

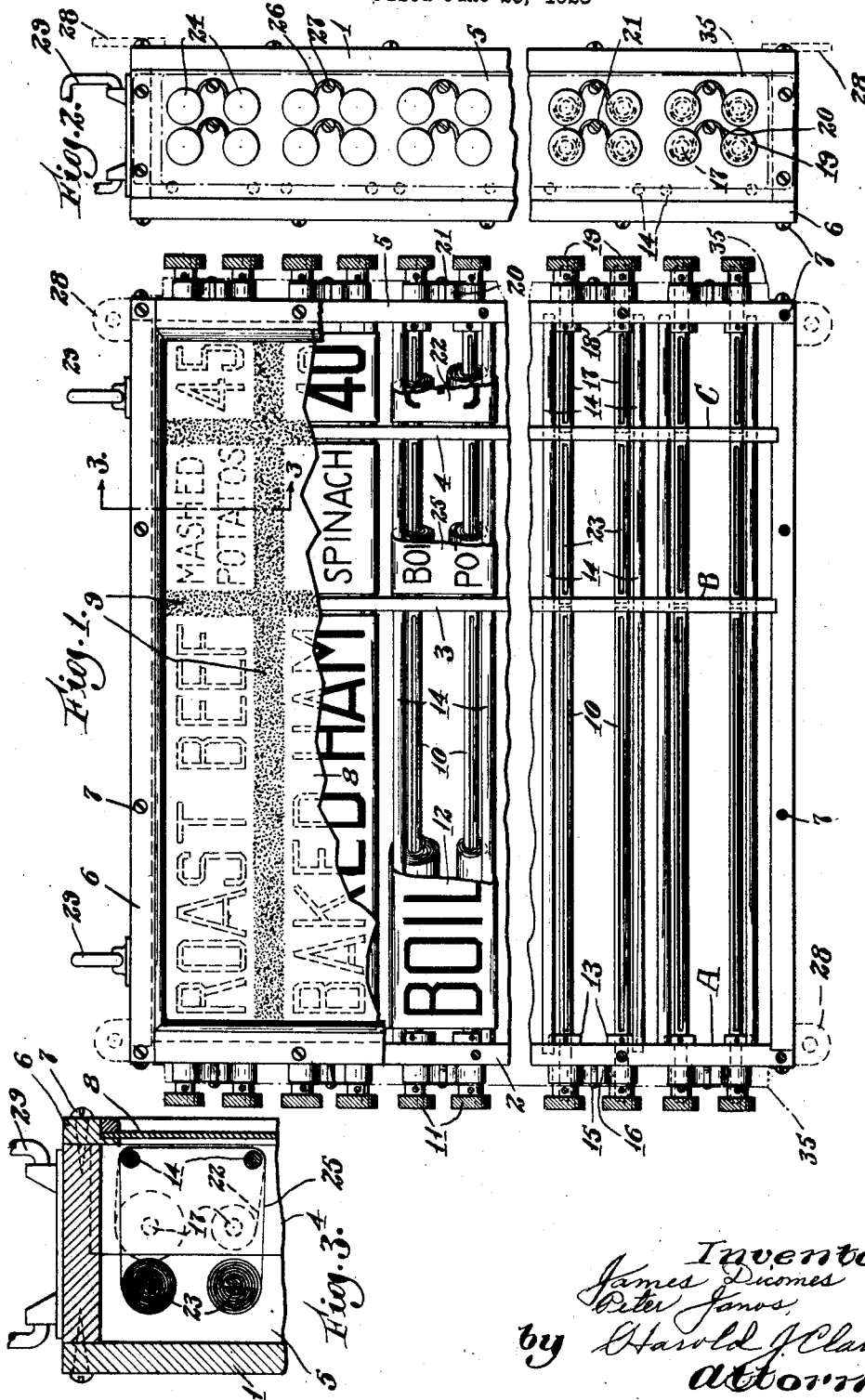
Nov. 20, 1928.

1,692,633

J. DICOMES ET AL

ADJUSTABLE MENU OR ADVERTISING DEVICE

Filed June 23, 1928



Inventors
James Dumes
Peter Jones
by Harold J. Clark
Attorney

UNITED STATES PATENT OFFICE.

JAMES DICOMES AND PETER JANOS, OF BOSTON, MASSACHUSETTS.

ADJUSTABLE MENU OR ADVERTISING DEVICE.

Application filed June 23, 1928. Serial No. 287,670.

Our present invention relates to advertising display devices, and has reference to a display device on which can be exhibited a great number of different, varying, and adjustable signs, indications or indicia, and is particularly adaptable and suitable for use as a menu, in restaurants, cafeterias, lunch-rooms, and the like.

An important object of the present invention is the provision of a display device or cabinet which will be simple to operate, efficient, and attractive.

A further object of the invention resides in constructing a very compact structure or device, in which a large number and great variety of signs may be displayed or exhibited in a much smaller and neater structure than has heretofore been possible.

Our novel device is of the type wherein the signs or indicia are carried on flexible strips or ribbons, adapted to be rolled from one spindle to another and vice versa, and another object of the invention is our particular novel arrangement of spindles, and operating handles, by which arrangement we are enabled to accomplish the desirable results above briefly mentioned.

A further object of the invention resides in the provision of spring tension means, each such means exerting tension or friction simultaneously on each pair of spindles, to control the rotation thereof and to prevent too-free rotation thereof.

The above and other objects of the invention, details of construction, combination of parts, and advantages, will be hereinafter more fully pointed out, described and claimed.

Referring to the drawings, illustrating a preferred embodiment of our present invention,

Fig. 1 is a front elevation, partly broken away, of our novel display device;

Fig. 2 is a side elevation of our novel advertising display device; and

Fig. 3 is a fragmentary vertical sectional view, on an enlarged scale, on the line 3—3 of Fig. 1.

Referring now to the drawings, for a detailed description of the invention, its construction and operation, 1 designates a back having projecting partitions or walls, 2, 3 and 5, the partition 4 being secured to the top and bottom of the device, these partitions dividing the device into three vertical compartments A, B and C. A frame 6 is affixed

to the side walls of the device by screws 7, this frame carrying a pane of glass 8 separated into a plurality of sight openings by horizontal and vertical strips or bands 9, which strips may be painted on the glass, or applied in any other suitable or desirable manner.

Arranged in the compartment A are a plurality of pairs of split spindles 10, having a bearing at one end in the partition 3, and extending through the partition 2, handles 11 being provided to turn the spindles 10 in a desired direction, in order that the flexible strip or ribbon 12 may be wound from one to the other. The ends of the ribbons 12 are inserted through the splits in the spindles, thus affording ample holding capacity. It will be appreciated that any type of handle may be utilized, such as a wing handle, key-type, or any desired form, the knurled handles herein shown being for illustrative purposes only.

A collar 13 is provided on each spindle to prevent end-play of said spindles. As will be readily understood, each pair of these spindles carries one flexible strip or ribbon, on which may be displayed suitable characters or notations, the drawing of the present application illustrating the ribbons as carrying various food articles. Each ribbon 12 is led from the spindles 10, over guide rods 14, which are arranged in front of the spindles 10 and are closely adjacent to the glass 80, so that the ribbon will be carried in a flat formation toward the front of the device and clearly visible.

The guide rods 14 preferably extend entirely across the front of the device, serving as guide rods in each of the three compartments A, B and C.

In order to prevent too-free rotation of the spindles 10, I provide, on the outer side of the wall or partition 2, a stud or boss 15, offset from a point between each two handles 11, and around this stud 15 is positioned a U-shaped spring 16, having arcuate or curved arms adapted to bear upon the spindles 10, or upon the collars carried thereby, and exert tension thereon. These springs will hold the spindles in any position to which they may be rotated, thus insuring proper alinement of the characters on the ribbons 12 with their respective side openings.

A serious difficulty with prior devices of this character, especially when utilized as a restaurant menu, has been the paucity of in-

formation carried by said devices, which must of necessity be relatively small, neat and attractive. Prior devices, therefore, have been extremely limited in their scope and usefulness, and were unable to convey all of the information that the restaurant proprietor or manager would like to convey to his patrons or customers.

This is particularly true in the case of menus, where a certain meat, such as roast beef, for example, may be served with any one of dozens of vegetables or sauces, different combinations calling for different prices, and the like. In my present device, however, it is possible to display any desired meat, fish or desired article through one sight opening, and to display, through an alined sight opening, the particular vegetable, sauce or the like which is served with that particular article on a certain day or time, and also to display, through another alined sight opening, the price of that particular combination, all of these features and elements being contained in a small, compact, neat and attractive device. We are enabled to achieve these desirable results through our particular arrangement of ribbon-carrying spindles, together with the arrangement of unitary guide rods extending the full width of the front of the device.

In carrying out this arrangement we provide, in the compartment C, a plurality of pairs of split spindles 17, having a bearing at one end in the partition 4, and passing through the partition or wall 5, a collar 18 being provided on each spindle, and each spindle having a knob or handle 19 on its outer end. Springs 20 and studs 21 are provided, in a manner similar to the springs 16 and studs 15, and for the same purpose. A flexible strip or ribbon 22 is carried by each pair of spindles 17 and is adapted to be wound from one to the other, or vice versa, by means of the knobs or handles 19, and to aline the characters carried by said strip with its respective sight opening.

Located directly behind the spindles 17, and parallel therewith, are a plurality of pairs of spindles 23, extending under the partition 4, which is fixed in the top and bottom of the device and does not extend to the back 1, said spindles 23 having a bearing at one end in the partition 3 and extending through the wall 5 and having knobs or handles 24 on their outer end, by means of which the flexible strip or ribbon 25 may be wound from one spindle 23 to the other, or vice versa, in its compartment B. Springs 26 and studs 27 are provided for the spindles 23, similar to the springs and studs above described, to prevent too-free rotation of the spindles 23.

It will thus be noted, that by our novel arrangement of spindles and handles or knobs, space is conserved to a great degree, enabling the displaying of a great variety of informa-

tion or advertising data in a small, neat and compact device.

The operation of our novel device is simple, and will be readily understood. Assuming, for example, that roast beef, mashed potatoes, and a price of 45 cents are to be indicated through alined sight openings, one of the handles 11 on the left hand side of the device will be rotated until the "Roast beef" appears behind its sight opening; then one of the handles 24 on the right hand side of the device will be rotated until the "Mashed potatoes" likewise appears behind its sight opening; and then one of the handles 19 will be rotated until the proper price, "45c" appears behind its sight opening, all of the flexible strips or ribbons being guided in close, flat alinement by means of the unitary guide rods 14.

It will thus be apparent that by utilizing only three ribbons or flexible strips, a great variety of dishes or combinations can be indicated or displayed, and that by having a plurality of such sets of three ribbons superposed, an infinite variety of combinations can be displayed in the one device, being readily changeable or adjustable, and being permanent in its nature and construction.

Brackets or straps 28 are illustrated in dotted lines, by means of which the device can be secured to a wall, and handles 29 are provided, by means of which the device can be carried from place to place. If it is desired to stand the device on top of a counter, the brackets 28 will be dispensed with, of course.

Our present device is simple, efficient, possessed of many advantageous features, and since we believe the same is novel, we have therefore claimed the same in the present application.

A guard, illustrated in dotted lines at 35, is applied at each end of the casing, to cover, conceal and protect the springs, only the handles projecting beyond this guard or cover plate.

While we have necessarily described our present invention somewhat in detail, it will be appreciated that we may vary the size, shape and arrangement of parts within reasonably wide limits without departing from the spirit of the invention.

Our invention is further described and defined in the form of claims as follows:

1. In a device of the kind described, a casing, a plurality of partitions dividing said casing into at least three vertical compartments, a pair of spindles in each end compartment, a pair of spindles in the central compartment, said last pair of spindles being parallel with and of sufficient length to extend directly in back of the spindles in one end compartment, a flexible strip carried by each pair of spindles, the front of said casing having alined sight openings therein, guide rods extending the full length of said casing and in close proximity to said sight openings,

each of said flexible strips passing over said guide rods and being fed past said sight openings, and means, operable from the ends of said casing to selectively wind said flexible strips from one spindle to the other.

2. In a device of the kind described, a casing, a plurality of partitions dividing said casing into at least three vertical compartments, a pair of spindles in each end compartment, a pair of spindles in the central compartment, said last pair of spindles being parallel with and of sufficient length to extend directly in back of the spindles in one end compartment, a flexible strip carried by each pair of spindles, the front of said casing having alined sight openings therein, guide rods extending the full length of said casing and in close proximity to said sight openings, each of said flexible strips passing over said guide rods and being fed past said sight openings, means operable from one end of said casing to wind said flexible strip from one spindle to the other in one end compartment, and means on the opposite end of said casing to selectively wind said flexible strips in the end and central compartments from one spindle to the other, and a plurality of U-shaped springs having arcuate ends, each spring being adapted to exert desired friction upon each pair of spindles.

3. In a device of the kind described, a cas-

ing, a plurality of partitions dividing said casing into at least three vertical compartments, a pair of spindles in each end compartment, a pair of spindles in the central compartment, said last pair of spindles being parallel with and of sufficient length to extend directly in back of the spindles in one end compartment, a flexible strip carried by each pair of spindles, the front of said casing having alined sight openings therein, guide rods extending the full length of said casing and in close proximity to said sight openings, each of said flexible strips passing over said guide rods and being fed past said sight openings, means operable from one end of said casing to wind said flexible strip from one spindle to the other in one end compartment, means on the opposite end of said casing to selectively wind said flexible strips in the end and central compartments from one spindle to the other, a plurality of U-shaped springs having arcuate ends, each spring being adapted to exert desired friction upon each pair of spindles, and a cover plate at each end of said casing, concealing and protecting said springs.

In testimony whereof, we have signed our names to this specification.

JAMES DICOMES.
PETER JANOS.