

B. H. SCHARF.
STORE SIGN.
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1,369,550.

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Fig. 1.



Fig. 2.

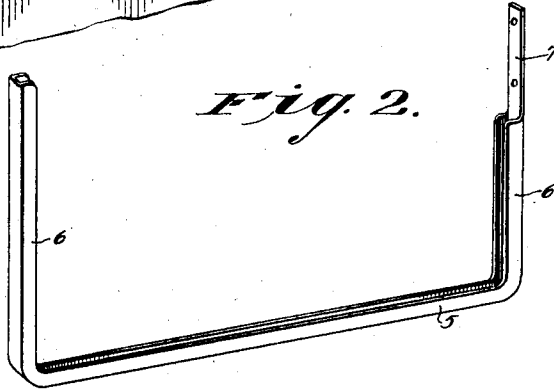
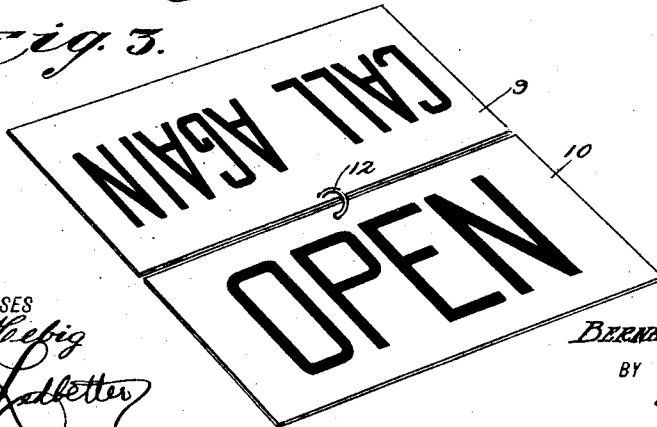


Fig. 3.



WITNESSES
H. C. Keefig
A. D. Lott

INVENTOR
BERNARD H. SCHARF
BY *Mum Co*
ATTORNEYS

UNITED STATES PATENT OFFICE.

BERNARD H. SCHARF, OF NEW YORK, N. Y.

STORE-SIGN.

1,369,550.

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To all whom it may concern:

Be it known that I, BERNARD H. SCHARF, a citizen of Austria, 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 Store-Sign, of which the following is a full, clear, and exact description.

This invention relates to signs for stores or other public institutions and more particularly a changeable sign for directing patronage in order to facilitate store-keeping operations.

An object of my invention is to provide a sign with a changeable display to be mounted on the door of a store or other institution having public patronage to announce whether or not the store is open or closed, and to further announce good will and a spirit of welcomeness to customers entering and leaving.

A further purpose is to provide a combination receptacle and multi-display card which is secured to the door and readable through the glass or windowpane of the store door or opening.

It is a further object to provide a store sign simple in construction, inexpensive to manufacture, and one which will be quite convenient to operate by a storekeeper as he passes through the door to the end that he may change the sign to display the desired words to the public.

With the above particular objects and others in view the invention has relation to the combination sign receptacle and multi-display cards as described in the following specification, as set forth in the appended claim, and as illustrated in the accompanying drawings, wherein:

Figure 1 shows a perspective view of the card receptacle and sign secured to a door and readable from the outside of a store through the glass of the door, and likewise readable from the inside of the store as the customer leaves through the door equipped with this sign. Fig. 2 shows a perspective view of the card receptacle or holder. Fig. 3 shows a view of the cards loosely carried on a ring to permit quick and convenient changes of the sign.

Referring now more particularly to the drawings for a detail description of the invention there is shown a card holder constructed of channel material and bent to form a card receptacle 5. The card receptacle is made in the shape of a yoke with parallel sides 6 and support bottom to receive a rectangular card. The upper portion of the card receptacle has a plate 7 with holes provided therein for attaching it to a door or window. The card receptacle is channeled in cross section, which securely holds the cards in position until drawn out through the top.

A number of cards 9 and 10 are employed, and have words printed thereon to indicate the request and desire of the store-keeper. The two cards 9 and 10 join together, thus providing four display surfaces, and it is practical to print any directions desired on each one of the four surfaces in order that the sign may be set to display "Back soon. Please wait," or "Call again," or "Open." Three of the directions as enumerated are shown in the drawings; while a fourth word, "Closed," may be printed on the fourth face of the card surface, not shown in the drawings. This will provide a sign having the four directions which are sufficient to impart to the mind of the public the necessary information for its guidance.

The two cards 9 and 10 are preferably linked together by a ring 12 which permits the cards to be folded back on themselves to display any one of the four words of direction as shown in the drawings and as mentioned in this specification. The Fig. 1 shows the sign displayed to the outside of the door by a store-keeper who leaves his store for a short time and expects to return immediately. Likewise, the cards may be adjusted to announce the store as "Closed," "Open"; and the cards may be arranged to display "Call again," on the inside of the store, to the customer as he leaves the store.

The use of this sign imparts a courteous air and welcome feeling to customers in general, and, furthermore, gives definite advice as to the status of the store by announcing that it is either open or closed. This display store sign will find a meritable use

in small stores where one or more employees are in charge and necessarily have to leave the store for short intervals of time.

Having thus described my invention what
5 I desire to secure by Letters Patent is:

A changeable sign comprising a substantially inverted U-shaped member, said member being channeled for presenting grooves,

one leg of said U-shaped member being cut away adjacent the top, removable sign cards 10 removably positioned in said U-shaped member, and securing means extending through the leg having the cut away portion at said cut away portion.

BERNARD H. SCHARF.