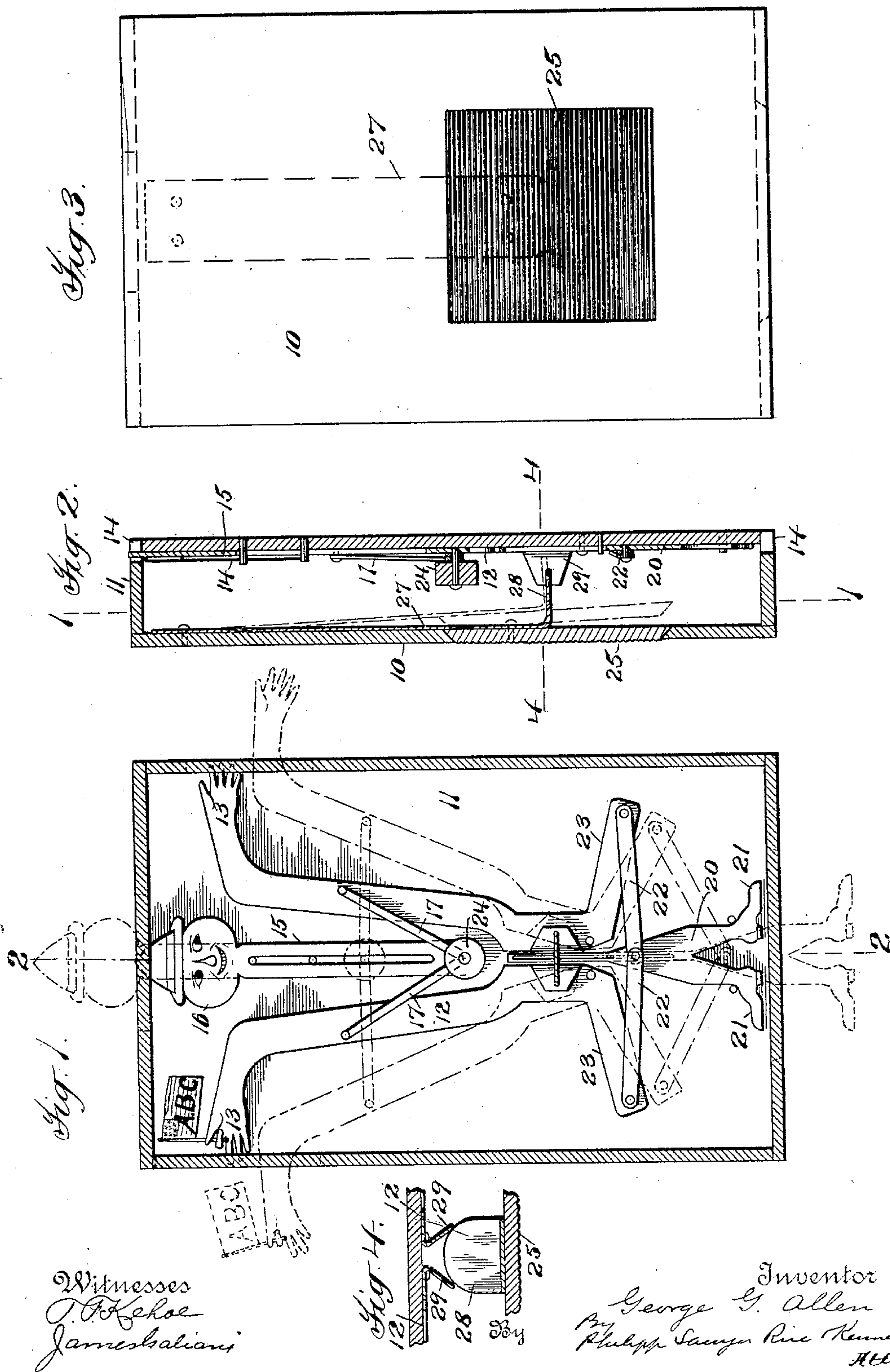


No. 803,386.

PATENTED OCT. 31, 1905.

G. G. ALLEN.
ADVERTISING DEVICE.
APPLICATION FILED AUG. 21, 1902.



UNITED STATES PATENT OFFICE.

GEORGE G. ALLEN, OF NEW YORK, N. Y., ASSIGNOR TO THE AMERICAN TOBACCO COMPANY, OF NEW YORK, N. Y., A CORPORATION OF NEW JERSEY.

ADVERTISING DEVICE.

No. 803,386.

Specification of Letters Patent.

Patented Oct. 31, 1905.

Application filed August 21, 1902. Serial No. 120,489.

To all whom it may concern:

Be it known that I, GEORGE G. ALLEN, a citizen of the United States, residing at New York city, county of New York, and State of New York, have invented certain new and useful Improvements in Advertising Devices, fully described and represented in the following specification and the accompanying drawings, forming a part of the same.

The object of the invention is to provide an improved advertising device comprising novel means whereby attention will be attracted to the same.

The invention has been made especially with the idea of producing a match-scratcher whereby when pressure is exerted on the match-scratching surface in scratching a match parts normally hidden from view will be projected into view, and thereby attract attention to advertising or other devices on or carried by such parts or located near such parts.

In the preferred form of the device I provide a suitable shield having a movable portion carrying the match-scratching surface and having located behind the shield parts carrying a head, hands, and feet normally retracted within the shield and arranged so that when the movable portion of the shield is pressed inward the head, hands, and feet will be projected so as to show beyond the edges of the shield.

It is obvious that certain features of the invention may be employed independently of the match-scratching surface or in connection with other devices applied to a movable portion of the casing—as, for example, a cigar-tip cutter; but the employment of a match-scratching surface in connection with other parts of the device forms the feature of the invention.

A full understanding of the invention can best be given by a detailed description of a preferred construction embodying the various features of the same, and such a description will now be given in connection with the accompanying drawings.

In said drawings, Figure 1 is a sectional elevation taken on line 1 of Fig. 2. Fig. 2 is a section on line 2 of Fig. 1. Fig. 3 is a front elevation of the device with the movable parts retracted. Fig. 4 is a detail sectional view on line 4 of Fig. 2.

Referring to the drawings, 10 represents a shield which serves to hide the movable parts

of the device from view when the same are in their retracted position, the movable parts being mounted on suitable supports behind the shield. The shield 10 may be of any suitable form, but is preferably formed by the front wall of a casing 11, to the back wall of which are secured movable parts of the device. Pivoted to the back wall of the casing, centrally and below the center thereof, are two levers 12, carrying each on its upper end an outwardly-extending portion, the outer end of which is made in the form of a hand 13, which hands when the levers are swung outward project through openings 14 in the sides of the casing. Mounted between the upper portions of the levers 12 is a slide 15, which carries on its upper end a representation of a head 16. The slide 15 may be mounted in any suitable manner, as by means of a slot and pins, as shown, and its lower end is connected, as by means of links 17, to the two levers 12, the point of connection of the links to the slide 15 when the parts are retracted being below the point of connection of the links to the levers 12, so that when the levers are swung outward the slide 15 will be raised to project the head 16 through an opening 14 in the top edge of the box. Mounted on the lower part of the back of the casing is another slide 20, which is formed at its lower end to represent two feet and which is connected, by means of links 22, to outwardly-extending arms 23 of the levers 12, so that when the levers 12 are swung outward the arms 23 will swing downward and move the slide 20 to project the feet 21 through an opening 14 in the bottom edge of the casing. The parts are normally held retracted by suitable means, as a weight 24 hung on the lower end of the slide 15.

A portion of the front wall of the casing or the shield 10 is formed or provided with a match-striking surface 25, and this match-striking surface is arranged so as to be movable inward against yielding tension. For this purpose the portion of the shield carrying the match-striking surface is preferably formed separate from the remaining portion of the shield and mounted in an opening therein and suitably supported, as by means of the plate-spring 27. This movable portion of the shield carries a wedge-shaped cam 28, which when the movable portion is pressed inward engages cam-faces 29, carried by the

levers 12, and thereby causes the levers to swing about their pivots, as will be readily understood.

From the foregoing description it will be understood that when pressure is applied to the surface 25, as in scratching a match thereon, it will be forced inward, and as the wedge-shaped cam 28 moves in contact with the cam-faces 29 the levers 12 will be thrown outward, thereby causing the hands 13, the head 16, and the feet 21 to be projected. Then when the pressure on the match-striking surface is removed the head, arms, and feet will be retracted by the action of the weight 24 and the match-striking surface returned to its normal position by its spring 27.

One or both of the hands 13 preferably carry a suitable device, as a part representing a flag, as shown, adapted to bear advertising matter. The shield may also be provided with advertising or other matter.

It will be understood that instead of providing parts representing the head, hands, and feet to be projected from the casing other suitable parts may be provided. It will be understood also that the invention is not limited to the exact construction or arrangements of parts for securing the projection and retraction of the head, hands, and feet or other movable parts, and parts of the invention as claimed may be used without other parts.

What I claim is

1. The combination of a shield, a pair of pivoted levers mounted behind the shield, carrying at their upper ends parts representing hands, a slide mounted between the upper portions of said levers carrying at its upper end a part representing a head, connections between said slide and said levers, a

second slide carrying at its lower end parts representing feet, connections between said second slide and said levers, the connections between the slides and the levers being such that when the levers are swung outward the upper slide will be moved upward and the lower slide will be moved downward, a match-striking surface forming a portion of the shield, connections between the match-striking surface and the levers, whereby when the match-striking surface is depressed the levers will be thrown outward, and means for returning the parts to normal position, substantially as described.

2. The combination of a shield, a pair of pivoted levers mounted behind the shield, carrying at their upper ends parts representing hands, a slide mounted between the upper portions of said levers carrying at its upper end a part representing a head, connections between said slide and said levers, a second slide carrying at its lower end parts representing feet, connections between said second slide and said levers, the connections between the slides and the levers being such that when the levers are swung outward the upper slide will be moved upward and the lower slide will be moved downward, a movable part, connections between the movable part and the levers, whereby when the movable part is moved the levers will be thrown outward, and means for returning the parts to normal position, substantially as described.

In testimony whereof I have hereunto set my hand in the presence of two subscribing witnesses.

GEORGE G. ALLEN.

Witnesses:

F. N. DE ROSSET,
M. E. FINCH.