

(No Model.)

W. DE MEZA.
ADVERTISING DEVICE.

No. 272,533.

Patented Feb. 20, 1883.

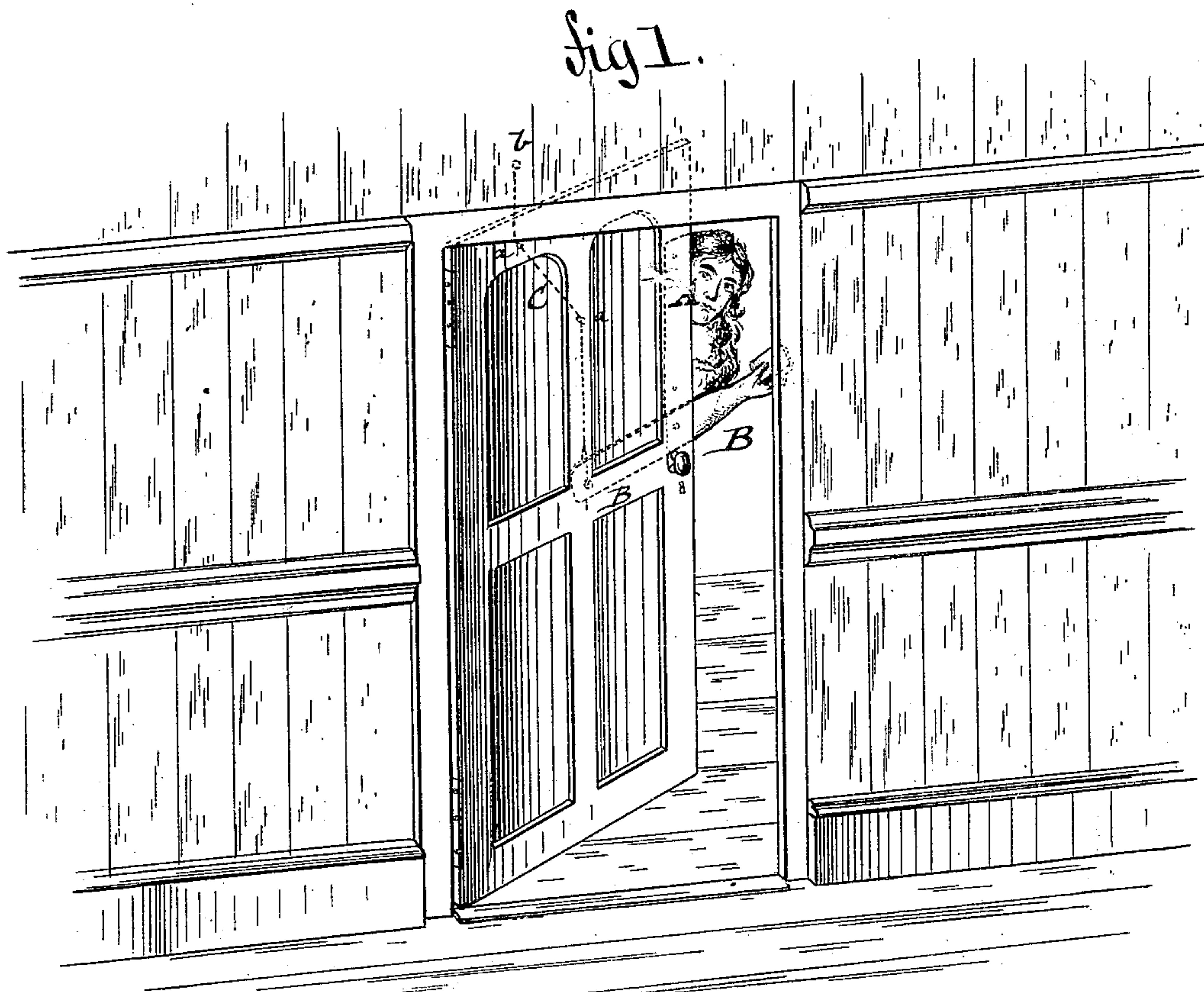


fig. 2.

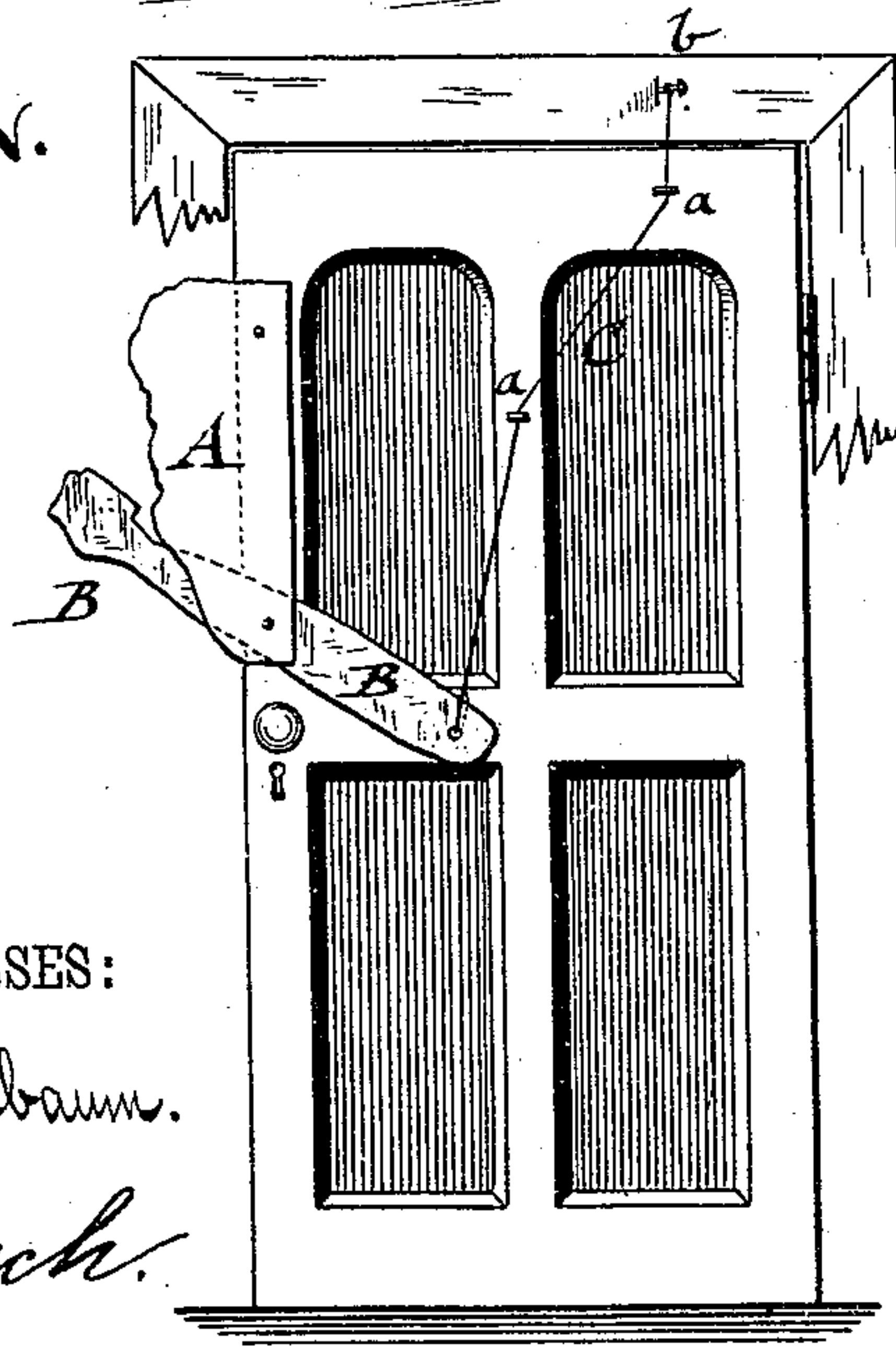


fig. 3.



WITNESSES:

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UNITED STATES PATENT OFFICE.

WILSON DE MEZA, OF NEW YORK, N. Y., ASSIGNOR TO DONALDSON BROTHERS, OF SAME PLACE.

ADVERTISING DEVICE.

SPECIFICATION forming part of Letters Patent No. 272,533, dated February 20, 1883.

Application filed December 13, 1882. (No model.)

To all whom it may concern:

Be it known that I, WILSON DE MEZA, of the city, county, and State of New York, have invented certain new and useful Improvements in Advertising Devices, of which the following is a specification.

The invention refers to an improved advertising device for doors, to which oscillating motion is imparted by the opening and closing of the door, whereby attention is attracted to the device; and the invention consists of a card-board figure, which is applied to the door-frame, so as to partly project beyond the same, in connection with a fulcrumed partly-projecting arm that holds a card or other advertising device, while its rear end is connected to a cord that is guided in staples or screw-eyes of the door, and attached to a fixed stud or other point of support of the door-casing, so that the arm and advertising-card are oscillated by the opening and closing of the door.

In the accompanying drawings, Figure 1 represents a perspective view of a door with my improved advertising device applied thereto. Fig. 2 is a rear elevation of the same, and Fig. 3 an end view.

Similar letters of reference indicate corresponding parts.

A is a representation of a portion of a human figure, which is preferably a female head and bust printed on pasteboard of suitable stiffness. It is applied to the inside of the door-frame, so that the figure projects partly beyond the same, so as to appear in the act of looking out from behind the door when the same is in open position. The representation of a human arm, B, that extends below the figure A beyond the door, and holds a business-card or other advertising device in its hand, is also printed on a piece of pasteboard, and fulcrumed to the inner side of the door, preferably to one of the attaching-pins of the pasteboard A, in such a manner that the projecting portion of the arm is visible below the projecting portion of the figure A when the door is open. The rear end of the fulcrumed arm B is con-

nected to a cord, C, which is guided in staples or screw-eyes *aa* of the door, the upper end being attached to a fixed pin, *b*, or other point of support at the upper part of the door-casing. When opening or closing the door the arm holding the advertising device will be oscillated by the stretching or slackening of the cord C, so that attention is thereby directed to the card or other device.

I am aware that it is not new to apply a fragmentary representation of a female or other figure to the rear side of a door, so that the figure projects partly beyond the edge of the door and is visible when the door is opened, and I do not desire to claim this feature, except when in combination with an oscillating arm and means for moving said arm when the door is opened or closed.

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

1. The combination of a fragmentary representation of a human figure secured to a door, so as to project partly beyond the edge of the same, with a fulcrumed arm, which holds a card or other device, which also projects partly beyond the door, and with means applied to the door and the door-casing, whereby the arm is oscillated when the door is opened or closed, substantially as specified.

2. The combination, with a door, of a fragmentary representation of a human figure projecting partly beyond the edge of the same, of a representation of a fulcrumed arm holding a card, and of an actuating-cord that is applied to the rear end of the arm, guided in eyes of the door, and applied to a pin, *b*, as a fixed point of support of the door-casing, so as to oscillate the arm by the opening or closing of the door, substantially as set forth.

In testimony that I claim the foregoing as my invention I have signed my name in presence of two subscribing witnesses.

WILSON DE MEZA.

Witnesses:

PAUL GOEPEL,
SIDNEY MANN.