(No Model.)

E. JUTZ.

TRANSFORMABLE ADVERTISING OR DISPLAY RACK.

No. 591,281. Patented Oct. 5, 1897.

Fig. 1.

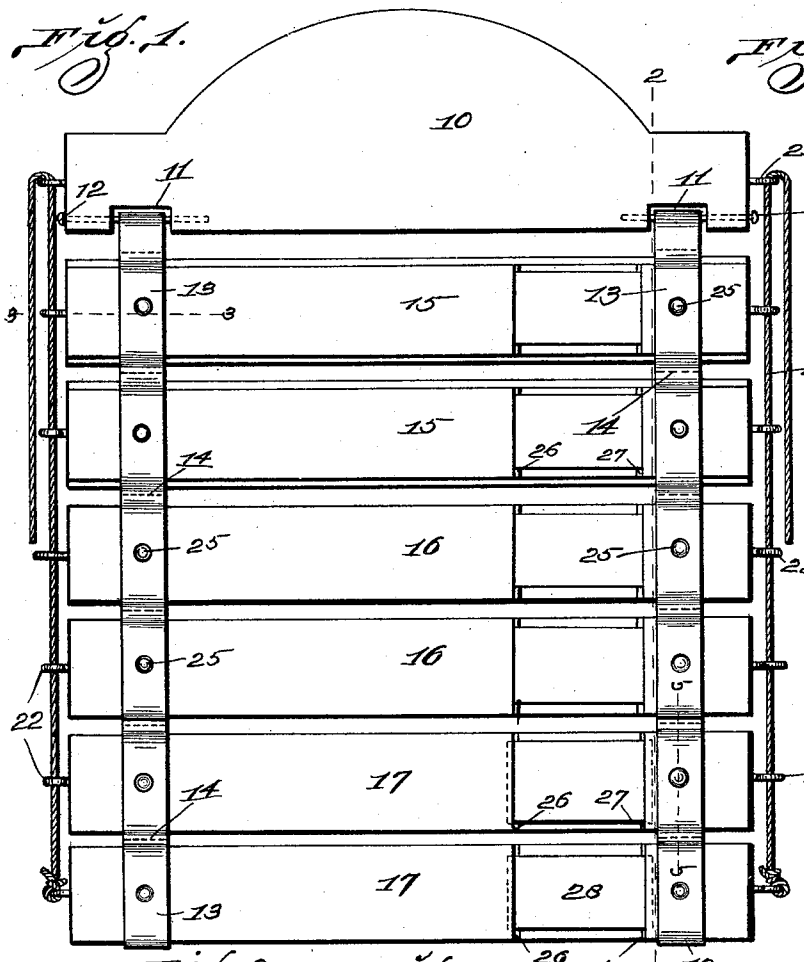


Fig. 2.

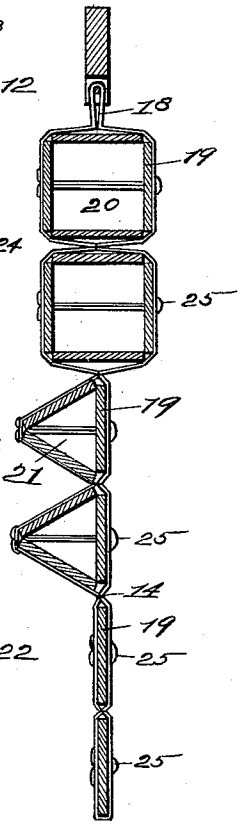


Fig. 3.

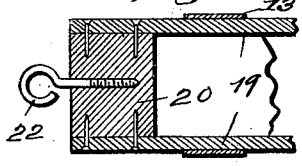


Fig. 4.

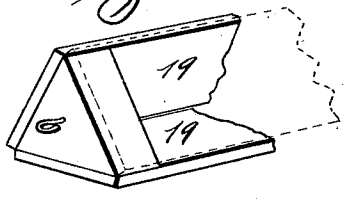


Fig. 5.

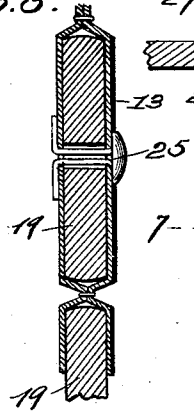


Fig. 7.

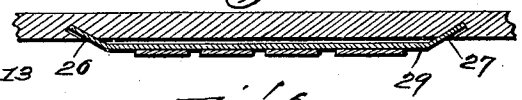
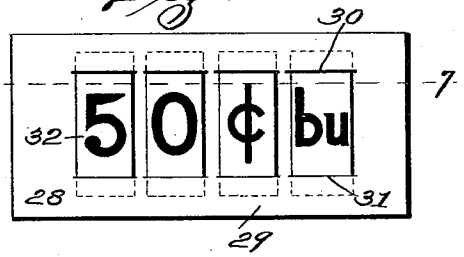


Fig. 6.



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THE NORRIS PETERS CO., PHOTO-LITHO., WASHINGTON, D. C.

UNITED STATES PATENT OFFICE.

EDWARD JUTZ, OF ST. LOUIS, MISSOURI.

TRANSFORMABLE ADVERTISING OR DISPLAY RACK.

SPECIFICATION forming part of Letters Patent No. 591,281, dated October 5, 1897.

Application filed April 26, 1897. Serial No. 633,995. (No model.)

To all whom it may concern:

Be it known that I, EDWARD JUTZ, of the city of St. Louis, State of Missouri, have invented certain new and useful Improvements in Transformable Advertising or Display Racks, of which the following is a full, clear, and exact description, reference being had to the accompanying drawings, forming a part hereof.

My invention relates to transformable advertising or display racks; and it consists of the novel construction, combination, and arrangement of parts hereinafter shown, described, and claimed.

Figure 1 is a front elevation of a transformable advertising or display rack constructed in accordance with the principles of my invention. Fig. 2 is a vertical sectional view taken approximately on the line 2 2 of Fig. 1. Fig. 3 is a horizontal sectional view taken approximately on the line 3 3 of Fig. 1, parts being broken away. Fig. 4 is a view in perspective of one of the slats or placards, parts being broken away and other parts being shown in dotted lines. Fig. 5 is a vertical sectional view taken approximately on the line 5 5 of Fig. 1. Fig. 6 is an enlarged detail view of one of the price-list cards. Fig. 7 is a horizontal sectional view taken approximately on the line 7 7 of Fig. 6 after a card has been placed in position for use upon the slat or placard.

Referring to the drawings by numerals, the head-board 10 has notches 11 cut from its lower edge, and the pins 12 are inserted from the end edges of the head-board 10 into said head-board and through the slots 11.

The webs 13 are doubled upon themselves, and lines 14 of stitches, staples, or rivets secure the webs together at suitable distances apart to form pockets or loops in which the slats or placards 15, 16, and 17 rest. The extreme upper parts 18 of the webs are in the form of loops, which loops are placed in the notches 11, and the pins 12 are inserted through said loops, thus forming a connection between the webs and the head-board, and the webs depend downwardly from said head-board. The slats or placards 15 are formed by taking four of the strips 19, placing said strips together in the form of a hollow square, placing the plugs 20 in the ends of said hollow square, and securing said strips to said plug. Thus is produced a slat or placard having four equal faces.

The slats or placards 16 are formed by taking three of the strips 19 and placing said strips together in the form of an open triangle and placing the triangular plugs 21 in the ends of said open triangle and securing said strips 19 to said plugs, thus forming a slat or placard having three equal faces.

The slats or placards 17 are formed by using a single strip 19, which strip produces a slat or placard having two equal faces. Any desired matter may be written, printed, painted, or stenciled upon the faces of the slats or placards 15, 16, and 17, and then said slats or placards are placed in the loops formed by the webs 13, as required to display the desired ones of the faces. Different matter will appear upon each of the faces, and the matter displayed is changed by turning the desired one or ones of the placards to display the different faces.

The open screw-eyes 22 are inserted into the ends of the slats or placards, and closed screw-eyes 23 are inserted into the ends of the head-board 10. The cords 24 have their lower ends attached to the lower ones of the open screw-eyes 22, and said cords extend upwardly through the intermediate screw-eyes 22 and through the screw-eyes 23 and then downwardly. When it is desired to remove and replace one of the slats or placards, the cords may be removed from the open screw-eyes 22 and said slat or placard removed from the loops of the webs 13 and another slat or placard inserted without removing the cord from the other open screw-eyes or displacing or disarranging the other slats or placards.

When it is desired to fold the rack up, the upper ends of the cords 24 are pulled downwardly. The closed screw-eyes 23 form bearings or pulleys for the cords 24, and the slats will be drawn upwardly into a bundle. When it is desired to disconnect the slats from the head-board, the pins 12 are removed.

In making up the rack the slats or placards used may be either flat, as 17, or triangular, as 16, or square or rectangular, as 15. The rack may be composed entirely of one or two kinds of slats or they may be mixed, as desired. The McGill fasteners 25 or light spring-cotters are or may be inserted through the

webs 13 and through the slats or placards, as shown in detail in Fig. 5.

The saw cuts 26 and 27 are formed from the faces of the slats or placards, as shown in detail in Fig. 7, said saw-cuts being inclined inwardly and away from each other, and the ends of the price-list cards 28 are inserted in said saw-cuts, as required to hold said cards in position relative to the slats. The price-list cards 28 consist of the large card 29, having horizontal slits 30 and 31, and the small cards 32 are placed in vertical positions in front of the card 29 with their upper and lower ends inserted in said slats 30 and 31, respectively, as shown in Fig. 6. Letters, figures, and signs are printed or painted upon the cards 32, and by arranging and combining said cards 32 prices may be indicated. The head-board 10 is designed to have printed, painted, or stenciled upon it the name of the dealer, the nature of his business, and the location, such as "John Smith, Groceries, 310 S. Tenth St." The slats or placards are designed to have printed or stenciled or painted upon their faces the names of the commodities which are for sale—such as potatoes, cabbage, &c.—and the price-list cards are designed to indicate by the arrangement of the cards 32 upon the cards 29 the prices of the articles named upon the slats. The racks are designed for displaying advertising matter, price-lists, and for other similar purposes.

When the stock of a particular class of goods is exhausted, the corresponding slat or placard is removed from the rack.

The webs 13 are necessarily flexible and preferably elastic. By using elastic webs the same loops will receive and hold slats of different sizes and shapes.

I claim—

1. In a device of the class described, a head-board having notches cut in its lower edge, webs doubled upon themselves and stitched together at intervals as required to form loops, the upper ends of said webs being placed in said notches and secured in position by means of pins inserted from the ends of said head-board through said webs, slats or placards removably inserted in the loops formed by said webs, open screw-eyes inserted in the ends of said slats or placards, closed screw-eyes inserted in the ends of said head-board and cords attached to the screw-eyes of the lower one of said slats or placards and extending upwardly through the intermediate ones of said slats or placards and through the closed screw-eyes in the ends of said head-board, substantially as specified.

2. In a device of the class described, a slat or placard having saw cuts 26 and 27 formed from its face, the card 29 having the horizontal slits 30 and 31 placed in position with its ends in said saw cuts 26 and 27, the small cards 32 having letters or figures printed upon their faces and placed in position with their ends in said slits 30 and 31, substantially as specified.

3. In a device of the class described, the head-board 10 having the notches 11 formed in its lower edge, the webs 13 doubled upon themselves and secured together at intervals by the stitching 14 and forming loops, the pins 12 inserted from the ends of said head-board through the upper ends of said webs, slats inserted in said loops, fasteners inserted through said webs and through said slats, said slats having saw cuts 26 and 27 formed in their faces to receive the ends of price-list cards, substantially as specified.

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

EDWARD JUTZ.

Witnesses:
EDWARD E. LONGAN,
JAMES CORBETT.