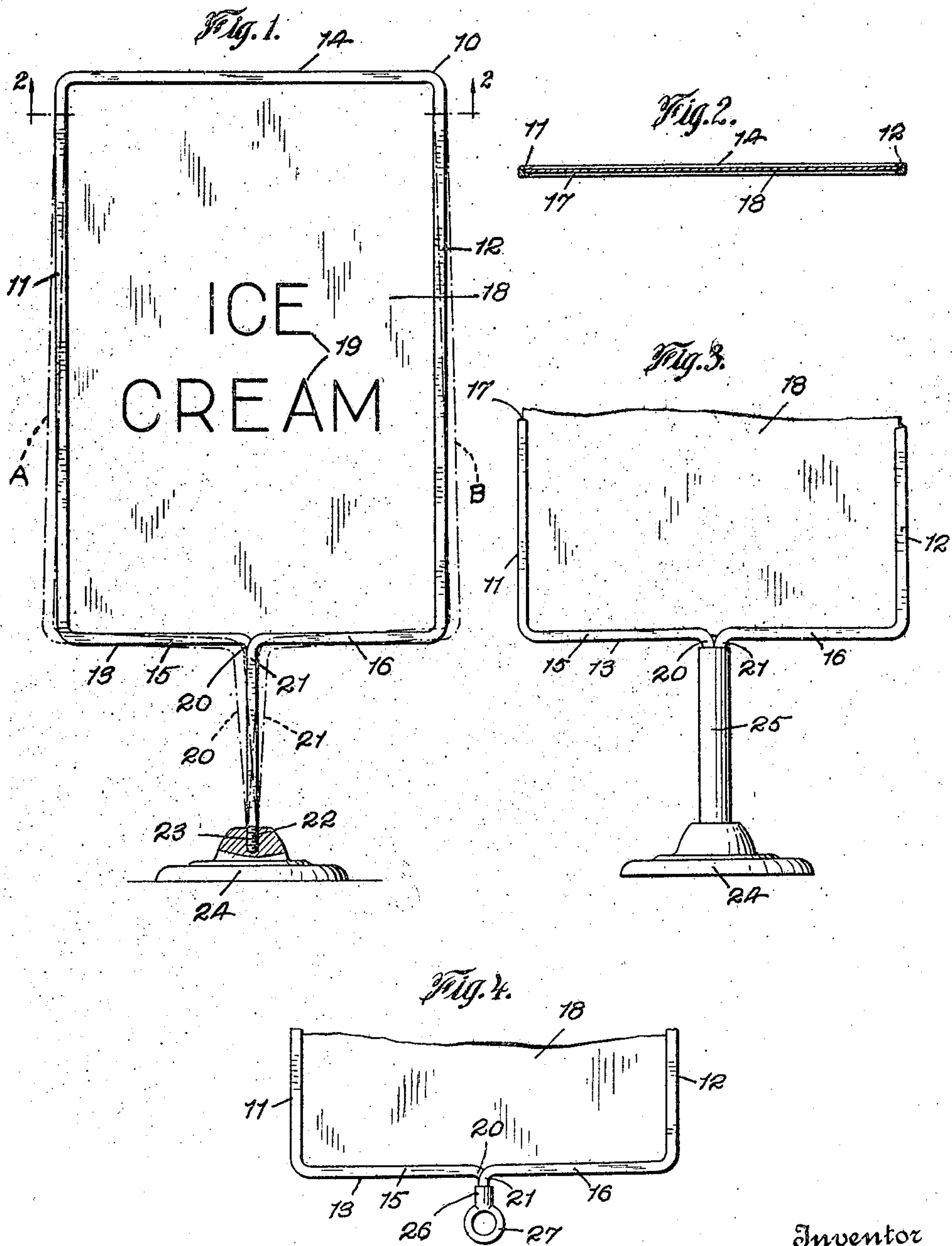


Jan. 2, 1923.

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W. B. FINK,  
SIGN HOLDER.  
FILED AUG. 16 1921.



Inventor  
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By his Attorney  
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1,440,665

# UNITED STATES PATENT OFFICE.

WILLIAM B. FINK, OF NEW YORK, N. Y.

SIGN HOLDER.

Application filed August 16, 1921. Serial No. 492,637.

*To all whom it may concern:*

Be it known that I, WILLIAM B. FINK, a citizen of the United States, and a resident of New York, in the county of New York and State of New York, have invented certain new and useful Improvements in Sign Holders, of which the following is a full, clear, and exact specification.

This invention relates to a class of devices adapted to be used particularly for publicity purposes.

My invention has for its object primarily to provide a device or sign designed to be employed for displaying advertisements and other subject matter in a manner whereby the publicity usually requiring the use of two signs will be obtained by utilizing both faces of a surface element or board or plate, and which may be made in the form of an upstanding or suspended sign for use in the front, or in the interior of stores and elsewhere. This is accomplished mainly by providing a substantially rectangular frame having one of its walls divided into two members disposed in endwise relation, and in the inner edges of all of the walls is a continuous groove terminating at the ends of the members of the divided wall. All of the walls are preferably made of spring metal so that the divided wall and the adjoining walls may be yieldingly sprung in opposite lateral directions to permit a surface element with subject matter on both of its faces to be removably mounted in the groove for being observed when approached from either face of the element.

Another object of the invention is to form integrally with the ends of the members of the divided wall two adjacent parallel arms disposed right angularly from the members for allowing the frame and element to be mounted to a support; and a further object of the invention is to provide a sign of a simple, efficient and durable construction which may be made in any appropriate size.

With these and other objects in view the invention will be hereinafter more fully described with reference to the accompanying drawing forming a part of this specification in which similar characters of reference indicate corresponding parts in all the views, and will then be pointed out in the claim at the end of the description.

In the drawing, Figure 1 is an elevation, partly sectional, of one form of a sign holder embodying my invention.

Fig. 2 is a detail sectional view taken on the line 2—2 of Fig. 1.

Fig. 3 is a fragmentary view showing an elevation of the lower portion of a slightly modified form of the device, and

Fig. 4 is a fragmentary view showing an elevation of the lower portion of still another slightly different form of the device.

The device or sign holder has a frame of preferably a substantially square or rectangular shape to provide side walls 11, 12, a lower end wall 13 and an upper end wall 14. The end wall 13 is divided into two members 15 and 16 of similar lengths which are disposed on alinement in endwise relation. In the inner edges of the walls of the frame is a continuous groove 17 which terminates at the ends of the members 15 and 16 of the divided wall 13. The walls of the frame are integrally formed of spring metal to allow the side walls 11, 12 and the members of the end wall 13 to be yieldingly sprung in opposite lateral directions, as indicated in dotted lines, at A and B, so that a surface element, as 18, may be mounted in the groove 17. This surface element may be in the form of a plate of metal or a board of wood or a sheet of cardboard or may be of an appropriate composition of a size and shape so that it removably fits snugly in the groove. On one or both faces of this surface element 18 may be printed, painted, impressed or otherwise inscribed advertisements, as 19, or other subject matter for display so that the matter may be observed when the sign is approached from either side, thus providing an area of publicity equivalent to the space requiring the use of two signs of ordinary types.

In order to permit the frame 10 and the surface element 18 to be supported in an upstanding position, on the ends of the members 15 and 16 of the wall 13 are two adjacent arms, as 20 and 21, which are disposed right angularly from these members of the walls in parallel arrangement. The arms 20 and 21, as shown in Fig. 1, may be of considerable lengths, and their free end parts may be threaded, as at 22, to allow of being screwed in a threaded socket, as 23, of a suitable support or base, as 24, or in instances these arms may be countersunk in the ground or in the sidewalk of a highway so that persons walking from either direction may observe the sign. In Fig. 3 is shown a form



of the sign having a sleeve, as 25, provided on the arms 20 and 21 of the frame 10 above the support or base 24, and in Fig. 4 the arms 20 and 21 are illustrated as being quite short, with a sleeve 26 and ring 27 being provided thereon to allow the frame 10 to be inverted and suspended from a suitable support interiorly of a store and elsewhere.

In the foregoing description, I have embodied the preferred form of my invention, but I do not wish to be understood as limiting myself thereto, as I am aware that modifications may be made without departing from the principle or sacrificing any of the advantages of this invention, therefore, I reserve to myself the right to make such changes as fairly fall within the scope thereof.

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

A sign holder including a substantially

rectangular frame having integral side walls and end walls, one of the end walls being divided into two members disposed in end-wise adjacent relation, said walls having in the center of their inner edges a continuous groove terminating at the ends of the members of the divided wall and the members of the divided wall having two arms extending right angularly from their ends, all of the walls of the frame being made of spring metal to allow the side walls and the divided wall to be yieldingly sprung to opposite lateral directions, a base, and an upstanding sleeve on the base with said overlapping arms removably seated therein.

This specification signed and witnessed this 15 day of August A. D. 1921.

WILLIAM B. FINK.

Witnesses:

ANNA H. FINK,  
R. SCHACHNER.