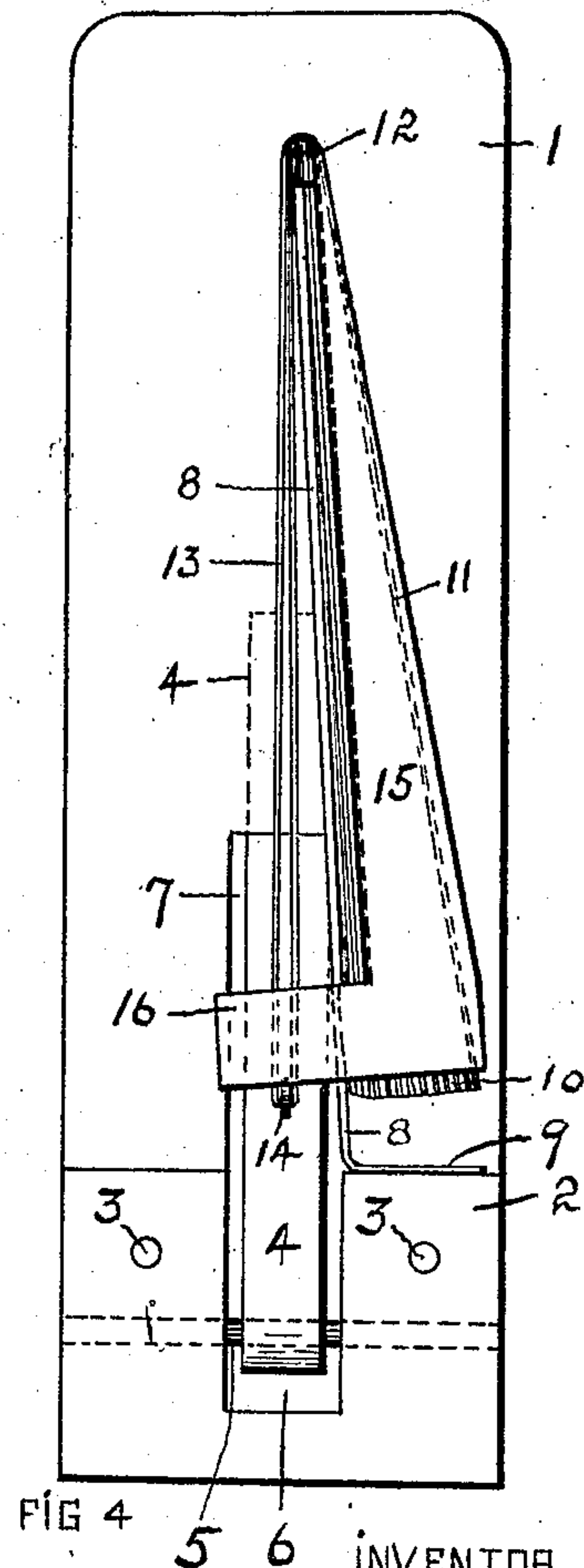
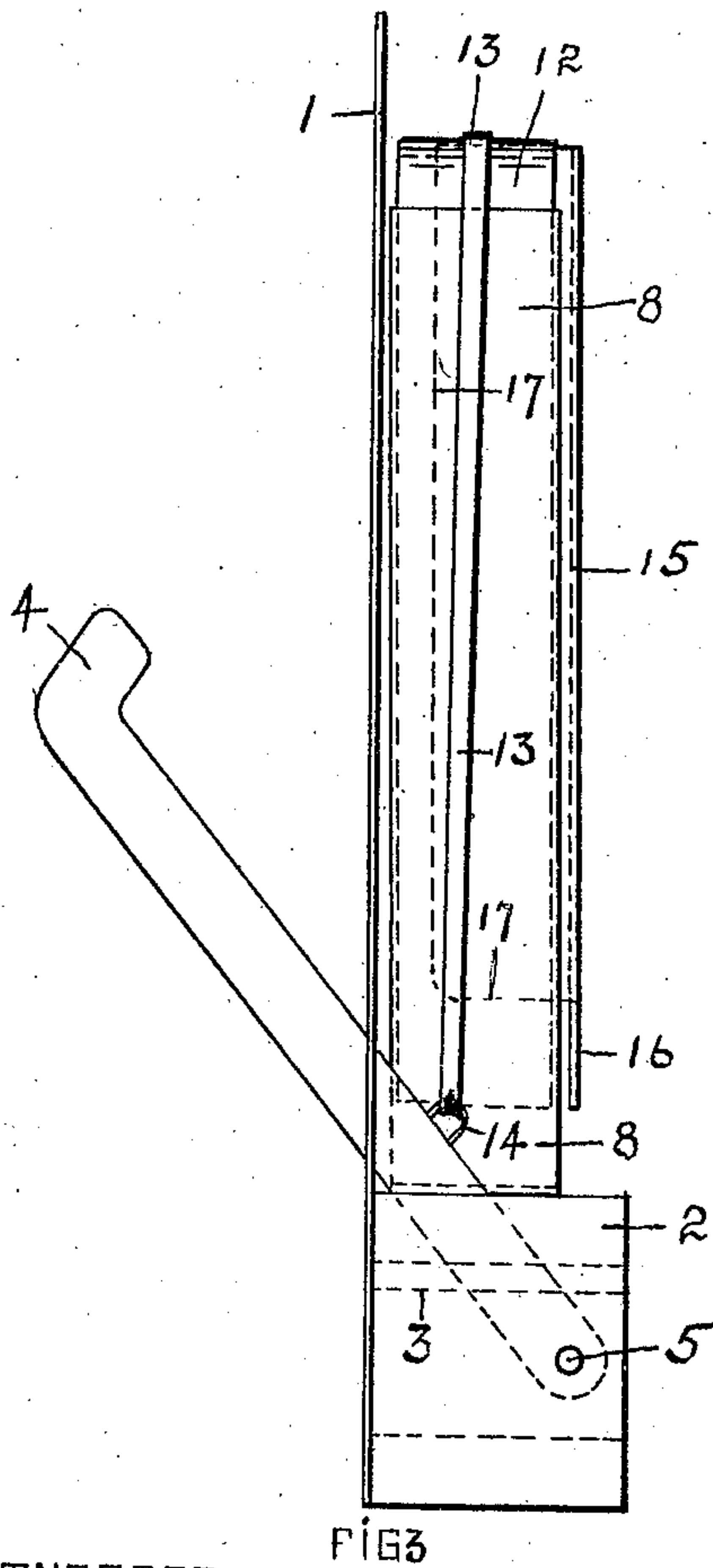
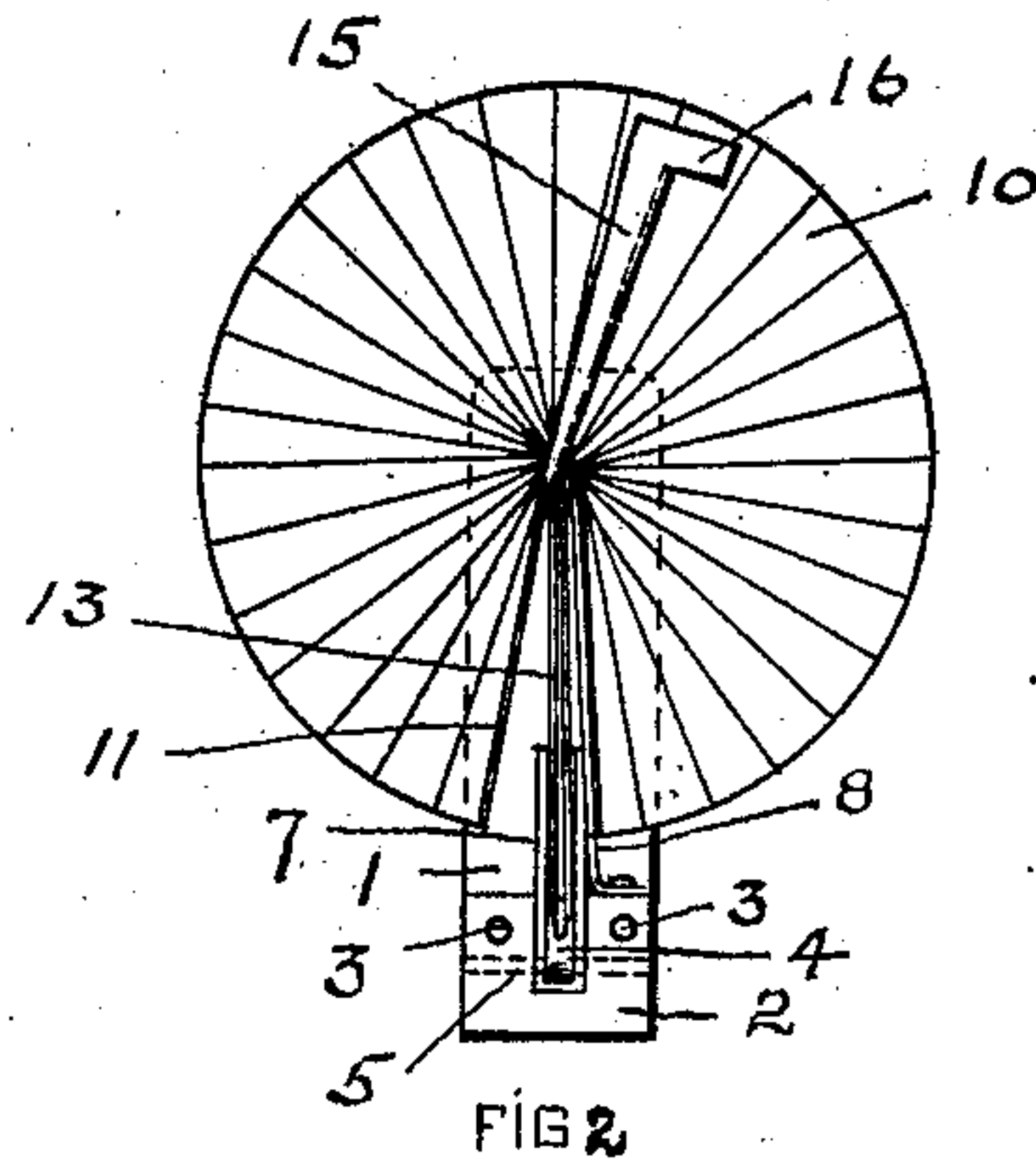
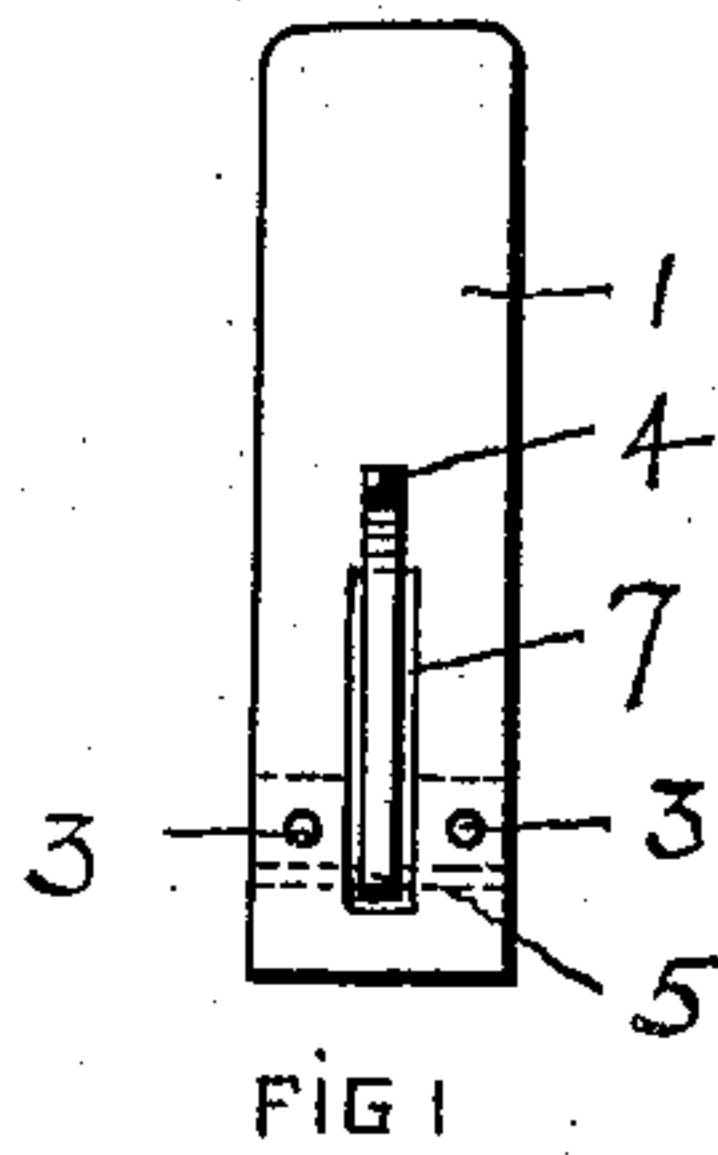


No. 826,681.

PATENTED JULY 24, 1906.

H. N. MILLER.
ADVERTISING DEVICE.
APPLICATION FILED AUG. 24, 1905.



WITNESSES
Geo. B. Fisher
Chas. J. Garvey.

INVENTOR
HENRY N. MILLER
BY
W. T. Miller
ATTORNEY

UNITED STATES PATENT OFFICE.

HENRY N. MILLER, OF BUFFALO, NEW YORK.

ADVERTISING DEVICE.

No. 826,681.

Specification of Letters Patent.

Patented July 24, 1906.

Application filed August 24, 1905. Serial No. 275,614.

To all whom it may concern:

Be it known that I, HENRY N. MILLER, a citizen of the United States, residing at Buffalo, in the county of Erie and State of New York, have invented certain new and useful Improvements in Advertising Devices; and I do hereby declare the following to be a full, clear, and exact description of the invention, such as will enable others skilled in the art to which it appertains to make and use the same, reference being had to the accompanying drawings, and to figures of reference marked thereon, which form a part of this specification.

My invention relates to improvements in advertising devices, and more particularly to a novel arrangement and combination of parts in connection with a hat and coat hook, whereby when a hat or coat is hung upon such hook an advertising-surface is thrown into view and when the hat or coat is removed and the hook relieved from such weight the advertising-surface is instantly withdrawn from view.

The object of my invention is to utilize the weight of a hat or coat when applied to its receiving-hook to automatically effect the appearance and disappearance of an advertising-surface in an unexpected and startling manner.

To that end my invention consists of a panel or frame, a hat or coat hook movable in such panel or frame, a movable advertising-surface upon such panel or frame, and automatic means interposed between the hook and advertising-surface for projecting such surface into view and for withdrawing the same.

In the drawings, Figure 1 is a front elevation of my improved device with the advertising-surface concealed. Fig. 2 is a rear elevation of the same, showing the advertising-surface projected into view. Fig. 3 is an enlarged side elevation, and Fig. 4 is an enlarged rear elevation showing the advertising-surface collapsed.

Referring to the drawings, 1 is the front panel or plate, to the lower rear face of which is secured the block 2, provided with the apertures 3 3 for the reception of screws for fastening the panel and block to a rigid surface.

4 is the hat and coat hook loosely pivoted to the rod 5, which extends across the vertical central slot 6 in the block 2. This slot 6

registers with the slot 7 in the front panel or plate 1, which permits of an unobstructed play of the hook 4 in a vertical plane.

8 is a vertical holding-plate secured at its lower angular end 9 to the block 2 and extending up along the rear face of the panel 1, the plane of the holding-plate 8 being at right angles to the panel 1.

10 is a fan one end of which is secured along one side of the holding-plate 8, its other free end being weighted by having secured thereto the metal plate 11. The inner flexible folds 12 of the fan extend above the upper end of the holding-plate 8.

13 is a strap extending from a loop 14 on the hook 4 up to and over the flexible folds 12, being secured thereto on the opposite side.

15 is a metal plate with a weighted angular lower end 16, one edge of said plate being bent inwardly to form an angular extension 17, (shown in dotted lines in Fig. 3,) which extends into one of the folds of the fan. The upper end of the metal plate 15 is secured to the inner flexible folds 12, which extend up beyond the holding-plate 8, the rest of its length being unattached to the fan, but held in loose engagement therewith by the angular extension 17.

In operation when a hat or coat is hung upon the hook 4 its weight pulls the hook down, and the attached strap 13 lifts the metal plate 11 upon the free end of the fan until it passes a vertical line, when its weight causes it to descend on the opposite side of the holding-plate 8, (see Fig. 2,) thus bringing into view from behind the panel 1 the expanded fan and any advertisement placed thereon. As will be seen in Fig. 2, the weighted plate 15 16 is so adjusted in its engagement with the fan as to cause it to rise to a point near to but not beyond the vertical, where it will remain until the hat or coat is removed from the hook 4. Upon such removal the weighted plate 15 16 will immediately descend by gravity, tending to partially collapse the fan. Its momentum in falling will swing the metal plate 11 on the free end of the fan up to and beyond the vertical, where it will fall by gravity and complete the collapsing of the fan behind the panel 1.

It will thus be seen from the foregoing description that I utilize the weight of a hat or coat when applied to its receiving-hook to

automatically effect the appearance and disappearance of an advertising-surface in such a novel and striking manner as to instantly rivet attention to the advertisement thus displayed.

My improved hook thus equipped can be conspicuously and advantageously placed wherever such hook is required and will at once become a useful and attractive novelty.

10 While I have herein described and illustrated a collapsible fan as the advertising medium, I do not wish to be understood as confining my invention specifically to such construction. In lieu thereof any other convenient form of advertising-surface could be substituted and operated in a variety of other automatic mechanical ways by the downward movement of the hook under the

weight of the hat or coat without departing from the spirit of my invention.

I claim—

An advertising device, consisting of a panel or frame, a hat and coat hook movable in such panel or frame, a movable advertising-surface upon such panel or frame and automatic means interposed between the hook and advertising-surface for projecting such surface into view and for withdrawing the same.

In testimony whereof I have signed my name to this specification in the presence of two subscribing witnesses.

HENRY N. MILLER.

Witnesses:

CHAS. M. SMITH,
W. T. MILLER.