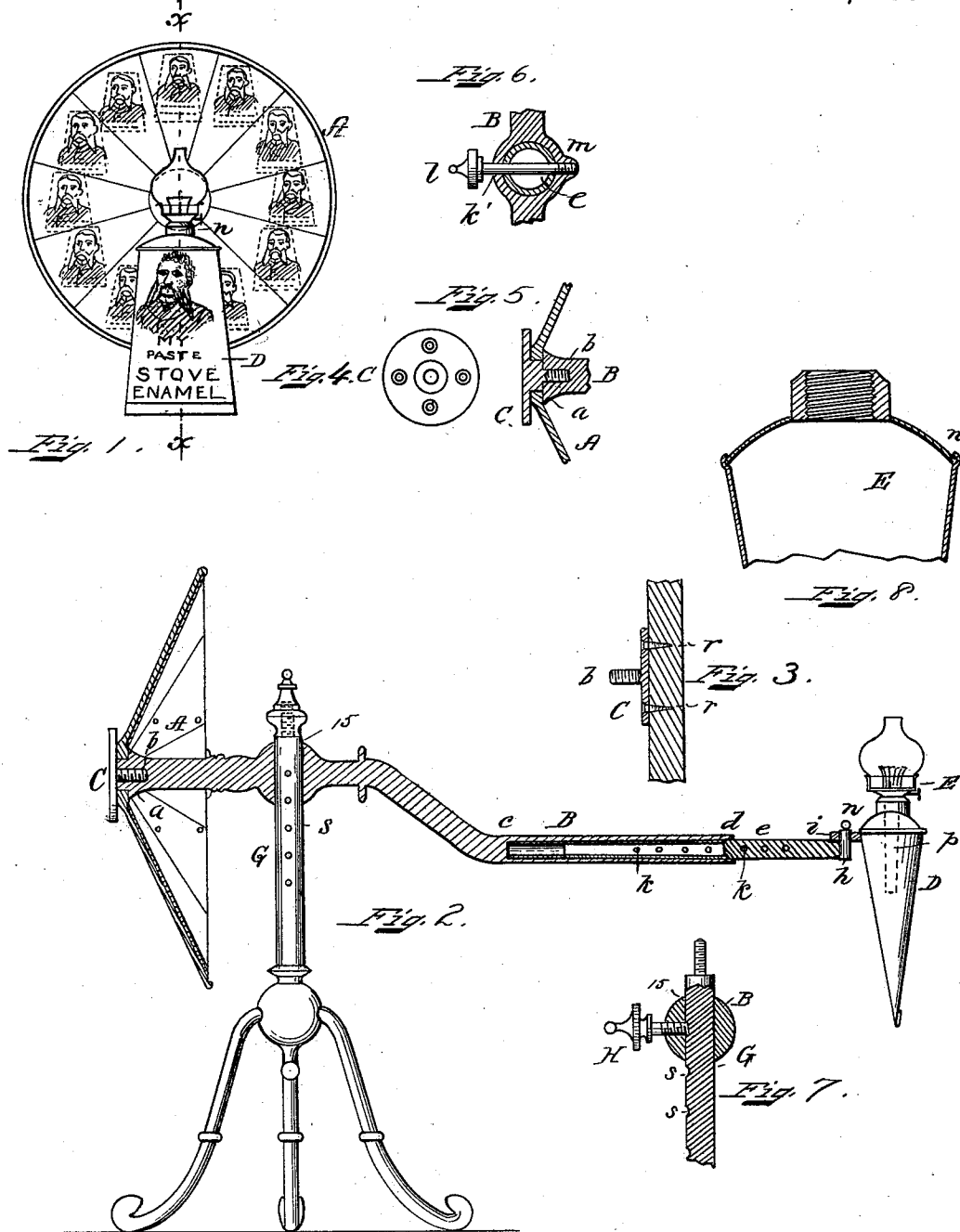


(No Model.)

B. D. MILLIKEN.
ADVERTISING DEVICE.

No. 521,961.

Patented June 26, 1894.



Witnesses:
Annie L. Stearns
J. Allen Crocker

Inventor:
Benjamin D. Milliken
per J. W. Stearns,
Att'y.

UNITED STATES PATENT OFFICE.

BENJAMIN D. MILLIKEN, OF SOMERVILLE, MASSACHUSETTS.

ADVERTISING DEVICE.

SPECIFICATION forming part of Letters Patent No. 521,961, dated June 26, 1894.

Application filed February 7, 1894. Serial No. 499,418. (No model.)

To all whom it may concern:

Be it known that I, BENJAMIN D. MILLIKEN, of Somerville, in the county of Middlesex and State of Massachusetts, have invented an Advertising Device, of which the following is a full, clear, and exact description, reference being had to the accompanying drawings, making a part of the same, in which—

Figure 1 is a front elevation of a reflector having a series of mirror plates and an object to be displayed with manifold images thereof; Fig. 2 a vertical section on line *xx* of Fig. 1 enlarged; Figs. 3, 4, 5, 6, 7, and 8 details.

My present invention consists in an advertising device, in which the object to be displayed is so arranged and combined with a reflector that manifold images are presented to the view of the observer, my said device being particularly useful and designed for installation in shop windows, passenger depots and public resorts generally.

In the said drawings A represents a reflector composed of a series of facets or mirror plates arranged at different angles and located in different planes, as shown in Figs. 1 and 2, said reflector being of well known construction, and *per se*, not my invention. The center of this reflector is provided with a circular opening to permit of its being fitted over the inner end of a supporting rod B snugly against a circular shoulder or flange *a* thereon.

C is a flat circular plate provided with a central screw-threaded projection *b* over which fits the inner end of the rod B which is cylindrical in cross section and is bent downwardly and made hollow from *c* to *d* for the reception of a tubular extension *e* the outer end of which is provided with a vertical post *h* with which engages a socket *i* projecting horizontally out from the side of the article or object D to be displayed. The tubular extension *e* and the hollow portion *c d* in which it slides are each provided with a series of holes *k k'* through which, when in line passes a clamping screw *l*, the inner end of said screw engaging with a screw thread within a boss *m* formed on the outside of the stationary portion of the supporting rod B. The number of images of the object B to be exhibited will correspond to the number of mirror plates in the reflector A and when dis-

played after daylight, a light is necessary—consequently the top of the object may constitute a light holder or be provided with a socket *n* for the reception of a lamp burner E Fig. 8, in which case the object D may preferably be hollow and serve as an oil receptacle into which the wick *p* extends.

Where the reflector A is to be applied to a wall or to a frame in a shop window or other location and is to remain stationary at a predetermined height it may be readily fastened by screws *r* passing through holes in the plate C Figs. 3, 4, and 5; but when the device is to be portable and is to be capable of adjustment vertically, an upright standard G rising from a tripod may be employed, in which case the supporting rod B may be provided with an opening *15* for the passage of the standard and the latter may have a series of recesses *s* for the end of a clamping screw H to enter in order to hold the support at any desired height when adjusted.

To produce the best reflections of the object D and insure distinctness of the individual images thereof, *i. e.* to avoid confusion of adjacent images, I locate the light on the object D in about the same horizontal plane as the center of the reflector and clamp the tubular extension *e* when the object D is removed from the center of the reflector such a distance as to obtain the largest image of the object, but as this distance is dependent on the size of the object and the diameter of the reflector it can be best ascertained by observation and experiment. The observer will see the front or nearest side of the object D, (which side is not reflected) and will also see in the reflector manifold images of the back or farther side of said object.

My said advertising device is designed to announce to the public the utility and merit of the article or object to be exploited, and for this purpose its front and back may be provided with a concise description of the goods and a photograph of the proprietor—for instance the words "My paste stove enamel" or "Milliken's parlor pride enamel" and the portrait of B. D. Milliken. Any other object, for instance a popular soap, a package of bluing—a new toy or other novelty may be brought prominently to the attention of the public by the application of my inven-

tion, and a bouquet of flowers with its images when exhibited in a florist's window forms an attractive feature. An electric or other light instead of that produced from an oil lamp burner may be employed during daylight, but a light of some description is necessary after daylight.

If desired the images of the object reflected may be enlarged by using mirror plates of magnifying glass.

I claim—

1. In an advertising device the combination of a reflector frame having a series of tapering mirror plates around its center and a perforation through said center, a rod B one end of which enters said perforation, a screw located within a screw tapped hole in said end and having its head in the rear of the reflector frame, a light and object holder carried by the opposite end of the rod B, and a stand-

ard between the two ends of said rod B and adjustably united therewith substantially as described.

2. The combination of a conical reflector frame and mirror plates therein arranged around its center, a rod B having one end pivotally entering and retained within said center, a tubular sleeve in the opposite end of said rod B, an extension *e* having one end received by said sleeve, and a light and object holder upon said extension, with a standard between the two ends of the rod B and adjustably connected therewith substantially as described.

Witness my hand this 20th day of January, 1894.

BENJAMIN D. MILLIKEN.

In presence of—

WALTER N. BUFFUM,
N. W. STEARNS.