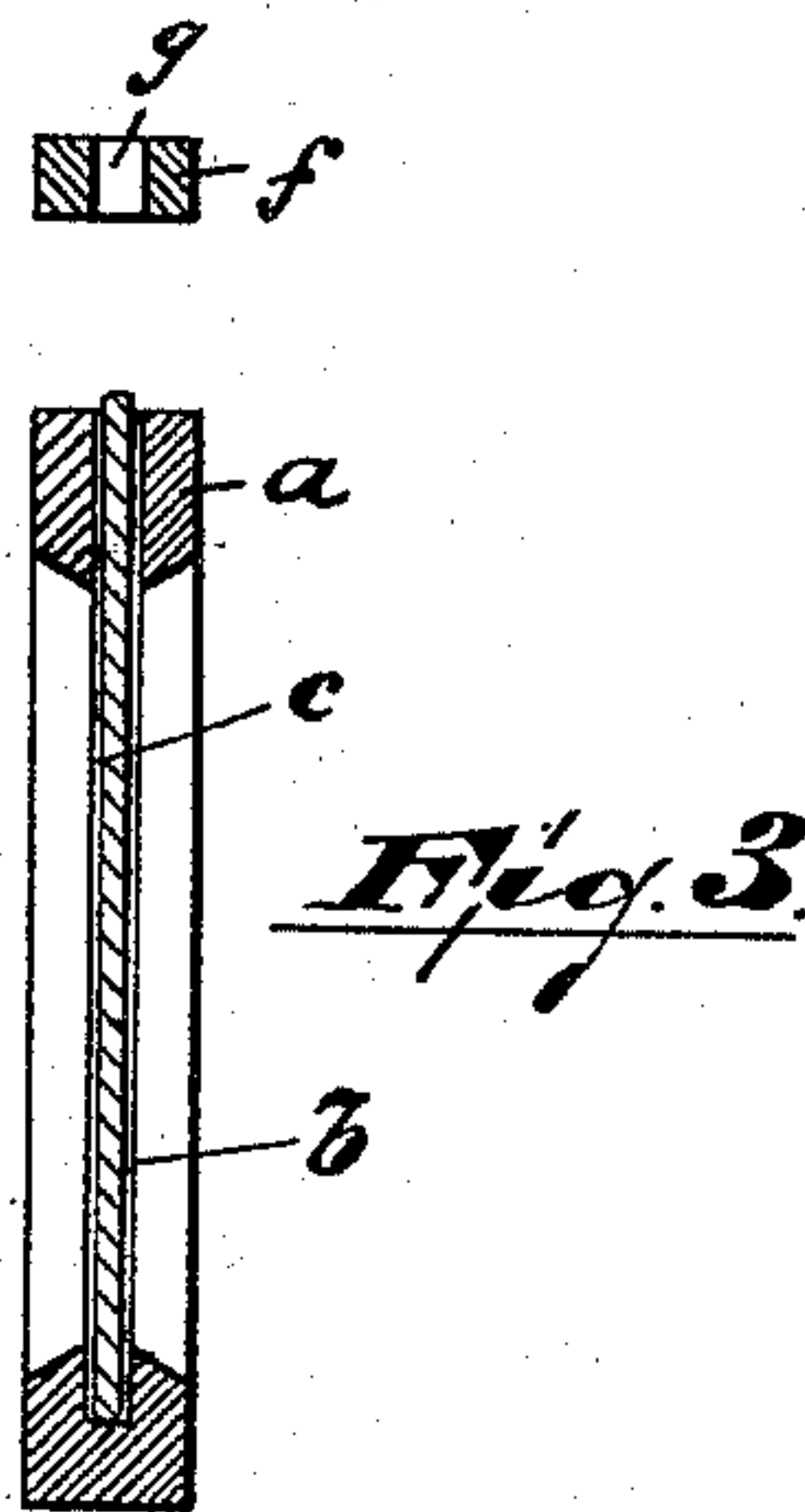
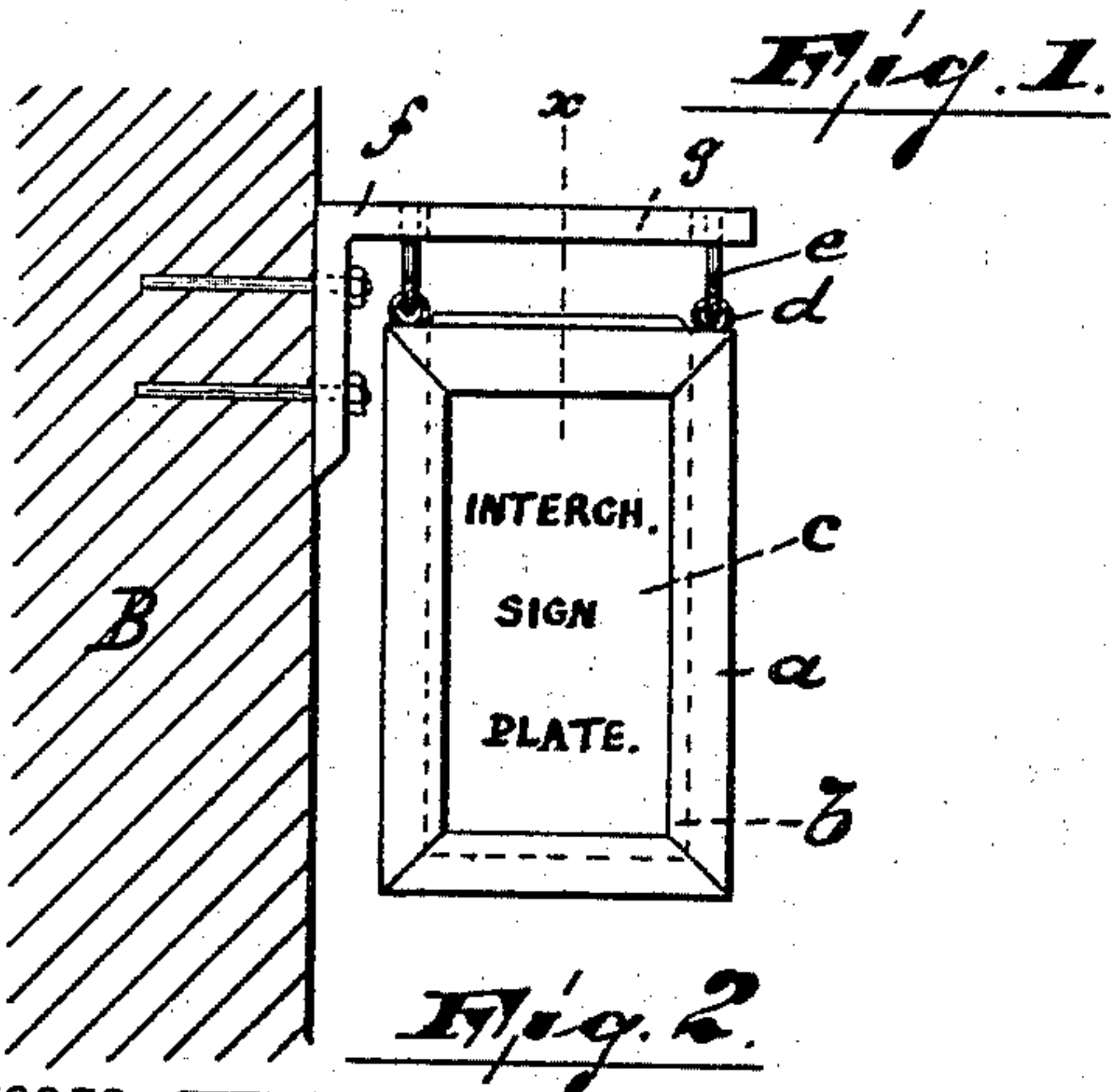
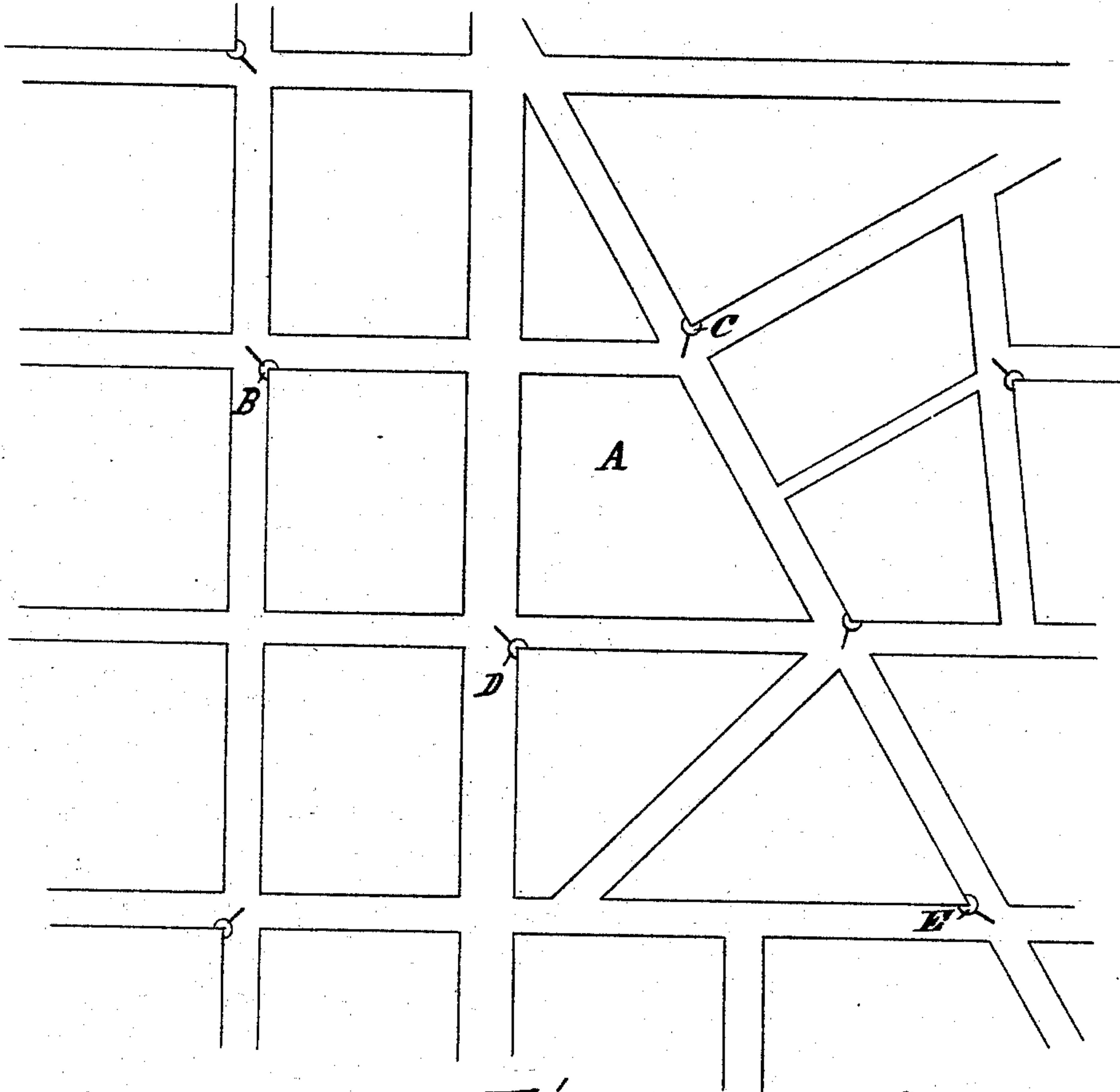


(No Model.)

E. H. HOFFMANN.  
CIRCULATING SYSTEM OF ADVERTISING.

No. 495,736.

Patented Apr. 18, 1893.



WITNESSES:

Wm. D. Mell  
Chas. Kiersey

INVENTOR:  
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BY  
Sartorius & Co  
ATTORNEYS

# UNITED STATES PATENT OFFICE.

EDMOND H. HOFFMANN, OF NEWARK, NEW JERSEY.

## CIRCULATING SYSTEM OF ADVERTISING.

SPECIFICATION forming part of Letters Patent No. 495,736, dated April 18, 1893.

Application filed October 22, 1892. Serial No. 449,633. (No model.)

*To all whom it may concern:*

Be it known that I, EDMOND H. HOFFMANN, a citizen of the United States, residing at Newark, county of Essex, State of New Jersey, have invented certain new and useful Improvements in Circulating Systems of Advertising; and I do hereby declare the following to be a full, clear, and exact description of the invention, such as will enable others skilled in the art to which it appertains to make and use the same, reference being had to the accompanying drawings, and to letters of reference marked thereon, which form a part of this specification.

The object of my invention is to provide a convenient and effective form of advertising in which at each of a number of stations in a city or village is placed a bracket from which depends a frame. In these frames are placed signs which from time to time are interchanged.

The invention consists in the construction and arrangement of the bracket and of its depending sign frame and also in the combination and arrangement of parts hereinafter set forth and claimed.

Referring to the accompanying drawings, in which like letters of reference indicate corresponding parts in each of the several figures: Figure 1 represents a portion of a plan of a city or village, which is provided with advertising stations. Fig. 2 is a front elevation of a sign supporting frame, in connection with the supporting bracket, used at each of said advertising stations, and Fig. 3 is an enlarged sectional view on line *x* of Fig. 2.

In said drawings A represents the plan or map of the city, which is provided at certain corners or in certain streets with advertising stations B, C, D, E, &c. At each of said stations is arranged a frame *a*, provided with a slot or recess *b* adapted to receive a sign plate *c*. To the top of said frame are secured rings or eyes *d*, by means of which latter, said frame is movably secured to hooks or rings *e* arranged on bracket *f*. The bracket is secured to the wall of a house or to a sign-post, if desired, and is provided with a longitudinal slot *g*, to allow the removal and in-

section of the sign plate, as will be manifest.

All the frames used in the various stations are of uniform size, and the sign plates, which preferably are made out of metal, are made to correspond in size with the slots of said frames.

The advertising system is now as follows: In any given city, town or village, a certain number of stations are erected, preferably fifty-two (one for each week of the year). Each station is provided with one sign plate (arranged in the advertising frame) which depends from its slotted bracket and is left there, say for a week, when the sign plates of all stations are removed and changed. The sign plate of station B is placed on station C, the plate of the latter on station D and so on. After a certain specified time (agreed upon between the advertisers and the owner of the stations), the plates are again removed and changed. By this improved system, one sign plate is in most cases sufficient for each advertiser, and, as already stated, appears at different times in different parts of the city. The system can also be extended over several cities, towns or villages, and the sign plates are then after having been hung up in any or all of the stations of one city shipped to and used in the various stations of the other cities, as will be manifest.

What I claim as new, and desire to secure by Letters Patent, is—

In a system of circulating advertising the combination of the bracket *f* provided with the longitudinal slot *g*, with the slotted frame *a* arranged below the slot *g* and depending from said bracket *f* all arranged so that a sign plate may be passed through the slot *g* of bracket *f* into the frame *a* or removed from said frame in the same manner, substantially as described.

In testimony that I claim the foregoing I have hereunto set my hand this 17th day of October, 1892.

EDMOND H. HOFFMANN.

Witnesses:

ALFRED GARTNER,  
WM. D. BELL.