

(No Model.)

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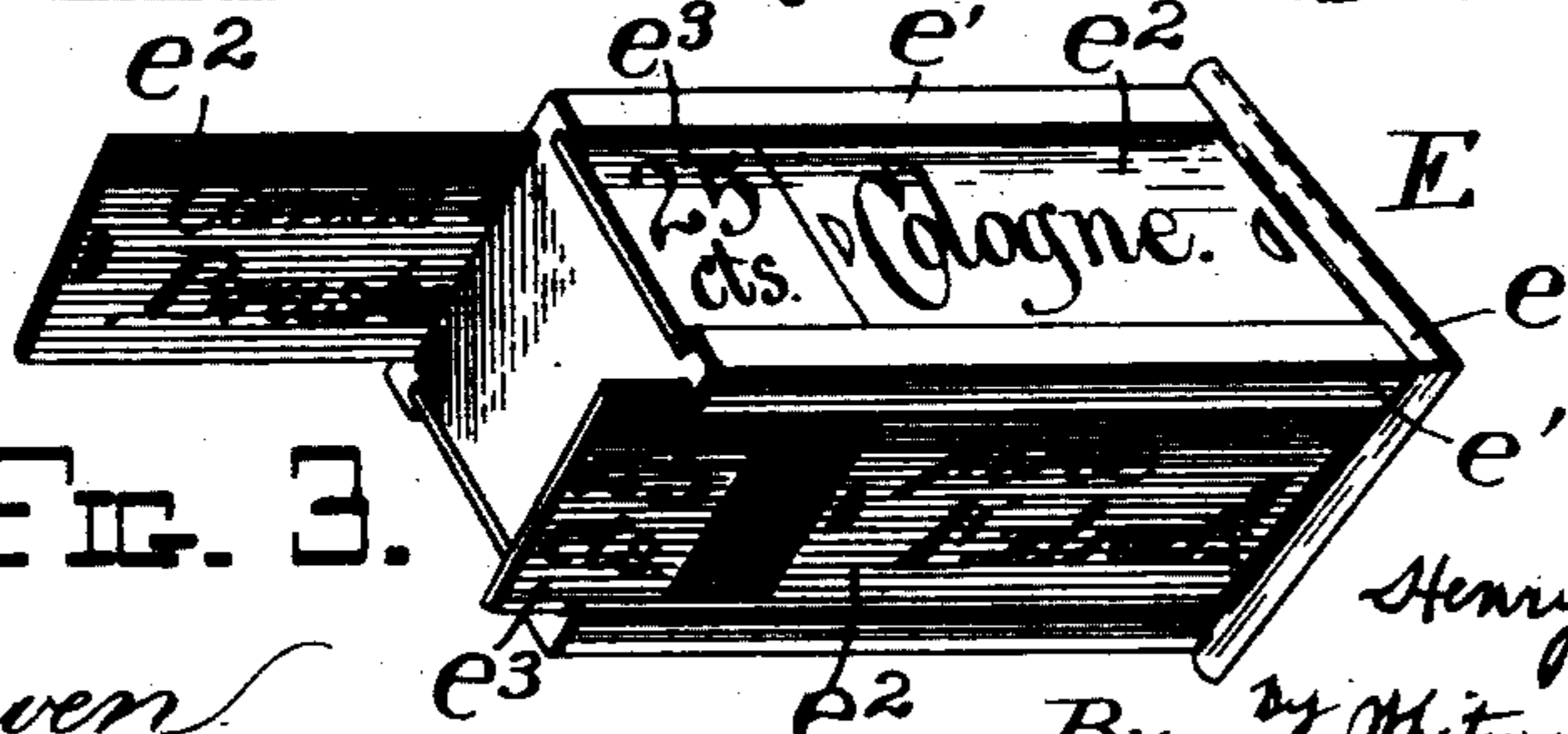
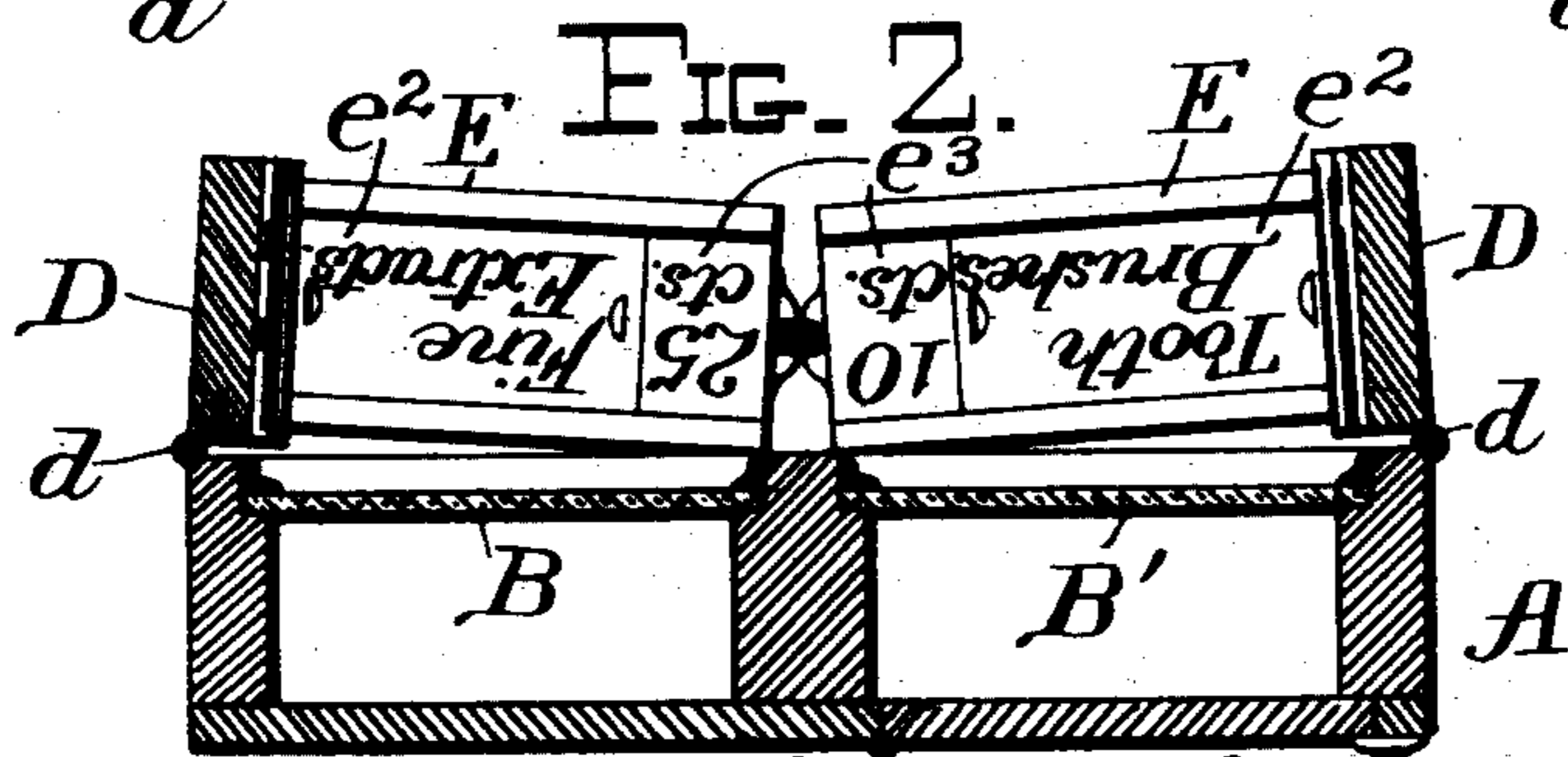
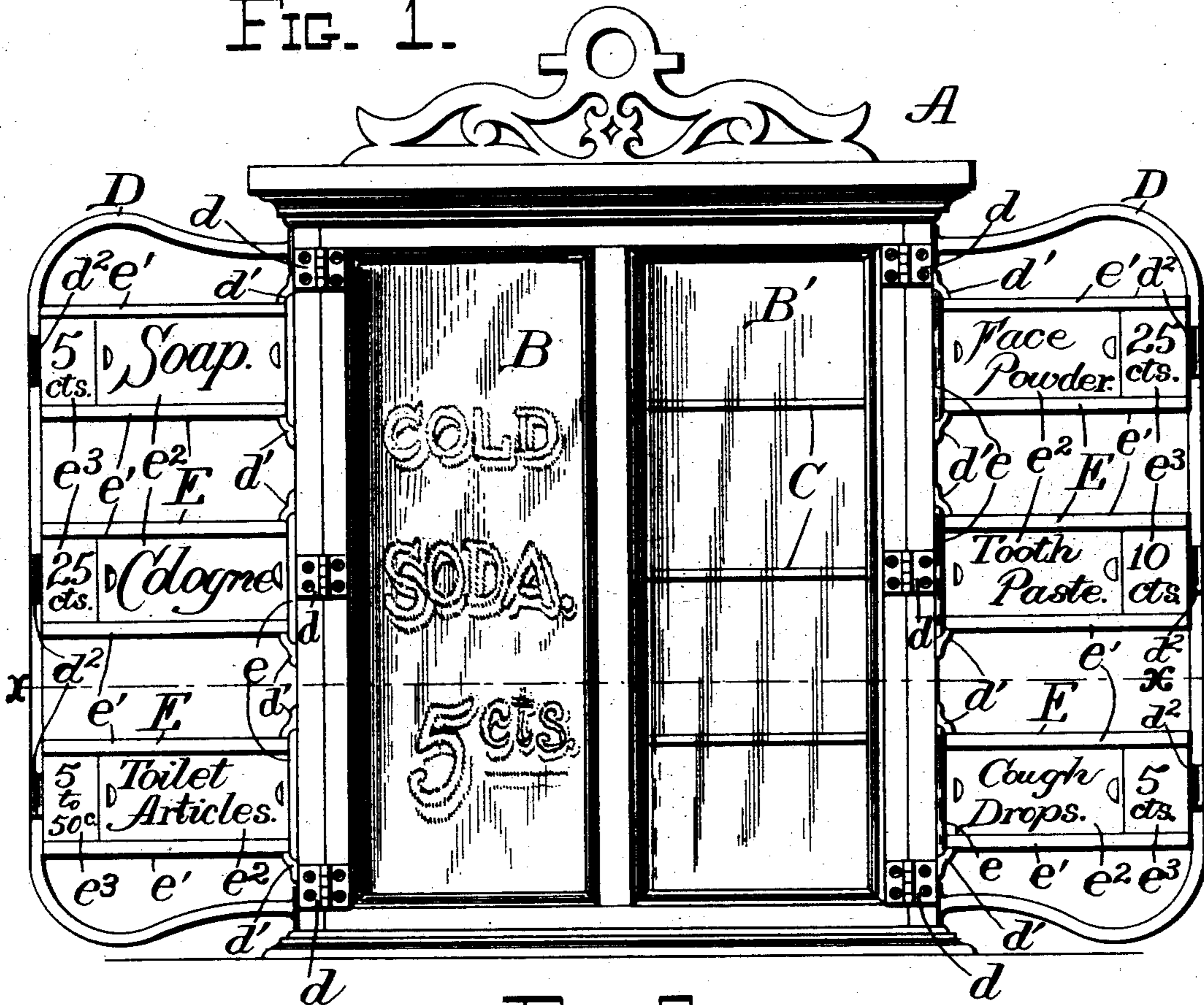
H. E. TURPIN.

APPARATUS FOR DISPLAYING ADVERTISEMENTS.

No. 525,636.

Patented Sept. 4, 1894.

FIG. 1.



Witnesses

FIG. 3.

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(No Model.)

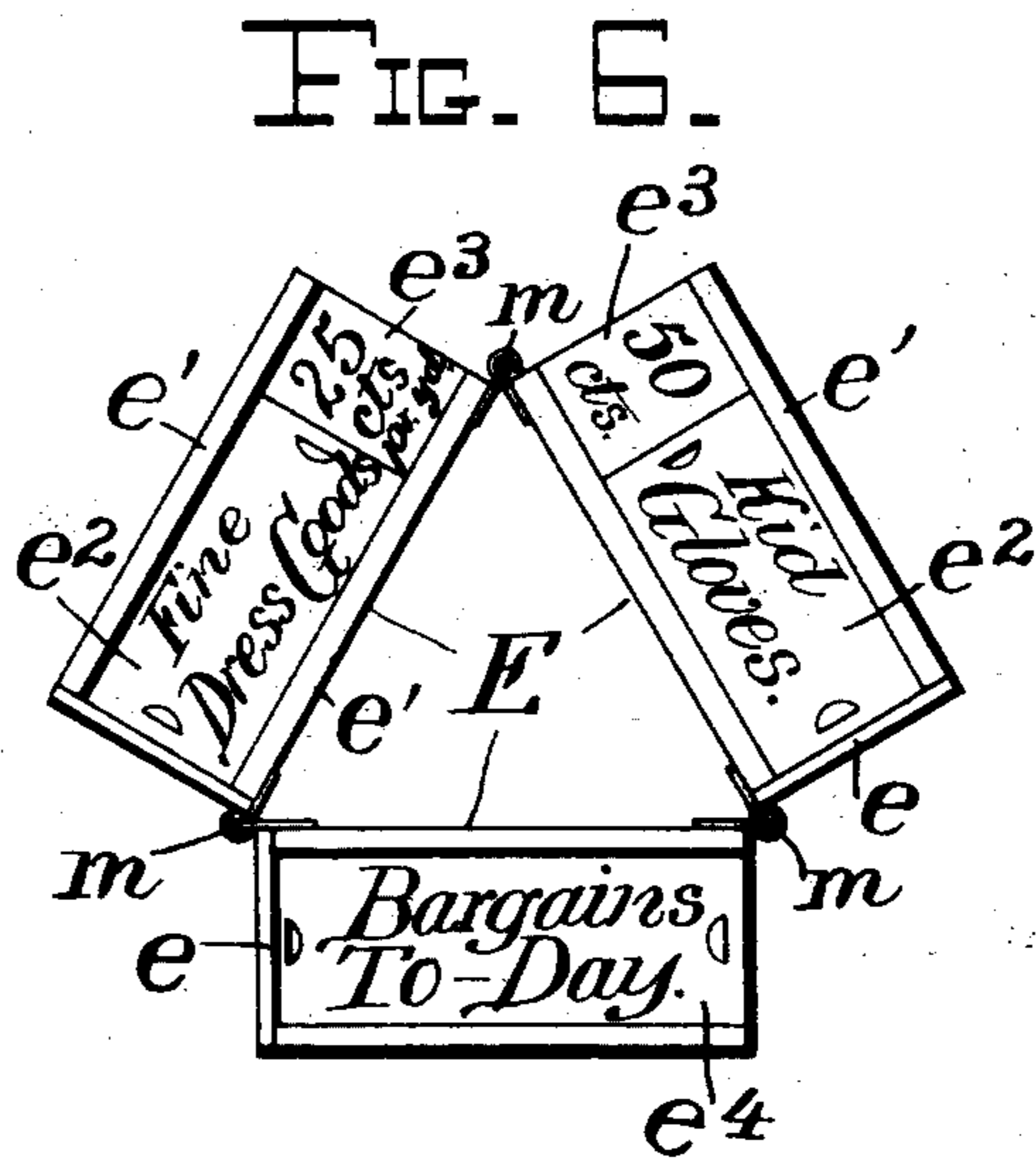
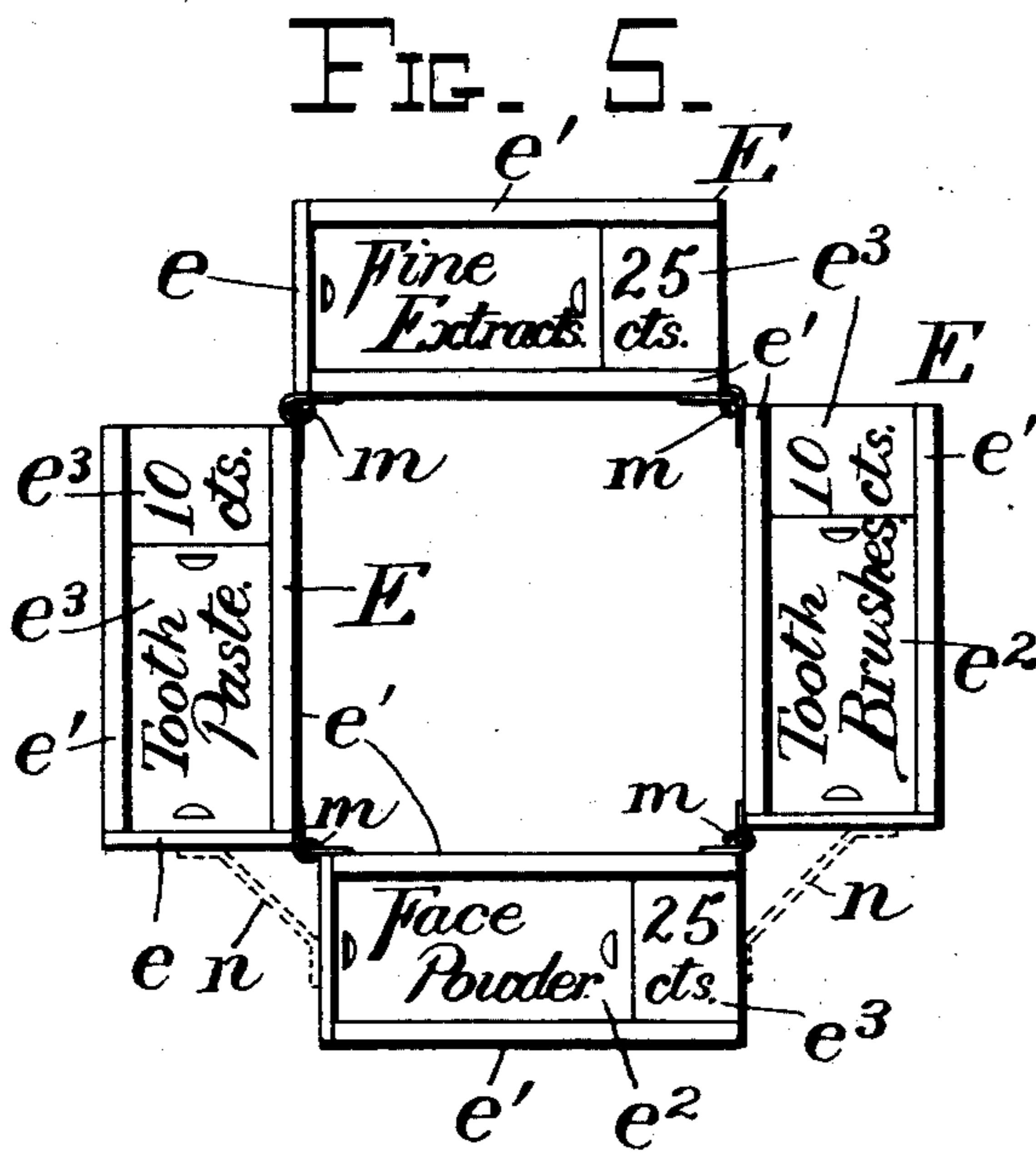
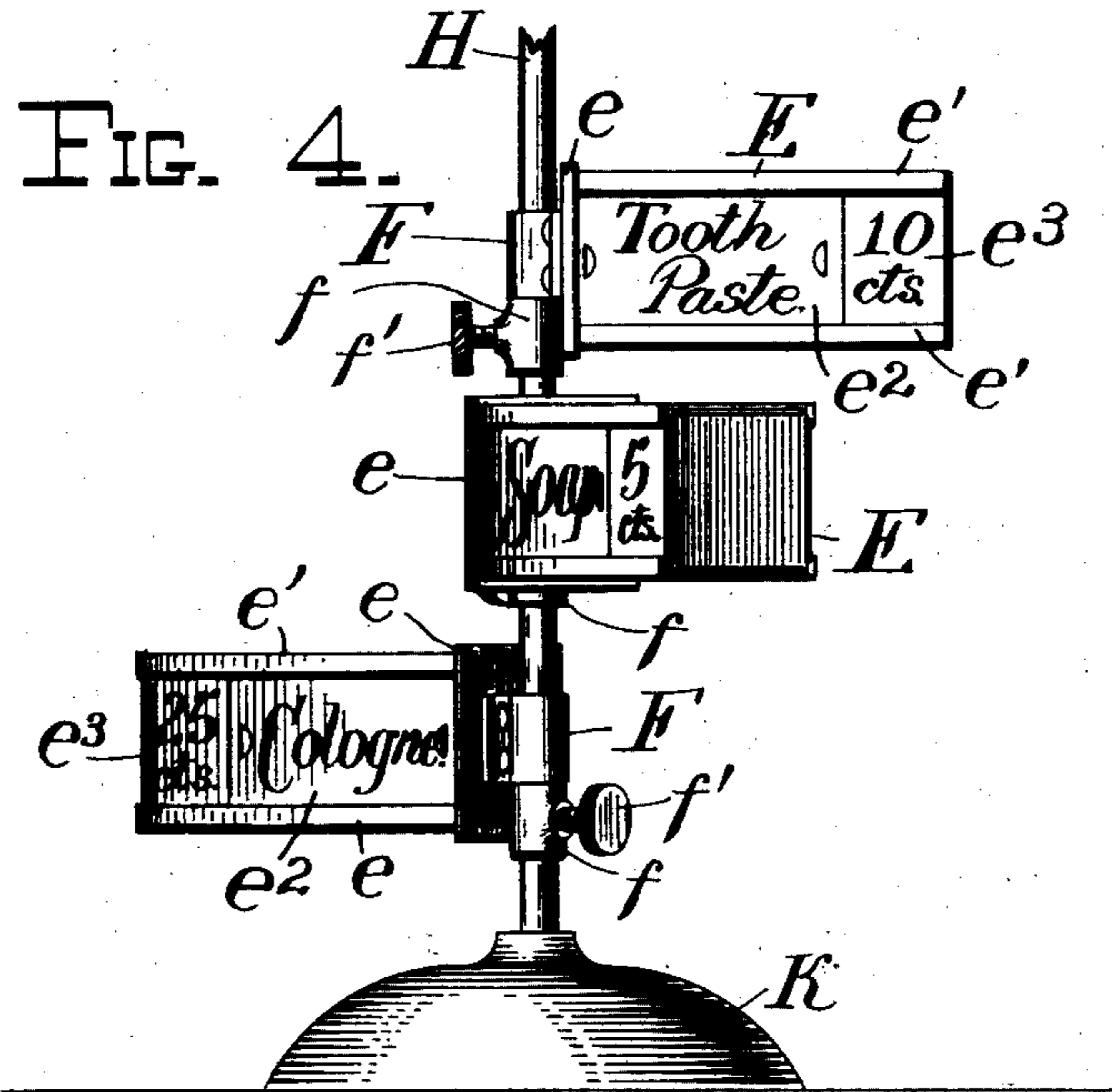
2 Sheets—Sheet 2.

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UNITED STATES PATENT OFFICE.

HENRY E. TURPIN, OF NEW ORLEANS, LOUISIANA.

APPARATUS FOR DISPLAYING ADVERTISEMENTS.

SPECIFICATION forming part of Letters Patent No. 525,636, dated September 4, 1894.

Application filed May 3, 1894. Serial No. 509,963. (No model.)

To all whom it may concern:

Be it known that I, HENRY E. TURPIN, a citizen of the United States, residing at New Orleans, in the parish of Orleans and State of Louisiana, have invented certain new and useful Improvements in Apparatus for Displaying Advertisements; and I do hereby declare the following to be a full, clear, and exact description of the invention, such as will enable others skilled in the art to which it appertains to make and use the same.

My invention relates to improvements in display apparatus used for exhibiting advertisements of wares in stores, or in other places where it is considered desirable to make such display.

My invention consists in the novel parts and arrangement thereof, and in certain other novel features hereinafter described and claimed.

Reference is had to the accompanying drawings wherein the same parts are indicated by the same letters throughout the several views.

Figure 1 represents a perspective view of a cabinet constructed to hold or to advertise certain wares, or both to hold and advertise the said wares. Fig. 2 represents a section of the cabinet shown in Fig. 1, along the line $x x$ of the said figure, except that the doors of the said cabinet are closed. Fig. 3 represents a perspective view of one of the quadrangular advertising boxes or cases. Fig. 4 represents one method of attaching a plurality of the said boxes or cases to an upright pivot. Fig. 5 represents one method of connecting a plurality of these advertising boxes to form a portable stand, and Fig. 6 represents another method of arranging the said boxes so as to form an effective display.

In Fig. 1, A represents the cabinet, which is divided into two partitions, and is provided with mirror faces B and B'. In front of one or both of these mirrors shelves C may be arranged.

Frames D are hinged to the edges of the cabinet as at d , and form skeleton doors. On the inside of these frames cleats d' are provided, adapted to receive the beading e at the base of the boxes E. The outer ends of these boxes are secured to the said frame by clips d^2 , and thus the said boxes form hori-

zontal ribs or panels in the doors of the cabinet, which show opposite sides when the doors are opened or closed. These boxes E are preferably rectangular in section, though any other angular shape might be adopted. At the edges of each of these boxes, arrow-headed ribs are provided, which ribs are connected together by the top and bottom portions of the box, leaving the spaces between the said ribs entirely open except for the adjustable slides e^2 and e^3 , which are slid in under the flanges of the said arrow-headed ribs, as shown most clearly in Fig. 3. The skeletons of the said boxes are preferably made of tin, brass, or other metal, while the slides may be made of wood, metal, glass, pottery, or any other convenient or suitable material.

In order to produce an improved effect, it is frequently desirable to make the slides of stained glass or other illuminated material, and to place electric lights in the interior of the box. These slides may be made in one piece as shown at e^4 in Fig. 6, but are preferably in two pieces, the longer piece e^2 bearing the name of the article, and the shorter piece bearing the selling price, as shown at e^3 in the various figures.

It will be evident that the various slides may be marked on one or both sides, and that the names of the goods advertised, and the prices as well, may be readily and conveniently varied, as occasion may demand.

In Fig. 4 a plurality of the advertising boxes E are pivotally attached by means of collars F to the upright H which is supported on the pedestal K. These collars F rest on set collars f clamped in position by set screws f' , and by means of these set screws, the various boxes may be removed from the pedestal, and spacing of the said boxes may be varied at will.

In the device shown in Fig. 5, four of the herein described advertising boxes are coupled together by hooks or hinges m which may be supplemented by braces n when the said device is placed in such a position as to be liable to the effects of wind or other disturbing elements.

The device shown in Fig. 6 consists of a triangular arrangement of three of the boxes

coupled together by hinges or hooks *m*. These various advertising boxes would ordinarily either remain empty, or be provided with a light therein, for making a more effective display, but some of the articles to be sold might be placed within the box and readily removed therefrom after withdrawing the slide, if it should be desired.

It will be seen that each of the herein described advertising boxes contains eight panels or slides, which afford sixteen surfaces for display signs, and that these panels may be shifted about so as to make an indefinite number of combinations.

It will be evident that by increasing the number of separate parts in each panel, the power to vary the different advertisements will be largely increased.

The herein described boxes, may be used singly, and set about the store in various places; they may be grouped into cabinets or in the other forms herein described; or they may be arranged in any groups regular or irregular that may be desired.

It is evident that the herein described apparatus for making display advertisements is adapted for use in stores of almost every description, and might also be placed on the street, or in any other position likely to catch the eye.

These, and the various other advantages of the herein described device will readily suggest themselves to any practical salesman.

Having thus described my invention, what

I claim, and desire to secure by Letters Patent of the United States, is—

1. In an apparatus of the character described, the combination of a plurality of rectangular frames each having arrow-headed ribs at each corner thereof and detachable and reversible sign boards adapted to engage beneath the edges of adjacent pairs of ribs, substantially as and for the purposes described.

2. In an apparatus of the character described, the combination with a center piece, wings hinged to said center piece and dove tail grooves in said wings; of rectangular frames adapted to engage in said grooves at one end, and having arrowheaded ribs at each corner thereof, and detachable sign boards to slide in the said ribs, substantially as described.

3. In an advertising device of the character described, the combination, with a center board having an advertising space thereon, wings hinged to the said board, and cleats secured to the said wings forming dovetail grooves; of rectangular frames having one end formed to take under the edges of the cleats in the dovetail grooves, detachable and reversible sign boards to slide in the sides of the said frames, substantially as described.

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

HENRY E. TURPIN.

Witnesses:

C. TRIFFES,
CHARLES KARST.