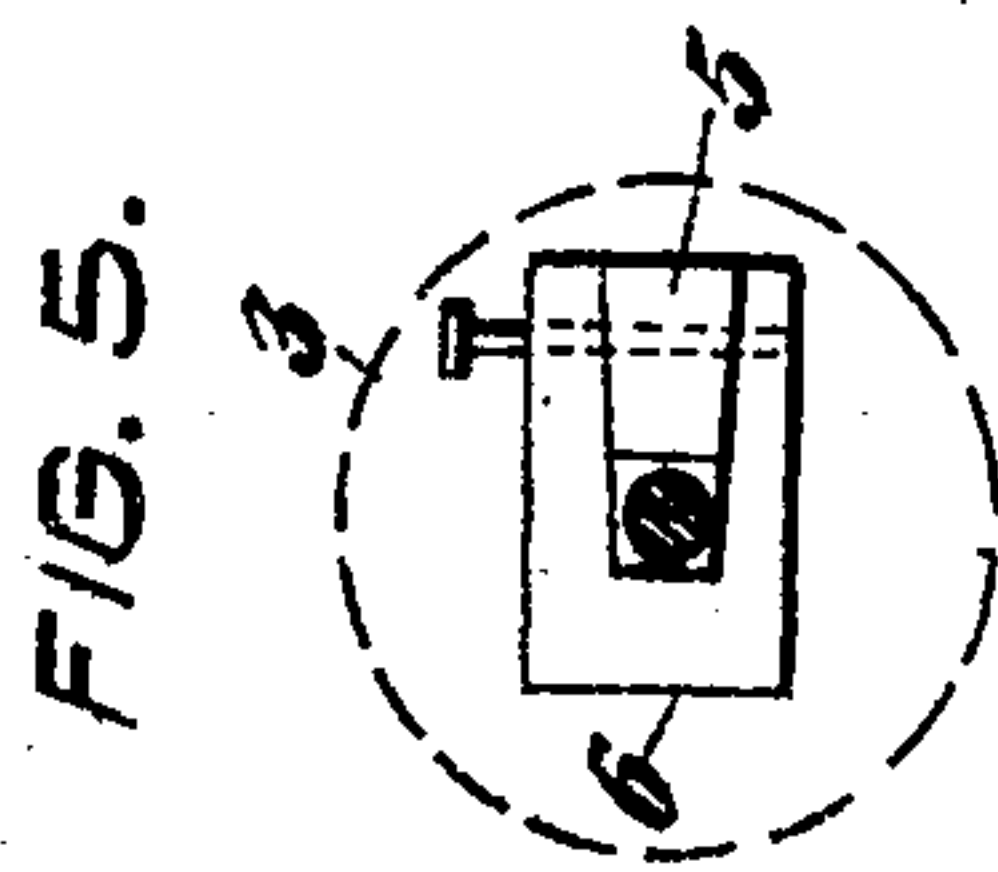
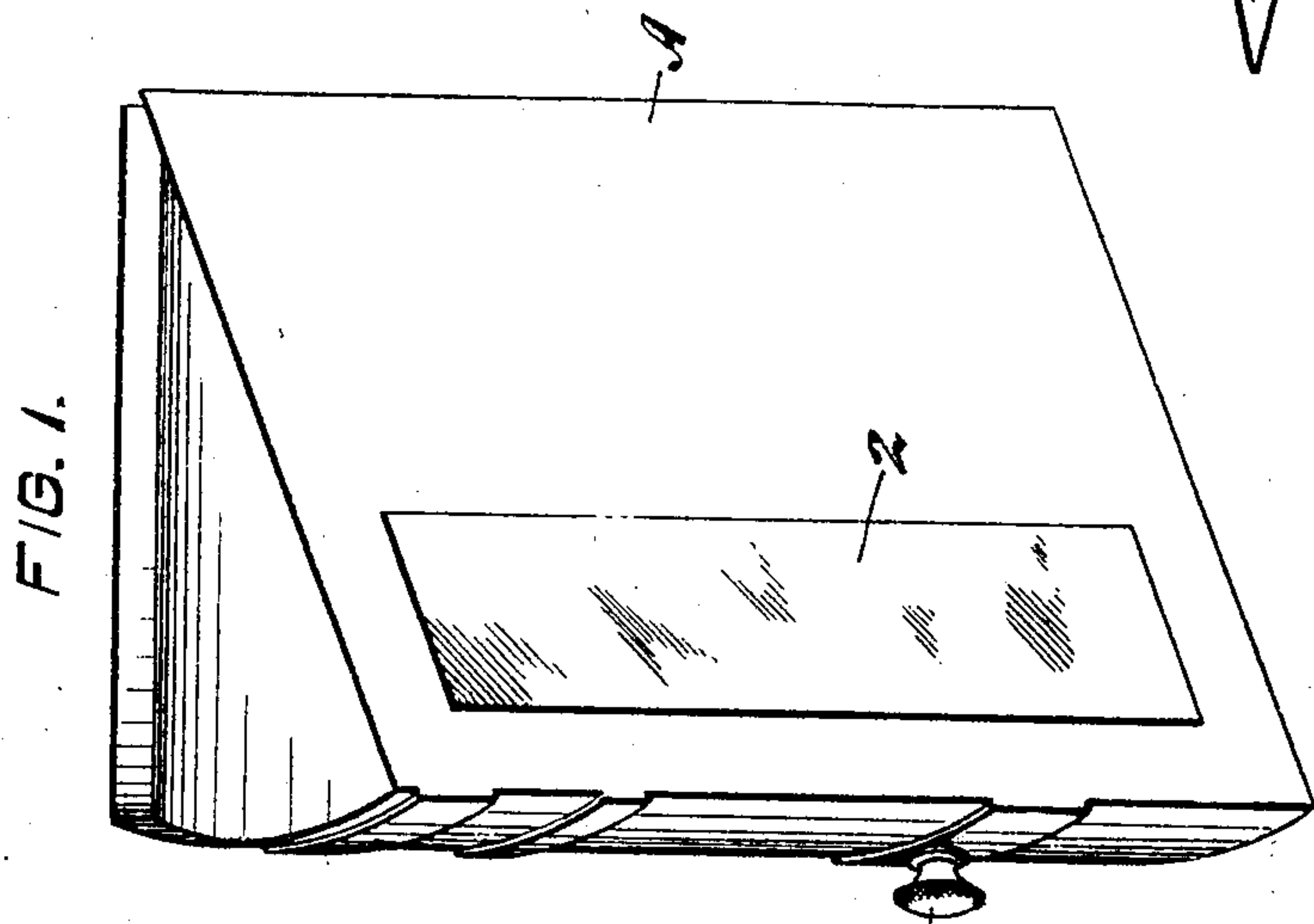
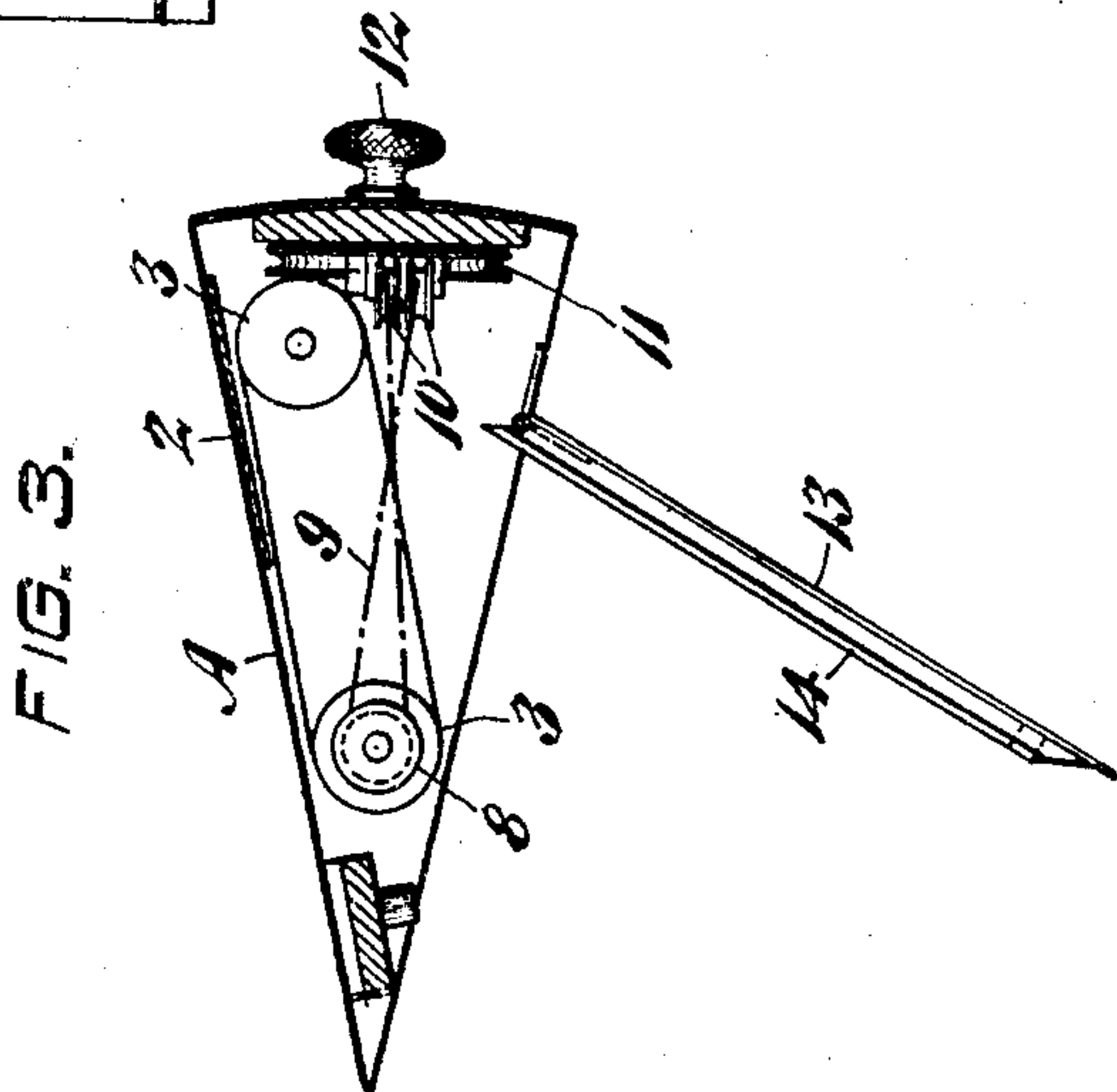
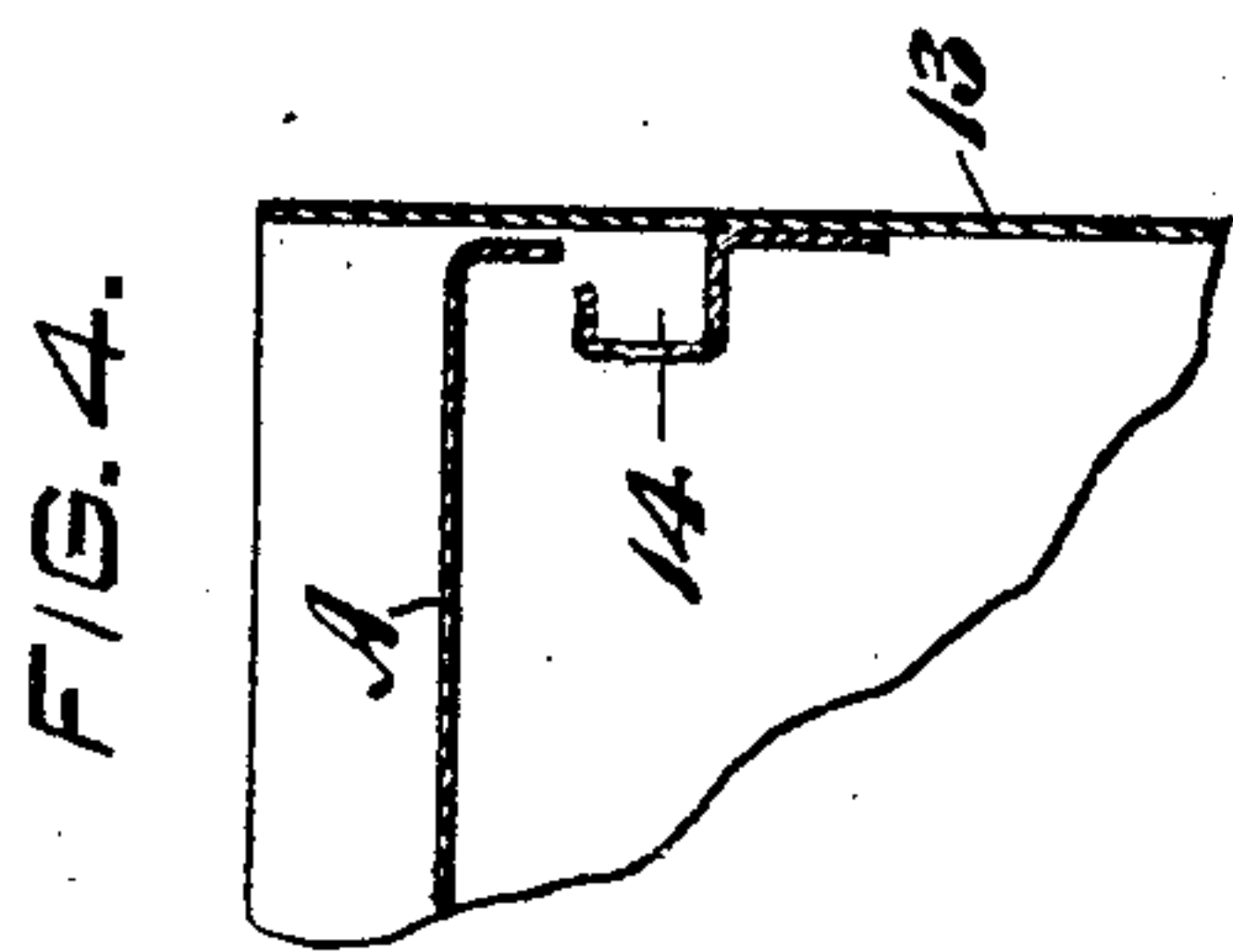
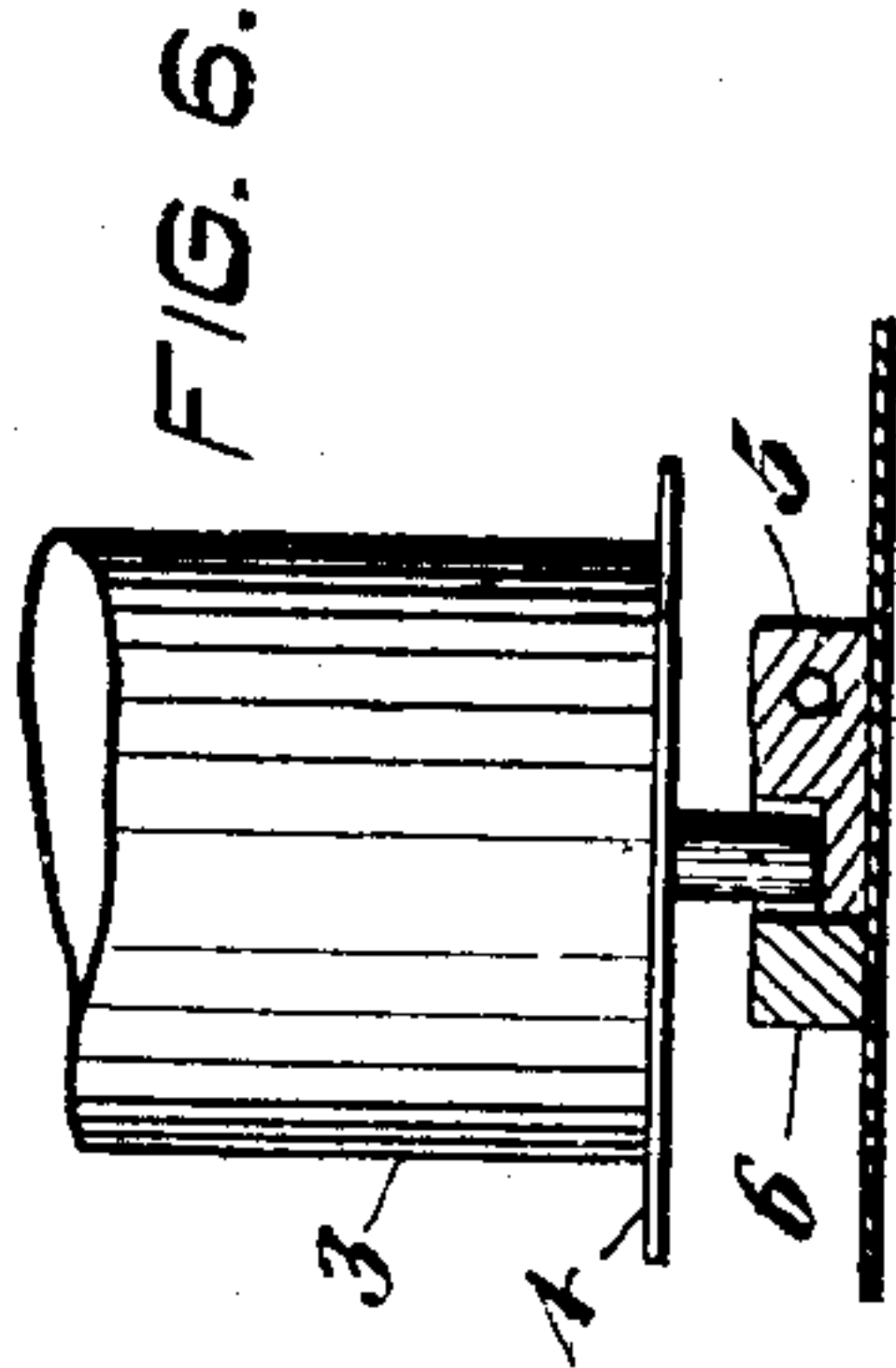
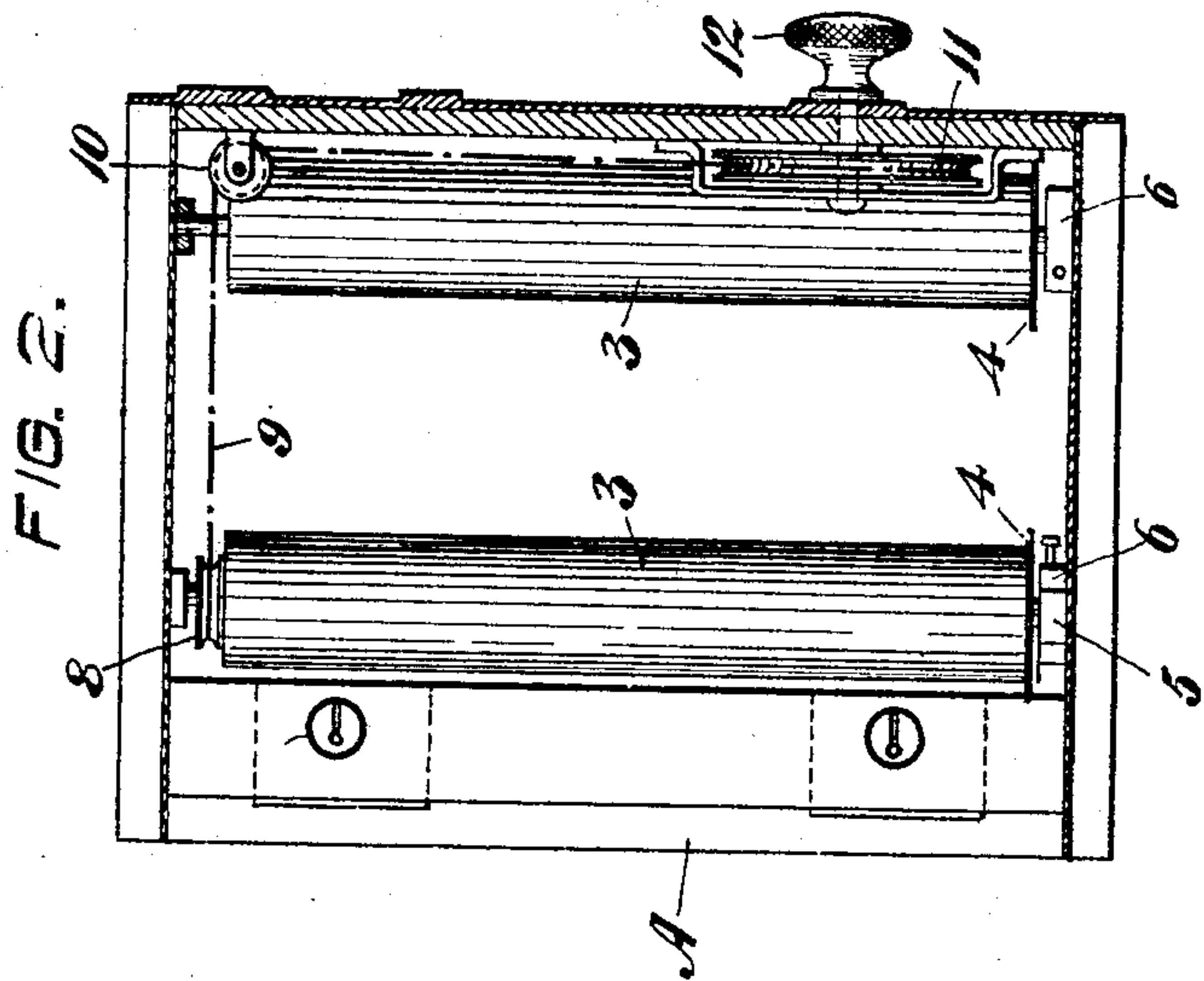


No. 805,682.

PATENTED NOV. 28, 1905.

K. STENCEL.
ADVERTISING AND DISPLAY APPARATUS.
APPLICATION FILED JAN. 21, 1905.



WITNESSES,
Chas. E. Chapin.

Geo. H. Strong

INVENTOR,
Karl Stencil
By Geo. H. Strong atty

UNITED STATES PATENT OFFICE.

KARL STENCEL, OF SAN FRANCISCO, CALIFORNIA.

ADVERTISING AND DISPLAY APPARATUS.

No. 805,682.

Specification of Letters Patent.

Patented Nov. 28, 1905.

Application filed January 21, 1905. Serial No. 242,067.

To all whom it may concern:

Be it known that I, KARL STENCEL, a citizen of the United States, residing in the city and county of San Francisco and State of California, have invented new and useful Improvements in Advertising and Display Apparatus, of which the following is a specification.

My invention relates to an apparatus which is designed for the display of advertisements, pictures, or other matter which it may be desirable to so exhibit.

It consists in an inclosing case of novel construction having display-apertures made therethrough, and an endless traveling band carrying a display mechanism by which it is caused to pass successively and be exhibited at the apertures.

It also comprises a combination of parts and details of construction, which will be more fully explained by reference to the accompanying drawings, in which—

Figure 1 is a perspective view of my apparatus looking on the front. Fig. 2 is a transverse section looking from the back of same. Fig. 3 is a horizontal section of same. Fig. 4 is a section through door and gutter. Fig. 5 is a top plan view of step-block. Fig. 6 is a transverse section of same.

It is the object of my invention to provide an apparatus for the display of pictures, cards, advertising, or any desired matter in such form that it may be employed in places where ordinary display apparatus would be out of place or objectionable.

As shown in the drawings, A is the exterior containing-casing. This casing is here shown as being made of metal or other suitable material and in the form of a book, being afterward finished up with any suitable covering or coating, so that its exterior will be a good resemblance to a book. Upon either side or on the back, as may be preferred, are openings through which a view may be obtained. These openings 2 are preferably covered by a heavy magnifying-surface, as of glass. By constructing the case in this manner it may be set in various places, as against the wall, upon the desk, and where an unattractive casing of ordinary form would not be acceptable.

Within the casing are vertical drums or rollers, as at 3, journaled at top and bottom, and around these rollers pass an endless band of such size as to extend from the top to the bottom and approximately occupy the whole

vertical depth of the casing. This band is designed to carry advertising matter, pictures, or anything that it is desired to exhibit successively. At the bottom of the rollers I have shown a flange, as 4, of larger diameter than the rollers, and this flange will prevent the band from working off at the lower end. The lower journal of the rollers is supported upon a block, as 5, which fits a corresponding slot or channel made in the bottom journal-box 6. This block is held in place by a locking-pin or other device and when removed allows the roller to be taken out of the case.

In order to revolve the rollers and advance the endless band at any desired rate and so as to expose any portion of it through the apertures of the case, I have shown a pulley, as at 8. In the present case one pulley is shown fixed to the top of one of the rollers, and an endless band or cord 9 passes around this pulley, thence leading to direction-pulleys 10, fixed in the upper part of the case, over which pulley the cord passes and then extends down to a larger pulley, as at 11. In the present case I have shown this pulley as journaled against the back of the book or case, and the shaft extends through the back and has a knob 12 upon the outer end by which the pulley may be turned.

The belts may be crossed or otherwise made to pass over the various pulleys, so that by turning the knob the endless band may be advanced as required.

I have shown one side of the casing in the form of a door, as at 13, and this door may be secured in any suitable and well-known manner.

If the device is to be used out of doors and exposed to the weather, it is desirable to make provision to prevent the interior being wet by rain. I have therefore shown a trough, as at 14, fixed to the upper part of the door and closable with the door, so that the trough lies parallel with and beneath the joint formed between the door and the upper portion of the case, which is finished off to represent the ends of the leaves of a book. Any water falling upon this and entering through the crack between the door and this part will be received by the channel or trough and can be conducted away by a leader or discharge through an opening to the exterior of the case.

An important feature of my invention is the case made to resemble a book and hav-

ing one side diagonal with the other in order to reduce the space which it will occupy.

Having thus described my invention, what I claim, and desire to secure by Letters Patent, is—

1. A display apparatus comprising an exterior casing having a display-aperture and a hinged door affording access to the interior, rollers journaled vertically within the casing
10 said rollers having journals, means including journal-boxes and step-blocks fitting the same whereby the lower journals of the rollers are removably secured, an endless display-band fitting the rollers and adapted to
15 pass in close proximity to the display-opening, and means for operating the band.

2. A display apparatus comprising an exterior casing having a display-aperture, rollers journaled in the casing having flanges at one
20 end and journals extending beyond the flanges, journal-boxes in the casing for receiving said journals and step-blocks fitting the boxes and detachably securing the lower journals, magnifying-lenses covering the
25 sight-aperture, an endless band passing around the rollers, a pulley on one roller, a pulley journaled at right angles to the rollers, an endless cord passing around said last-named pulley and also the pulley on the
30 roller and a knob on the axis of the second-named pulley for operating the cord.

3. In a display and advertising apparatus,

a casing having the form and finish of a book, a vertically-disposed aperture formed in one side of the casing, vertically-journaled rollers, 35 an endless band fitting said rollers and pulleys and a belt whereby the bands may be advanced to pass the aperture, and means whereby the rollers and band may be removed and replaced, said means comprising 40 step-blocks, the inner ends of which are adapted to support the lower spindles of the rollers said journal-boxes having slots made transversely therein in which said step-blocks are fitted. 45

4. In a display and advertising apparatus, a book-shaped casing having a display-aperture formed vertically in one side of the casing, vertically-journaled rollers having an endless display-band fitted thereto, pulleys 50 and an endless cord and means exterior to the casing by which the parts may be turned to advance the band, a hinged door forming one side of the casing and to allow access to the interior, said door having a trough or 55 conductor in line with and below the joint of closure substantially as described.

In testimony whereof I have hereunto set my hand in presence of two subscribing witnesses.

KARL STENCEL.

Witnesses:

HENRY P. TRICOU,
S. H. NOURSE.