

(No Model.)

A. T. BOND.  
MEANS FOR ADVERTISING.

No. 502,947.

Patented Aug. 8, 1893.

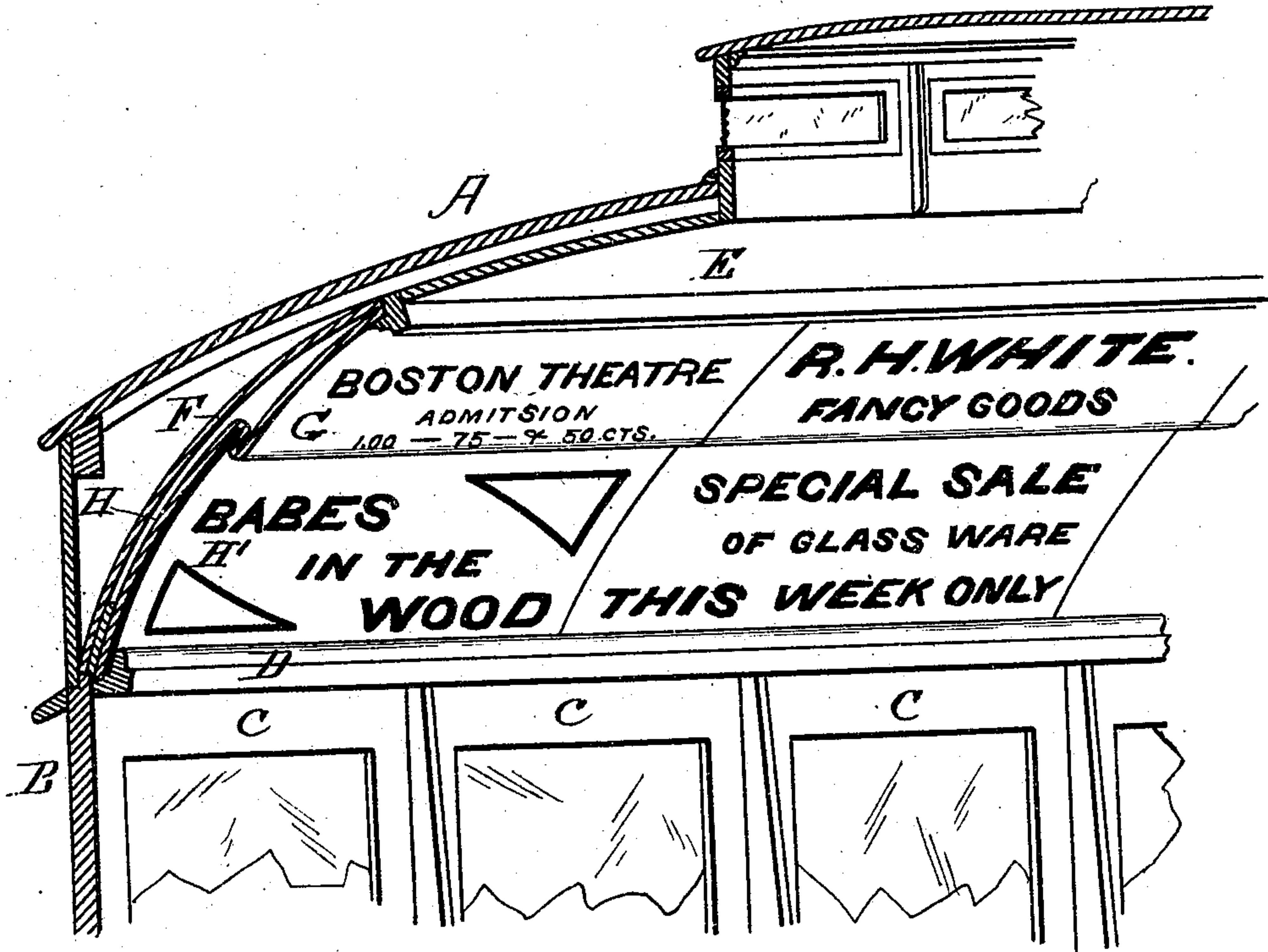


FIG. 1.

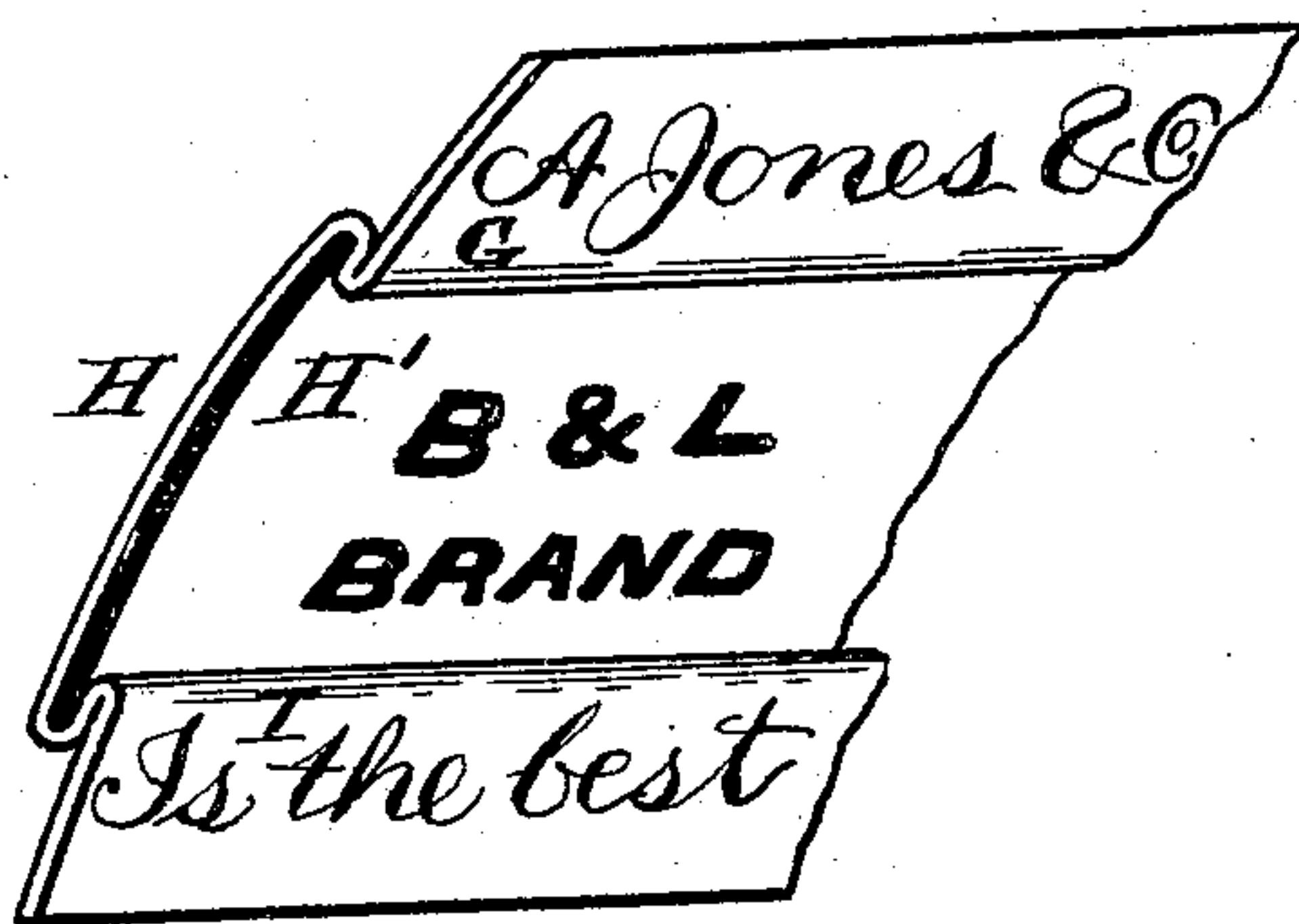


FIG. 2.

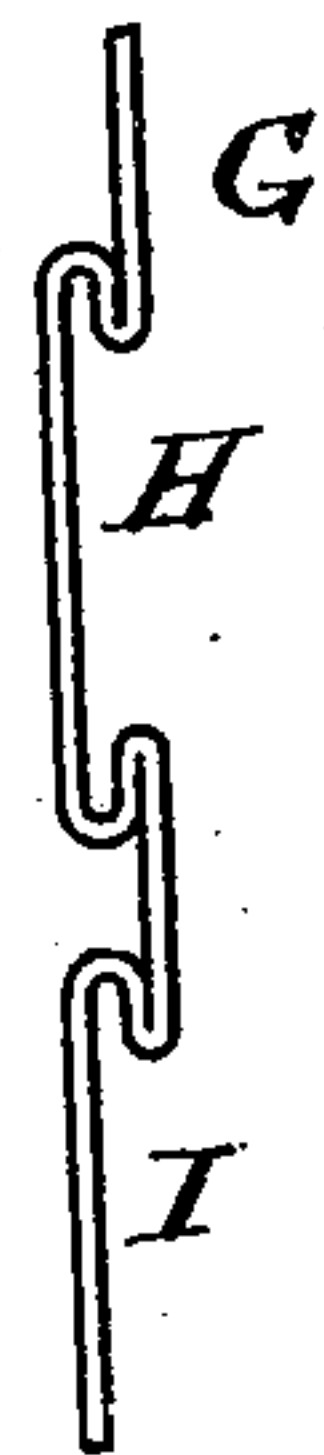


FIG. 3.

WITNESSES.

J. W. Dolan  
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by his Attys  
Charles & Raymond



# UNITED STATES PATENT OFFICE.

ARTHUR T. BOND, OF WILMINGTON, MASSACHUSETTS.

## MEANS FOR ADVERTISING.

SPECIFICATION forming part of Letters Patent No. 502,947, dated August 8, 1893.

Application filed February 23, 1893. Serial No. 463,348. (No model.)

*To all whom it may concern:*

Be it known that I, ARTHUR T. BOND, a citizen of the United States, residing at Wilmington, in the county of Middlesex and State of Massachusetts, have invented a new and useful Improvement in Means for Advertising; and I do hereby declare that the following is a full and complete description thereof, reference being had to the accompanying drawings, making a part of this specification, sufficient to enable others skilled in the art to make and use my invention without further invention on their part.

The use of rabbeted frames for the display of advertising cards, which frames are connected with each other by a backing, and which frames are used to hold and support the edges of advertising cards which are snapped into them from the front, and are easily removable, has become quite common, and a considerable business has been built up on car advertising by the use of such frames. Ordinarily these frames are arranged along the cornice of a car above the heads of the passengers, and consist of one rabbeted molding immediately above the upper line of the windows, of one rabbeted molding along the roof of the car, and of a thin concave backing connecting the two moldings and covering the corner of the car on the inside, at the edge of the roof. These frames are arranged so as to take in usually about an eleven inch card, and they are used for advertising places of amusement and goods of various characters. It has been considered desirable that part of the advertisement displayed in these frames should be of a more or less permanent character, and that part of it should be changeable or removable, which should cover probably in a judicious system of advertising a transient advertisement having proper relations to the heading. It has been suggested, and some experiments have been made to have this done by a metallic printed or painted card having V-shaped spurs or starts punched out of it a short distance below the upper part of the card, under the points of which the edge of a card only part as wide as the depth of the distance from the upper molding to the lower molding could be placed. But it is obvious that in cleaning the cars, which is largely

done with feather dusters or with brushes, these V-point starts would be objectionable as catching the fine parts of the feather duster or the hairs of the brush and so destroying these costly and valuable articles. I have therefore devised a permanent card to be used having a top panel containing that part of the advertisement which is desired to be permanent, and having a panel below this and under lapping this, and connected with this upper panel at a point which so far as relates to the lower panel is above the lower edge of the upper panel, on which lower panel may be, if desired, inscribed such permanent advertisement which relates to the information contained in the upper panel, and over which lower panel a removable card may be placed containing the information desired to be conveyed of a more or less temporary character, and I have also devised a repetition in an inverse direction of the lap above referred to near the lower part of the advertising card, so that there should be a permanent advertisement at the top, a permanent advertisement, if desired, in the center and a permanent advertisement at the bottom of the permanent card, and an opportunity to apply over the central portion in the grooves formed by the lapping of one panel over another a temporary or removable card.

To understand this invention in its details the drawings represent in Figure 1 a section of the interior of a street-car drawn in perspective; and Fig. 2 is a perspective of the device secondly described above. Fig. 3 is a transverse section of the permanent part of a card, which has its paneling arranged a little differently from the paneling of Fig. 2, but on exactly the same principle.

In the drawings A, Fig. 1, is the roof of the car, and B, Fig. 1, is its side; C, Fig. 1 are the windows of the car, and D, Fig. 1, is the lower rabbeted molding above the windows. This molding runs along the side of the car above the window and has a rabbet on its upper side. E, Fig. 1, is the upper molding which runs along the roof of the car and has its rabbet on its lower or outer side.

F, Fig. 1, is the thin curved backing usual to connect the two moldings.

G, Figs. 1 and 2, is what I have hitherto called the upper panel of the permanent card,



and H, Figs. 1 and 2 is the panel for receiving the movable card which is in Fig. 1 the lower panel of the permanent card, and in Fig. 2 is the central panel of the permanent card. This permanent card is made preferably of thin sheet metal enameled and printed or painted upon its outer surface with such advertisements, ornamentations, trade marks and the like as to properly present the advertisement desired. A double return bend is made between the upper panel G and the second panel H, into the cavity of which the edge of a card may be slipped to secure it; the lower edge of the card, being held, as shown in Fig. 1, by the rabbet of the molding D; or the lower edge of the card, being held, as shown in Fig. 2, by a converse return bend which is interposed between the panel H, and the lower panel I, which lower panel I would have its lower edge held in the rabbet of the molding D. This card which is slipped into one or both of the cavities formed by the return bends is what I have called the temporary card or card containing the temporary advertisement, and is lettered in the drawings H'. Of course, instead of making the three panels with the card retaining groove between each pair of panels out of a single piece of metal by return bends, as shown, it would be perfectly possible to make the same of two or three pieces, either of sheet metal or of tough and heavy card board, which two or three pieces would be made to lap over each other and fastened together by rivets or other proper contrivances a short distance from their edges; so that the effect of the double return bend in making a lap with a recess behind it would be produced. But I prefer to make the permanent card of metal, and produce the grooves for the retaining of the temporary card by bending the metal back and forth. This, it will be perceived, is a combination show card of two or more parts, because the number of panels such as are marked H could be increased in number from one to several, according to the room attainable; and these separate parts of this combination card may be assembled or separated at will without necessarily injuring either or any of the parts, and without presenting any projections to interfere with the ordinary use and care of the car, and it will also be seen that no glue or tacks or other extraneous devices are required in order to assemble the parts.

I am aware that various patents have been issued for card holding devices for street cars, to be applied in substantially the same place that this is applied, namely, so that the card shall cover the angle between the roof and the wall of the car and shall lie in that angle upon a curve concave toward the body of the car and forming a sort of cornice molding at that point. I do not claim anything that is shown or described in either of these patents.

The patent granted to Ring, No. 214,316, of April 15, 1879, provides for one molding

grooved upon its edge, and for another molding made in two parts, one of which parts is removable from the other. The edges of the advertising card are placed, one of them in the groove of the grooved molding, and the opposite edge in the interval between the two parts of the divided molding. No such arrangement as this can be found in the device which I have presented herein.

The patent to Randall, No. 380,696, of April 10, 1888, provides for a cloth-backed and veneer surface backing having rabbeted or recessed moldings at each edge, the body having a continuous concave face. This, however, does not furnish the means for having a permanent part of one size and a detachable part of less size than the permanent part, which is characteristic of the invention which I have described.

The Bond and Goldsmith patent, No. 433,230, of July 20, 1890, provides for a show card having a roller or bead upon its upper and lower edges. This show card is arranged with its beaded edge in a recess formed for the purpose in the retaining molding, and these moldings are, therefore, necessarily two part moldings, in order to insert the respective rollers. I have no such moldings and no such bead edged card.

The Foote patent, No. 475,726, of May 24, 1892, describes a transversely corrugated plate bent into a more or less cylindrical arc, the corrugations of which are transverse to the axis of the directing cylinder, and this rack has its upper and lower edges flanged over to secure the edges of the card. This again does not show the improvement which I have herein described.

It will be observed, on examining the drawings, that the card shown in Fig. 1 has its permanent part divided into two panels, one at the top, and one at the bottom. These two panels are separated by a double return bend which has a recess for the top of the removable part of the card, the lower edge of the removable part of the card being inserted inside the usual rabbet of the lower molding.

In Fig. 2, the card is provided with two of these double return bends, so that the permanent part has three panels,—one at the top, one at the bottom, and the removable part of the card is in the middle of the permanent card from top to bottom; but this is a mere repetition of the return bend device illustrated in Fig. 1; so also in Fig. 3 there is shown a card in which the permanent part has three double return bends, so as to give the advertiser a chance of inserting two removable panels; but this again is a mere repetition.

What has hitherto been called in this description the "permanent part of the advertising card" is under the classification of the Patent Office, usually termed a "label holder," and under the term "removable part"



as hitherto used, is to be understood what is called by the Patent Office classification a "label," and these terms are adopted in the claims as hereinafter set forth. It is understood, however, that the label holder in this case has printed upon it a standing advertisement, and that the label has printed upon it a temporary or ephemeral advertisement connected in some way with the permanent advertisement which appears on the label holder, the two forming a display advertisement.

Having thus fully described my invention, I claim and desire to secure by Letters Patent of the United States—

1. A label holder adapted to be engaged by its outer longitudinal edges in two grooved moldings one at the top and one at the bottom of said label holder, and provided with one or more grooves parallel to its edges, whereby it is divided into longitudinal panels, which label holder carries upon its face the permanent or standing part of any advertisement, in combination with a removable label adapted to be engaged with said groove, which removable label carries the ephemeral part of an advertisement, of which the label holder presents constantly the permanent

part, substantially as and for the purpose described.

2. A label holder combined by its longitudinal edges with two overlapping moldings which retain it in place, and formed by striking up or otherwise, into two or more panels one or more of which panels has an edge overlapping the next adjacent panel, and separated from the surface of the next adjacent panel by a recess, within which recess the edge of a removable label may be engaged, in combination with a removable label adapted to be combined with said label holder and to be engaged by its edges with said grooves which form the boundaries of said panels, said label holder carrying upon that part of its surface which is not covered by the label a permanent or standing advertisement, and said label carrying upon its surface a temporary and removable advertisement connected with and germane to the permanent advertisement on the label holder, substantially as and for the purpose described.

ARTHUR T. BOND.

In presence of—

M. LYNCH,

J. M. DOLAN.