

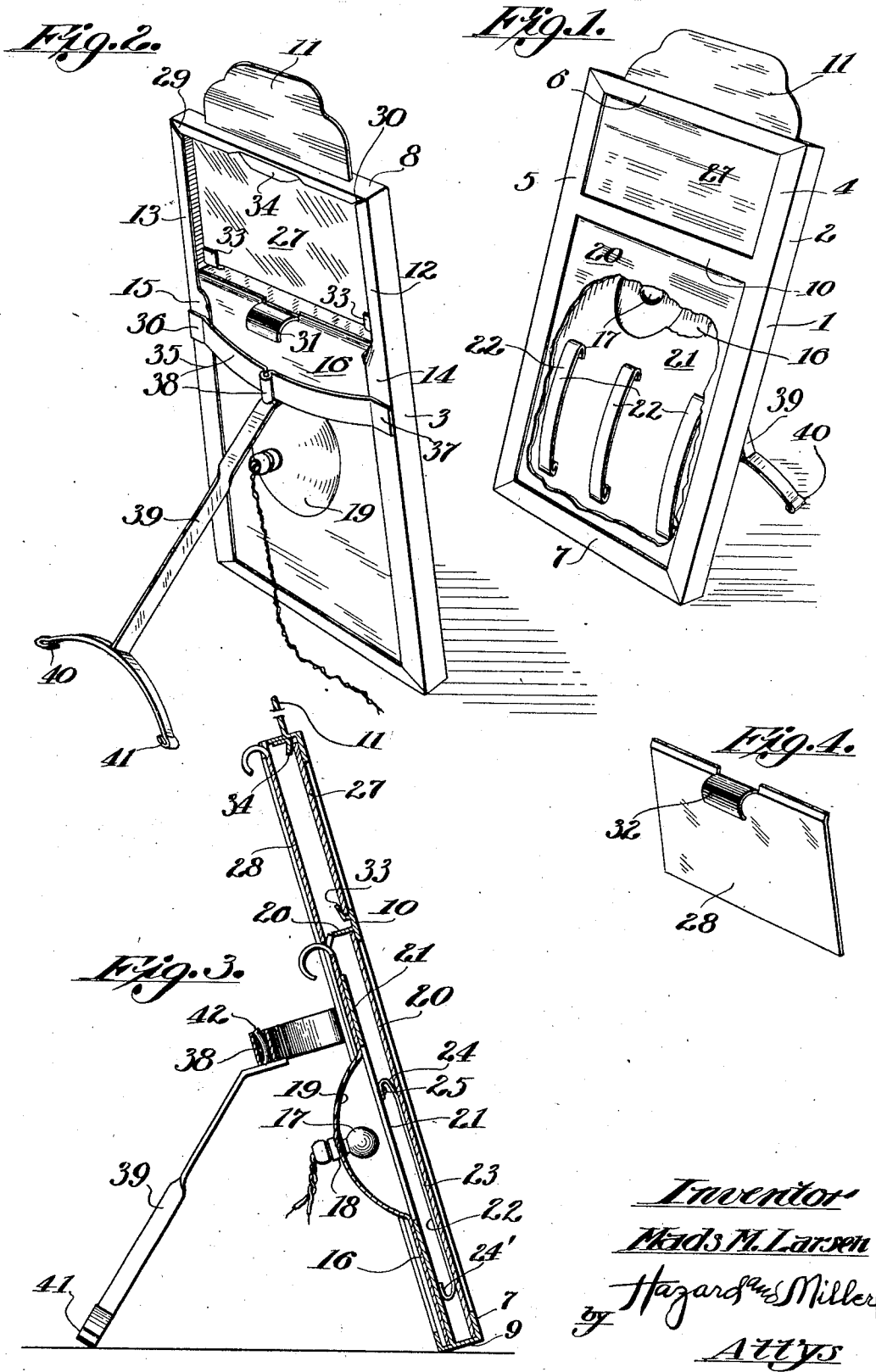
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INSERT CARD FRAME

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## UNITED STATES PATENT OFFICE.

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## INSERT-CARD FRAME.

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*To all whom it may concern:*

Be it known that I, MADS M. LARSEN, a citizen of the United States, residing at Colton, in the county of San Bernardino and State of California, have invented new and useful Improvements in Insert-Card Frames, of which the following is a specification.

Although my present invention is referred to as an insert card frame, it might also be described as a display easel especially suitable for sidewalk or similar use in the making of announcements of "movie" programs or the like; and it is a special object of this invention to provide means, preferably comprising resilient elements for suitably supporting pictorial or other advertising matter, such as the familiar colored posters, in such manner as to give to the whole or a part of the matter displayed the character of a transparency.

In one form of my invention I may provide a suitable main frame, such as a substantial rectangular box-like frame, with two display areas, optionally separated by a transverse band, either or both of which may be adapted to permit an easy substitution of new announcements; and the mentioned main frame may optionally also be provided with a means of illumination from the rear and with supporting means of the easel type, comprising a rear leg or brace, this supporting means, when used, being preferably secured in such manner as to permit of the convenient manipulation of a removable back-plate; and in a preferred embodiment of my invention, I may employ both a fixed inner back-plate and an outer removable back-plate, the latter, when employed, being optionally provided with a reflecting concave surface through which may extend a suitable socket for an incandescent electric light or the like, so arranged as to permit of a removal of the entire outer back-plate, when desired, by sliding the same longitudinally and beneath a bow or bridge by which a removable supporting leg or brace, or equivalent supporting means, may optionally be retained.

Other objects of my invention will appear from the following description of a preferred embodiment thereof, taken in connection with the appended claims and the accompanying drawing, in which—

Fig. 1 is a perspective view of an insert card frame embodying my invention but

with parts broken away to show one type of resilient means which may optionally be employed to hold an inserted card in its desired position.

Fig. 2 is a similar view, but showing the back of an insert card frame of a type referred to.

Fig. 3 is a vertical section through a frame of the same general character.

Fig. 4 is a detailed view showing a complementary closure plate which may optionally be employed in a manner hereinafter referred to, and use of this plate being indicated in Fig. 3 but not in Fig. 2.

Referring to the details of the specific embodiment of my invention chosen for purposes of illustration, 1 is a box-like frame which may be formed of sheet metal or the like, the longitudinal or side elements of this frame being indicated at 2 and 3, provided with inwardly extending front flanges 4 and 5, which may meet or overlap corresponding flanges 6 and 7, shown as extending respectively from the top element 8 and the bottom element 9, one or more transverse bands 10 being secured in an intermediate position in such manner as to provide suitable openings for the display of two or more cards, posters or the like.

The frame 1 may optionally be surmounted by a plate 11, integral with or secured to the top element 8, and adapted to display the name of a particular theatre or other establishment; and the respective side elements 2 and 3 may also be provided with guiding and retaining fins or flanges 12, 13, respectively, broadened at 14, 15, to provide retaining and guiding means for a removable outer back-plate 16, and this removable back-plate, instead of being adapted to cover the entire rear surface of an insert card frame of my improved design may be adapted to extend only to the elevation of the transverse strip 10, and it may optionally be provided with illuminating means such as an incandescent light bulb 17, seated in a socket 18, extending through or supported by a conical or parabolic or other concave reflecting surface 19, secured at or near the center of said removable back-plate, and constituting a means for illuminating from the rear a pictorial or other card 20, shown as secured within the comparatively large display aperture below the transverse strip 10.

In order suitably but removably to sup-

port a poster or card or any desired advertising or equivalent matter in such manner as to permit of the indicated illumination thereof from the rear, to give the effect of a transparency, I may provide any suitable means, such as the fixed inner back-plate 21, which may be integral with or permanently or otherwise secured to the main frame 1, in such manner as to impart substantial rigidity thereto and in such manner as to provide a suitable support for resilient or other positioning devices, such as the springs 22, shown as recurved at both ends in such manner as to permit of a ready introduction or withdrawal of a card 20, and also provided with substantially flat or slightly projecting central portions 23, merging into the ends 24, 24', one of which may be permanently secured, as by rivets 25. Although any desired number of spring supports 22, or their equivalents, may be employed, this depending upon the absolute size of the insert card frame in connection with which they are to be employed and also upon the stiffness of the cards or sheets 20 which are to be used therein, and depending also upon whether or not my frame is glazed, and although a single such resilient supporting element may sometimes suffice, I have obtained advantageous results by the employment of two or more such supports, the use of three being suitable to the form of my device shown in Fig. 1,—it being obvious that, when illuminating means of the general character referred to are employed, the inner or fixed back-plate 21 must be provided with an aperture or apertures 21', to permit the passage and dispersal of light there-through.

When it is desired to provide rear illumination for only the lower and larger card 20, I may optionally provide a transverse strip 10 with an inwardly and rearwardly extending rib or fin 26, thereby restricting the upward dispersal of light; but, it will be obvious that, when it is regarded as desirable to provide rear illumination for an upper card 27, instead of providing special illumination therefor, I may omit the fin 26 and I may optionally employ, to prevent the escape of light, and to reflect the same to and through the card 27, a complementary closure plate 28, of a character separately shown in Fig. 4, this complementary closure plate being preferably sufficiently wider than the back-plate 16, which is retained by the widened flanges 14 and 15, to be securely held, after insertion through the cracks 29, 30, by means of the narrower flanges 12 and 13, or their equivalent.

In order to permit easy insertion or removal of a back-plate 16, or its equivalent, I may provide the same with a finger piece or handle 31, a similar finger piece 32, being optionally provided upon the complementary

closure plate 28; and to retain the upper card 27, or its equivalent, I may provide any suitable means such as the upwardly extending projections 33, shown as formed by cutting and rebending suitable portions of the transverse strip 10, a cooperating strip 34 being optionally secured to or integral with the upper frame element 8.

Although any suitable means might be employed for the support of an insert card frame of the character above described, I consider it advantageous to employ for this purpose a transverse bow or bridge 35, shown as sufficiently bent outward to permit of the movement of the socket 18 thereunder and as secured at its ends 36, 37, to the flanges 14, 15, and as provided at an intermediate point or points with suitable sleeves or sockets, 38, adapted to receive a pin or pins upon a cooperating supporting element.

Although other suitable cooperating supporting means might optionally be provided, I have shown my easel or frame as supported by means comprising an inclined leg or brace, 39, optionally formed mainly or entirely of sheet metal suitably rebent to form a pair of supporting feet 40, 41, and provided at its upper end with a pin or pins 42, adapted to enter the sleeve or sleeves 38, and preferably curved, as best shown in Fig. 3, in such manner as to form anti-rattling and anti-slipping connection therewith.

Although I have herein described one complete embodiment of my invention, suggesting various alternatives as suitable to different conditions of use, it will be understood that various features of my invention might be independently employed and also that various additional modifications might be made without a departure from the spirit and scope of my invention as the same is indicated above and in the following claims. For example, when rear illumination is not required, it will be obvious that my movable back-plate, if used at all, may resemble, in general character, the complementary closure plate best shown in Fig. 4; and it will be obvious that my illuminating means may be placed at any desired elevation relatively to my main frame.

What I claim is:

1. In an insert card device, an open front box-like main frame, a back having a light opening, and resilient means for supporting a card near the front thereof while permitting light thereto from the rear.

2. In an insert card device, a main frame having an open front and provided with an open fixed back-plate and provided with means including a lamp slidably mounted for admitting light through the back plate to the rear of a card supported in the frame.

3. In an insert card device, an open main frame provided with a fixed back-plate

having an opening and with a movable back-plate carrying illuminating means behind the opening.

4. In an insert card device, a main frame 5 having an open front and provided with a fixed back-plate having an opening and with a movable back-plate carrying illuminating means comprising a concave reflector provided with an incandescent 10 light behind the opening.

5. In a card frame having an open front and provided with sides and a removable back between the sides, supporting means comprising a bow secured to said sides and 15 clearing the back, and a removable brace adapted to co-operate therewith.

6. In a card frame provided with a removable back, supporting means comprising a bow secured to said frame and a removable 20 brace adapted to cooperate with the bow and provided with a curved pin adapted to interfit with a sleeve provided on the bow.

7. In an insert card device, a box-like 25 frame provided with separate openings for independently changeable cards, and with means for illuminating one or both of said cards from a single lamp slidably mounted.

8. In an insert card device, a box-like 30 frame provided with separate openings for independently changeable cards, and with means for illuminating one or both of said cards, said illuminating means including a movable back-plate carrying a single lamp.

35 9. In an insert card device, a box-like frame provided with separate openings for independently changeable cards, and with means for illuminating one or both of said cards, said illuminating means including a 40 movable back-plate provided with a light admitting aperture.

10. In an insert card device, a box-like 45 frame provided with separate openings for independently changeable cards, and with means for illuminating one or both of said cards, said illuminating means comprising a fixed back-plate provided with a light 50 admitting aperture and a movable back-plate provided with a light.

11. In an insert card device, a box-like 55 frame provided with separate openings for independently changeable cards, and with means for illuminating one or both of said cards, said illuminating means including a fixed back-plate provided with card supporting springs and a light aperture.

12. In an insert card frame, a rectangular frame, front flanges extending inwardly from the frame, rear flanges extending inwardly from the frame and spaced from 60 the front flanges, a cross piece connecting the front flanges and dividing the frame opening into an upper and lower part, a back plate rigidly mounted in the frame and spaced from the back flanges and 65 having a central opening, springs secured to the back plate and extending forwardly, and a removable back plate slidably mounted between the fixed back plate and the back flanges and carrying a reflector and 70 lamp, so that the removable back plate may be moved downwardly to discharge light through the central opening in the rigid back plate, or moved upwardly to discharge 75 light through the upper frame opening.

13. In an insert card frame, an open frame, a transverse band extending across the front of the frame and dividing the 80 frame space into two parts, front means for holding cards, rear flanges extending inwardly from the frame, a back plate rigidly mounted back of the lower space and having a central opening, and a removable 85 back plate slidably mounted against the back of the rigid back plate and carrying a reflector and lamp to project light through the central opening of the rigid back plate and adapted to be moved upwardly to project light through the upper 90 space.

14. In an insert card frame, a rectangular frame, a transverse band extending across the front of the frame and dividing the 95 frame space into two open parts, front means for holding cards, rear flanges extending inwardly from the frame, a back plate rigidly mounted back of the lower space and having a central opening, a removable back plate slidably mounted 100 against the back of the rigid back plate and carrying a reflector and lamp to project light through the central opening of the rigid back plate and adapted to be moved upwardly to project light through 105 the upper space, a bow attached to the frame and spanning the lower space and clearing the removable back plate, and a brace attached to the bow so as to hold the frame in an upright inclined position.

In testimony whereof I have signed my 110 name to this specification.

MADS M. LARSEN.