

(No Model.)

I. ROESCHER.  
ADVERTISING DEVICE.

No. 559,609.

Patented May 5, 1896.

Fig. 1.



Fig. 2.

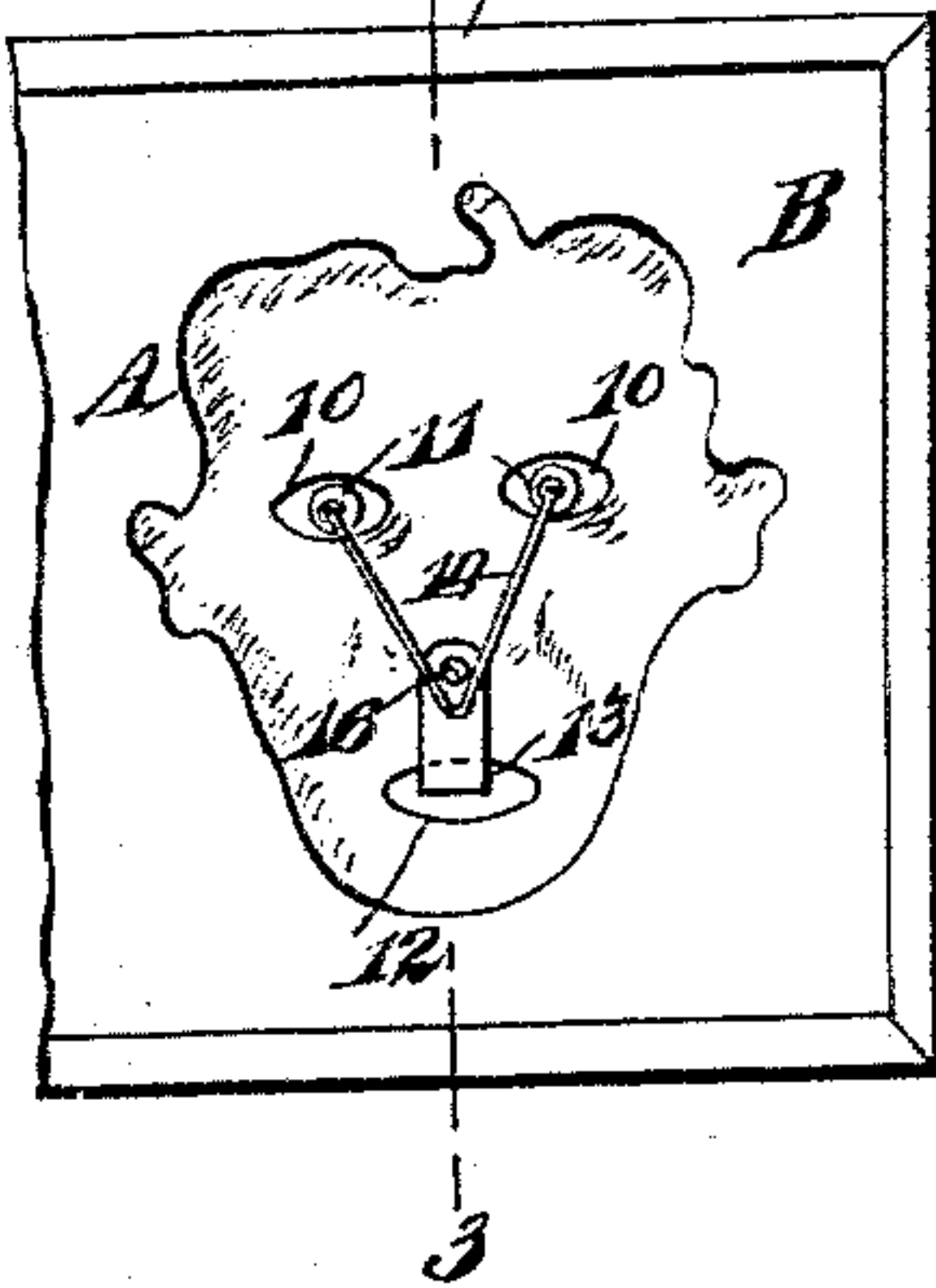


Fig. 3.

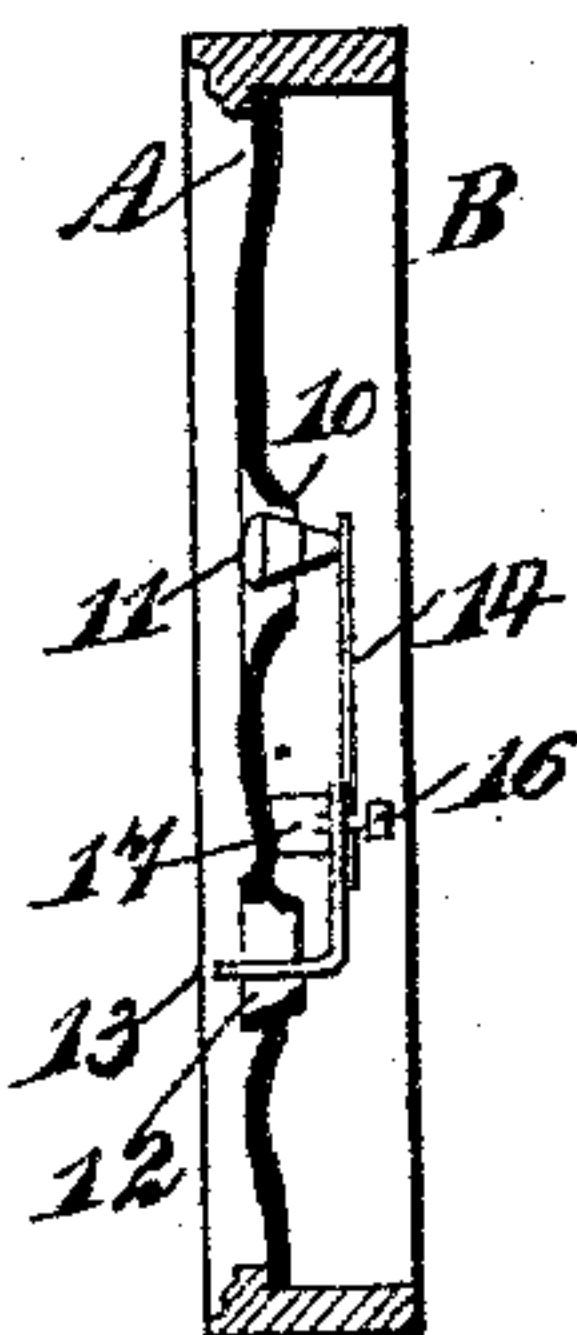


Fig. 4.

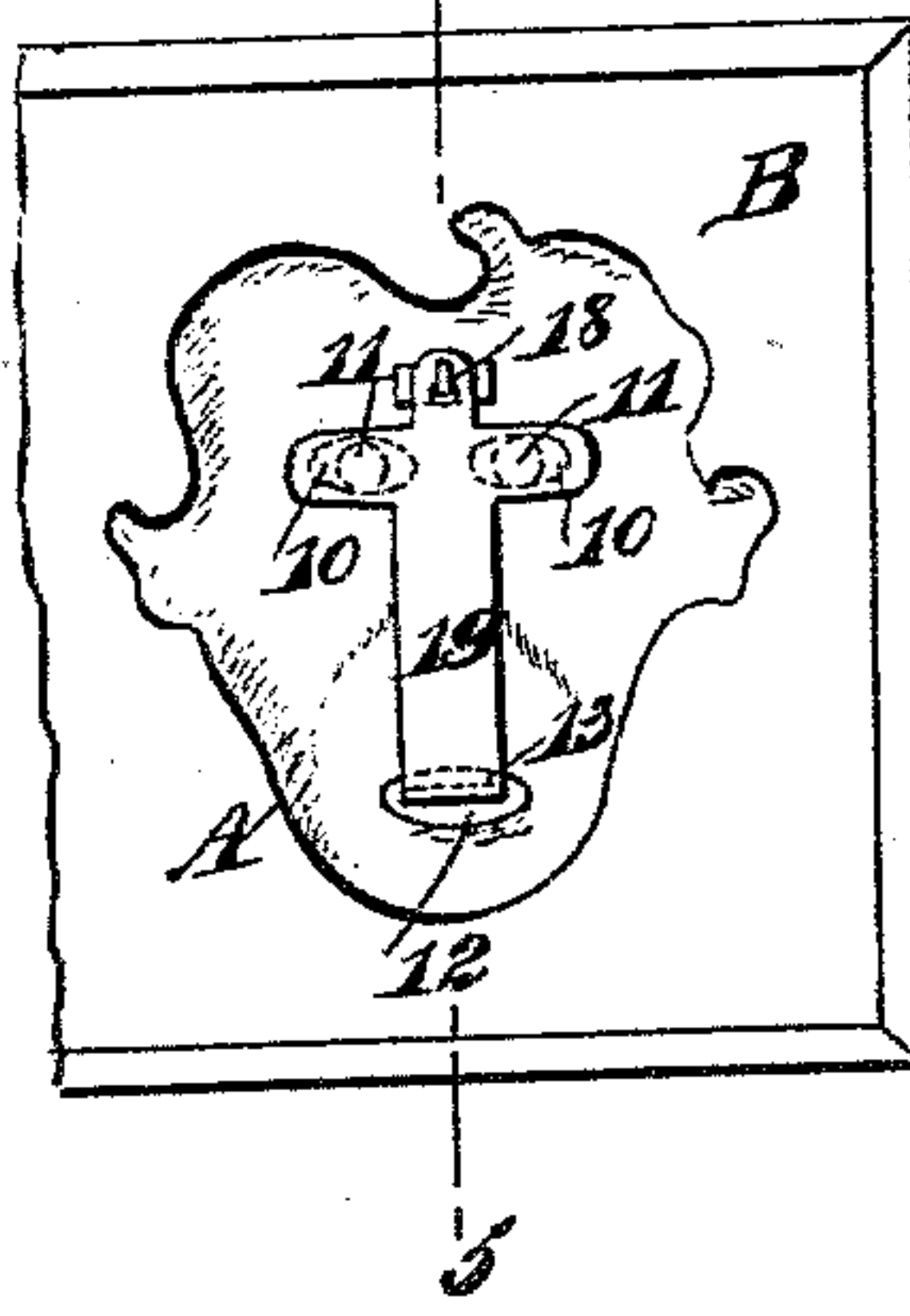


Fig. 5.

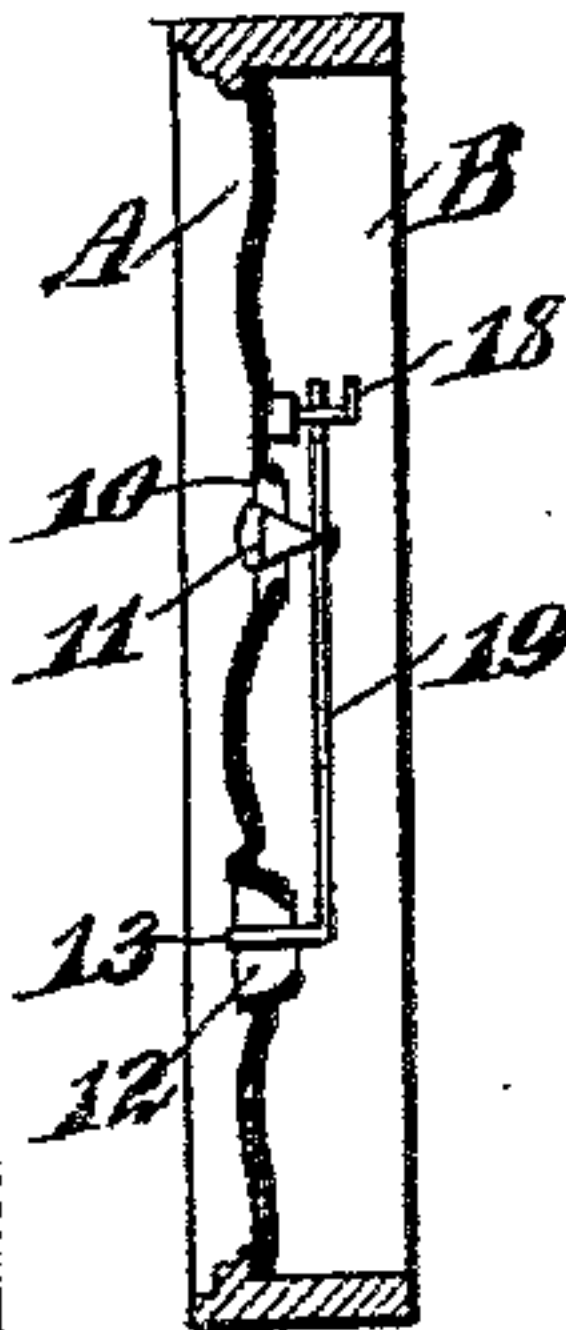


Fig. 6.

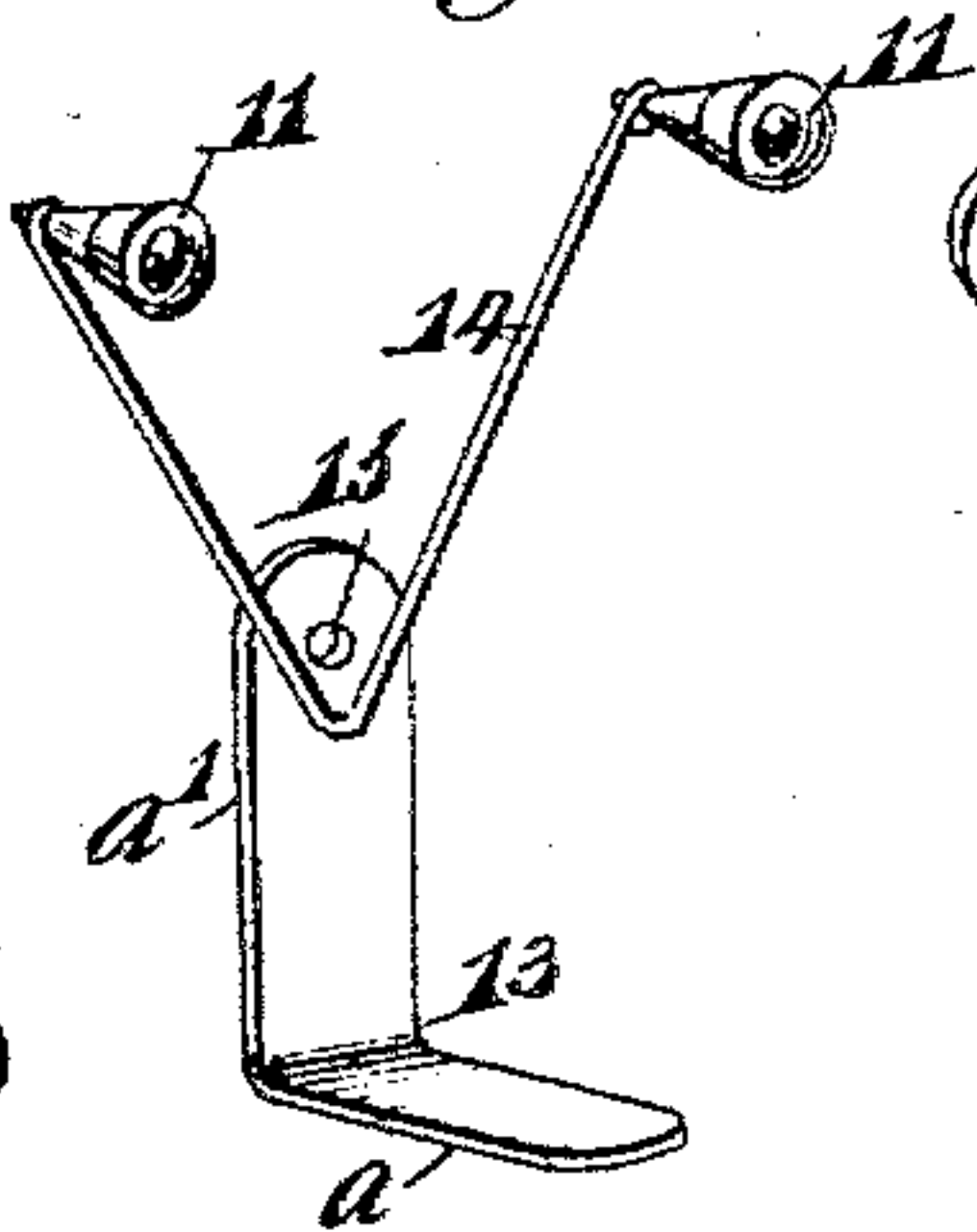
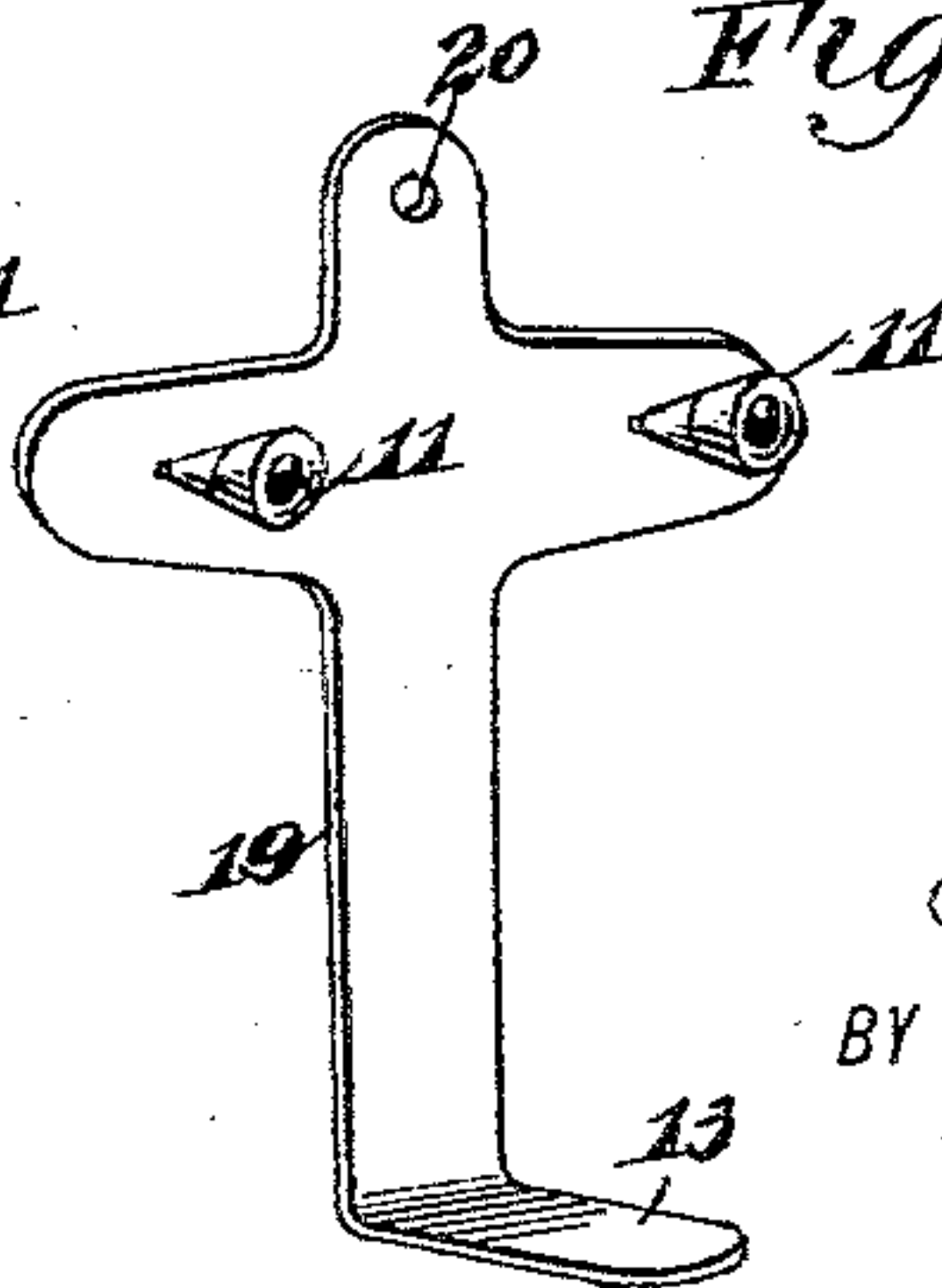


Fig. 7.



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# UNITED STATES PATENT OFFICE.

ISIDOR ROESCHER, OF MEMPHIS, TENNESSEE.

## ADVERTISING DEVICE.

SPECIFICATION forming part of Letters Patent No. 559,609, dated May 5, 1896.

Application filed October 2, 1895. Serial No. 564,383. (No model.)

*To all whom it may concern:*

Be it known that I, ISIDOR ROESCHER, of Memphis, in the county of Shelby and State of Tennessee, have invented a new and Improved Advertising Device, of which the following is a full, clear, and exact description.

My invention relates to an improvement in signs; and it has for its object to provide an attractive sign and one of an economic nature adapted for use in connection with any advertising device which is carried by or supported upon a wheeled vehicle; and a further object of the invention is to provide a sign which will simulate either a human head or an animal's head, grotesque or ideal, and to so construct the head that the eyes and tongue may be connected at the back and pivotally connected with the head, in order that movement may be imparted to said parts during the travel of the vehicle from the motion given to the body of the vehicle, due to the springs and the passage of the wheels over tracks or roadways.

The invention consists in the novel construction and combination of the several parts, as will be hereinafter fully set forth, and pointed out in the claims.

Reference is to be had to the accompanying drawings, forming a part of this specification, in which similar characters of reference indicate corresponding parts in all the figures.

Figure 1 is a front elevation of an advertising device having the improvement attached thereto. Fig. 2 is a rear elevation of the improved portion of the advertising device, illustrating one means of pivoting the eyes and the tongue. Fig. 3 is a vertical section through the head forming the improved part of the advertising device, the said section being taken substantially on the line 3 3 of Fig. 2. Fig. 4 is a rear elevation of the head, illustrating a slight modification in the means employed for pivoting the eyes and the tongue; and Fig. 5 is a section taken practically on the line 5 5 of Fig. 4. Fig. 6 is a detail perspective view illustrating the manner in which the eyes and tongue are connected under the construction shown in Figs. 2 and 3; and Fig. 7 is a perspective view of the connection between the eyes and the tongue, as shown in Figs. 4 and 5.

In carrying out the invention a face or head A is formed upon or attached to a sign B or

other advertising device. The aforesaid head may be made of any suitable material, and is embossed at the front, being depressed at the back. The head is provided with openings 10 to receive eyes 11, and the mouth 12 of the head is likewise provided with an opening, through which the tongue 13 may extend. The eyes and the tongue are adapted to be connected and to move together. When the sign or the head occupies an inclined position, the connection is made as shown in Fig. 6, and when the head is to be placed in a perpendicular position the connection is preferably made as illustrated in Fig. 7.

When the head is to be placed in an inclined position, the connected eyes and tongue are pivoted, usually, at a point centrally or about centrally between the top and bottom of the head, and the eyes are attached to the diverging members of a substantially-V-shaped support 14, which may be and preferably is a wire, and the said support at its contracted end is soldered or otherwise fastened to or made integral with the tongue 13, and the said tongue is of angular construction, embracing a body portion *a*, which is horizontal and adapted to extend out through the opening 12 of the mouth, and a vertical shank portion *a'*, to which the support is connected. The shank at its upper end and between the members of the support has an orifice 15 usually made therein, through which a pivot-pin 16 is passed into a suitable block 17, secured upon the central portion of the inner face of the head, as shown in Fig. 3, or the pivot-pin may be secured directly to the material of which the head is made. When the head is to be in a perpendicular position, the eyes and tongue are preferably pivoted from a point at or near the central rear portion of the forehead, and to that end a pivot-pin 18 is located at that point on the back of the head, and said pin is usually of angular construction. In this event the connection is made as shown in Fig. 7, in which the tongue 13 is secured to a support 19 of cruciform shape, the eyes being attached to the laterally-extending arms of the support, while the upper extension of the support has an opening 20 to receive the aforesaid pivot-pin 18. Under both of these constructions it is obvious that the undulating or irregular



movement of the traveling vehicle in which the sign may be hung will impart a pendulum movement to the supports for the tongue and eyes, giving them virtually a horizontal movement in a forwardly and rearwardly direction, and that the eyes and tongue will also have a rocking movement in a lateral or side direction. By this means an advertising device may be rendered exceedingly attractive and at a minimum of cost. In some cases the eyes only will need to have movement, at which time the tongue will swing to concealment at the rear of the sign, then serving only as a weight.

Having thus described my invention, I claim as new and desire to secure by Letters Patent—

1. The combination with a sign, of a representation of a head having eye-openings and a mouth-opening, and a plate pivoted to swing both laterally and in a forwardly and

rearwardly direction, said plate having its lower end bent to form a tongue projecting into the mouth-opening, and provided at its upper end with members projecting in opposite directions from which eyes project and extend into the said eye-openings, substantially as described.

2. The combination with the representation of a head having mouth and eye openings, or an L-shaped plate pivoted to the head, the lower horizontal member of the plate forming a tongue and projecting into the mouth-opening, and a V-shaped support secured to the said plate and provided at its ends with eyes projecting into the eye-openings, substantially as described.

ISIDOR ROESCHER.

Witnesses:

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