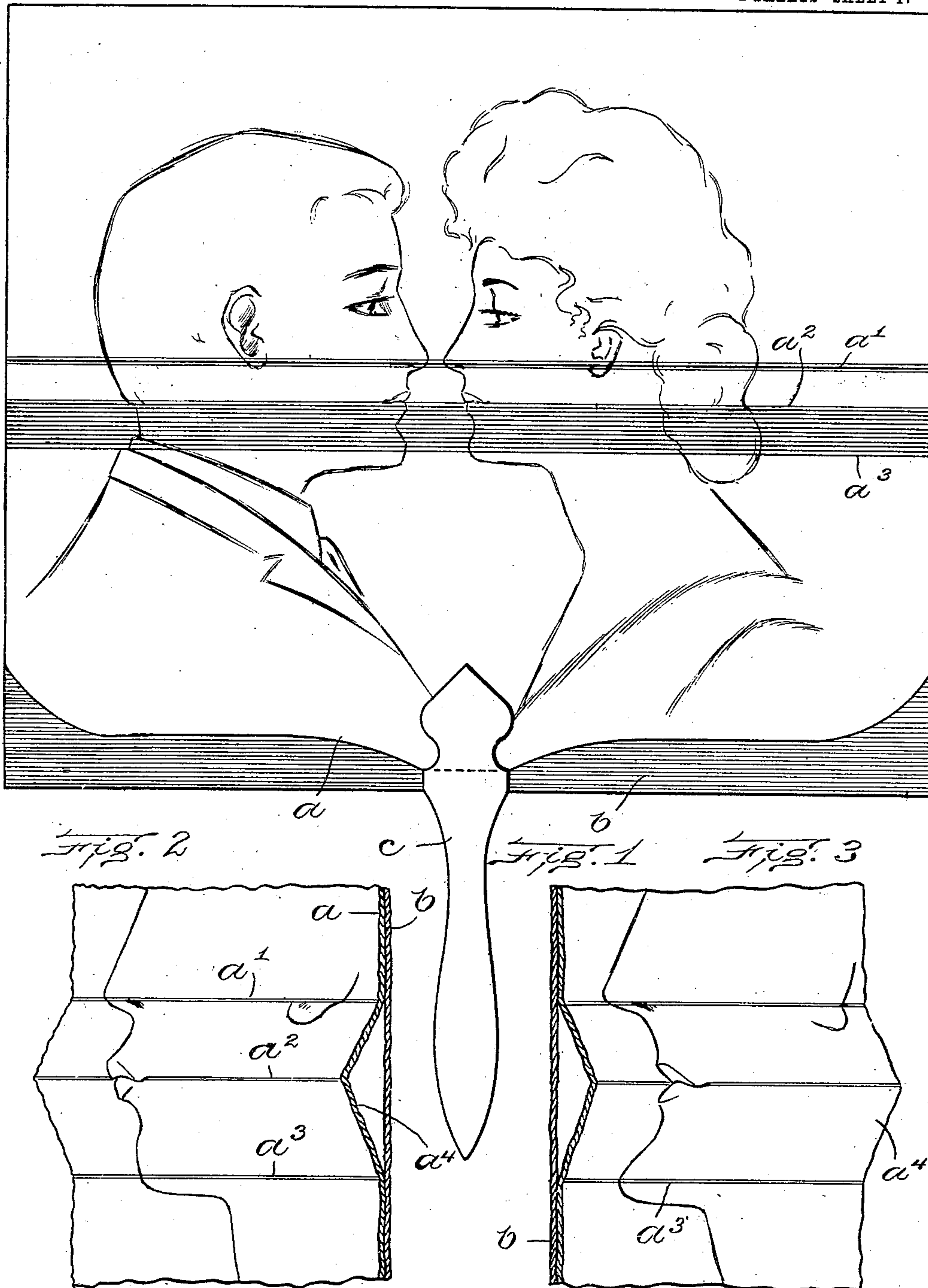


No. 862,671.

PATENTED AUG. 6, 1907.

C. H. SMITH.
ADVERTISING DEVICE.
APPLICATION FILED OCT. 12, 1906.

2 SHEETS—SHEET 1.



Witnesses:
Walter O. Ahl
A. L. Folsom

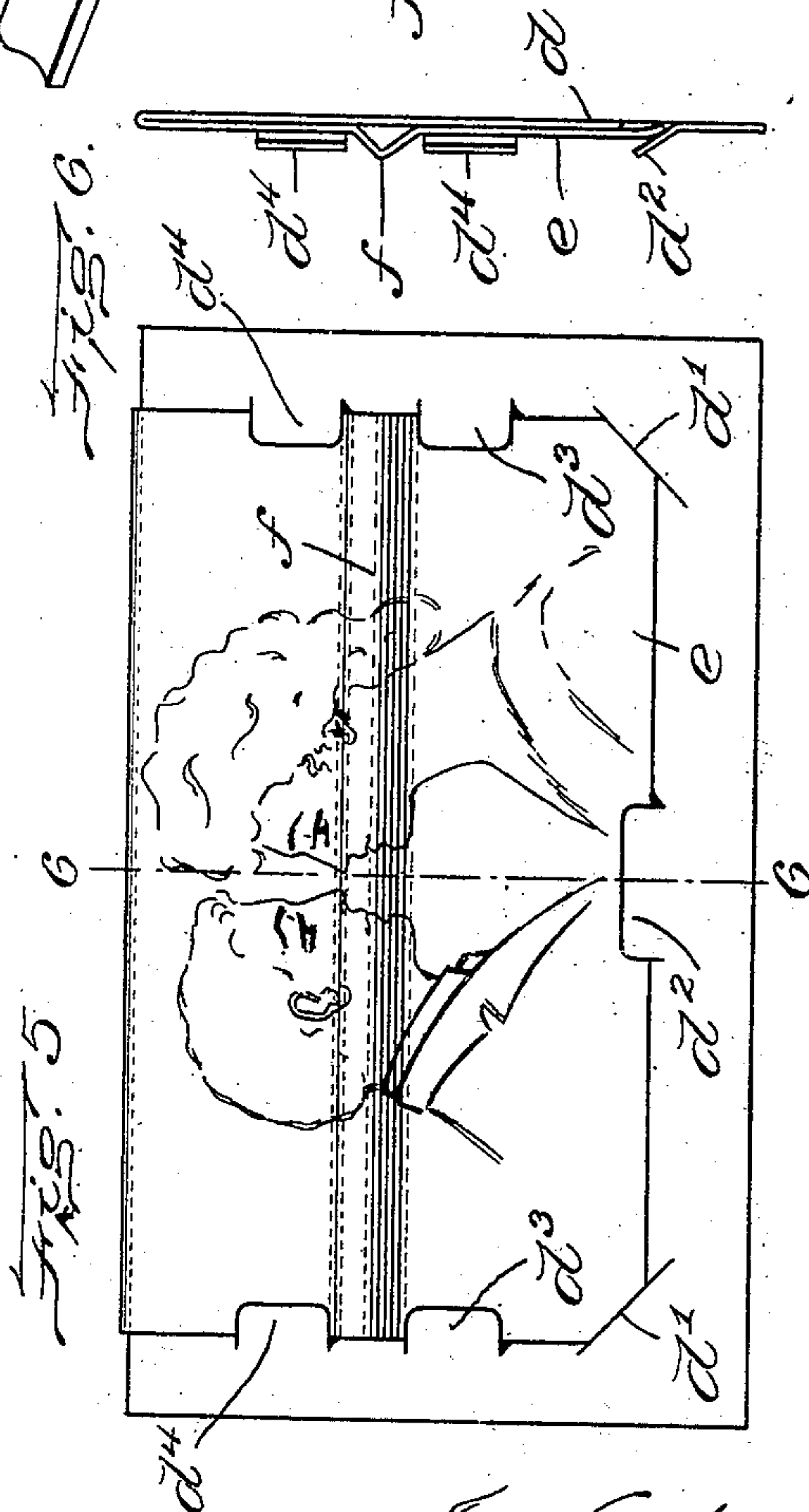
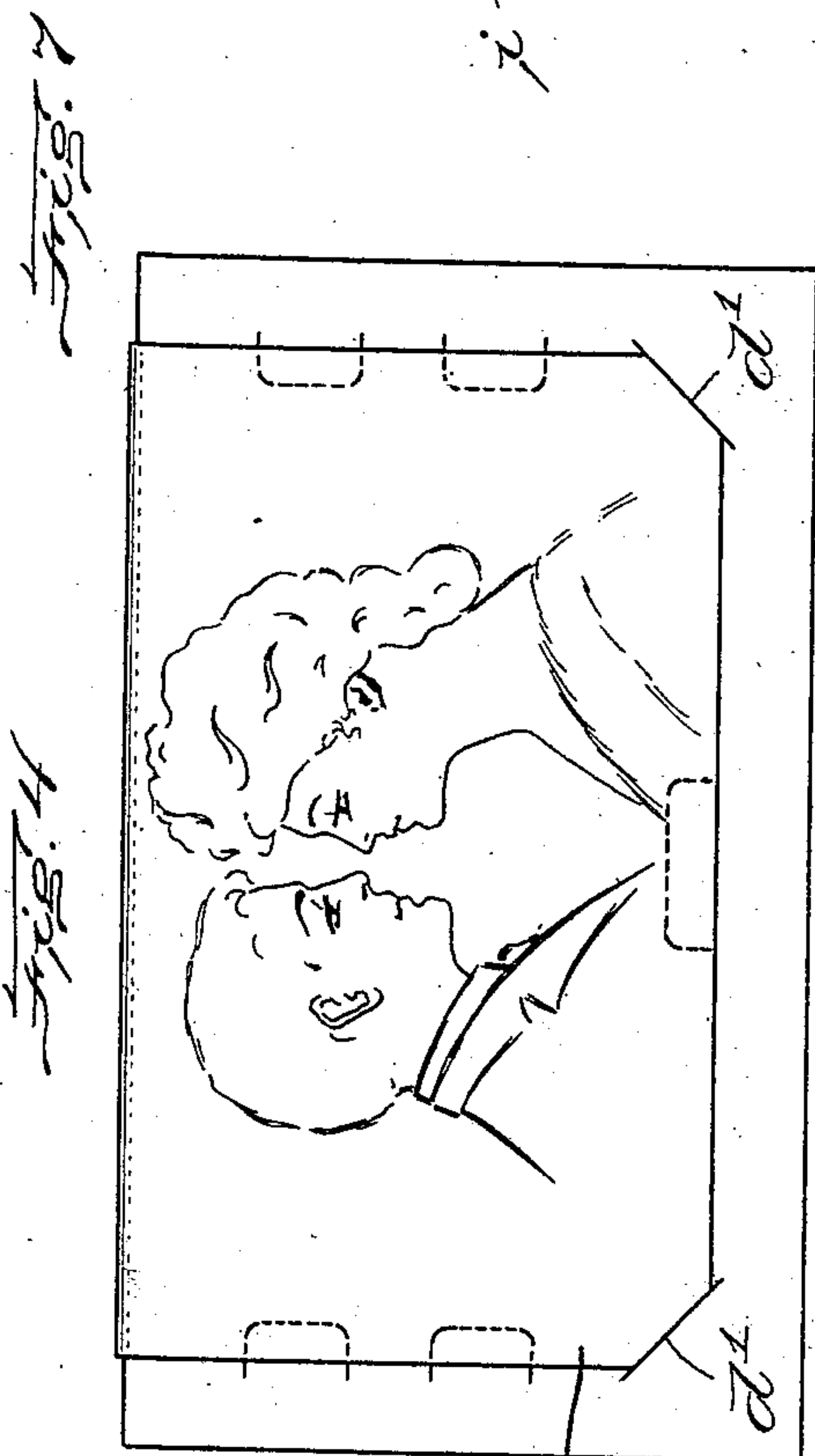
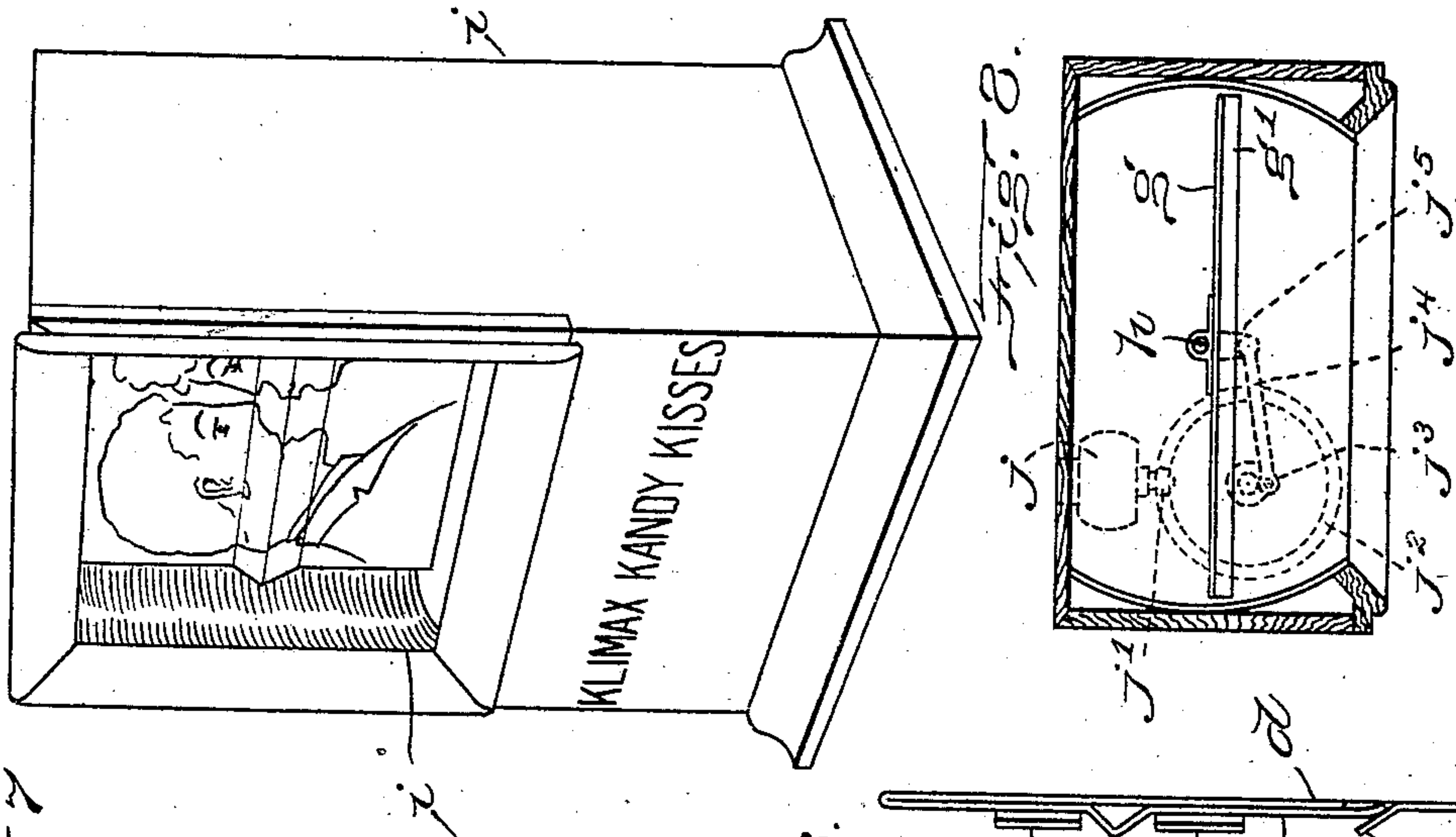
Inventor
Charles H. Smith
by Wright Brown Dumbley May
Attorneys.

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2 SHEETS—SHEET 2.



Witnesses:
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UNITED STATES PATENT OFFICE.

CHARLES H. SMITH, OF BOSTON, MASSACHUSETTS.

ADVERTISING DEVICE.

No. 862,671.

Specification of Letters Patent.

Patented Aug. 6, 1907.

Application filed October 12, 1906. Serial No. 338,602.

To all whom it may concern:

Be it known that I, CHARLES H. SMITH, of Boston, in the county of Suffolk and State of Massachusetts, have invented certain new and useful Improvements in Advertising Devices, of which the following is a specification.

This invention has relation to advertising devices designed to attract the eye and call attention to the advertisements displayed thereon.

10 The invention consists broadly in a pictorial representation of one or more objects upon a plate which is provided with an angular portion, so that, by moving the plate about a pivot, a portion of the object or objects will be distorted relatively to the remainder
15 thereof.

The invention is capable of a variety of embodiments and I have illustrated several upon the accompanying drawings.

Referring to said drawings,—Figure 1 represents the
20 invention as embodied in a fan. Figs. 2 and 3 illustrate the distortion of the lips of one of the objects upon the fan, caused by rotating the fan about the axis of its stick. Figs. 4, 5 & 6 represent the invention as embodied on an advertising postal card. Figs. 7 and 8
25 represent another embodiment of the invention in an advertising case or cabinet adapted for display in a window.

The invention consists, as previously indicated, of a plate *a*. This plate may be formed of paper, paste-board, wood, metal or other substance. In Figs. 1, 2
30 and 3, the plate *a* is formed of card-board and is mounted on a suitable backing *b* of card-board to form a fan of which *c* is the stick.

Upon the plate *a* are drawn or painted one or more
35 figures. In Fig. 1, two human heads are drawn or painted with their faces in proximity and with their noses and lips in the same transverse lines. The plate is scored along the transverse lines *a'* *a*² *a*³ so that the plate may be bent to provide the forwardly projecting
40 angular ridge *a*⁴, as indicated in the sections illustrated in Figs. 2 and 3. This causes no substantial distortion of the figures when seen in full face view, but, by slowly oscillating the fan about the axis of the stick *c*, the lips
45 of the two figures are curiously distorted. Assuming that the fan be swung with the male figure to the left, the lips of the female figure will appear to protrude as illustrated in Fig. 2 and the lips of the male figure will
be drawn back into a smiling position. On oscillating
the fan in the other direction, the lips of the female
50 figure will be drawn back as illustrated in Fig. 3 and the lips of the male figure will protrude.

The same effect may be produced with a postal card as illustrated in Figs. 4, 5 and 6. In this case the postal card is constructed of heavy paper, card-board or the like and is formed with the main portion *d*, upon the
55 obverse of which mailing directions may be written, and with the portion *e* which may be folded upon its face. This portion *e* is scored so that it may be bent to provide the angular ridge *f*. In mailing, the portion *e* has its corners inserted in slits *d'* cut in the portion
60 *d* so that it may be mailed flat. The recipient of the card, however, may push back the free end of the portion *e* and insert its edges under the flaps *d*² *d*³ *d*⁴, so as to hold said portion *e* with the ridge projecting as
65 shown in Figs. 5 and 6.

In Figs. 7 and 8, the plate *g* having the transverse angular ridge *g'*, is mounted upon a vertical shaft *h* within a cabinet *i* having an opening or window *i'* through which the plate may be seen. An electric motor is indicated conventionally at *j*, having a small
70 bevel gear *j'* engaging and driving a large bevel gear *j*², having a crank pin *j*³ connected by a pitman *j*⁴ to an arm *j*⁵ extending forwardly from the shaft *h*. By means of the motor and power transmitting mechanism the plate *g* will be slowly oscillated first in one direc-
75 tion and then in the other so that, to a person standing in front of the case *i*, portions of figures displayed upon the plate will be distorted.

It will be understood that, upon the blank spaces on the plate in Figs. 1 to 6, and on the plate, or else on
80 the cabinet or case in Figs. 7 and 8, there will be displayed advertisements, either pictorial or written as occasion of the advertiser demands.

It is to be understood that I do not limit myself to the embodiments of the invention illustrated, since the
85 form of the device may be variously modified in details without departing from the spirit of my invention.

Having thus explained the nature of the invention, and described a way of constructing and using the same, without having attempted to set forth all of the
90 forms in which it may be made or all of the modes of its use, what I claim is:—

1. An advertising device comprising a plate having a figure pictorially represented thereon, said plate being adapted to be oscillated about an axis and having across
95 its face at an angle to said axis, a projecting portion upon which a portion of the figure is represented, and which causes an apparent distortion of said portion of the figure when said plate is oscillated.

2. An advertising device comprising a plate adapted to
100 be oscillated about an axis and having across its face a ridge transverse to said axis, said plate having one or more figures pictorially represented thereon and extended

across the ridge thereon, in consequence of which those portions of the figure or figures on the ridge are apparently distorted, upon the oscillation of said plate, with relation to the remainder of said figure or figures.

- 5 3. An advertising device comprising a plate having a figure pictorially represented thereon, means for oscillating said plate about an axis, said plate having a portion out of the plane of its face transverse to said axis, the pictorial representation being partially on the main por-

tion of the plate and partially on that portion which is 10 out of the plane of the main portion, substantially as set forth.

In testimony whereof I have affixed my signature, in presence of two witnesses.

CHARLES H. SMITH.

Witnesses:

MARCUS B. MAY,
A. L. FOLSOM.