

(No Model.)

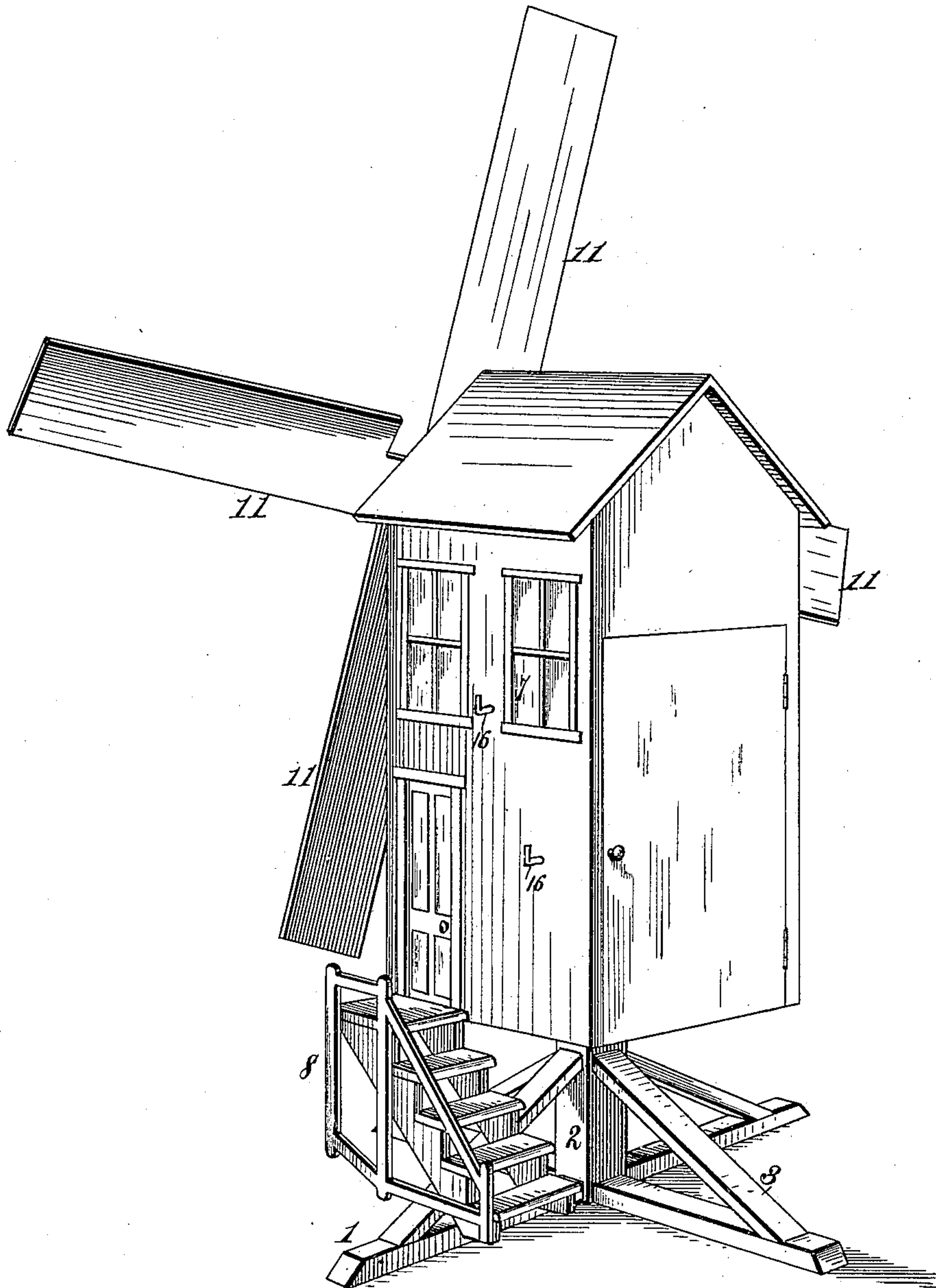
2 Sheets—Sheet 1.

L. F. WETZELL.  
ADVERTISING SHOW STAND.

No. 356,235.

Patented Jan. 18, 1887.

*Fig. 1.*



*Witnesses.*  
*Robert Everett,*

*J. A. Rutherford*

*Inventor.*  
*Louis F. Wetzell.*

*By James L. Norris.*  
*Atty.*

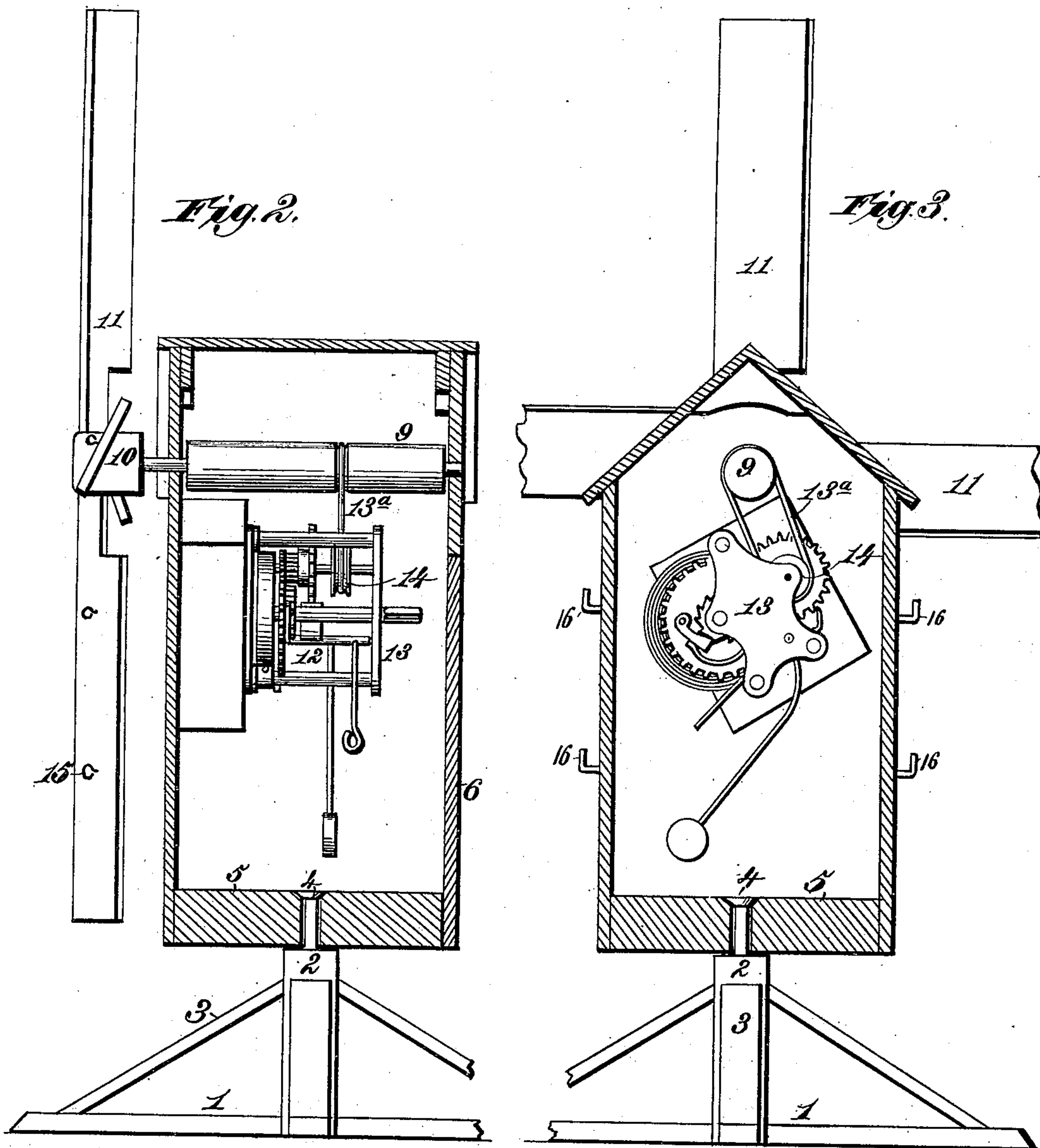
(No Model.)

2 Sheets—Sheet 2.

L. F. WETZELL.  
ADVERTISING SHOW STAND.

No. 356,235.

Patented Jan. 18, 1887.



Witnesses.  
Robert Everett.  
J. A. Rutherford.

Inventor.  
Louis F. Wetzell.  
By James L. Norris.  
Atty.



# UNITED STATES PATENT OFFICE.

LOUIS F. WETZELL, OF ATLANTA, GEORGIA.

## ADVERTISING SHOW-STAND.

SPECIFICATION forming part of Letters Patent No. 356,235, dated January 18, 1887.

Application filed October 19, 1886. Serial No. 216,669. (No model.)

*To all whom it may concern:*

Be it known that I, LOUIS F. WETZELL, a citizen of the United States, residing at Atlanta, in the county of Fulton and State of Georgia, have invented new and useful Improvements in Advertising Show-Stands, of which the following is a specification.

This invention has for its object to provide a novel advertising show-stand, in imitation of a windmill, for attracting attention to store-windows or other places and displaying samples of the goods on sale—such as watches, rings, and other articles of jewelry or merchandise.

The invention consists in the features of construction and combination of devices hereinafter described and claimed, reference being made to the accompanying drawings, in which—

Figure 1 is a perspective view of a show-stand embodying my invention; Fig. 2, a vertical central sectional view; and Fig. 3, a vertical sectional view taken at right angles to Fig. 2.

I will now describe the same in detail, referring to the drawings, where it will be seen that the supporting base-frame comprises cross-bars 1, a central upright or standard, 2, and brace-rods 3, the upper end of the standard having a journal, 4, on which is mounted the floor 5 of a closed vertical frame comprising side and end walls and a roof or cover, said frame having an opening and closing door, 6, by which to gain access to the interior thereof. The walls of the frame contain windows 7, or imitations of windows, and to the lower portion of the frame are secured steps or stairs 8. A horizontal shaft, 9, is journaled in the top part of the closed frame directly beneath the roof, and one of its ends extends to the exterior of the frame and carries a wind-wheel, comprising a hub, 10, and radial blades 11, located obliquely to the axis of the shaft, after the manner of the ordinary wheel of a windmill, the whole construction thus far described bearing resemblance to a mill where the motive power is a wind-wheel rotating in a vertical plane at one side of the frame.

The frame is capable of being turned or rotated on the journal of the standard, so as to adjust the frame axially and expose its various sides, and, as it were, adjust the wheel to

the wind. The shaft 9 is revolved by a spring-impelled clock-gearing, 12, mounted in a supporting frame-work, 13, secured to the inside of one of the walls of the frame. As here shown, the connection between the shaft 9 and clock-gearing 12 is a belt, 13<sup>a</sup>, passing around the shaft, and a pulley, 14, forming part of the clock-gearing and rotated thereby.

The clock-gearing may be of any suitable construction, and made to run for a number of hours, and for gaining access to the interior of the frame to wind up the impelling-spring the door 6 is opened.

The external or visible parts of the entire structure will in practice be covered with plush, velvet, silk, or other fabrics, or any combinations of materials to present a handsome and attractive show-stand having the appearance of an imitation windmill. The walls of the rotatable frame, the supporting frame-work, and the oblique blades may in practice bear any desired advertisement, such as the name of the proprietor or proprietors of the establishment and the class of merchandise on sale. The blades may have hooks 15, or other contrivances, from which to loosely suspend watches or other articles of jewelry or merchandise, and likewise the exterior of the frame may have hooks 16, or other means, for suspending the goods to display the same for inspection.

The rotation of the wind-wheel and general character of the structure is novel and will attract attention, thereby affording efficient means for advertising and displaying any class of goods.

I do not confine myself to the particular construction of supporting base-frame here shown, as this can be varied without changing the spirit or character of my invention.

Having described my invention, what I claim is—

1. An advertising show-stand consisting of a closed frame, a clock-gearing inclosed by the frame and mounted in a frame secured thereto, a shaft journaled in the upper part of the frame and revolved by the clock-gearing, and a wind-wheel mounted on the shaft outside the frame, and comprising a central hub and radial blades arranged oblique to the axis of the shaft, said radial blades and the closed frame, either or both, being provided with

hooks, or equivalent devices, for suspending and displaying articles of merchandise, substantially as described.

2. An advertising show-stand consisting of  
5 a supporting base-frame, a closed frame having its bottom journaled to rotate on the base-frame, a clock-gearing mounted in a frame secured within the rotatable frame, a shaft driven  
10 by the gearing, and a wind-wheel mounted on the shaft and comprising radial blades located

obliquely to the axis of the shaft, and provided with hooks, or their equivalent, for holding articles to be displayed, substantially as described.

In testimony whereof I have affixed my signature in presence of two witnesses.

LOUIS F. WETZELL.

Witnesses:

A. F. PICKERT,  
ADOLF MONTAG.