

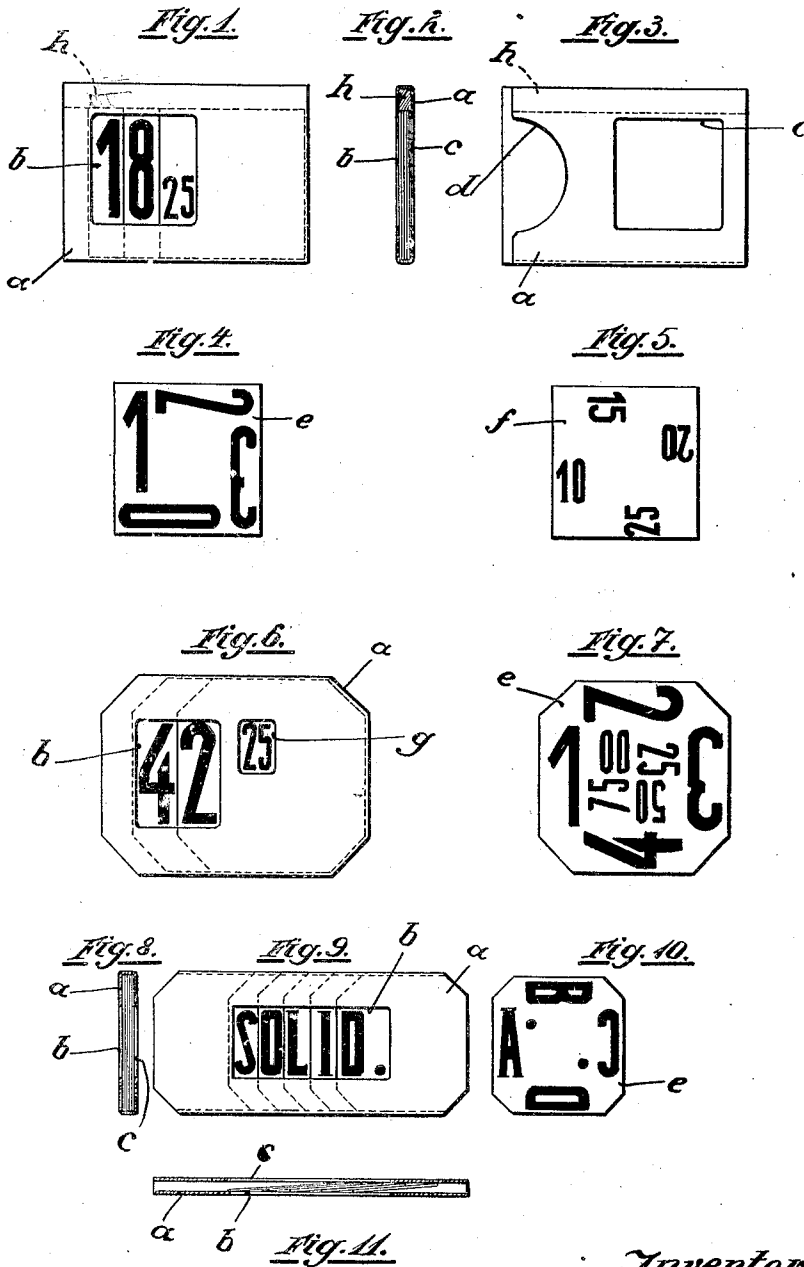
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E. LOHRER

ADVERTISING TABLET

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Inventor:

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by *[Signature]*  
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# UNITED STATES PATENT OFFICE.

EMIL LOHRER, OF BASEL, SWITZERLAND.

## ADVERTISING TABLET.

Application filed May 19, 1924. Serial No. 714,500.

*To all whom it may concern:*

Be it known that I, EMIL LOHRER, a citizen of Switzerland, residing at Basel, Switzerland, have invented certain new and useful Improvements in Advertising Tablets, of which the following is a specification.

My invention relates to advertising tablets for displaying variable indications, for instance prices of goods, and more especially to tablets of the kind described in which exchangeable plates bearing figures, letters, or the like are inserted in an envelope or casing having an opening in which the indications to be displayed appear in the desired combination.

In advertising tablets as heretofore devised, combinations of indications by means of several plates are made either with plates of different forms, each of which can be used only for a definite position in the combination or group, or each plate requires a special space for its reception in the envelope.

It is an object of my invention to provide a simpler and cheaper device of the kind described by providing the envelope with a single space for the reception of the indication plates which are superimposed therein like roof tiles or scales, such plates being identical in size, form and in the arrangement of the indications, so that they are readily exchangeable.

In the drawings affixed to this specification and forming part thereof several devices embodying my invention are illustrated by way of example. In the drawings—

Fig. 1 is an elevation,  
Fig. 2 a cross section,  
Fig. 3 a rear elevation of one embodiment of my improved tablet,

Figs. 4 and 5 illustrate plates bearing different indications,

Fig. 6 is an elevation of a second embodiment,

Fig. 7 illustrates a plate therefor,  
Fig. 8 is a cross section, and

Fig. 9 is an elevation of a third embodiment.

Fig. 10 illustrates a plate therefor, and

Fig. 11 is a horizontal section of the tablet illustrated in Fig. 9.

Referring first to Figs. 1-5 of the drawings,  $a$  is the envelope which may be made of any suitable material, for instance card

board, sheet metal or the like, and is preferably provided with an opening  $b$  in its front face and an opening  $c$  in its rear face, and may be open at both ends, or closed at one end and open at the other. Plates  $e$  or  $f$  are adapted to be inserted in the envelope  $a$  and provided with indications, as shown, by way of example, in Figs. 1, 4 and 5 in connection with the emboliment illustrated in Figs. 1 to 3. In order to facilitate handling of the plates, the envelope may be cut out as indicated at  $d$  in Fig. 3.

In the tablet illustrated in Figs. 1 to 5 the plates  $e, f$  are squares. At the edges of the plates, and in parallel to them, are indications, in the present case figures comprising a single figure, as in Fig. 4, or two figures, as in Fig. 5. The figures are not equidistant from the edges of the plates, but are so placed as to leave a space at the bottom edge or the adjacent figure, this second figure being arranged similarly to the first one in relation to the edges of the plate. By this arrangement the size of the plates is reduced to a minimum.

The openings  $b$  and  $c$  in the envelope  $a$  are arranged unsymmetrically with regard to the edges of the plates, similarly as the figures, but in order to have the openings in a central position, a gib  $h$  is inserted along the upper inner edge of the envelope.

In the cross section shown in Fig. 2, the thickness of the envelope  $a$ , the plates  $e, f$  and the gib  $h$  have been exaggerated for the sake of clearness.

The inner space of the envelope has no checks for limiting the extent to which the plates  $e, f$  can be inserted, such checks being not required, the friction of the plates, which are superimposed like scales, sufficing to keep them in position. This removes all drawbacks inherent in such checks and facilitates the manipulation of the tablets.

As illustrated in Figs. 6 and 7, the plates may be provided with indications of different type, such indications being arranged in separate groups, and separate openings  $b$  and  $g$  being provided for each group. The second opening  $g$  on the back of the envelope may be dispensed with so that this side of the tablet will be used for one kind of indications only, as shown in Figs. 1 to 5.

It will be understood from the foregoing, that my tablets are suitable for indicating prices, but, as shown in Figs. 8 to 11, indications, or groups of indications, of any other kind may be combined to form words, for instance, all that is required being an opening of sufficient width to allow a sufficient number of plates to be inserted.

As compared with existing tablets provided with exchangeable plates, my improved tablet has the advantages that the unsightly interstices between the plates from which the indications are made do not appear, that larger plates can be used which are handled and guided more easily in the envelope, and that fewer plates are required, as a square plate may bear eight different indications, and the number of indications on a plate may be increased by making the plates polygonal instead of square.

I wish it to be understood that I do not desire to be limited to the exact details of construction shown and described, for obvious modifications will occur to a person skilled in the art.

I claim:—

1. Advertising tablet comprising an apertured envelope and a plurality of polygonal slides of equal size adapted to be removably inserted in said envelope in overlapping position and in such manner that at least two edges of each slide engage the inner walls of the envelope, said slides being provided with indications placed near their edges so as to bring the indications near the edges of two or more slides in registry with the aperture in said envelope and to expose said indications in said aperture.

2. Advertising tablet comprising an apertured envelope and a plurality of exchangeable polygonal slides of equal size adapted to be removably inserted in said

envelope in overlapping position and in such manner that at least two edges of each slide engage the inner walls of the envelope, said slides being provided with indications placed near their edges so as to bring the indications near the edges of two or more slides in registry with the aperture in said envelope and to expose said indications in said aperture.

3. Advertising tablet comprising an apertured envelope and a plurality of exchangeable polygonal slides of equal size adapted to be removably inserted in said envelope in overlapping position and in such manner that at least two edges of each slide engage the inner walls of the envelope, said slides being provided with indications near their edges so as to bring the indications near the edges of two or more slides in registry with the aperture in said envelope and to expose said indications in said aperture, the head portion of one indication extending underneath the base portion of an adjoining indication.

4. Advertising tablet comprising an apertured envelope and a plurality of exchangeable polygonal slides of equal size adapted to be removably inserted in said envelope in overlapping position and in such manner that at least two edges of each slide engage the inner walls of the envelope, said slides being provided with indications placed near their edges so as to bring the indications near the edges of two or more slides in registry with the aperture in said envelope and to expose said indications in said aperture, and a gib inserted in said envelope and adapted to fill the space between one edge of the slides and the adjacent wall of said envelope.

In testimony whereof I affix my signature.

EMIL LOHRER.