May 10, 1927.

1,627,751

G. A. SHERMAN

ADVERTISING STAND

Filed Sept. 2, 1925

Fig. 1.

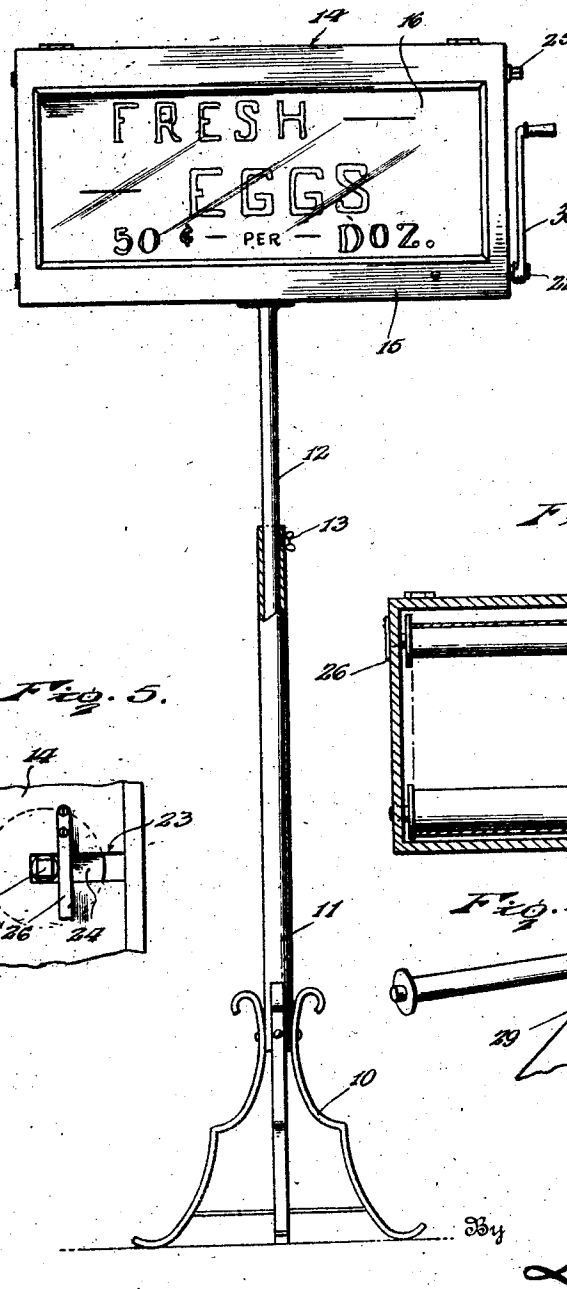


Fig. 2.

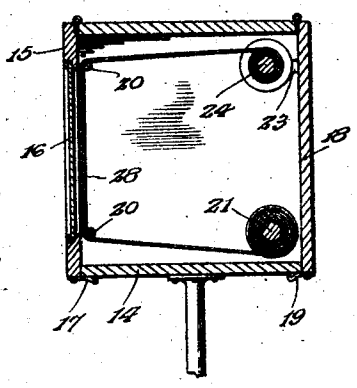


Fig. 3.

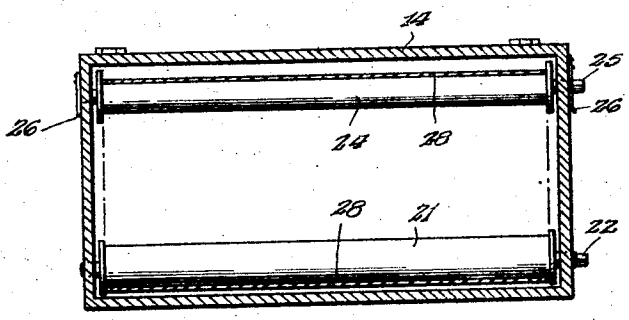
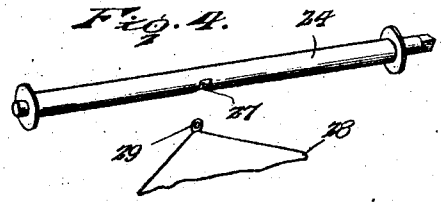


Fig. 5.

Fig. 4.



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UNITED STATES PATENT OFFICE.

GEORGE A. SHERMAN, OF PASADENA, CALIFORNIA.

ADVERTISING STAND.

Application filed September 2, 1925. Serial No. 54,146.

This invention relates to an improved advertising stand and seeks, among other objects, to provide a stand especially adapted for use by merchants for displaying advertisements of their goods or products for sale.

The invention seeks, as a further object, to provide a stand embodying an advertising strip carrying a number of advertisements of different articles for sale, and wherein the strip may be shifted for displaying the particular advertisement desired.

A further object is to provide a stand embodying a casing to house the strip carrying rollers, and wherein one of said rollers may be readily removed so that different strips advertising separate lines of goods may be readily installed or substituted each for the other.

And the invention seeks, as a still further object, to provide a stand which will be simple in construction, inexpensive, and capable of ready manufacture.

Other objects of the invention not specifically mentioned will appear during the course of the following description.

In the accompanying drawings:

Figure 1 is a front elevation of my improved stand.

Figure 2 is a transverse sectional view through the casing.

Figure 3 is a longitudinal sectional view through the casing.

Figure 4 is a detail perspective view of one of the rollers.

Figure 5 is a fragmentary elevation showing the mounting of the uppermost roller.

In carrying the invention into effect, the base of my improved stand is preferably formed of a plurality of legs 10, and fixed to said legs is a vertical standard comprising telescopic sections 11 and 12 respectively. The section 12 is slidable in the section 11 so that the height of the standard may be adjusted, and mounted on the latter section near the upper end thereof is a set screw 13 securing the sections in adjusted position. Fixed to the upper end of the section 12 is an oblong casing 14 which may be of wood or other suitable material, and closing the casing at the front thereof is a door 15 hinged at its upper longitudinal edge to the top wall of the casing and provided with an oblong front pane 16 which may be of glass. Securing the door closed is an approved spring catch 17. Closing the casing at its rear side is a door 18 also hinged at its upper longitudinal edge to the top wall of the casing, and securing said door closed is an approved spring catch 19.

Journaled upon the end walls of the casing near the level of the upper and lower edges of the pane 16 are guide rollers 20, and journaled upon the end walls of the casing at the rear thereof and near the bottom wall of said casing is a strip carrying roller 21, one of the trunnions of which is, as shown in Figure 3, provided with a squared end 22 exposed at the exterior of the casing. Formed in the end walls of the casing from the rear edges thereof are horizontal slots 23 located near the top wall of the casing, and journaled at its ends through said slots is a strip carrying roller 24, one of the trunnions of which is provided with a squared end 25. Secured to the end walls of the casing exteriorly thereof, as shown in detail in Figure 5, are retaining springs 26 disposed to engage behind the trunnions of the roller 24 for limiting said roller against rearward displacement from the slots. As shown in detail in Figure 4, the rollers are provided at points midway between the ends thereof with studs 27, and secured at its ends to said studs is an advertising strip 28 equipped with terminal loops 29 removably engaged over said studs. The strip may be of heavy paper or other approved material and, as shown in Figure 2, is arranged to extend over the guide rollers 20 so that the intermediate reach of the strip between said rollers is held parallel to the front pane 16. As suggested in Figure 1, the strip carries a number of advertisements, and in conjunction with the rollers 21 and 24 I provide a crank 30 which may be removably applied to the squared ends 22 and 25 of the roller trunnions so that the crank may be operated for turning either of said rollers and winding the strip from one of said rollers to the other to bring the desired advertisement into view behind the front pane 16. The advertisements may be of any approved character and may carry drawings or representations of the articles being sold, and by forming the strip of suitable length, said strip may contain a large number of advertisements. Accordingly, only a single strip will be necessary to advertise a great many different articles. However, in order that different strips may be substituted each for

the other, the roller 24 is removably mounted. Initially, the strip is wound on the said roller when, by lifting the springs 26, the trunnions of the roller may be shifted rearwardly through the slots 23 and the roller displaced. I accordingly provide a particularly simple and efficient construction for the purpose set forth and a device well adapted for general use.

Having thus described the invention, what I claim is:

1. In an advertising device, a casing open at its front and back, doors movable into and out of position to close the front and back of said casing, the front door being provided with a sight opening and a transparent pane for the sight opening, guide rollers rotatably mounted in said casing adjacent its front and disposed above and below the sight opening of said front door, winding rollers rotatably mounted in said casing and having trunnions projecting through side walls of the casing and adapted for engagement by turning means, one winding roller having its trunnions mounted in slots formed in the side walls and opening through the rear edges thereof and closed when the rear door is shut, and an advertising strip having its end portions wound upon said winding rollers and an intermediate portion engaged with said guide rollers and extending between the same and adapted to be viewed through the sight opening.

2. In an advertising device, a casing open at its front and back, doors movable into and out of position to close the front and back of said casing, the front door being provided with a sight opening and a transparent pane for the sight opening, guide rollers rotatably mounted in said casing adjacent its front and disposed above and below the sight opening of said front door, winding rollers rotatably mounted in said casing and having trunnions projecting through side walls of the casing and adapted for engagement by turning means, one winding roller having its trunnions mounted in slots formed in the side walls and opening through the rear edges thereof and closed when the rear door is shut, spring strips secured to the side walls and extending across the slots to releasably retain the trunnions of the last mentioned roller at the closed inner ends of the slots, and an advertising strip wound upon said winding rollers and having a portion engaged with said guide rollers and extending between the same across the sight opening of the front door.

In testimony whereof I affix my signature.

GEORGE A. SHERMAN. [L. S.]