W. HORNICH, JR.

ADVERTISING BILL HOOK.

APPLICATION FILED JUNE 3, 1908.

901,901. Patented Oct. 20, 1908.

Fig. 1.

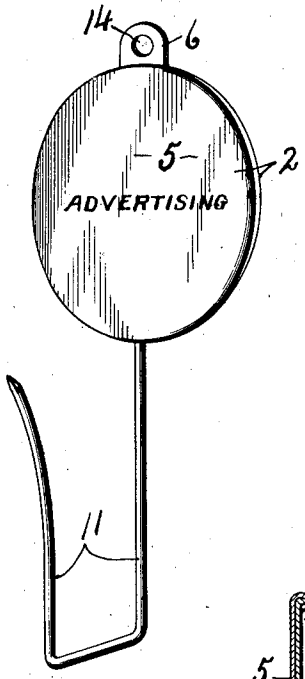


Fig. 2.

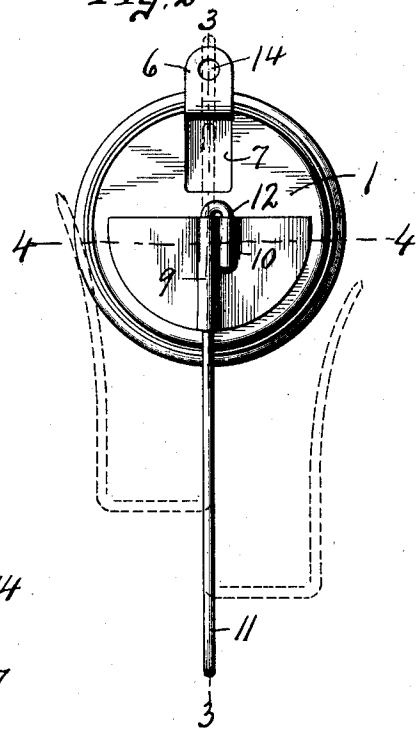


Fig. 3.

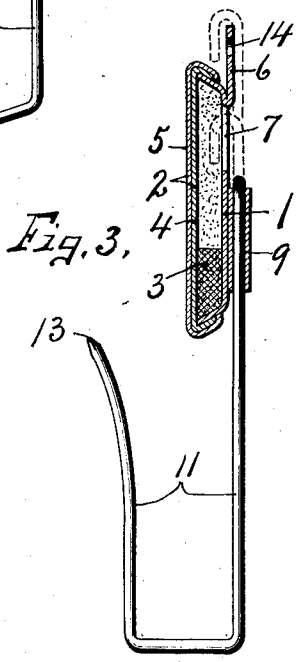
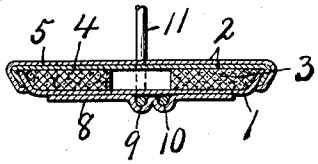


Fig. 4



Witnesses.

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ADVERTISING BILL-HOOK.

No. 901,901. Specification of Letters Patent. Patented Oct. 20, 1908.

Application filed June 3, 1908. Serial No. 436,413.

To all whom it may concern:

Be it known that I, WILLIAM HORNICH, Jr., of Newark, in the county of Essex, in the State of New Jersey, have invented new and useful Improvements in Advertising Bill-Hooks, of which the following, taken in connection with the accompanying drawings, is a full, clear, and exact description.

This invention relates to certain improvements in advertising bill hooks adapted to be hung upon the wall or other available support and provided with a rotatable and longitudinally adjustable impaling hook capable of being turned at right angles to or folded flatwise against the advertising plate and having means for holding it against turning when adjusted for use.

I am aware that the Studenbaker patent No. 615,921, issued December 13, 1898, discloses an advertising placard upon which is mounted a rotatable and longitudinally adjustable bill hook having means for holding it against turning when adjusted for use and my present invention is an improvement upon this prior Studebaker patent.

My main object is to provide a neat, compact and comparatively inexpensive advertising disk or plate with a foldable and longitudinally adjustable impaling hook capable of being folded flatwise or turned at right angles to the plane of the plate and held from turning when adjusted for use.

A more specific object is to produce an advertising plate composed of a cup-shaped sheet metal body and a facing or cover of celluloid fitted over and upon the cup-shaped body and adapted to receive the advertising matter.

A further object is to provide the back of the metal cup or disk with suitable guide channels in which the shank of the hook is rotatable and slidable endwise and to provide said back with a separate channel for receiving an offset portion of the shank of the hook to lock the same against turning when adjusted for use.

A still further object is to provide the back of the cup or disk with an integral upturned tongue cut from the main body to form an opening of sufficient size to permit the offset portion on the shank of the hook to be turned therein when folding and unfolding the hook relatively to the advertising plate, the tongue being apertured and affording means for suspending the entire device upon a nail or other support.

Another object is to utilize the lower edge of the opening in the back of the shell and also the upper edge of the tongue for interlocking engagement with the offset portion of the shank on the hook in flatwise relation to the advertising shell or disk to enable the entire device to be retained in compact form for storage or transmission from one locality to another by mail.

Other objects and uses will appear in the following description.

In the drawings—Figure 1 is a front perspective view of an advertising bill hook embodying the various features of my invention. Fig. 2 is a rear elevation of the same. Figs 3 and 4 are sectional views taken respectively on lines 3—3 and 4—4, Fig. 2.

In carrying out the objects stated, I provide an advertising disk comprising a cup shape sheet metal shell —1— and a cover or cap —2— extending across the open side of the shell —1— and having its marginal edges crimped or overturned upon the marginal edge or annular flange of the cup —1—, the flange of the cup flaring from its base while the marginal edges of the cap —2— are crimped upon said flaring flange to lock the parts together and permanently retain them in operative relation, the intervening spaces between the bottom or back of the cup and cap receiving a suitable filling —3— of felt or other suitable material to yieldingly hold the central portion of the cap —2— against undue inward compression. This cap preferably consists of an inner disk —4— of comparatively thin metal or equivalent reinforcing material and an outer facing or covering —5— of celluloid or similar pyroxylin material.

The cup-shaped disk —1— and its cover or cap —2— are preferably circular and together with the outer facing —5— of celluloid affords a characteristic and neat device capable of receiving and displaying advertising matter.

The back of the cup-shaped disk —1— near its top side is provided with an upturned tongue —6— cut therefrom and, therefore, integral therewith, and forming an opening —7— of sufficient dimensions to receive and permit the turning of a lateral

extension or offset on the shank of the hook presently described.

Permanently secured to the back of the disk or cup —1— by soldering or otherwise is a reinforcing plate —8— of comparatively thin sheet metal extending transversely of the disk —1— below the opening —7— and having portions thereof pressed outwardly forming channels —9— and —10— arranged side by side and parallel with each other, the channel —9— extending from top to bottom of the plate —8— and forming a guide for the shank of a hook —11— while the channel —10— serves to receive an offset portion —12— on the upper end of the shank of the hook to hold the hook against turning when adjusted for use. This hook —11— is provided with a sharp impaling point —13— which enables papers to be readily impaled thereon. The hook is preferably made of wire with the impaling point —13— at one end and the offset portion —12— at its opposite end, said offset portion being also bent or returned upon itself in the form of a hook movable into and out of the channel —10— as the shank —11— of the bill hook is moved longitudinally in the channel —9—. This offset portion —12— is disposed in a plane at substantially right angles to the bill hook at the opposite end and when the latter is drawn downwardly or adjusted for use the offset —12— enters the channel —10— and thereby locks the bill hook in a plane at substantially right angles to the plane of the disk —1— with the point —13— below the advertising face of the cup —1— so as not to obscure the advertising matter from view when the bills or other matter are impaled on the bill hook.

As previously stated the length of the offset —12— and vertical height of the opening —7— are so proportioned that said offset portion may readily turn in the opening as shown by dotted lines in Fig. 3 when the bill hook is moved upwardly to bring said offset portion into registration with the opening for the purpose of adjusting the bill hook for use. While the offset portion is turned in the opening —7—, the hook may be drawn downwardly to interlock with the lower side of the opening —7— to hold the hook flat with reference to the advertising plate, or said hook may be moved upward to bring the offset —12— into engagement with the upper edge of the tongue —6— and interlock therewith to also hold the bill hook flatwise for storage or transportation in compact form. This tongue —6— is disposed nearly in the same flat plane as the bottom or back of the cup —1— and is provided with an aperture —14— to permit the entire device to be suspended upon a nail or other available support.

What I claim is:

1. In an advertising device of the character described, a sheet metal disk having a flaring annular flange, a cap having its marginal edge crimped over and upon said flange, a guide on the back of the disk, a bill hook turnable and movable longitudinally in said guide, a means on the shank of the hook coöperating with one side of the guide to hold the bill hook against turning when adjusted for use.

2. In an advertising device of the character described, a sheet metal disk having an upturned tongue stamped therefrom and leaving an opening therein, a guide on the disk, a bill hook having a shank turnable and movable longitudinally in said guide and provided with an offset movable into and out of registration with said opening to permit turning of the bill hook in the guide, and means at one side of the guide interlocking with the offset to prevent turning of the hook when adjusted for use.

In witness whereof I have hereunto set my hand this 25th day of May 1908.

WILLIAM HORNICH, JR.

Witnesses:

J. NEBU,

GEORGE E. POST.