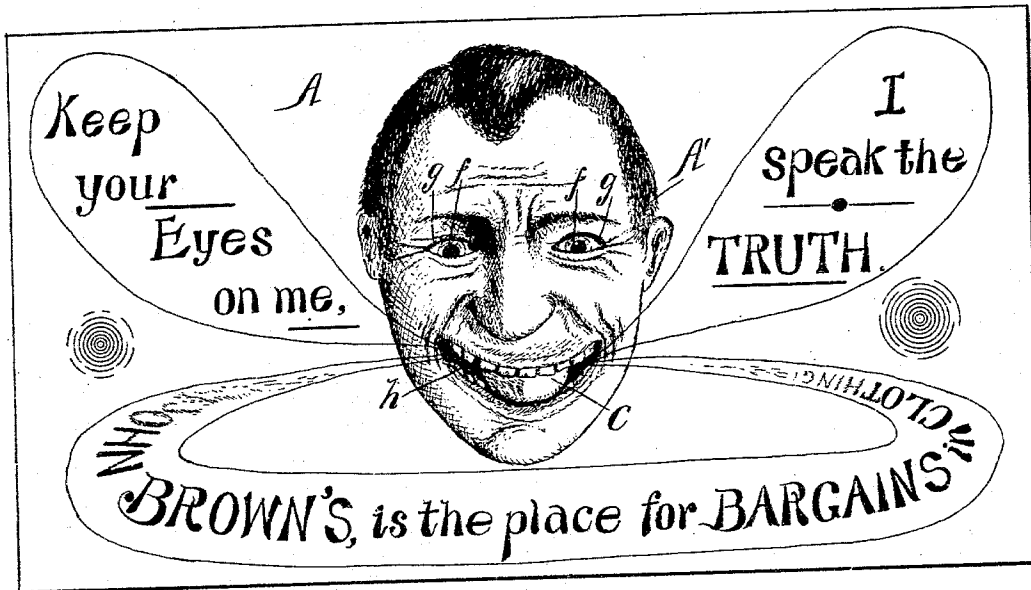


(No Model.)

J. H. KELLY.
ADVERTISING SIGN.

No. 546,285.

Patented Sept. 10, 1895.



WITNESSES
H. C. Wheeler
S. W. Arnold

Fig. 2.

By

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UNITED STATES PATENT OFFICE.

JOHN HENRY KELLY, OF DETROIT, MICHIGAN.

ADVERTISING-SIGN.

SPECIFICATION forming part of Letters Patent No. 546,285, dated September 10, 1895.

Application filed August 14, 1894. Renewed August 19, 1895. Serial No. 559,875. (No model.)

To all whom it may concern:

Be it known that I, JOHN HENRY KELLY, a citizen of the United States, residing at Detroit, in the county of Wayne, State of Michigan, have invented certain new and useful Improvements in Advertising-Signs; and I do declare the following to be a full, clear, and exact description of the invention, such as will enable others skilled in the art to which it appertains to make and use the same, reference being had to the accompanying drawings, and to the letters of reference marked thereon, which form a part of this specification.

This invention relates to new and useful improvements in advertising-signs or display-cards for use in street-cars and other public vehicles; and it consists in the construction and arrangement of parts as hereinafter fully set forth, and pointed out particularly in the claim.

The object of the invention is to produce a display-card having a fixed part and a movable part, and having objects or characters thereon that are visible through apertures in the fixed part—such, for instance, as a human face upon a card having openings for the eyes and mouth therein and a pivoted disk hung in the rear thereof having eyes and a tongue thereon visible through the openings in the face and which are automatically swung backward and forth behind said openings by the motion of the car, to attract attention. This object is attained by the construction illustrated in the accompanying drawings, in which—

Figure 1 is a side elevation of an advertising-sign embodying my improved features. Fig. 2 is a perspective, partly in section. Fig. 3 is a rear elevation, the inclosing case being in section and showing by dotted lines the swinging movement of the rear disk.

Referring to the letters of reference, A designates a suitable card upon which an advertisement may be printed, as shown. Drawn or mounted upon said card is the representation of a human face A', through which there are openings corresponding to the eyes and mouth therein. Secured by a pin *a* or other suitable means to the card A is a block *b*, having an open slot *c* in the lower end thereof, in which is pivoted the upper edge of a disk

B by a pin *c'* passing through said block and disk, said disk being reinforced at this point by an extra strip *d* (see Fig. 2) to prevent tearing out. This disk B may be made in any desired shape, but is preferably oval in form, and the bottom edge thereof is bent outward at right angle to form a tongue C, which enters the mouth-opening *h* in the face A' and extends slightly therefrom. This mouth-opening is curved concentric with the point of pivot of said disk, so that the swing of the disk upon its pivot will cause said tongue to travel from end to end of said mouth-opening. Also mounted on the disk B are the eyeballs *f*, which, when said disk is in repose, register with the eye-openings *g* in said face, but when said disk is swinging back and forth cause the appearance of a rolling of the eyes in said face.

This improved card is more especially designed for street-car advertising, in which the motion of the car keeps the pivoted disk B continuously swinging, causing the tongue in said face to wag and the eyes to roll or dance in such manner as to at once arrest attention, making a very simple and attractive advertising-card, and in which the operation is purely automatic. Attached to the back of the card A are two vertical stops H, (shown in Fig. 3,) which serve to prevent the disk B from swinging too far in either direction.

F designates a case which is secured to the card A and which incloses and protects the swinging disk B.

While in this application I have employed a human face in carrying out this invention, in which the eyes and tongue are movable, I do not wish to be limited to the precise construction shown, as various forms of application may be employed without departing from the spirit of my invention.

Having thus fully set forth my invention, what I claim as new, and desire to secure by Letters Patent, is—

The combination of a card bearing the representation of a face having apertures at the points where the eyes would appear and a curved aperture for the mouth, the disk having thereon the representation of eye-balls and provided with an integral tongue bent outward from the lower arc thereof, said disk being pivoted in the rear of the face on said

card and adapted to swing in either direction, the point of pivot of said disk being so placed that the eye-balls thereon shall normally register with the eye openings in said card and
5 the tongue on said disk shall project into the mouth opening thereof, which opening is curved concentric with the point of pivot of said disk, whereby the tongue travels back and forth in the mouth opening and the eye-

balls roll before the eye apertures in the card, as said disk swings on its pivot.

In testimony whereof I affix my signature in presence of two witnesses.

JOHN HENRY KELLY.

Witnesses:

DANIEL L. DILWORTH,

E. S. WHEELER.