Nov. 11, 1924. 1,514,775

N. LITWIN

ADVERTISING DEVICE

Filed June 3, 1922

Fig. 2 Fig. 7 Fig. 1

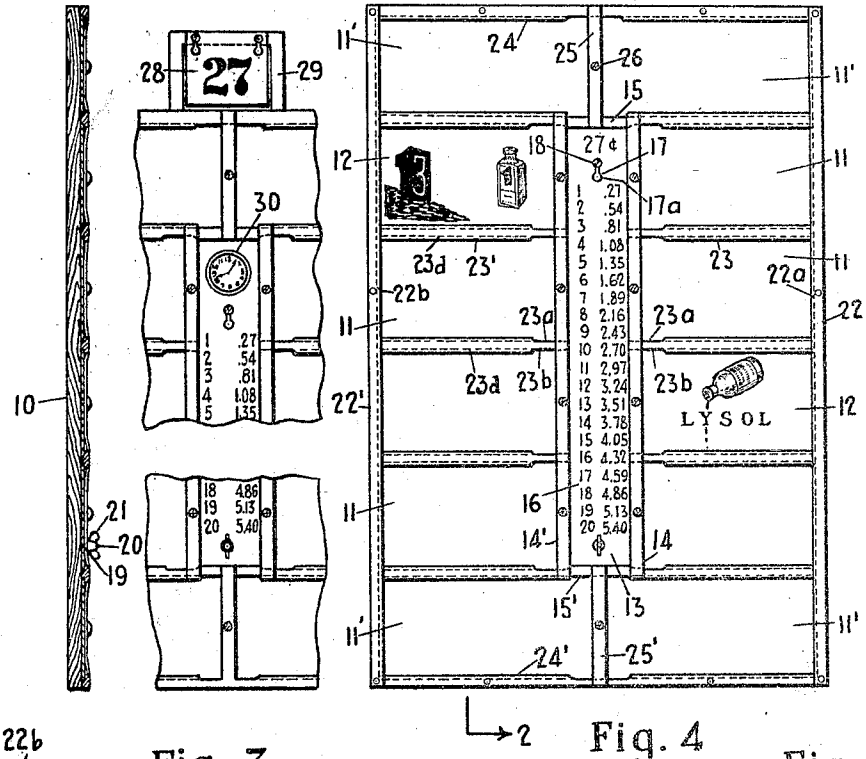


Fig. 3

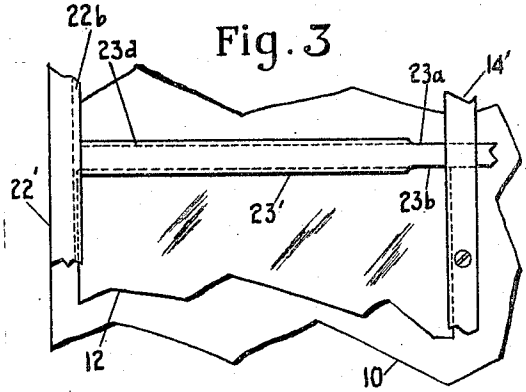


Fig. 4

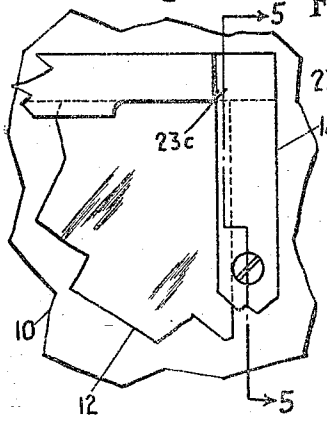


Fig. 5

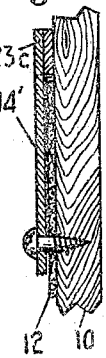
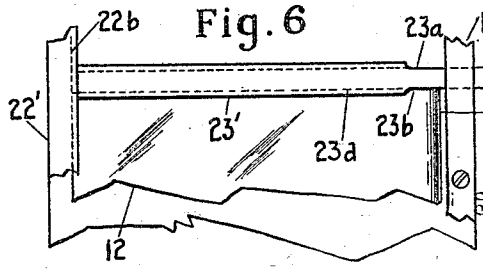


Fig. 6



Inventor
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By his Attorney
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Patented Nov. 11, 1924. 1,514,775

UNITED STATES PATENT OFFICE.

NAT LITWIN, OF NEW YORK, N. Y.

ADVERTISING DEVICE.

Application filed June 3, 1922. Serial No. 565,667.

To all whom it may concern:

Be it known that NAT LITWIN, citizen of the United States, residing at the city of New York, in the county of Kings and State of New York, has invented certain new and useful Improvements in Advertising Devices, of which the following is a specification.

This invention relates to advertising devices. More particularly, it is directed to an advertising board adapted for use at gasoline supply stations.

One object of the invention is to provide a device of the character described that shall be simple and neat in construction, easily manipulated for changing or replacing the advertising and other display matter, and comparatively cheap to manufacture.

Other objects of this invention will in part be obvious and in part hereinafter pointed out.

The invention accordingly consists in the features of construction, combinations of elements and arrangement of parts which will be exemplified in the construction hereinafter described and of which the scope of application will be indicated in the following claims.

In the accompanying drawings, in which is shown one of various possible illustrative embodiments of this invention,

Fig. 1 is a front elevational view of an advertising board embodying this invention;

Fig. 2 is an end cross-sectional view taken along line 2—2 of Fig. 1;

Fig. 3 is a fragmental view showing the card in position in a panel of the board;

Fig. 4 is an enlarged detail view showing the position of parts of the panel construction when the advertising card is held in the panel;

Fig. 5 is a fragmental cross-sectional view corresponding to Fig. 4 and taken along line 5—5 thereof; and

Fig. 6 is a fragmental view showing the position of parts of the panel construction with the advertising card loose therein and ready to be removed.

Fig. 7 is a fragmental front elevational view of a modified form of the invention.

Referring in detail to the drawing, the advertising board embodying this invention comprises a back support 10 of wood or other suitable material and having on the front face thereof a plurality of symmetrically arranged panels 11, 11′ adapted to receive display cards such as advertising cards 12.

The panels are preferably arranged in the following manner: A substantially rectangular space 13 is defined by means of a pair of spaced parallel straps 14, 14′ running longitudinally of the board up to an equal distance from the top and bottom thereof as will appear from Fig. 1. Top and bottom cross-straps 15, 15′ define the upper and lower bases of this central panel. This panel is adapted to receive a removable tablet or card 16 on which is tabulated desired information. Thus, where the invention is adapted particularly for use in connection with gasoline supply stations, this table may bear at the top a figure indicating the price per gallon, shown in the drawing to be 27¢, the below, in parallel columns, the number of gallons and the corresponding price computed on the said price per gallon. The card may be removably secured to the board by any suitable means. In the form shown in the drawing, the card 16 is provided adjacent the top with a bayonet slot 17 and a screw or tack 18 holds the top of the card to the board 10. At the bottom of the card, an opening 19 is provided for a screw 20 and winged nut 21 adapted to hold the bottom of the board. When it is desired to remove the card 16, so as to replace it by another, or for any other purpose, the winged nut is loosened at the bottom and the card is then raised until the head of the screw 18 registers in the enlarged opening 17ª of the bayonet slot when the card is readily removed, as will be clear. The pairs of panels 11 are defined by the longitudinal vertical straps 22, 22′ on the vertical sides of the board, and by the parallel spaced cross straps 23, 23′ running substantially at right angles to the straps 22, 22′, thus bounding substantially rectangular spaces. The uppermost pair of panels 11 is bounded at the top by the strap 15, already described, which runs transversely between the two straps 22, 22′. Similarly, the lowermost pair of panels 11 is bounded at the bottom by the similar parallel straps 15′. Extended adjacent the horizontal edges of the board and running transversely of the straps 22, 22′ are the straps 24, 24′. The former, it will be understood, runs parallel to strap 15, and the

latter parallel to the strap 15′. The upper strap 25 and the lower strap 25′ extends medially between the straps 24 and 15, and 24′ and 15′ respectively, thus providing the upper and lower pairs of substantially rectangular panels 11′.

The longitudinal and transverse straps hereinbefore referred to are preferably made of resilient sheet metal and are adapted to act as holding members for keeping the advertising cards, such as 12, in position in the panels. The straps 22, 22′ are provided along their inner edges with longitudinal grooves 22^a, 22^b. The short cross straps 23, 23′ are likewise provided on their inner edges with longitudinal grooves 23^d, so that the advertising cards 12 may be inserted in the grooves and held underneath the straps. The cross straps 23, 23′ are further rabbetted as at 23^a, 23^b, at the ends adjacent the straps 14, 14′ and these ends are cut away as at 23^c so as to fit underneath the straps 14, 14′. The straps 14, 14′ and 25, 25′, are removably held to the board by suitable means such as a screw 26. The advertising cards 12 are inserted at the rabbetted ends of the straps 23, 23′, the rabbets facilitating the entry of the cards beneath the straps into the grooves 23^d. The card is pushed up until its upper edge enters the groove 22^a or 22^b of the strap 22 or 22′ as the case may be. The screw 26, located in the particular panel used is then tightened, thus holding the portion of the straps 14, 14′ bounding that panel against the board to prevent the card from moving out of the panel.

In Fig. 3 an advertising card is shown in position in one of the panels 11. When it is desired to remove the card, the screw 26 is unloosened, thus freeing the portion of the strap 14, or 14′ bounding the particular panel and permitting the card to be pushed up to free its lower edge 12^a as shown in Fig. 6, when it may be readily removed.

In Fig. 7, a modification is shown in which the price per gallon is displayed in the form of a separate panel 28, suitably supported at the top of the board from a bracket 29. If desired, a clock 30 held in an opening in the back 10, with its face showing through the card 16 may be employed.

It will thus be seen that there is provided a device in which the several objects of this invention are achieved and which is well adapted to meet the conditions of practical use.

As various possible embodiments might be made of the above invention and as various changes might be made in the embodiment above set forth, it is to be understood that all matter herein set forth or shown in the accompanying drawings is to be interpreted as illustrative and not in a limiting sense.

Having thus described my invention, I claim as new and desire to secure by Letters Patent:—

1. An advertising device of the character described comprising a supporting structure and a plurality of substantially rectangular card receiving frames permanently mounted on one face thereof, said frames having a resilent clamping face member adapted to be forced against the cards in said frames to hold said cards securely in position.

2. An advertising device of the character described comprising a supporting structure and a plurality of substantially rectangular card receiving frames permanently mounted on one face thereof, each of said frames comprising a pair of longitudinal straps having rabbetted ends and a base member bridging said rabbetted ends and having means for clamping the base member against the card in said frame.

3. An advertising device of the character described comprising a supporting structure having a central panel on the front face thereof, and a plurality of pairs of panels symmetrically disposed relatively to said central panel, said panels being defined by strap members including a pair of strap members running longitudinally on said face and secured thereto by screws, and advertising cards removably held in said pairs of panels and clamped in position by said screw held strap members.

In testimony whereof I affix my signature.

NAT LITWIN.