April 21, 1931. J. YOUKERS 1,801,384

DISPLAY APPARATUS

Filed Jan. 18, 1929

Fig. 1.

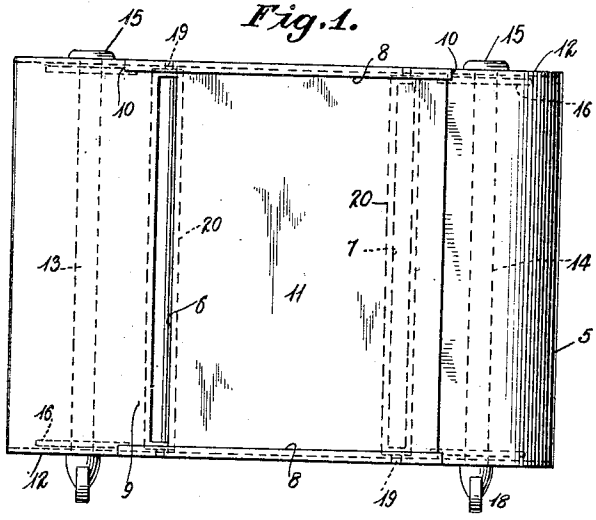


Fig. 2.

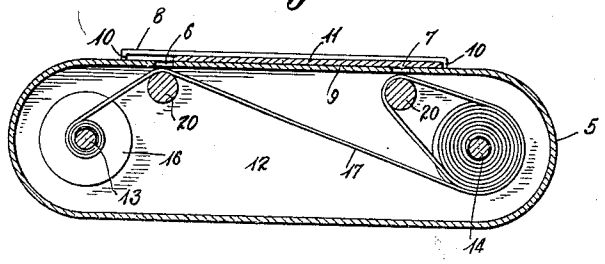
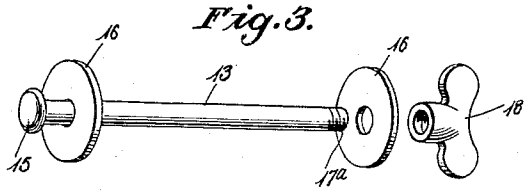


Fig. 3.



Inventor
Jacob Youkers

By Bacon & Thomas

Attorneys

Patented Apr. 21, 1931 1,801,384

UNITED STATES PATENT OFFICE

JACOB YOUKERS, OF PITTSBURGH, PENNSYLVANIA

DISPLAY APPARATUS

Application filed January 18, 1929. Serial No. 333,412.

This invention relates to new and useful improvements in display apparatus and more particularly to means for displaying suitable indicia positioned upon a web.

The primary object of the invention is to provide a display apparatus by means of which indicia located upon both faces of a web may be viewed. In this respect, it will be noted that applicant's device includes means whereby the indicia displayed upon opposite sides of a web may be viewed through independent openings formed in a casing. The device further includes means for selectively rendering either of said openings operative.

Other objects and advantages of the invention will be apparent during the course of the following description.

In the accompanying drawings forming a part of this specification and in which like numerals are employed to designate like parts throughout the same,

Fig. 1 is a top plan view of the display apparatus embodying this invention,

Fig. 2 is a longitudinal sectional view taken through the structure disclosed in Fig. 1, and

Fig. 3 is a detailed view of supporting and operating means for the web.

In the drawing, wherein for the purpose of illustration is shown a preferred embodiment of this invention, the numeral 5 designates a casing in its entirety. This casing may be made of any desired material and may be of any suitable shape. In the present disclosure, the casing is of elongated formation in longitudinal section and is of rectangular formation in plan view.

In one face of the casing there are provided a pair of parallel slots 6 and 7. Extending between these slots and slightly beyond the same are the guiding members 8 which are arranged at right angles to the said slots and are located at the longitudinal edges of the face 9 in which the slots are formed. The opposite ends 10 of the guides 8 are closed for a purpose to be disclosed at a later point. Positioned in sliding engagement with the outer face of the wall 9 of the casing 5 is a plate 11 which has its opposite end edges confined within the guides 8. In Figs. 1 and 2, the plate 11 is located with one edge engaging one closed end 10 of each of the guides 8. With the plate 11 in this position, the slot 6 is exposed or rendered operative. It will be understood that the plate 11 may be moved longitudinally of the guides 8 so that the opposite edge of the plate will engage the remaining closed end of the guides 8. In this position, the plate 11 will be moved so that the slot 7 will be exposed or will be rendered operative. It also will be apparent that the plate 11 is of sufficient size to close both of said slots 6 and 7 if positioned half way between the ends of the guide members 8.

Each side wall 12 of the casing 5 has formed therein a pair of openings, the openings in each pair being arranged in alinement with the openings in the other pair formed in the opposed side wall. Insertable through the openings are the supporting and operating rods 13 and 14. The rod 13 is disclosed in Fig. 3, but it is to be understood that both of these rods are of identical construction.

The rod 13 includes a head 15, disclosed in Fig. 1 as engaging the outer face of the side wall 12. Loosely positioned upon the rod 13 are a pair of discs 16 which act as guides for the web 17. The remaining end of the rod is screw threaded, as at 17*a*, for engagement with the wing nut 18. It is to be understood that the washers or apertured discs 16 are located within the housing 5 and loosely engage the inner faces of the side walls 12 of said casing.

The web 17 is secured at opposite ends to the rods 13 and 14 so that by operating either rod by means of its thumb nut 18, the web may be wound upon the said operating rod.

Extending transversely of the casing 5 and having the reduced ends 19 journaled in the side walls of the casing are the web guides 20 which are positioned immediately inwardly of the slots 6 and 7.

The web is associated with the operating rods 13 and 14 and the guides 20 in such a manner as to present opposite sides of the web to the slots 6 and 7. To accomplish this

result, the web 17 is wound around the operating rod 13 so that it will unwind from the top thereof. The web then is passed between the support 20 and the slot 6 and passes from this point around the operating rod 14 by passing beneath the same. Before the web is wound upon the operating rod 14, the outer turn of the web travels between the support 20 and the slot 7. The web leaves the support 20 and is then wound upon the operating rod 14. It readily will be seen that one side or face of the web 17 is exposed through the slot 6 while the opposite face of the web is exposed through the slot 7.

In actual use, the plate 11 is intended to have displayed thereon a plurality of different titles, definitions, or descriptions which are set off in spaces extending transversely of the plate or longitudinally of the casing 5 between the slots 6 and 7. The web 17 is intended to have displayed on the opposite faces thereof information pertaining to the indicia displayed upon the outer face of the plate 11.

It is to be understood that the form of this invention herewith shown and described is to be taken as a preferred example of the same, and that various changes in the shape, size, and arrangement of parts may be resorted to without departing from the spirit of the invention or the scope of the subjoined claims.

Having thus described the invention, I claim:

1. In a display device of the type described, a casing having two display openings arranged in parallelism in one wall thereof, a plate slidably associated with said wall and movable to expose only one of said openings or to close both of said openings, a web positioned within said casing, a support for the web located inwardly of each opening and in parallelism therewith, and means for moving the web between the supports and slots.

2. In a display device of the type described, a casing having a pair of display slots, a guide for each slot located within the casing in close proximity to the slots, a pair of operating rods located in the casing, and a web windable on to and off of said rods and passing from one of said rods around the nearest guide and then around the periphery of the portion of the web wound around the other operating rod from which it passes around the second guide and back to the second operating rod whereby different sides of the web are displayed through the different slots.

In testimony whereof I affix my signature.

JACOB YOUKERS.