

No. 705,090.

Patented July 22, 1902.

C. E. JOHNSON.
ADVERTISING DEVICE.
(Application filed Nov. 15, 1901.)

(No Model.)

Fig. 1.

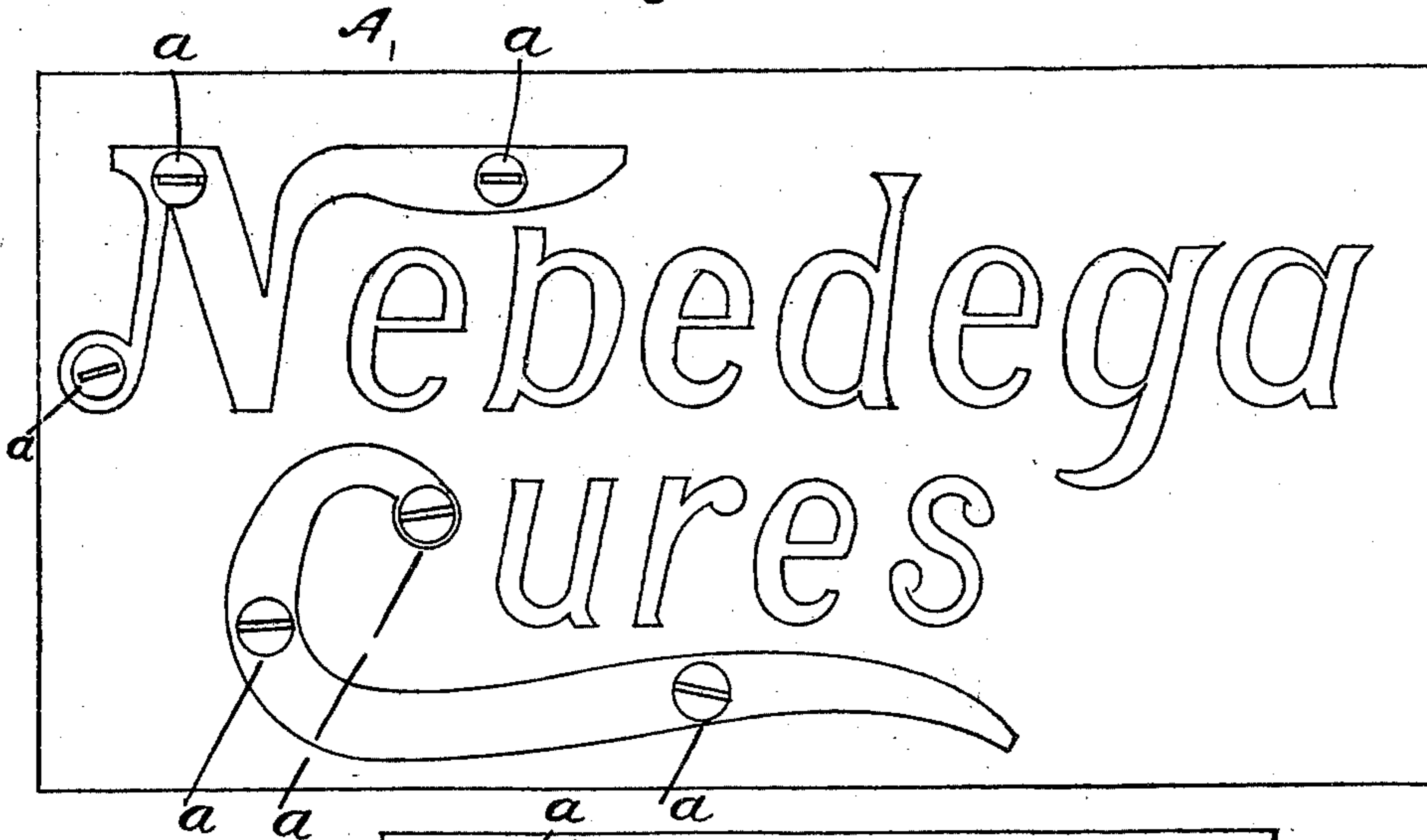


Fig. 2.

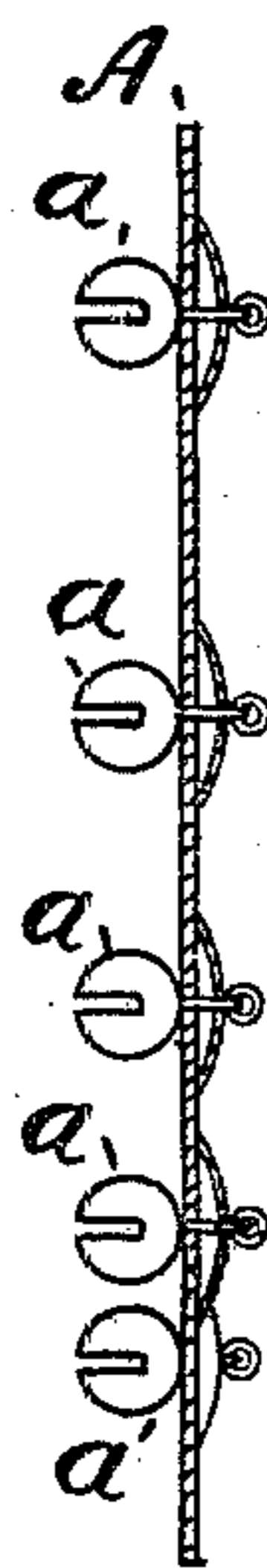


Fig. 3.

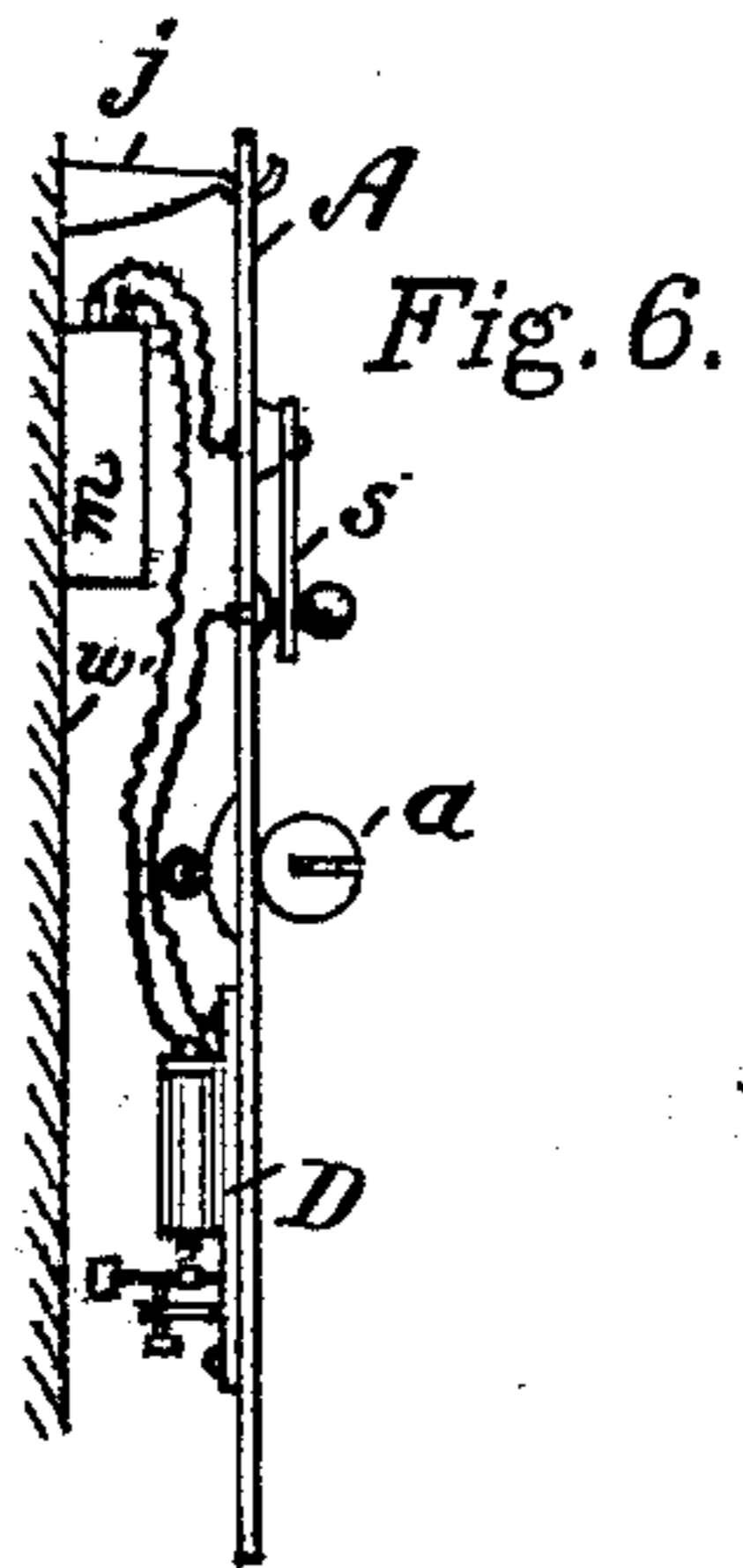
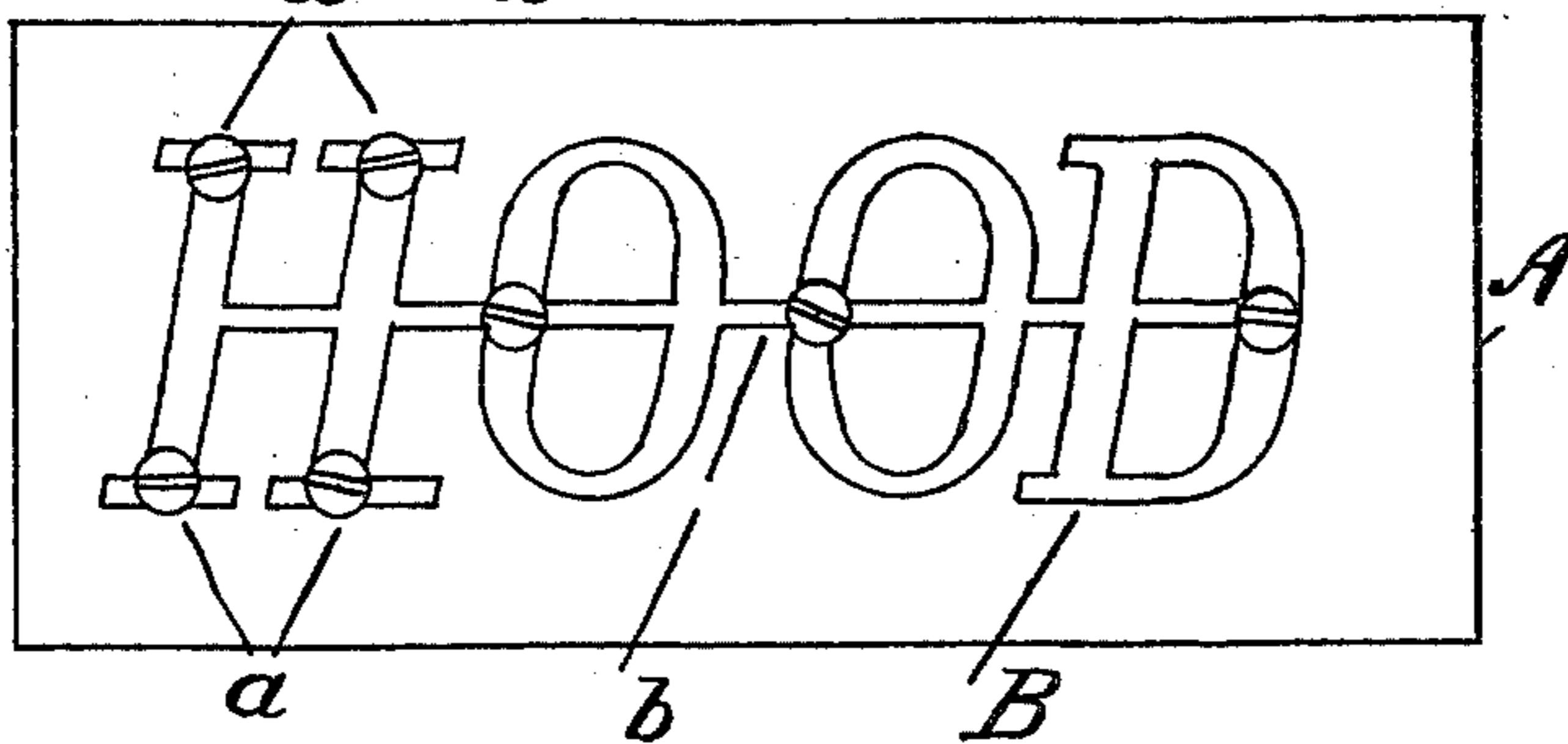


Fig. 5.

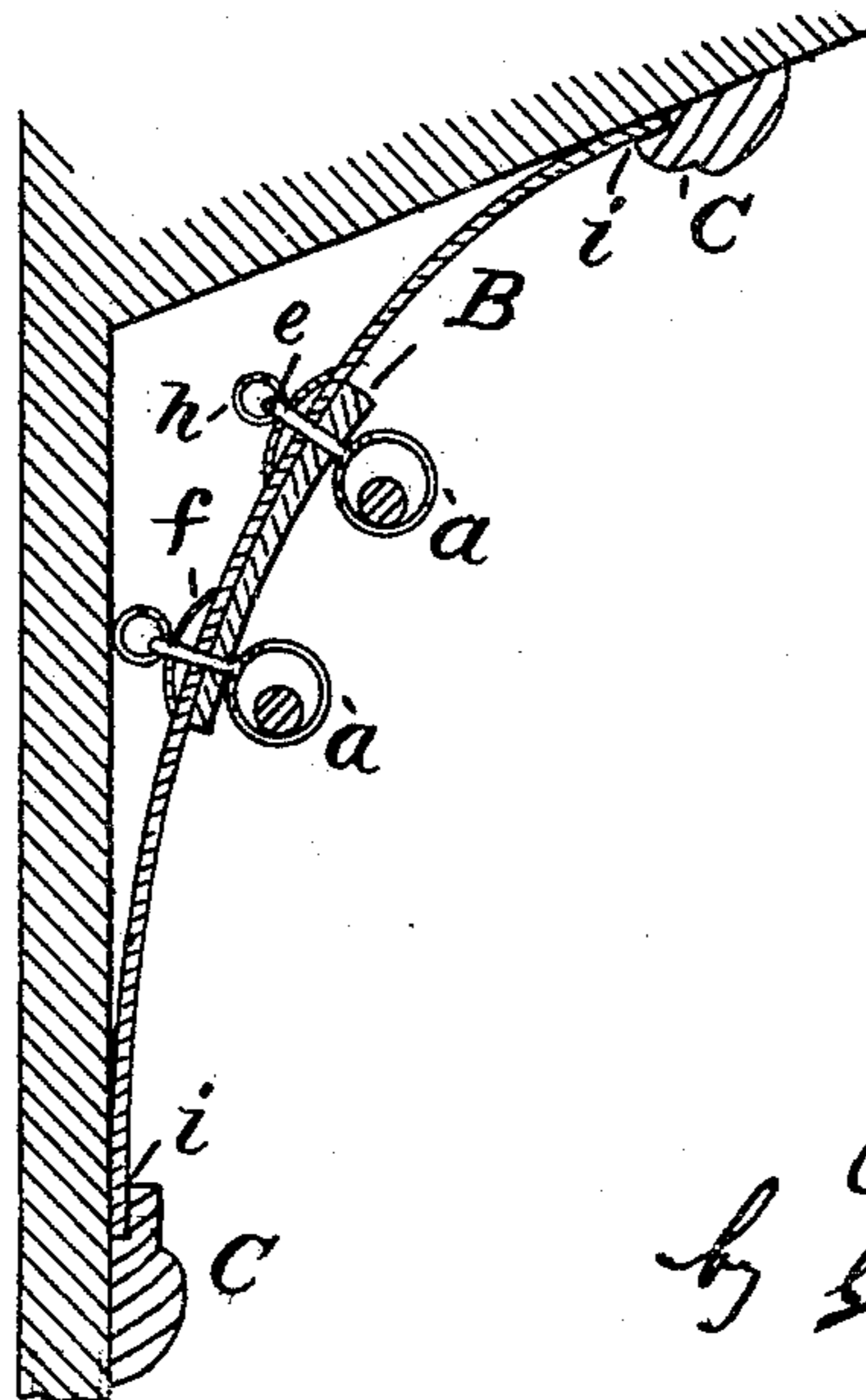
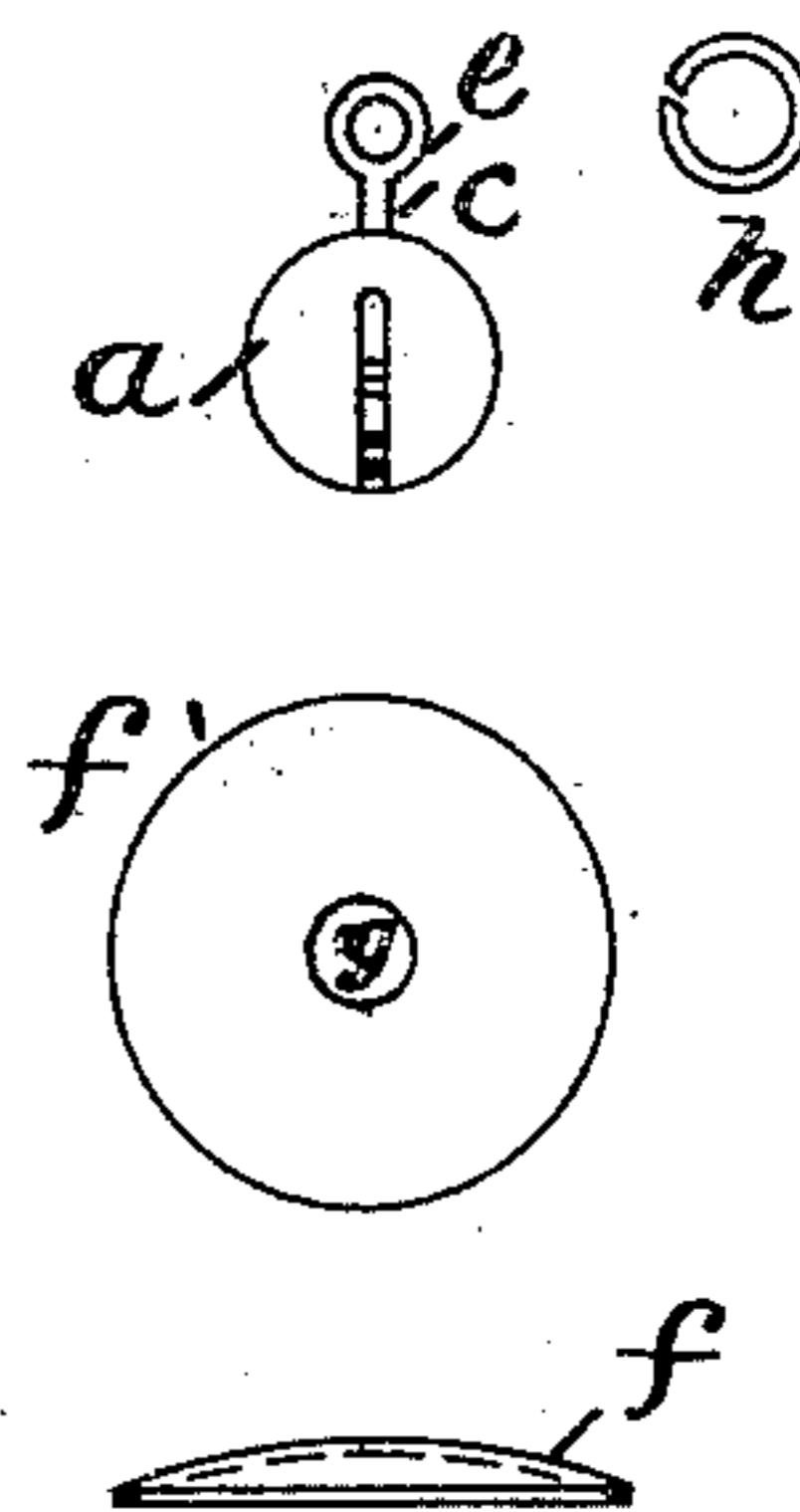


Fig. 4.



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UNITED STATES PATENT OFFICE.

CHARLES E. JOHNSON, OF MALDEN, MASSACHUSETTS.

ADVERTISING DEVICE.

SPECIFICATION forming part of Letters Patent No. 705,090, dated July 22, 1902.

Application filed November 15, 1901. Serial No. 82,355. (No model.)

To all whom it may concern:

Be it known that I, CHARLES E. JOHNSON, residing at Malden, in the county of Middlesex and State of Massachusetts, have invented certain Improvements in Advertising Devices, of which the following is a specification.

The present invention relates to devices for advertising purposes, such as sign boards and cards, which are suspended upon the walls of buildings or upon the interiors of street-cars, and the special idea involved is to provide means for attracting the attention of persons to the advertisement.

I provide a board having upon its surface the printing or lettering to indicate the advertisement and attach to the board one or more bells or other devices which when vibrated produce sounds, the vibration being produced by any suitable means. To boards which are suspended in buildings I attach an electric vibrator, the motion of which is imparted to the board and causes the vibrant devices to sound, and boards suspended in street-cars are sufficiently vibrated by the motion of the car, all of which I will now proceed to more particularly describe, and point out in the appended claims.

Of the drawings accompanying this specification, Figure 1 is a face view of an advertising-card, illustrating the invention; and Fig. 2 is a sectional view of the same. Fig. 3 is a face view of a modification of the invention. Fig. 4 shows a form of a sounding device in detail. Fig. 5 is a sectional view showing the advertising-board as located in a street-car, and Fig. 6 is an edge view of an advertising-board to illustrate its vibration by means of an electrical device.

In the drawings, A represents a board, which may be of any suitable material, as thin wood, cardboard, &c., upon the face of which is placed the advertisement. The letters composing the same may be printed or painted upon the said face, or they may be made separately, from cardboard or metal, and placed thereupon, or the entire word may be so made as indicated by Fig. 3, the letters being cut from a card and the separate letters held together by a bar *b*, the word then secured to the face of the card. Whenever the words are printed or painted upon the card, the bells *a* are attached to the card at the cor-

ners or salient parts of the initial letters. The bells consist of the hollow portion inclosing a ball and a shank *c*, terminating in an eye *e*. To secure the bell to the card, the latter is punctured and the shank passed through the orifice. A dish-shaped disk *f*, having a hole in its center, is passed over the eye *e*, and a ring *h* or spring-pin is then introduced into the eye. The disk *f* is made sufficiently dishing to enable the ring to hold the ball tightly to the surface of the card by its resiliency. In case the separately-prepared letters or words are to be secured to the face of the card holes are made in the same at suitable places, through which the shanks are passed and also through the card. The disks *f* are then placed over the eyes on the back of the card and secured by the rings, as described, and shown at B in Fig. 5. When a card thus prepared is to be placed in a street-car, as shown in Fig 5, moldings C C are nailed to the side and top of the car and the card is bent outward and its top and bottom edges are placed in the grooves *i i* of the moldings, and then the card is pressed inward and assumes the shape in the figure. The card is held in a position to be easily read and to be held in such a position that when the car is in motion the weights of the bells cause the card to tremble or vibrate, and consequently the balls or "bell-tongues" roll from side to side and cause resonant sounds, which tend to attract the attention of the passengers of the car.

Fig. 6 shows a means for vibrating the card A by electricity. The card is hung to the hook *j* in the wall or partition *w*. D is a vibrator of a common and well-known type, secured to the rear of the card, whose electromagnet is connected by fusible wires to the battery *m* upon the wall *w*. A switch *s* is located upon the card, by means of which the electric circuit may be opened or closed. When the circuit is closed, the armature of the vibrator as it is attracted and released to and from the electromagnet shakes the card and causes the bells to sound.

I do not limit myself to any special form or size of bells or other appliances which are adapted to produce sounds when vibrated, as any such appliances are within the spirit of the invention.

The board A being, as above stated, of such material as thin wood or cardboard possesses the necessary flexibility and resilience to impart to the bells which are directly secured on its face vibrations to a greater degree than received by the board itself without the employment of springs for mounting the bells. In other words, the board itself acts as a spring-support for the bells as well as the advertising medium.

Having described my invention, I claim—

1. An advertising device consisting of a flexible resilient board or card bearing upon its outward face the words of the advertising matter, with resonant appliances, as bells, secured on the face of said board or card, each bell provided with a shank and eye which extends through the board or card and secured by a dished disk and a spring-pin or ring, as set forth.

2. An advertising device consisting of a resilient board or card bearing upon its outward face the words of the advertising matter, the said card attached to a suitable support, with resonant appliances, as bells, attached directly to the said board or card, each bell provided with a shank and eye which extends through the board or card, and secured by a resilient disk and a spring-pin or ring, as set forth.

3. An advertising device consisting of a re-

silient board or card bearing upon its outward face the advertising matter the said card attached to a suitable support, means for vibrating the board or card comprising an electrical circuit-breaker or buzzer upon the back of the board or card, with resonant appliances, as bells, rigidly attached to the said board or card, each bell provided with a shank and eye which extends through the board or card and secured by a resilient disk and a pin or ring, as set forth.

4. An advertising device consisting of a resilient board or card having upon its outward face the words of the advertising matter, the said card attached to a suitable support, means for vibrating the board or card comprising an electrical circuit-breaker or buzzer, with resonant appliances, as bells, rigidly attached to the said board or card, each provided with a shank and eye which extends through the board or card and secured by a resilient disk and a pin or ring, as set forth.

In testimony whereof I have signed my name to this specification, in the presence of two subscribing witnesses, this 9th day of November, 1901.

CHARLES E. JOHNSON.

Witnesses:

SAMUEL N. COHEN,

CLARENCE G. KELLOGG.