

C. E. BURGER.
ADVERTISING DEVICE.
APPLICATION FILED MAR. 13, 1912.

1,038,844.

Patented Sept. 17, 1912.

Fig. 1.

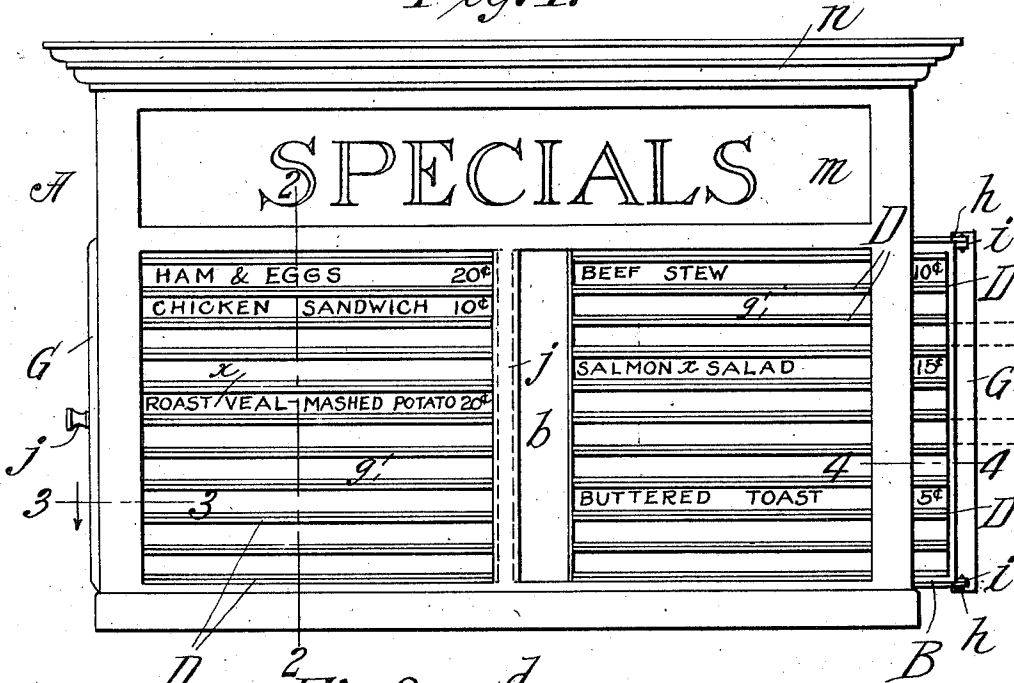


Fig. 2.

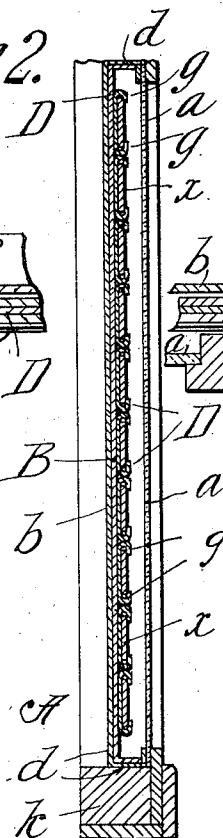


Fig. 3.

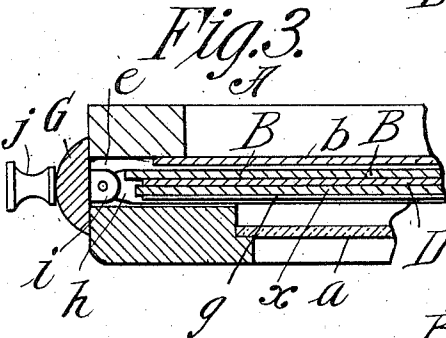
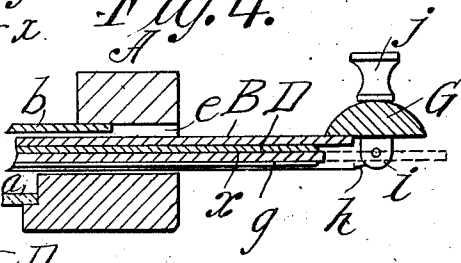


Fig. 4.



WITNESSES:

H. L. Sprague
R. M. Mowry

INVENTOR,

Charles E. Burger;
BY *Wm. J. Bellamy*
ATTORNEY.

UNITED STATES PATENT OFFICE.

CHARLES E. BURGER, OF SPRINGFIELD, MASSACHUSETTS.

ADVERTISING DEVICE.

1,038,844.

Specification of Letters Patent. Patented Sept. 17, 1912.

Application filed March 13, 1912. Serial No. 683,404.

To all whom it may concern:

Be it known that I, CHARLES E. BURGER, a citizen of the United States of America, and resident of Springfield, in the county of Hampden and State of Massachusetts, have invented certain new and useful Improvements in Advertising Devices, of which the following is a full, clear, and exact description.

10 This invention relates to an advertising device having the nature of an interchangeable sign, and primarily designed for use for lunch rooms, the same being so constructed that different cards showing the
15 menu for different days may be readily inserted into the sign frame or holder, and as easily removed to be replaced by other sign cards.

20 An object of this invention is attained by the provision of the frame having a side-wise opening guideway therein in which a board or back plate may be inserted, which back plate carries a series of card holders, all so combined and arranged that the plate
25 or back may be moved with all of the holders and the sign made up and so that, when desired, individual sign cards may be withdrawn or replaced without removing the holder carrying plate.

30 A further object is to so construct and combine the parts that the opening at the edge of the frame in which the slidable plate for the plurality of card holders is inserted may be closed by a member carried by such plate which serves as a guard
35 for the sign cards in the card holders and which conceals such sign cards and which may be so rocked relatively to the plate that it assumes a position which is non-obstructing to the insertion or removal of sign
40 cards in the card holders whenever desired.

45 A further object is to provide a construction which is slightly and attractive, simple, cheap and durable.

The invention is described in conjunction with the accompanying drawings and is set forth in the claims.

50 In the drawings:—Figure 1 is a front elevation of the advertising device showing one of the card holder supports or backs partially drawn out from a slideway in the frame therefor. Fig. 2 is a vertical cross sectional view on line 2—2, Fig. 1. Fig. 3
55 is a partial horizontal sectional view on

line 3—3; and Fig. 4 is a partial horizontal sectional view on line 4—4, Fig. 1.

In the drawings, A represents an upright frame having an open front,—for which a glass covering plate *a* is preferably provided,—and having a vertical back plate *b* 60 formed with trough-shaped top and bottom portions *d d* to form a horizontal guideway, which guideway opens at one side to the vertical edge of the frame. B represents a 65 plate slidable in and removable from said guideway and having a plurality of horizontal parallel endwise open card holders D, each consisting of a thin metal strip, the opposite edges of which are return bent to 70 form retaining lips *g g* along and within which a long narrow or otherwise shaped card may be inserted with a sliding engagement. These strips arranged in parallelism 75 and secured in any suitable manner to the plate B are opened, essentially at their outer ends, to permit of the insertion and removal of the sign cards. In the drawings the sign cards are represented by the character *x*. The card holder carrying plate B has its 80 upper and lower edge portions angularly turned or flanged so that it has a shape conformable to the trough-shaped guideway *d* therefor in the frame; and it has hinge lugs *h h* which are extended horizontally outwardly beyond the edge of the card holder plate at the top and bottom thereof. 85

G represents a bar wider than the guideway opening *e* in the frame having angularly extended ear lugs *i i* which are narrower than said guideway openings which are matched with and pivotally connected to the hinge lugs *h* of the plate B; and the said bar, moreover, is provided with a knob or 90 handle *j*. 95

I am aware that advertising devices having in a general way a similarity to the present one have been heretofore constructed or proposed, these in some cases comprising a back plate made as a fixed and immovable part 100 of the frame and provided with card retainers or holders; but note is to be here taken that in the present device the plate B which carries the series of card holders is independent of and removable from the frame so 105 that the board or back may be taken out and removed from the place of location of the frame, the menu sign made up by the interchangeable cards insertible in the card holders and then the said plate and card 110

holders with the cards as a unit reinserted in the guideway in the frame. It is also to be perceived on reference to Figs. 3 and 4 that the bar, hinge connected at B at the top and bottom thereof, is adapted to be positioned with its face across and to close the edgewise opening *e* of the frame, and conceal and serve as a guard for the sign cards in the card holders and prevent the entrance of dirt, dust and to some extent of moisture to the interior of the frame; and it is, moreover, to be perceived that when the card holding plate is fully or even only partially drawn out from its place in the frame the bar *G* may be rocked to the position shown in Fig. 4 so that such bar is offside from the plane of the horizontal edgewise opening guideway and forms no obstruction to the removal or insertion of the sign cards.

In the example of the device here represented, the frame is made with a horizontal guideway opening at the opposite edges therein, a limiting partition *j* for the inner ends of the card holder carrying plates being provided in a vertical position intermediately of the frame.

The frame may be mounted on a base bar, *k*, and be surmounted at the top by a panel *m* and molding *n*, or otherwise rendered attractive by provisions, which, however, are not deemed to involve invention.

I claim:—

1. In an advertising device, a frame made with an open front and having a vertical back plate formed with trough shaped top and bottom portions to form a horizontal guideway therein, which opens to its vertical edge, and a plate slidable in and removable from said guideway and having a plurality of horizontal parallel endwise open

card holders, each comprising a pair of opposite and approached retaining lips, and sign cards removably engaged in said card holders.

2. In an advertising device, a frame made with an open front and having a horizontal edgewise opening guideway therein, and a plate slidable in and removable from said guideway and having a plurality of card holders, and said slidable plate having a bar hinge connected at its edge portion at top and bottom thereof, adapted to be positioned with a face thereof across and to close the opening at the edge of the frame, and to conceal and to serve as a guard for sign cards in the card holders, and to be rocked so that its face is in a plane offside from the said horizontal edgewise opening guideway.

3. In an advertising device, a frame made with an open front and having a horizontal edgewise opening guideway therein, and a plate slidable in and removable from said guideway and having a plurality of card holders, and having hinge lugs horizontally extended outwardly beyond its edge at the top and bottom thereof, and a bar, wider than said guideway opening, having angularly extended ear lugs at the upper and lower ends thereof which are narrower than said guideway opening and which are pivotally connected to the hinge lugs of the plate, and said bar being provided with a handle.

Signed by me at Springfield, Mass., in presence of two subscribing witnesses.

CHARLES E. BURGER.

Witnesses:

WM. S. BELLOWS,

G. R. DRISCOLL.