

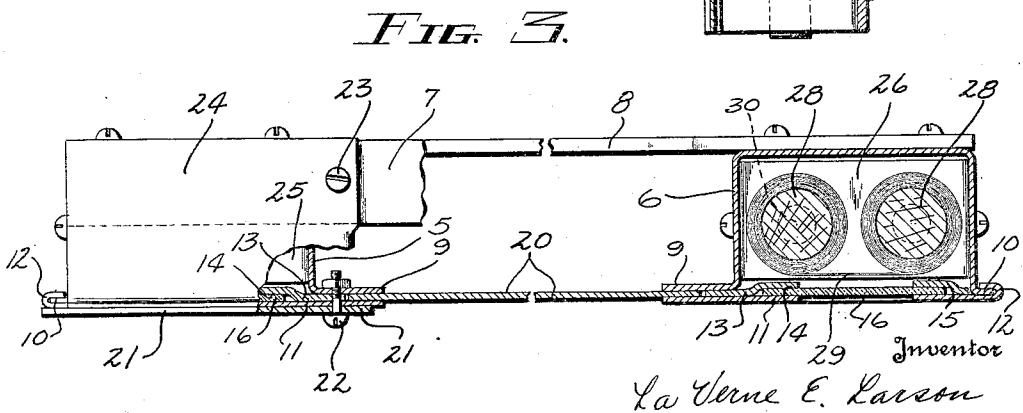
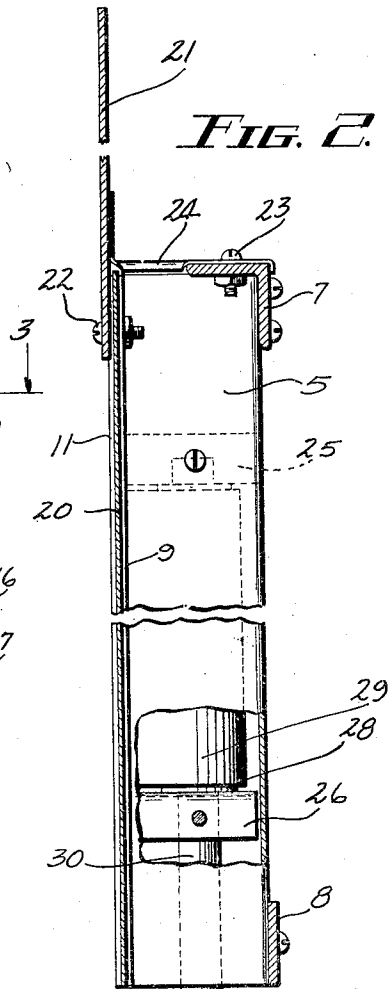
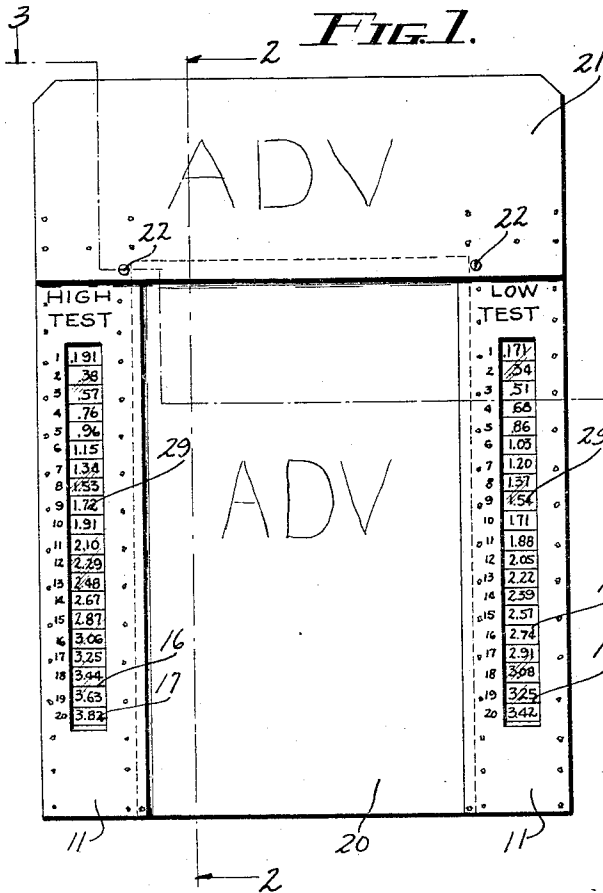
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LA VERNE E. LARSON

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COMBINED ADVERTISING AND PRICE DISPLAY BOARD

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## UNITED STATES PATENT OFFICE

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COMBINED ADVERTISING AND PRICE DISPLAY BOARD

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This invention relates to improvements in combined advertising and price display boards.

It is the object of the invention to provide a novel and improved combination board having means adjustable to indicate various multiples of the price of a commodity such as gasoline, throughout any ordinary range of fluctuation of the unit price thereof, while conveniently and simply providing for an advertising display upon an interchangeable panel.

The invention has to do particularly with the mechanical construction and simplification of the parts comprising the complete apparatus.

In the drawings:

Figure 1 is a front elevation of equipment embodying this invention.

Figure 2 is an enlarged detail view thereof in a section taken generally in the plane indicated at 2—2 in Fig. 1.

Figure 3 is an enlarged detail view of the structure shown in Fig. 1 as it appears in section taken in the plane indicated at 3—3 in Fig. 1.

Like parts are identified by the same reference characters throughout the several views.

A basic frame work upon which the structure is assembled comprises a pair of vertically extending sheet metal channels 5 and 6 united at their tops by an angle iron 7 and at their bottoms by a bar 8. The front margins of the respective channels are flanged inwardly at 9 and outwardly at 10. Each channel has a face plate 11 which is bent back upon itself at 12 about the flange 10 and is welded or riveted thereto. Each face plate is also welded or riveted to flange 9 through an intervening plate 13 having a retaining portion 14 which co-operates with the retaining member 15 to hold a sheet of glass 16 in place before an opening 17 in the face plate 11.

The spacing plates 13 hold the face plates 11 sufficiently far from the flanges 9 of the respective channels to provide guideways in which the margins of a sheet metal panel 20 are slidably receivable. The friction be-

tween this panel and the members forming its guideway is considerable, but the panel may be withdrawn when desired for the substitution of another panel. Thus advertising matter may be painted or printed upon the panels in advance and mounted on the display equipment through the simple expedient of changing panels.

The device may, if desired, be provided with an additional display surface upon the panel 21 which is held in place by four bolts, those designated at 22 passing through the face of member 21 as shown in Figs. 1 and 3, and those shown at 23 passing through the angle iron 7 and the sheet metal bracket 24 which are welded to panel 21 and serve as covers for the channel-shaped housings 5 and 6.

Upon the face plate 11 is a series of digits representing multiples of the units of commodity to be sold. For example, the digits 1 to 20 appearing in Fig. 1 may represent gallons of gasoline. Guided by upper and lower supports 25 and 26 within the channel-shaped housings 5 and 6 respectively, are rolls 28 upon which is wound a chart 29, the chart extending across the opening 17 in face plates 11 protected by the glass 16. This chart bears columns of figures such as those shown in Fig. 1, the figure at the top of the chart representing the unit price of the commodity and the remaining figures of the column representing the prices at which multiples are sold. It will be noted that the price of the multiple is not necessarily a multiple of the unit price. On the contrary, the multiple is preferably such as to amount to a full coin instead of a fraction thereof. Each of rolls 28 has a spindle extension such as that shown at 30 in Fig. 2, which is accessible through the bottoms of the respective housings for manipulation, whereby the rolls may be turned to present new columns of figures through the windows 17 in the respective housings in accordance with fluctuations in unit prices.

I claim:

1. A device of the character described, comprising spaced upright channels flanged at their respective margins, means connecting

said channels to comprise a frame, cover plates for the respective channels spaced from marginal portions of said flanges to provide guideways at the sides of the channels, and  
5 a removable panel receivable in said guideways.

2. A device of the character described, comprising spaced channels having front marginal flanges, frame members connecting the  
10 rear portions of the channels, apertured face plates for the channels having margins spaced from the margins of the channel flanges, intervening spacer plates, a panel slidable in the guideways defined by the channel flanges,  
15 the spacer plates, and the margins of the face plates.

3. A device of the character described, comprising spaced channels having front marginal flanges, frame members connecting the  
20 rear portions of the channels, apertured face plates for the channels having margins spaced from the margins of the channel flanges, intervening spacer plates, a panel slidable in the guideways defined by the channel flanges,  
25 the spacer plates, and the margins of the face plates, and glasses covering the apertures in the face plates and engaged by the spacer plates.

4. A display device comprising spaced  
30 housings, frame members connecting said housings, brackets constituting closures for the tops of said housings, and a panel carried by said brackets, said housings being windowed and provided internally with display mechanisms comprising rollers for manual  
35 manipulation, and a chart wound thereon and provided with columns of display material adapted to be registered with the openings in the respective housings.

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