

No. 739,019.

PATENTED SEPT. 15, 1903.

C. MCGINN.

ADVERTISING FRAME.

APPLICATION FILED OCT. 16, 1902.

NO MODEL.

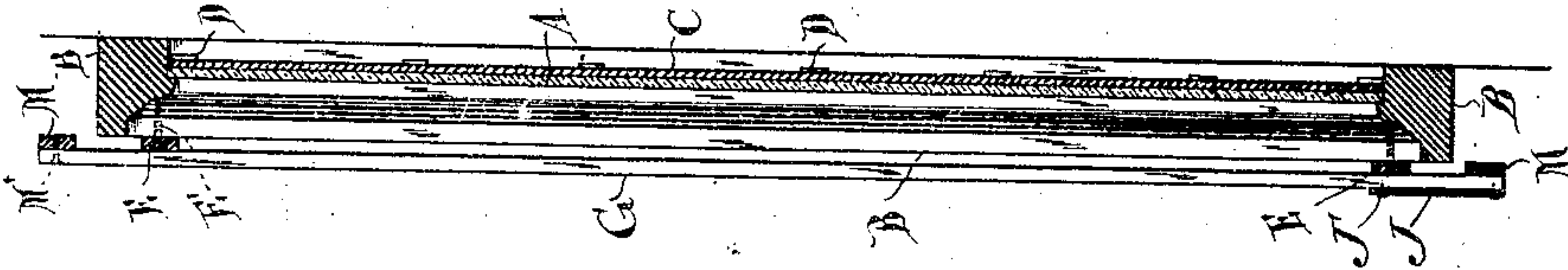


Fig. 2.

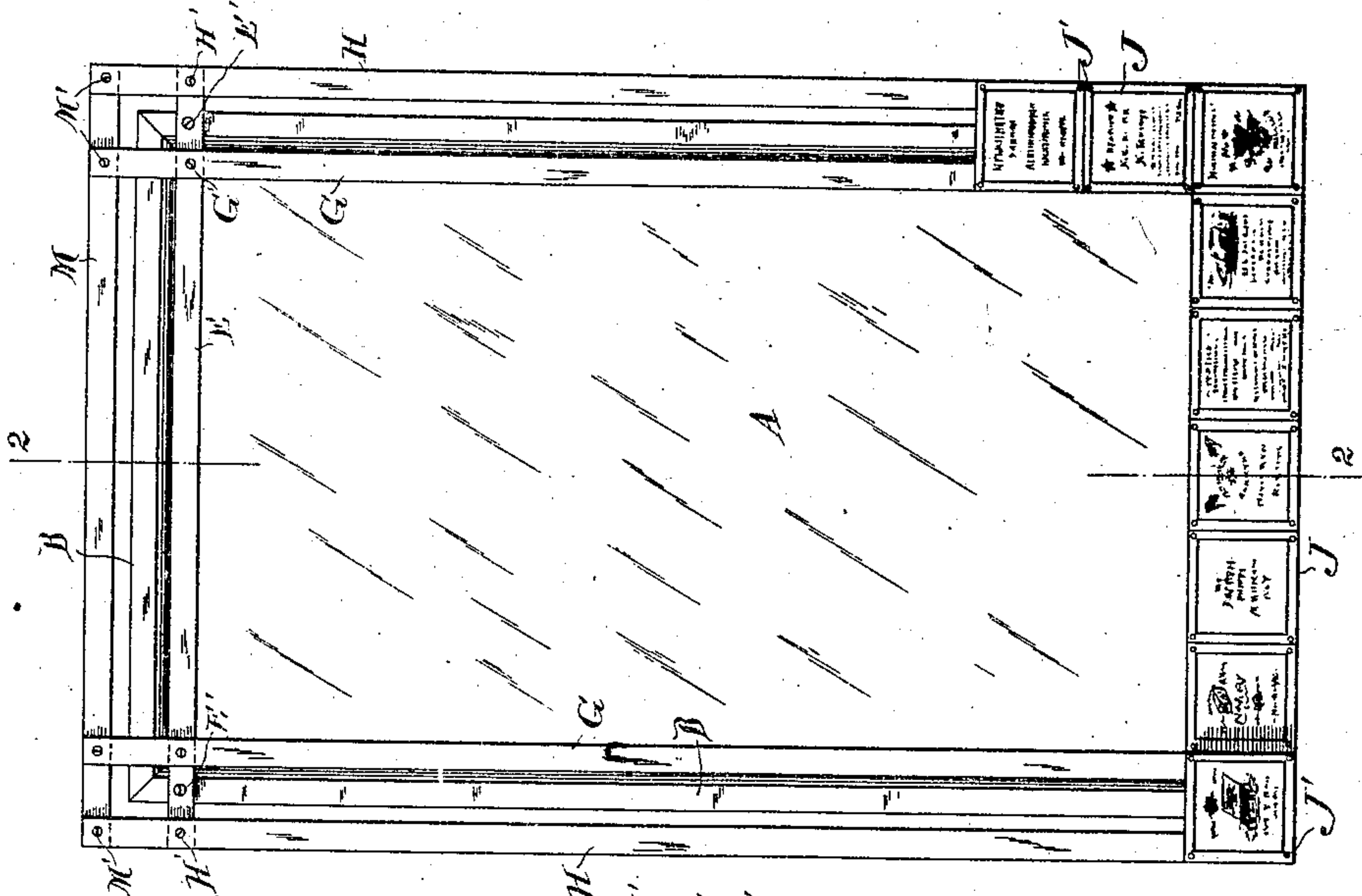


Fig. 1.

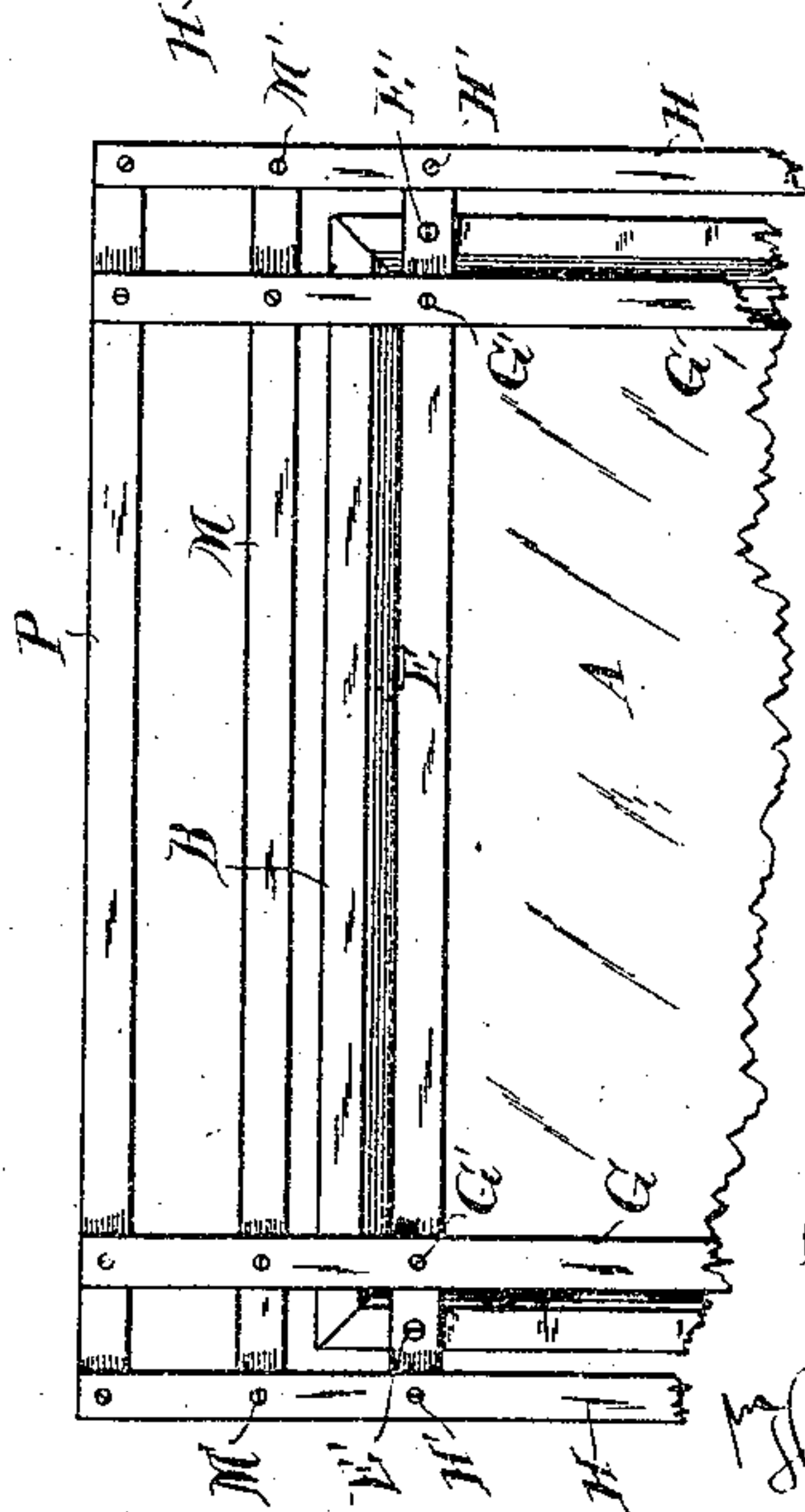


Fig. 3.

WITNESSES:

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CHARLES MCGINN, OF NEW YORK, N. Y.

ADVERTISING-FRAME.

SPECIFICATION forming part of Letters Patent No. 739,019, dated September 15, 1903.

Application filed October 16, 1902. Serial No. 127,466. (No model.)

To all whom it may concern:

Be it known that I, CHARLES MCGINN, a subject of the King of Great Britain, residing in the borough of Manhattan, in the city and State of New York, have invented a certain new and useful Improvement in Advertising-Frames, of which the following is a specification.

My invention is intended to apply more especially to the frames of large mirrors in hotels, restaurants, barber-shops, railroad depots, and ferry-houses, and I will describe it as thus carried out. The mirror may have a frame of any ordinary construction, with provisions for putting in and taking out the glass at the back and for guarding the back by paper and thin wood backing-board. The frame is preferably of some style in which a large proportion of the front face is flat or plane. I have devised a construction of frame to be easily applied on the front and on which advertisements previously prepared on rectangular sheets of cardboard or analogous material may be easily applied and conspicuously displayed.

The invention allows great facility for changing the advertisements at will.

The following is a description of what I consider the best means of carrying out the invention.

The accompanying drawings form a part of this specification.

Figure 1 is a front view of the frame with advertisements applied upon the lower portion. Fig. 2 is a cross-section on the line 2 2 in Fig. 1. Fig. 3 is a front view of the upper portion, showing a modification.

Similar letters of reference indicate corresponding parts in all the figures where they appear.

A is a plate of looking-glass; B, a frame, of rosewood or other suitable material; C, the backing-boards, and D ordinary small nails or glaziers' tacks. The latter perform their usual function of holding the glass and the backing-boards reliably in place in the frame A.

E E are horizontal bars of wood of rectangular cross-section. They may be each two inches wide and three-eighths of an inch thick. They are secured firmly on the fram-

ing by screws E', of small diameter, nicely finished and penetrating the wood of the frame B and having their heads countersunk into the respective bars E. These may remain permanently attached under all ordinary conditions. They form the means for attaching additional bars on which latter the advertisements are presented.

G and H are parallel strips of wood secured to the strips E by short screws G' and H', engaging by their threads in the ordinary manner in the strips E and having their heads countersunk into the strips G and H, so that the faces of the latter strips are even and form two extended plane surfaces for the reception of the advertising-cards J, which latter are rectangular, and being fixed by ornamental nails J', set in accurately-determined positions near the several corners, cover each its proper length of the strips and project across the considerable space between.

M M are horizontal bars extending across at the top and bottom, respectively. They are secured to the strips G and H by screws M'. A tier of advertising-cards J, similar to those which extend up and down the sides, are nailed upon these strips E and M, thus completing a circuit quite around the glass.

The whole or any portion of the cards can be removed or exchanged at any time. The horizontal strips M by reason of their lying in rear of the upper and lower ends of the vertical strips G and H can be removed by operating the screws M' and may be replaced by a reverse operation. After the horizontal bars M have been removed the vertical bars G and H may be similarly removed.

The invention provides great facility for exchanging the advertisements. It is not necessary to remove all the cards in the upper and lower tiers to remove the upper and lower strips M M. Removing each corner card allows access to the fastening-screws M'. After these are removed the fastenings G' H' may be unscrewed and the strips G and H, with their attached cards, may be removed. I propose to have the positions of the screw-holes in the several bars accurately determined by templets. An agent can at any required intervals travel the rounds, carrying new materials, and with very little labor

renew the whole or any portion of the bars G, H, and M, with their attached advertisements.

Modifications may be made without departing from the principle or sacrificing the advantages of the invention. Other material than cards may be used for the advertisements. I use the word "cards" to cover a wide range of materials for the plates J. Celluloid or glass, clear or translucent and variously decorated or backed, may serve. I attach importance to the employment of two bars for each of the lines of advertising cards or plates, because they provide efficient support for the edges, with great lightness, and in case of cards or analogous paper material they provide for the slight shrinking and swelling incident to such material. There may be more than two bars along one or more of the edges. Fig. 3 shows a front view of the upper portion of the construction with the vertical bars G and H longer and not only the horizontal bar M, described above, extended across the top, but also an additional bar P extended across above and parallel thereto. This construction, spaced as shown, so that the bar M receives the upper edge of the lower tier of cards and also the lower edge of the upper tier, allows two tiers of advertisements across the top. I prefer only one tier, for the reason, among others, that the parts better retain their positions when they have been removed and are transported about.

When colored cards or analogous plates are used, taste may be displayed in the matching of the colors.

I claim as my invention—

1. In a device of the class described, the combination with a mirror A and frame B, of bars E strongly attached by fastenings E' to said frame, and further bars G H secured in front of E by fastenings, adapted to serve substantially as herein specified.

2. In a device of the class described, the combination with a mirror A and frame B, of bars E strongly attached by fastenings E' to

the said frame and further bars G H arranged in pairs, secured in front of E by independent fastenings G' H' with spaces between, adapted to serve substantially as herein specified.

3. In a device of the class described, the combination with a mirror A and frame B, of bars E strongly attached by fastenings E' to the said frame, and further bars G H arranged in pairs, secured in front of E by easily-detachable fastenings G' H' with spaces between, substantially as herein specified.

4. In a device of the class described, the combination with a mirror A and frame B, of bars E strongly attached by fastenings E' to the said frame, and further bars G H arranged in pairs, secured in front of E by independent fastenings G' H' with spaces between, and with additional bars M detachably secured on the backs of G H, and cards J and detachable fastenings J' for the latter, all adapted to serve substantially as herein specified.

5. In a device of the class described, the combination with a mirror A and frame B, of bars E strongly attached by fastenings E' to the said frame, and further bars G H secured in front of E, and transverse bars M detachably secured on the backs of G and H by independent fastenings, all the bars being arranged in pairs with spaces between, and also with cards J and detachable fastenings J' therefor, all adapted to serve substantially as herein specified.

6. As a means for displaying advertisements, in combination with a mirror, a lattice fixture mounted on a substantial under frame B arranged as shown adapted to carry advertisements on one or more edges, all substantially as herein specified.

In testimony that I claim the invention above set forth I affix my signature in presence of two witnesses.

CHARLES MCGINN.

Witnesses:

THOMAS DREW STETSON,
J. B. CLAUTICE.