

F. STEBBINGS.
 MEANS OF USING NEWSPAPER AND LIKE STANDS FOR ADVERTISING PURPOSES.
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899,081.

Patented Sept. 22, 1908.

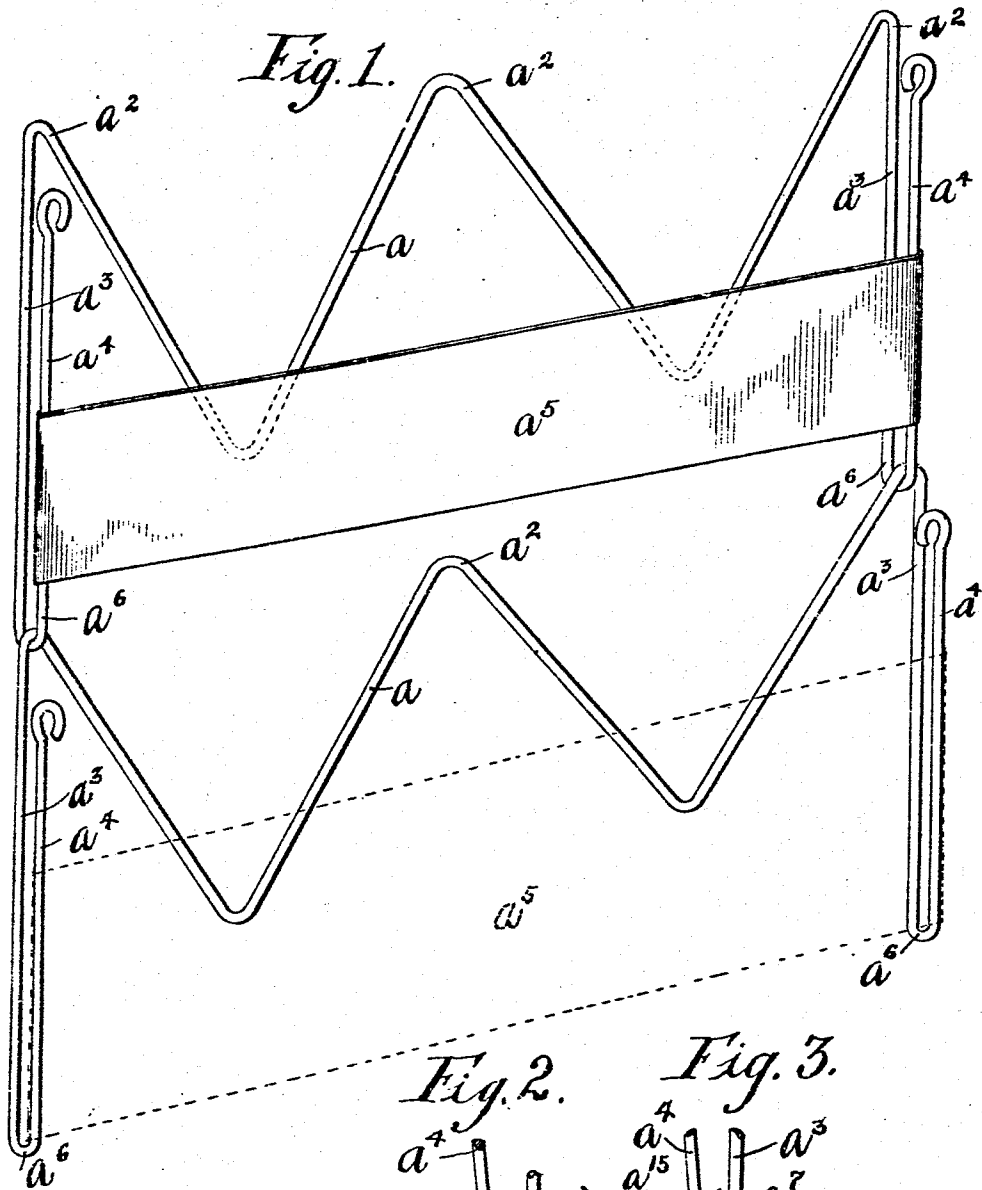


Fig. 2.

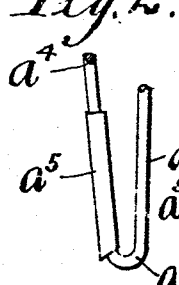
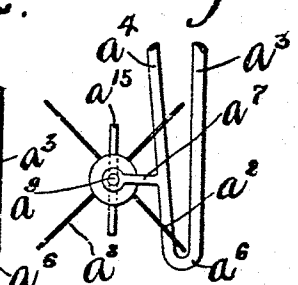


Fig. 3.



Witnesses

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UNITED STATES PATENT OFFICE.

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MEANS OF USING NEWSPAPER AND LIKE STANDS FOR ADVERTISING PURPOSES.

No. 899,081.

Specification of Letters Patent.

Patented Sept. 22, 1908.

Application filed July 22, 1907. Serial No. 385,069.

To all whom it may concern:

Be it known that I, FRANK STEBBINGS, a subject of the King of Great Britain and Ireland, and resident of 32 Markhouse avenue, Walthamstow, county of Essex, England, have invented certain new and useful Improvements in Means of Using Newspaper and Like Stands for Advertising Purposes, of which the following is a specification.

10 The invention relates to improvements in means of using newspaper, book and other publication racks and stands for the purpose of advertising or exhibiting advertisements to remain either stationary or changing.

15 In carrying out my invention I can affix plates or boards or other advertising matter bearers to the racks or the stands or I can construct the racks and the stands of the same material which is to bear the advertisement or advertisements so that the advertisement matter bearers are part of the racks or stands or also I can so dispose the construction of the racks and stands as to produce a change in the presentation of the advertisement or advertisements either by means of using the force obtained from the change of weight caused by the insertion of the books or publications or articles acting on an arrangement of bearers to cause directly or indirectly by storage of such obtained force, a change in such presentation or any other outside manual or mechanical force or arrangement may be used for the same purpose.

35 In order that the said invention may be readily understood reference is to be had to the following description and accompanying sheet of drawings in which:—

40 Figure 1, is a perspective view showing two sections of a newspaper rack interlocked. Fig. 2, is a detail view showing the means of attaching the sign strip to the frame. Fig. 3, is a detail view of a modified form of advertising medium.

45 Like letters of reference indicate corresponding parts in the several views.

In carrying the invention into effect with reference to Figs. 1 and 2, a, a represent as a whole two members or sections of a rack or stand coupled up, said members or sections being so shaped at a^2 as to be capable of

suspension from either the center or by the end, the parts a^3 and a^4 having a space between them which serves for the reception of a newspaper or the like, while the space 55 between the parts a^3 is bridged by a board or plate bearing the advertisement or the like required so that when a series of members or sections a, a are coupled up by the engagement of one member with another at 60 a^6 a series of advertisements are likewise presented in contradistinction to the racks or stands as at present in use and which only present an advertisement at the bottom of the rack or stand proper.

65 In the form of construction shown in Fig. 3 the board or plate a^{15} bearing the advertisement instead of being fastened direct to the parts a^3 is carried by extensions a^7 for the purpose of being rotated on its spindle a^9 so 70 as to present another advertisement when a paper or the like is placed between the parts a^3, a^4 , the weight and pressure of the paper during insertion between the parts being sufficient to cause the rotation of the arms a^8 . 75

Having now described my invention what I claim as new and desire to secure by Letters Patent of the United States is:—

1. In an advertising device, sections formed with approximately W-shaped upper 80 portions and having extensions for supporting papers or the like, a suitable advertising plate secured between the extensions, and means for interlocking a series of sections.

2. In an advertising device, sections 85 formed with approximately W-shaped upper portions and having extensions for supporting papers or the like, a plate secured between the said extensions at their lower ends for containing advertisements. 90

3. In an advertising device, sections formed with approximately W-shaped upper portions and having extensions for supporting papers or the like, a suitable advertising medium secured between the extensions at 95 their lower ends.

In testimony whereof I have affixed my signature in presence of two witnesses.

FRANK STEBBINGS.

Witnesses:

ROBT. HUNTER,
EDWIN CHAS. AXE.