

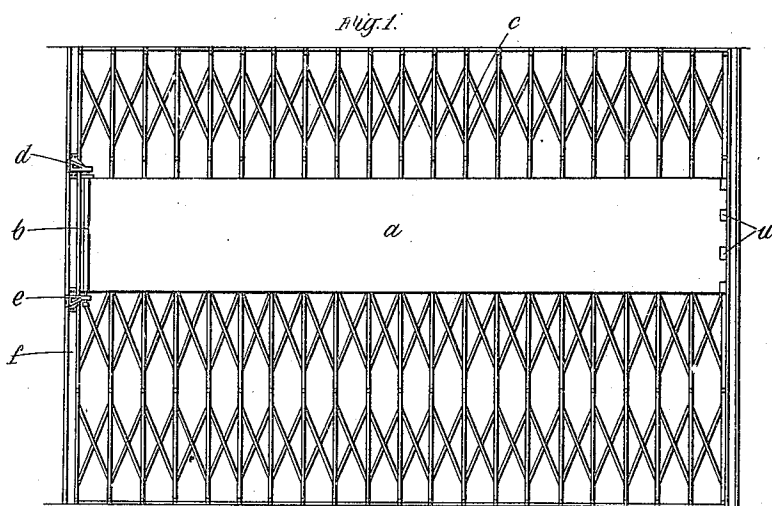
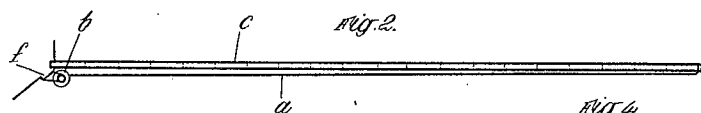
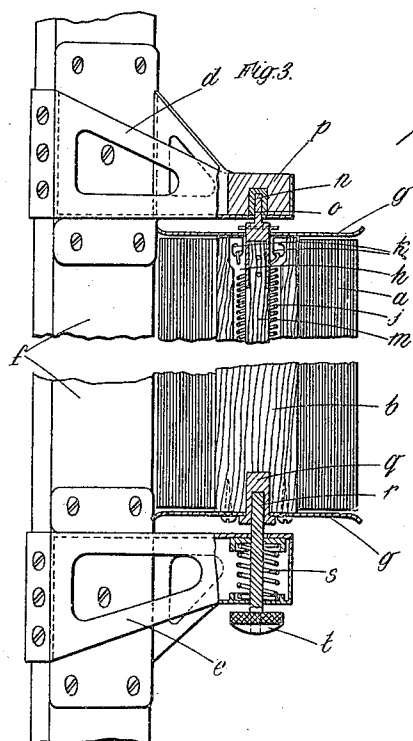
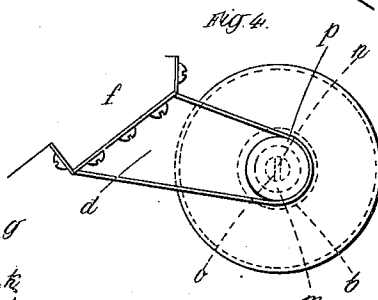
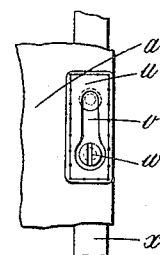
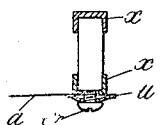
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1,467,937

B. E. JARVIS

ADVERTISING DEVICE

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UNITED STATES PATENT OFFICE.

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ADVERTISING DEVICE.

Application filed June 1, 1922. Serial No. 565,135.

To all whom it may concern:

Be it known that I, BASIL ERNEST JARVIS, of Green Lodge, Newmarket, England, a British subject, have invented certain new and useful Improvements in or Relating to an Advertising Device, of which the following is a specification.

This invention relates to collapsible screens of the kind constituted broadly by the combination of a lazy-tongs device with what may be termed the advertising screen, which is so attached to said device that according as the latter is extended or closed, the advertising screen will be distended or furled.

According to the present invention, the advertising screen consists of a sheet of fabric or the like attached to a spring-roller so as to be wound-up thereon when the roller is freed to the action of its spring; the roller being mounted in proximity to the abutment or stationary support of the lazy-tongs device with its axis at right angles to the direction of movement of the free end of said device, while the free end of the screen is attached to the free end of the lazy-tongs device, with the result that as said device is extended the screen will be drawn from the roller and distended over the lazy-tongs, whereas, when the lazy-tongs is collapsed or closed, the screen will be automatically re-wound upon the roller.

In a modified form of the invention, the advertising screen consists of a series of juxtaposed slats hinged one to another at their contiguous edges and wound upon a spring-roller as previously described, the free end of the series of slats being attached to the free end of the lazy-tongs device so that, according as said device is extended or collapsed the series of slats will be drawn out over the lazy-tongs, or permitted or caused to return to inoperative position by being re-wound upon the spring-roller.

The improved collapsible advertising screen is particularly applicable in connection with collapsible gates or the like of the well-known collapsible-lattice type, and is adapted to constitute a convenient means for the display of advertisements which will be exhibited as a result of the gate or the like being closed.

An example of the invention is illustrated by the accompanying drawings wherein Figure 1 is an elevation and Figure 2 is a plan

of a collapsible gate of the well-known collapsible-lattice type fitted, e. g. to a lift and having combined therewith, a screen adapted to bear advertising matter so that said advertisement may be unexpectedly displayed as and when the gate is closed. Figure 3 is a sectional elevation on an enlarged scale showing the screen, the roller whereon it is rolled and the means for supporting the roller, Figure 4 is a plan thereof, Figure 5 is a fragmentary view also on an enlarged scale of a portion of the free end of the screen and Figure 6 is a sectional plan thereof.

As shown a sheet or strip of fabric *a* adapted to bear an advertisement is attached at its one end to a spring-roller *b* and at its other end to the free edge of a collapsible-lattice gate *c*. The spring-roller *b* is mounted in brackets *d, e* which are secured to the wooden lining or other part *f* of the lift adjacent to the opening which the gate *c* is adapted to close.

The roller *b* which may be of wood is furnished at its opposite ends with dished metal flange plates *g, g* and has coiled within a recess *h* a spring *j* one end of which is attached to hooks *k, k* mounted beneath a flange plate *g* and the other end of which (not shown) is attached to a coaxially disposed key *m* the lower end of which extends into the recess *h* while its upper end is flattened as at *n* and is received in a correspondingly shaped aperture *o* in the upper bracket *d*, which is packed by a block *p*. The key *m* and the one end of the spring *j* are thus held against rotation while the other end of said spring is adapted to be carried round with the roller *b* as the latter is rotated and in this manner the spring may be stressed.

The lower end of the roller *b* is recessed axially as at *q* to receive the upper end of a pintle *r* slidable in guideways in the lower bracket *e* and normally pressed into its position of engagement by a coiled spring *s*, said pintle *r* being furnished with a knurled knob *t* or the like in order that it may be withdrawn readily to release the roller *b* and permit it to be replaced by another bearing other advertising matter.

For this latter purpose the free end of the screen *a* may be detachably connected with the corresponding edge of the gate. For instance as illustrated, particularly in Figures 5 and 6, metal plates *u* formed with keyhole slots *v* may be sewn riveted or

otherwise attached to the screen *a*, which is apertured or formed with corresponding keyhole slots, and adapted to coact with headed pins such as *w* screwed or similarly secured to the adjacent channelled member *x* of the end section of the gate *c*. The marginal portions of the plates *u* around the keyhole slots *v* may be pressed out slightly as shown in Figure 6 so that as a plate is slid down behind the head of a pin *w* it becomes firmly wedged into position. If desired a single plate formed with a plurality of such keyhole slots may be employed.

I claim:—

1. An advertising device consisting in the combination with a collapsible lattice-gate of the lazy-tong type of a screen of the spring-roller-blind type for the display of advertisements and adapted to be distended over the lattice-gate as a result of the extension thereof across the gateway-opening, said screen comprising a sheet of flexible material attached by its respective terminal edges to a point toward the free end of the lattice-gate and to a roller mounted in stationary position on a fixed support adjacent to that side of the gateway-opening whereat the other end of the lattice-gate is permanently fixed, said roller being adapted to revolve under spring-action to wind the screen upon the roller as the gate is being opened, brackets for removably mounting said roller on the fixed support and means

whereby the free terminal edge of the screen is adapted to be detached at will from the lattice-gate.

2. An advertising device as claimed in claim 1, wherein the spring for causing the roller to revolve is coiled around a non-rotatable key which extends axially of the roller from one end thereof into a cavity therein, the ends of said spring being attached to the key and to the roller respectively.

3. An advertising device as claimed in claim 1, wherein one end of the roller is fitted to revolve about a non-rotatable key, while the other end of the roller has an axial socket adapted to engage rotatably over an axially-retractable pintle carried by the adjacent supporting-bracket and normally retained in the socket by spring-action.

4. An advertising device as claimed in claim 1, wherein one end of the roller is fitted to revolve about a non-rotatable key which has a part of its length projecting beyond the adjacent end of the roller and is adapted to engage, removably and non-rotatably, in a socket on the adjacent supporting-bracket.

5. An advertising device as claimed in claim 1, wherein the free terminal edge of the screen is furnished with a metal plate having a keyhole slot, while a headed pin adapted for engagement with said slot is fixed to the lattice-gate.

BASIL ERNEST JARVIS.