No. 892,449. PATENTED JULY 7, 1908.

F. X. ROBERT.

ADVERTISING DEVICE.

APPLICATION FILED AUG. 31, 1907.

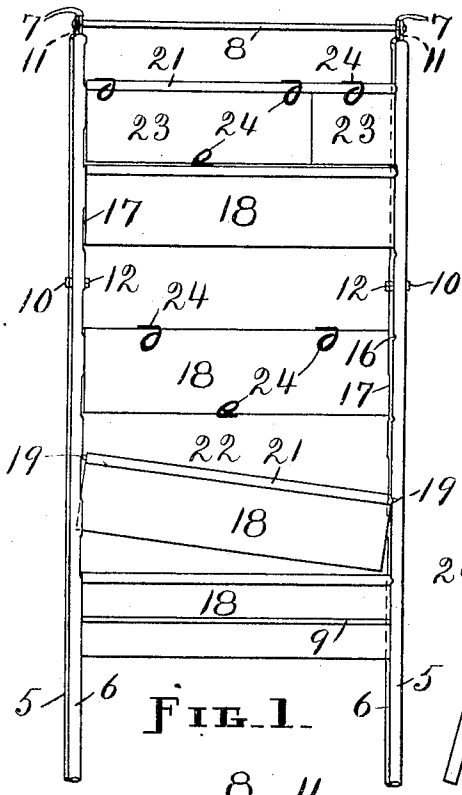


FIG. 1.

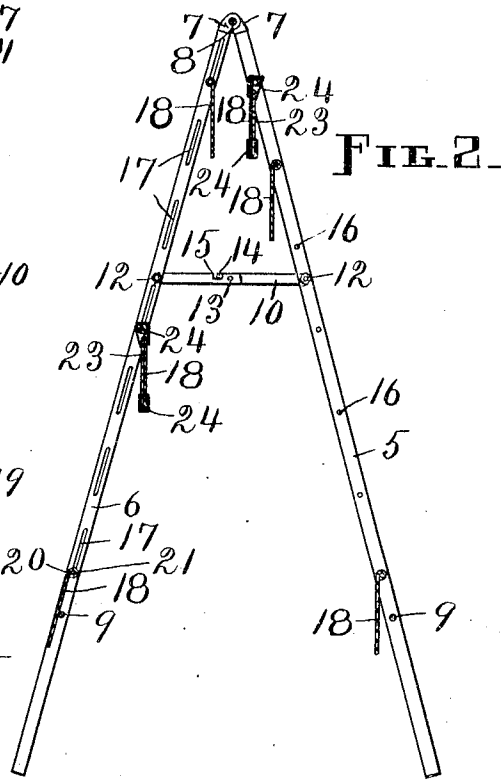


FIG. 2.

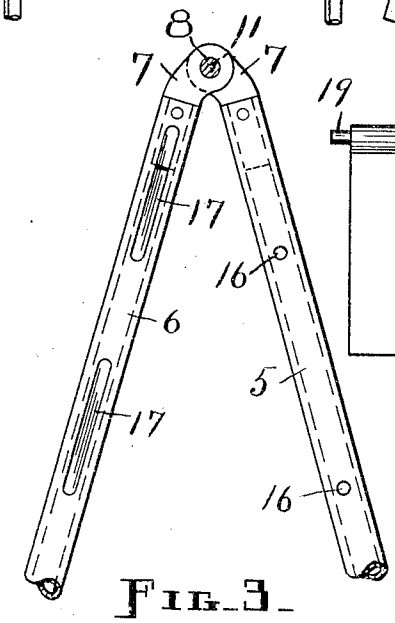


FIG. 3.

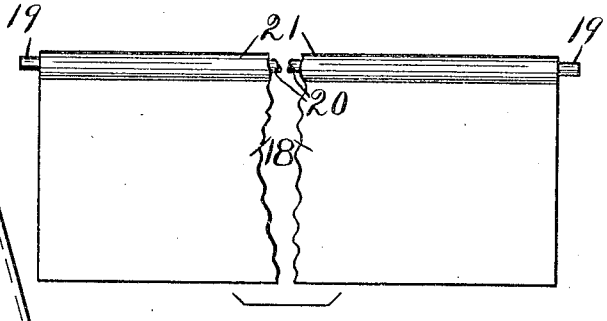


FIG. 4.

WITNESSES

A. C. Fairbanks.

J. M. Sterne

INVENTOR

Francis X. Robert,

BY

Webster & Co.,

ATTORNEYS

UNITED STATES PATENT OFFICE.

FRANCIS X. ROBERT, OF WESTFIELD, MASSACHUSETTS.

ADVERTISING DEVICE.

No. 892,449. Specification of Letters Patent. Patented July 7, 1908.

Application filed August 31, 1907. Serial No. 390,943.

To all whom it may concern:

Be it known that I, FRANCIS X. ROBERT, a citizen of the United States of America, residing at Westfield, in the county of Hampden and State of Massachusetts, have invented a new and useful Advertising Device, of which the following is a specification.

My invention relates to improvements in stands used for advertising purposes either inside of a store on the floor or outside on the side-walk, or which may be hung from a suitable support, in which I employ a frame of certain peculiar construction, and hangers for advertising matter adapted to be supported by said frame, all as hereinafter set forth.

The objects of my invention are, first, to provide a convenient, simple, and comparatively inexpensive device for displaying to the best advantage advertisements of various commodities which the dealer therein may wish to bring conspicuously to the attention of the public; second, to afford means in such a device for easily and quickly making changes in the advertising matter, and, third, to produce a device of this kind which may be folded or closed together readily, and when thus disposed is so compact that it can be stored in a small space at such times as it is not desired to use the same. I attain these objects by the means illustrated in the accompanying drawings, in which —

Figure 1 is a side elevation of one form of my advertising device; Fig. 2, a cross-section through said device looking toward the right-hand end; Fig. 3, an enlarged view of the upper portion of the rails at one end of the frame, as seen from the inside, and, Fig. 4, an enlarged side view of one of the hangers, the middle portion thereof being broken out.

Similar figures refer to similar parts throughout the several views.

Although the frame herein illustrated is capable of carrying fourteen hangers, seven on each side, any number less than fourteen may be employed, and I show only six hangers in Fig. 2, one of which does not appear in Fig. 1 since it is hidden by a hanger which does appear therein, these two being the pair at the top; but there is a hanger in Fig. 1, placed there to illustrate the method of taking out and putting in, which is absent from Fig. 2. Moreover, only two of the hangers shown in these views have sheets of paper or card-board thereon upon which matter is supposed to be printed, but it is to be understood that such sheets may be placed on any or all of the other hangers; it is to be understood, furthermore, that printed matter may be imposed directly on such hangers as have no sheets thereon. Thus it will be seen that an advertisement may be displayed either from a hanger itself or from a sheet or sheets attached thereto.

The frame of my device in the present instance comprises rails 5—5 and 6—6 made of tubing and having hinge lugs 7 at their upper ends, a rod 8 connecting said lugs, two rods 9 connecting said rails across the sides, and two folding, locking braces 10 connecting said rails at the ends. The diameter of the rod 8 is cut down at the terminals of said rod, as indicated at 11 in Figs. 1 and 3, to receive the lugs 7, and the ends of the rod are headed over on the outside of said lugs to hold the parts together, the arrangement being such that the lugs with their rails are permitted to turn on the parts 11 as on a pivot, so that the sides of the frame below the aforesaid rod may be brought together or separated at will.

The braces 10 are of ordinary and well-known construction, and each end of each is pivoted at 12 to the contiguous rail 5 or 6. One of the braces is clearly shown in Fig. 2, wherein it will be seen that it is made up of two pieces pivoted together at 13, one of the pieces having a stop lug 14 and the other having an indentation 15 to receive such lug. The braces 10 determine the extent to which the frame can be opened, as shown. To close the frame first throw up the braces in the center and then swing the sides of the frame together, the lugs 7 turning on their pivotal points 11. The ends of the frame are permanently spaced apart by the rods 8 and 9.

On the inside of each rail 5 is a series of holes 16 and on the inside of each rail 6 is a series of slots 17, the base of each of the latter being on a level with the opposite hole 16. Each hole 16 and the opposite or corresponding slot 17 are for a hanger 18, there being as many sets of such oppositely-disposed holes and slots as the maximum number of hangers that can be used with the frame at any one time. This number may vary in different devices, some having more and some less.

Each hanger 18 consists of a flat plate, preferably of sheet-metal, provided with supporting end projections 19 at the top. The projections 19 may be made integral with the

plate, but as represented in the drawings they consist of the ends of a rod 20 which protrude from a sheath or roll 21 extending along the upper edge of said plate, any suitable means for providing the hanger with the supporting projections being adaptable. The projections 19 are designed to be inserted in the holes 16 and the slots 17 in the rails 5 and 6 and so support the hangers from said rails. To place a hanger in position, first insert one of the projections 19 in one of the holes 16, then introduce the other projection into the opposite and associated slot 17 while the hanger is held at an angle as shown at 22 in Fig. 1, and finally with the projection in the hole 16 as a pivot lower the hanger until the projection in the slot arrives at the bottom thereof, when the hanger is left suspended and securely supported. To remove the hanger from the frame, raise said hanger at the end adjacent to the slot, disengage the projection in the slot from the sides thereof at the top, and then take the other projection out of the hole.

The hangers may be suspended in the frame either side out, and those at the bottom may be permitted to hang in front of the rods 9 or behind them, both ways being illustrated in Fig. 2.

As has already been stated, as many hangers, up to the full capacity of the frame, may be employed, or as few, as the requirements of the advertiser demand.

While both sides of the hangers are capable of receiving advertising matter, I prefer to provide in addition sheets 23 of paper or card-board upon which such matter appears, these being usually attached to the hangers by means of clips 24 of any suitable kind. In this manner provision is made for a great variety of separate advertisements, some of which are used at one time and some at another. Some of the sheets 23 can be of the same size as the hangers and others smaller, two or more of the latter being placed on a single hanger.

From the foregoing it will be readily seen that this device is susceptible of a very wide range of usefulness for advertising purposes, at comparatively slight expense and without involving much trouble. One of the advantageous features which may be mentioned in this connection is the facility with which old, worn out, or soiled sheets can be replaced by new ones, without requiring any change in any other part of the device or expense other than the cost of the new sheets.

In the event that it be necessary or desirable to employ the device in a small area, or to hang it up on a wall or in a window, this can be done when the frame is folded or closed, or one side of the frame may be left off, whichever seems best.

Changes in shape and size and modifications in construction which do not depart too widely from the scope of my invention may be made without departing from the nature of the same.

What I claim as my invention, and desire to secure by Letters Patent, is—

1. The combination, in an advertising device, with a frame comprising supporting rails having holes and slots therein, such holes and slots being arranged opposite to each other, of a hanger for advertising matter provided with end projections one of which is adapted to enter one of said holes and the other to enter the opposite slot at the upper terminal thereof and to come to rest at the bottom of said slot.

2. The combination, in an advertising device, with a frame comprising four supporting rails hinged together at the top and suitably braced, such rails having holes and oppositely-disposed slots therein, of a hanger for advertising matter provided with end projections one of which is adapted to enter one of said holes and the other to enter the opposite slot at the upper terminal thereof and to come to rest at the bottom of said slot.

3. The combination, in an advertising device, with a folding frame comprising four supporting rails hinged together at the top and suitably braced, such rails having holes and oppositely-disposed slots therein, and locking braces connecting said rails at the ends, of a hanger for advertising matter provided with end projections one of which is adapted to enter one of said holes and the other to enter the opposite slot at the upper terminal thereof and to come to rest at the bottom of said slot.

4. The combination, in an advertising device, with a frame comprising supporting rails having holes and slots therein, such holes and slots being arranged opposite to each other with the bottom of each slot on a level with the corresponding hole, of a hanger for advertising matter provided with end projections one of which is adapted to enter one of said holes and the other to enter the opposite slot at the upper terminal thereof and to come to rest at the bottom of said slot.

5. The combination, in an advertising device, of a frame comprising supporting rails having holes and slots therein, such holes and slots being arranged opposite to each other, a hanger provided with end projections one of which is adapted to enter one of said holes and the other to enter the opposite slot at the upper terminal thereof and to come to rest at the bottom of said slot, one or more sheets for advertising matter, and clips capable of holding said sheet or sheets against one side or face of said hanger.

FRANCIS X. ROBERT.

Witnesses:
F. A. CUTTER,
ALFRED C. FAIRBANKS.