Mar. 20, 1923. 1,449,207

W. C. WILLIAMS

ADVERTISING DEVICE

Filed Dec. 22, 1921

Fig. 1.

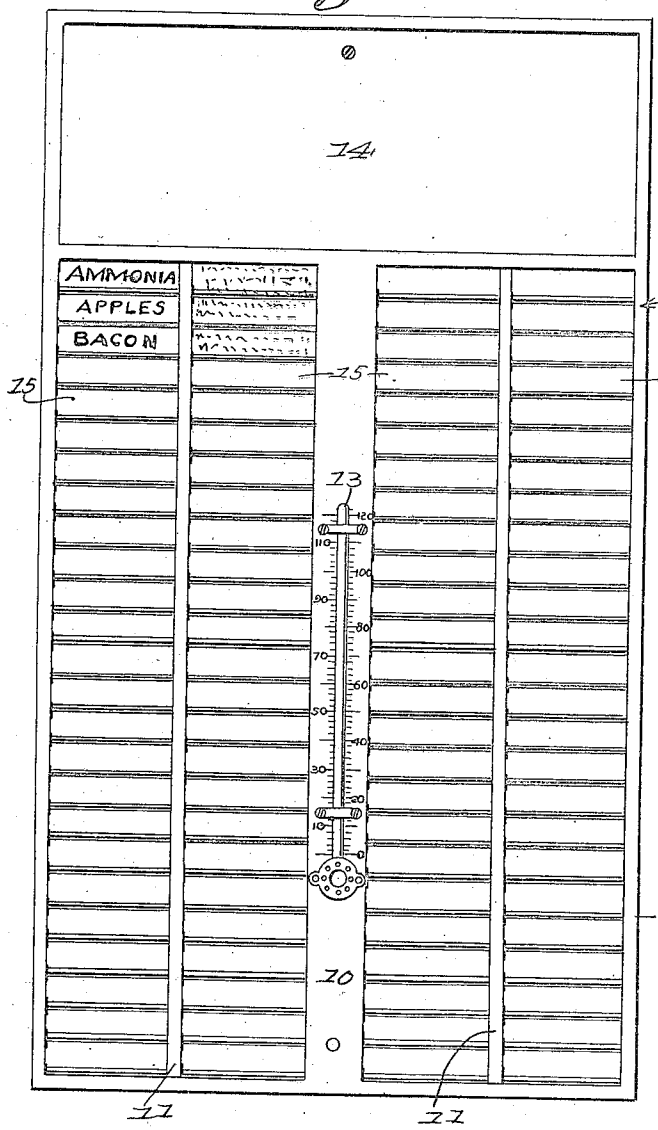
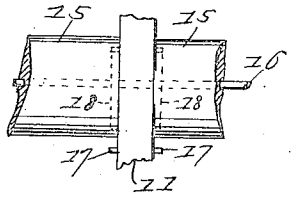


Fig. 2.



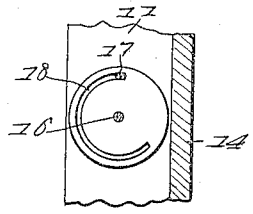


Fig. 3.

Inventor,

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UNITED STATES PATENT OFFICE.

WILLIAM CARL WILLIAMS, OF LOCUST GROVE, GEORGIA.

ADVERTISING DEVICE.

Application filed December 22, 1921. Serial No. 524,163.

To all whom it may concern:

Be it known that WILLIAM CARL WILLIAMS, a citizen of the United States of America, residing at Locust Grove, in the county of Henry and State of Georgia, has invented new and useful Improvements in Advertising Devices, of which the following is a specification.

The object of the invention is to provide an advertising device adapted to perform the additional function of a purchasing or merchandise reminder for the use of householders, store keepers and others who are under the necessity from time to time of making note of the exhaust of the supply of different articles and the necessity for replenishing or purchasing a fresh stock, and it is the object to provide in connection with a means for indicating such articles a simple means of calling the attention of the prospective purchaser to the name and place of business of a dealer in that line of goods to the end that devices of this character may be employed as advertising means for the dealer adapted to be distributed for use of prospective customers; and with this object in view the invention consists in a construction and combination of parts of which a preferred embodiment is shown in the accompanying drawings, wherein:—

Figure 1 is a front view of a device embodying the invention.

Figure 2 is an enlarged detail view to show the mounting of the rollers forming the indicators.

Figure 3 is an end view of one of the indicating rollers.

The device consists of a frame or board constituting a base 10 having parallel upright elements or spacers 10, 11 and 12 by which the latter constitute the marginal elements of the base and the former a relatively broad panel adapted for the support of a thermometer 13 designed to serve as an additional means of utilizing the device and of attraction to the prospective customer. At the upper end of the base may be arranged a panel 14 suitable for general advertising purposes and mounted in the space between the spacers or bars 10, 11 and 12 are indicators 15 adapted to bear the names of different articles of merchandise or supplies such as dry groceries required in a kitchen equipment in household supply.

In the construction illustrated these indicators consist of rollers having spindles 16 engaged with the uprights and adapted for center rotation or rotary movement through an interval of 180° or more, limited by stop pins 17 engaged with segmental grooves 18 in the ends of the rollers. The names of different articles of merchandise or supply are indicated on the several rollers on the exposed surface when the rollers are in one position which for convenience may be termed the normal position, and upon which the rollers at the opposite side from the said name of the article or supply, and adapted to be exposed when the roller is turned to the adjusted or opposite position, is the name of the article together with the name of the brand, the name of the manufacturer or packer and a dealer in that article with the location of his place of business, etc., as an indication to the proposed customer that the article named on the normally exposed or front side of the roller can be purchased from the dealer whose name appears on the reverse side of the roller.

In the use of the device when the household or cook or dealer for example finds that the supply of the certain article is running low the indicator bearing the name of the article should be reversed in position to expose the name of a brand of the article and the name of the manufacturer, packer or dealer from whom a fresh supply of the article can be purchased, so that when orders are being sent for supplies the reversed position of a number of the indicators will show that those are the articles which must be included in the order.

Having described the invention, what is claimed as new and useful is:—

1. An advertising indicator for household and similar use having a base, and indicating rollers mounted upon the base and limited in movement to permit of rotation thereof through an angle of 180° or more, each roller being provided on its normally exposed surface with the name of the brand of an article of merchandise and on its normally concealed or diametrically opposite surface with the name and address of a manufacturer, packer or dealer from whom such article can be purchased.

2. An advertising indicator for household and similar use having a base, and indicating rollers mounted upon the base and limited in

movement to permit of rotation thereof through an angle of 180° or more, each roller being provided on its normally exposed surface with the name of the brand of an article of merchandise and on its normally concealed or diametrically opposite surface with the name and address of a manufacturer, packer or dealer from whom such article can be purchased, said base having a plurality of parallel spacers or bars between which columns of said rollers are arranged.

3. An advertising indicator for household and similar use having a base, and indicating rollers mounted upon the base and limited in movement to permit of rotation thereof through an angle of 180° or more, each roller being provided on its normally exposed surface with the name of the brand of an article of merchandise and on its normally concealed or diametrically opposite surface with the name and address of a manufacturer, packer or dealer from whom such article can be purchased, the base being provided with a series of parallel spacers and the rollers having spindles secured terminally in the spacers.

4. An advertising indicator for household and similar use having a base, and indicating rollers mounted upon the base and limited in movement to permit of rotation thereof through an angle of 180° or more, each roller being provided on its normally exposed surface with the name of the brand of an article of merchandise and on its normally concealed or diametrically opposite surface with the name and address of a manufacturer, packer or dealer from whom such article can be purchased, said rollers having terminal arcuate grooves, and the base having stop pins respectively engaged with said grooves for limiting the rotary movement of the rollers.

In testimony whereof he affixes his signature.

WILLIAM CARL WILLIAMS.