

T. HARRINGTON.
SUPPORT FOR DISPLAY MATTER.
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950,912.

Patented Mar. 1, 1910.

Fig. 1

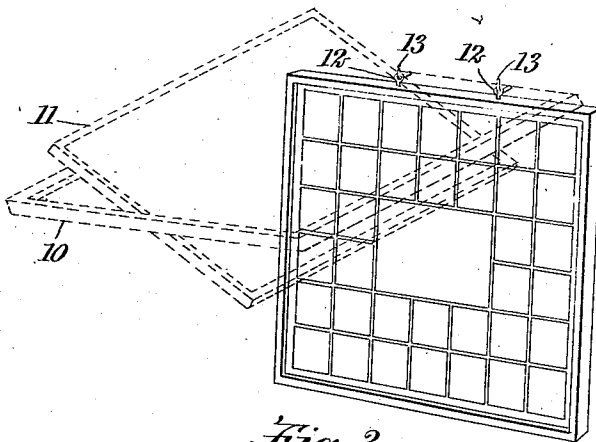


Fig. 2

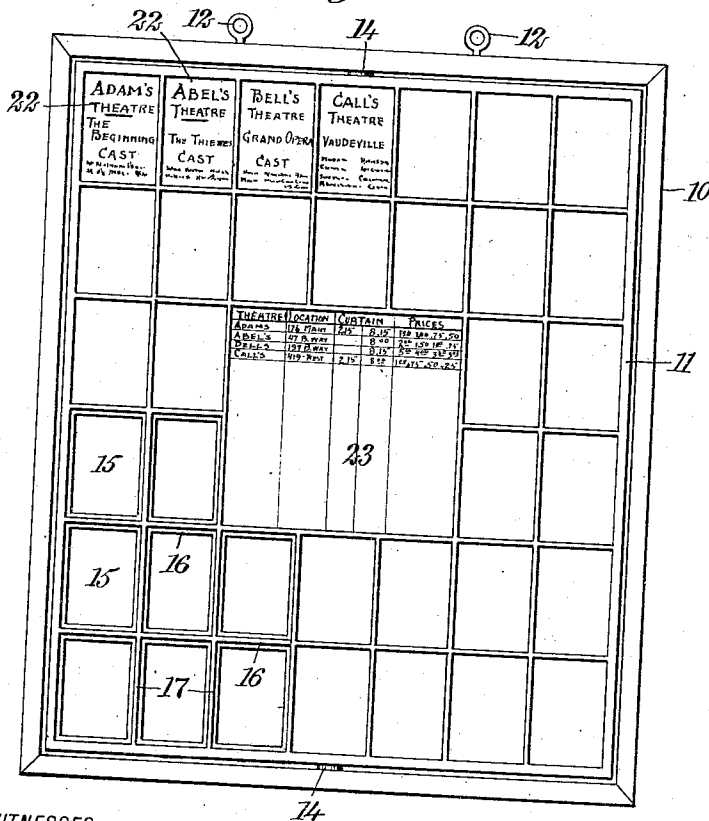
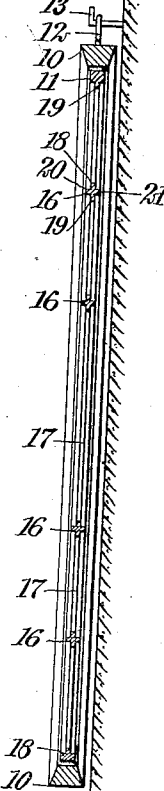


Fig. 3



WITNESSES

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SUPPORT FOR DISPLAY MATTER.

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Specification of Letters Patent.

Patented Mar. 1, 1910.

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To all whom it may concern:

Be it known that I, THOMAS HARRINGTON, a citizen of the United States, and a resident of the city of New York, borough of Manhattan, in the county and State of New York, have invented a new and Improved Support for Display Matter, of which the following is a full, clear, and exact description.

This invention relates to certain improvements in frames or supports for display matter, and the object of the invention is to so construct the frame or support that advertising matter, announcements or displays for successive periods may be mounted on said frame or support with the signs, advertisements or displays for one period only, visible at a time. The frame or support is reversible, so that at the expiration of one period, the signs, advertisements, or displays for the next successive period may be instantly disclosed to view, by the reversal of the frame or support or a portion thereof. During the next successive period, the signs, advertising or displays upon the back may be removed or replaced by ones for the next future period, so that at the expiration of the present period, the frame or the movable portion thereof will be ready for reversal.

My invention is especially applicable to theatrical advertising for use in hotels, railroad stations, and other public or semi-public places in large cities, although it is evident that the invention may be employed in connection with advertisements, signs, or displays of other character or subject-matter.

Reference is to be had to the accompanying drawings, forming a part of this specification, in which similar characters of reference indicate corresponding parts in all the figures, and in which—

Figure 1 is a perspective view of a frame or support constructed in accordance with my invention, the parts being shown in dotted lines in the position they occupy during reversal; Fig. 2 is an enlarged front view of the frame or support; and Fig. 3 is a vertical transverse section.

In various public places, particularly hotels in large cities, it is customary to display small advertisements of the different theaters, lectures, and other public entertainments, which are being conducted at the

time, and in case there are a large number of these theaters or other public places of instruction or amusement, it is necessary to make repeated changes in the list of performances in order that said list may be kept up to date. The vast majority of entertainments, particularly in large cities, run for at least a week and often for several months, but it is customary for these performances to begin their engagement at the beginning of the week and terminate at the end of that week or some succeeding week. Thus, it is necessary to make an extensive change in the list of performances after the close of Saturday night and before the lists are exhibited to the public on Sunday. If there are a large number of these lists exhibited throughout the city and they are all owned or controlled by one person or company, it requires a large number of men to make the rounds of all of the lists and make the necessary changes, to bring them up to date.

In my invention I make the sign or support for the cards forming the list reversible, so that during the week one person can make the rounds of all of the frames or supports and fix the cards in the back or invisible side, so that they will read properly for the next succeeding week. Then after the close of the last performance Saturday night, one person can make the rounds a second time and without disturbing any of the cards forming the list or without carrying any extra cards, tools, or paraphernalia with him, may reverse the position of each frame or support in an instant's time, so that it will display the proper list, advertisements or announcements for the next succeeding week. Beginning Monday morning, he may again make the rounds and change the cards in the back of the frame or support, so that they will read for the next succeeding week rather than the last previous one. It means of this invention, one person can do all of the work required and only one person need be employed, whereas it is necessary in order to change the cards in each frame during a short interval of time between Saturday night and Sunday morning, to employ a large number of men and there is no work for them to do during the week.

In the specific form illustrated, I employ a support including primarily an outer frame 10 and an inner frame 11. The outer

frame is substantially rectangular and is provided with any suitable means to retain the frame in an upright position and preferably in engagement with a wall. As shown, the outer frame has two eyelets 12 in its upper edge, which may engage with two corresponding hooks 13 extending outwardly and upwardly from the supporting surface. The frame 11 is slightly smaller than the frame 10 and is mounted in the same plane within said frame. The frame 11 is reversible in respect to the frame 10, the means for permitting this reversal being preferably two pivots 14, 14, in alinement with each other and connecting the two frames intermediate their side edges and at the top and bottom. This will permit the frame 11 to rotate about a vertical axis, but such rotation is normally prevented by the engagement of both frames with the vertical wall or other supporting surface which lies closely adjacent one surface of the two frames. The inner frame is subdivided into a plurality of openings, compartments or sections 15, by means of a plurality of transverse members 16 and a plurality of vertical members 17. Each member 16 and 17 has in transverse section, substantially the form of a Greek cross, that is, it has opposite flanges 18 and 19 lying in the plane of the frame and opposite flanges 20 and 21 extending outwardly from the plane of the frame. The frame 11 is also provided with corresponding flanges 18 and 19 along its inner periphery and in the plane of the frame. Each of the openings, pockets or recesses serves to receive a separate card or ticket bearing the advertisement or announcement of a theatrical performance, public lecture or the like. The advertisements or announcements are printed on cards 22, which are of such size that they may fit friction tight within the openings between the flanges 20, and engage with one side of the flanges 18 and 19, or between the flanges 21 at the opposite surface of the frame and engage with the opposite sides of the flanges 18 and 19.

In using my improved device for announcements or advertisements of theatrical entertainments or the like, I provide a separate card for each theater, and the cards are arranged in alphabetical order and placed in the several pockets or openings. Each card gives the name of the theater, the name of the production and a list of the players or performers. In addition to the cards 22, I preferably make one pocket or recess of a size equal to several of the smaller pockets or recesses and provide a card 23, upon which is printed an alphabetical list of all of the theaters, their location, the time of curtain call, the range of prices, and any other general information of the same nature. In the pockets or recesses of one side

of the frame or support are placed cards for all of the theaters in town, or at least, all of the important ones. The back of the frame or support serves to receive a similar number of the cards. During the week one person can make the rounds of all of the theaters or other public places in which the frames or supports are displayed and arrange in the back of the inner frame 11, the cards giving the proper announcements for the next succeeding week. On Saturday night after the last performance the person furnishing the cards, the hotel proprietor, or any other person can in a very short space of time, swing the outer frame 10 outwardly and upwardly until it occupies substantially a horizontal plane, as indicated in dotted lines in Fig. 1. The inner frame can then be rotated about its pivots and through an angle of 180 degrees, and the frame 10 may then be allowed to swing downwardly and backwardly against the wall. No skill of manipulation is required and such a short length of time is necessary to make the change that one person could reverse a very large number of signs in one night, whereas if he had to remove certain cards and insert other cards in place thereof, it would be possible for him to attend to only a few signs. During the week while the announcements remain constant, he may, at his leisure, change the cards in the back of the frame, so that they will read properly for the next week.

It is, of course, evident that the same frame or support could be used for displaying the advertisements or announcements of other events than theatrical performances, and that the period could be of greater or shorter duration than a week.

Having thus described my invention, I claim as new and desire to secure by Letters Patent:

A reversible sign display frame, comprising an outer frame, means carried by one edge of said outer frame for pivotally supporting the latter from a vertical supporting surface and normally retaining it in engagement with said supporting surface but permitting it to swing outwardly to a position at substantially right angles thereto, an inner frame within said outer frame and in the plane thereof, and oppositely-disposed pivots for securing said frames together and permitting said inner frame to rotate about said pivots to display either surface of said inner frame, said inner frame being normally prevented from rotation by its engagement with said supporting surface and having a plurality of transversely-extending members and vertically-extending members subdividing said inner frame into a plurality of sections, each of said members having longitudinally-disposed flanges upon opposed faces thereof and extending out

wardly from the plane of the frame, and each of said sections being adapted to receive a display card and retain the same in engagement with the side of the frame, said card being frictionally held by its engagement with the opposed faces of said flanges.

In testimony whereof I have signed my name to this specification in the presence of two subscribing witnesses.

THOMAS HARRINGTON.

Witnesses:

CLAIR W. FAIRBANK,
JOHN P. DAVIS.