W. T. FAUCETT.

ADVERTISING DEVICE.

APPLICATION FILED MAR. 24, 1913.

1,094,709.

Patented Apr. 28, 1914.

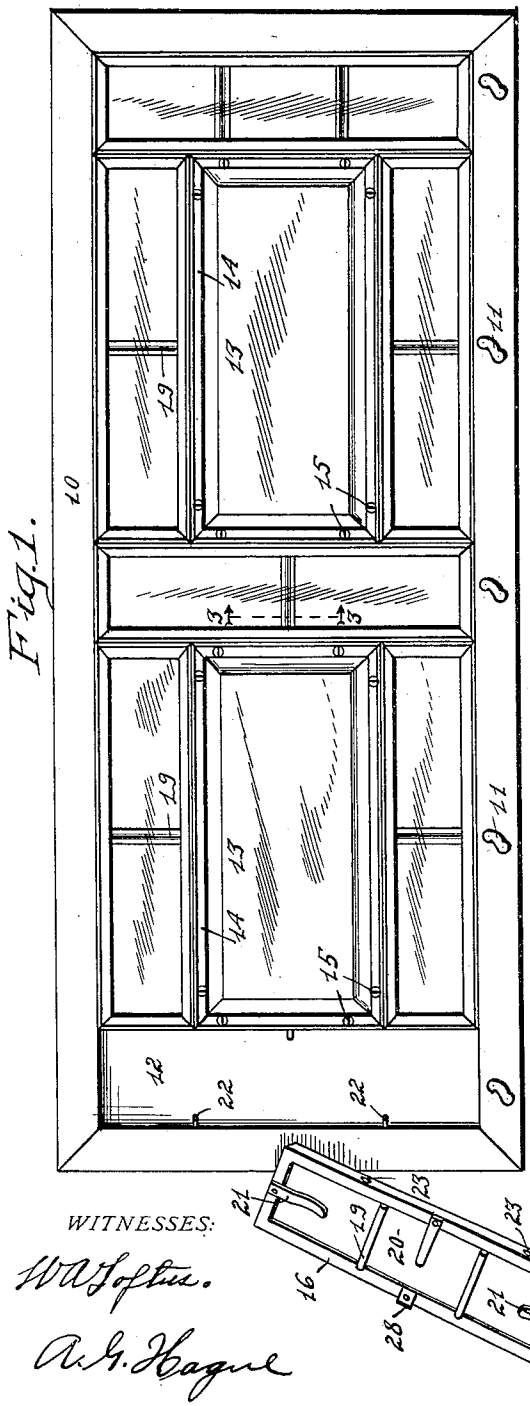


Fig. 1.

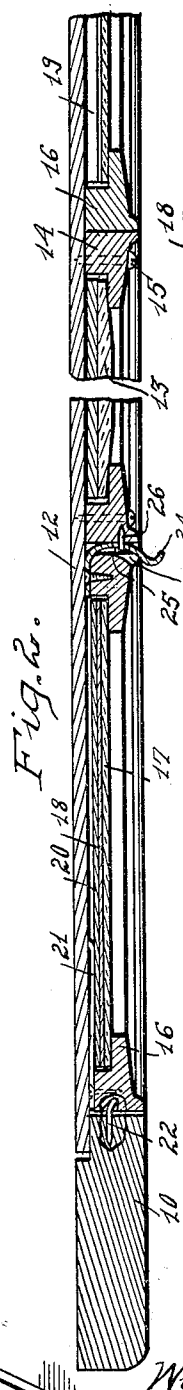


Fig. 2.

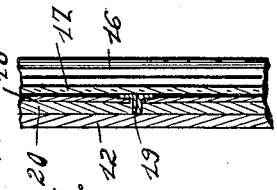


Fig. 3.

WITNESSES:

W. A. Loftus.

A. G. Hague

INVENTOR.

William T. Faucett.

BY

Orwig & Bair

ATTORNEYS

COLUMBIA PLANOGRAPH CO., WASHINGTON, D. C.

UNITED STATES PATENT OFFICE.

WILLIAM T. FAUCETT, OF DES MOINES, IOWA.

ADVERTISING DEVICE.

1,094,709. Specification of Letters Patent. Patented Apr. 28, 1914.

Application filed March 24, 1913. Serial No. 756,606.

To all whom it may concern:

Be it known that I, WILLIAM T. FAUCETT, a citizen of the United States, residing at Des Moines, in the county of Polk and State of Iowa, have invented a certain new and useful Advertising Device, of which the following is a specification.

My invention relates to that form of advertising device known as a business directory and has for its object to provide a device made up in the form of a rectangular frame designed to be placed on a wall in a conspicuous place and provided at its central portion with mirrors and arranged with removable and interchangeable auxiliary frames positioned between the mirrors and the outside frame, the auxiliary frames being designed to receive advertising cards or the like.

A further object is to provide means in connection with the auxiliary frames for dividing the spaces therein to thereby accommodate cards of varying lengths; and also to provide means whereby the auxiliary frames are held in position, said means being so arranged as to be practically invisible from the front of the device.

My invention consists in certain details, in the construction, arrangement and combination of the various parts of the device, whereby the objects contemplated are attained, as hereinafter more fully set forth, pointed out in my claims and illustrated in the accompanying drawings, in which:

Figure 1 shows a front elevation of my advertising device, one of the auxiliary frames therein being removed and shown in perspective. Fig. 2 shows a central, longitudinal edge view of a portion of my device, and Fig. 3 shows a sectional view taken on the line 3—3 of Fig. 1.

Referring in detail to the accompanying drawings, it will be seen that I have used the reference numeral 10 to indicate the outside or wall frame which may be arranged in rectangular form and preferably provided with hooks 11 for hanging wraps thereon. The frame is provided with a solid back 12 and centrally arranged within the frame are mirrors 13 carried in frames 14 and spaced apart equidistant from the adjacent sides and ends of the exterior frame and from each other. The central frames 14 which carry the mirrors are secured permanently to the back 12 by means of screws 15 or the like. Interposed between the outside frame and the central frame are a plurality of auxiliary frames 16 all indentical in size so as to be readily interchangeable. Each of these frames 16 is provided with a glass front 17 against which an advertising card 18 is designed to be placed.

The advertising card may extend the entire length of the frame or, if desired, several cards may be placed in each frame and for this purpose I have provided a number of T-shaped strips 19 designed to be placed against the glass 17 between the adjacent ends of the cards in each frame. These strips will serve to divide the spaces within the frame and to hold the cards therein in proper positions. For keeping the cards tightly against the glass front, cardboard or picture backing 20 is employed. Each of the cardboards will of course be of a size and shape to correspond with the advertising card it is designed to hold in place. Flat metal springs 21 are pivoted to the sides and ends of each of the frames and arranged to exert an inward pressure to thereby hold the cardboards in proper position. Obviously the springs are only useful when the frames are being removed or replaced as in practice the springs are small and constructed of very thin metal and therefore the back portion 12 of the exterior frame will in reality bear against the cardboards when the parts are assembled. For removably securing the auxiliary frames in place, I employ on the exterior frame adjacent to each of the auxiliary frames, two outwardly curved lugs 22. On the side of each auxiliary frame, adjacent to these lugs corresponding openings 23 are provided and when fitting the auxiliary frames in position the lugs 22 will enter the openings 23 and serve to hold that side of the frame in position. In the case of the vertical auxiliary frame at the middle of my device, as shown in Fig. 1, the lugs 22 are not secured to the exterior frame but to the central frame of either one of the mirrors. On the side of each frame, opposite that side provided with the openings, a spring metal catch 24 is centrally arranged. This catch has an outwardly bulging curve which, when the auxiliary frame is in position, engages the adjacent portion of the central frames. Near the outward end of the catch, an opening 25 is provided and a lug 26, secured to the central frame, is positioned in line with said opening and arranged to enter the

opening when the catch is in normal position. The portion of the auxiliary frame nearest the outer end of the catch is cut away, as shown at 27, so that the end of the catch may be moved a sufficient distance to disengage the lug 26 when it is desired to remove the auxiliary frame.

In the operation of my device, a frame of the desired size and carrying one or more centrally arranged mirrors is placed in a vertical or horizontal position on a wall in any conspicuous place. The requisite number of auxiliary frames is then provided, and these should all be of the same size in order that they may be interchanged. The cards containing the advertising matter being at hand, the next operation is to arrange the cards within the auxiliary frames and where a number of cards are provided for each frame, the T-shaped strips are fitted against the glass front in position between the adjacent ends of the cards. The backings are then fitted over the cards and the springs moved to position for holding the backings in place. The auxiliary frame is then fitted against the outside frame with the lugs 22 entering the openings 23. Then by swinging the free end of the auxiliary frame inwardly the catch 24 will engage the lug 26 and thereby be moved inwardly until the lug enters the opening 25. The catch will then spring outwardly and thus the frame will be held securely in its closed position.

In the construction of my device the frame 10 may be of a size to accommodate one or more of the central frames, and obviously the operation in each case will be the same.

The interchangeable feature of the auxiliary frames and the means for removably securing said frames in position are among the more important advantages offered by my device.

I claim as my invention:

1. In a device of the class described, an outer frame, inner frames spaced apart therefrom, a plurality of auxiliary frames designed to be placed between the outer and inner frames, the outer frame and auxiliary frames being provided with lugs and with openings for receiving said lugs, the inner and auxiliary frames being provided with coacting lugs and spring catch devices so arranged that when the auxiliary frames are placed in position the first named lugs enter said openings and the second named lugs are automatically engaged by said spring catch devices.

2. In a device of the class described, an outer frame designed to be placed adjacent to a wall, a solid back secured thereto, a second frame arranged within said outer frame and spaced apart therefrom at all points, a plurality of smaller frames designed to be placed between said first and second frames for engaging the edges of cards or the like placed between said smaller frames and said back, and means for detachably securing said smaller frames to said first and second frames.

3. In a device of the class described, the combination of an outer frame, a plurality of inner frames spaced apart from each other and from the outer frame, a plurality of auxiliary frames some of which are interposed between said outer and said inner frames, others being interposed between said inner frames, said outer frame being provided with lugs adjacent to all the auxiliary frames except those between the successive inner frames, said inner frames being provided with a plurality of lugs, said auxiliary frames being formed with a plurality of openings on one side to receive certain of the lugs and with catch devices on their other sides engaging others of said lugs on the inner frames.

Des Moines, Iowa, March 13, 1913.

WILLIAM T. FAUCETT.

Witnesses:
M. WALLACE,
L. ROBINSON.

Copies of this patent may be obtained for five cents each, by addressing the "Commissioner of Patents, Washington, D. C."