

No. 637,988.

Patented Nov. 28, 1899.

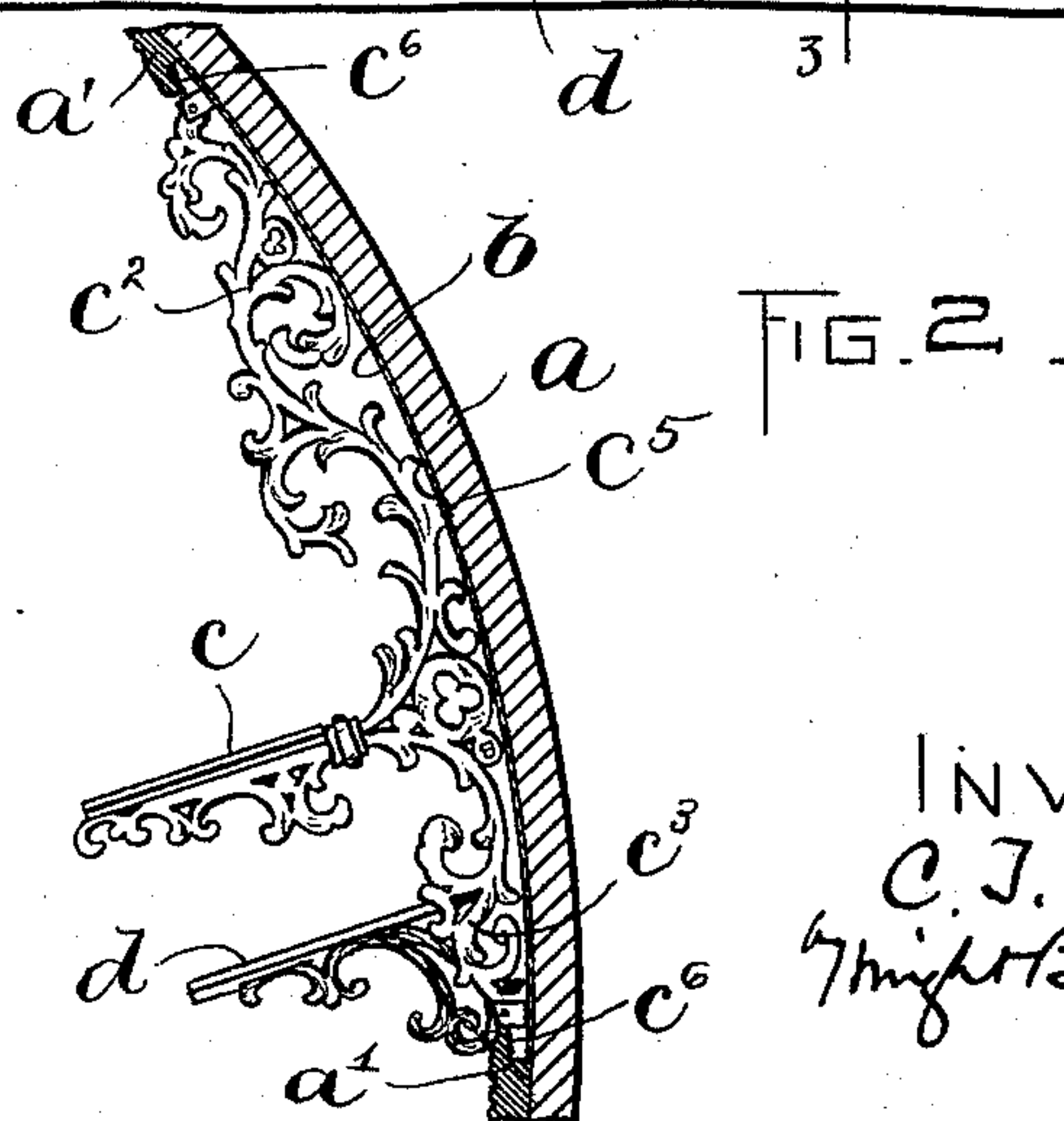
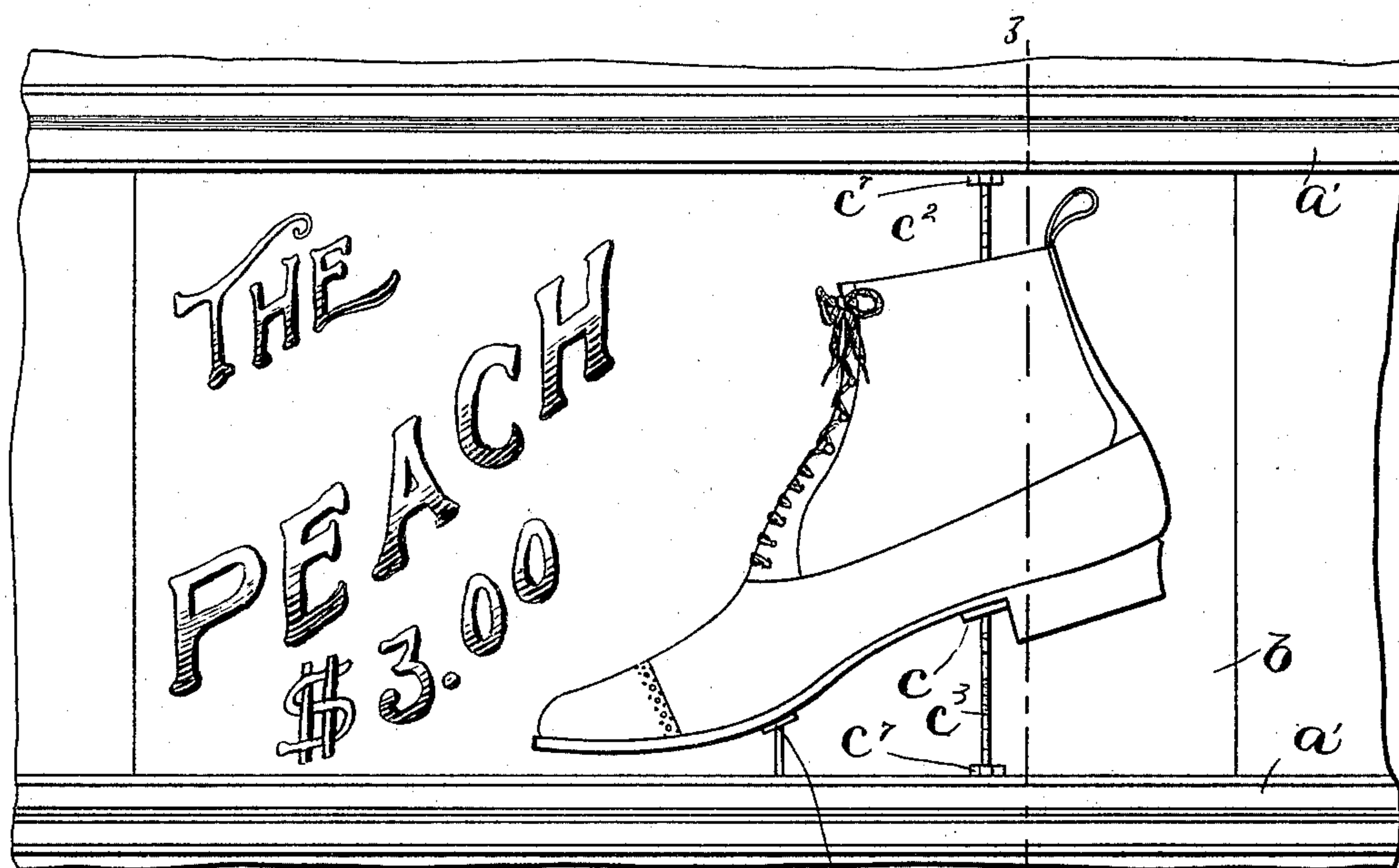
C. T. DUKELOW.
ADVERTISING DEVICE.

(Application filed May 19, 1898.)

(No Model.)

2 Sheets--Sheet 1.

FIG. 1



WITNESSES:

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2 Sheets—Sheet 2.

FIG. 5.

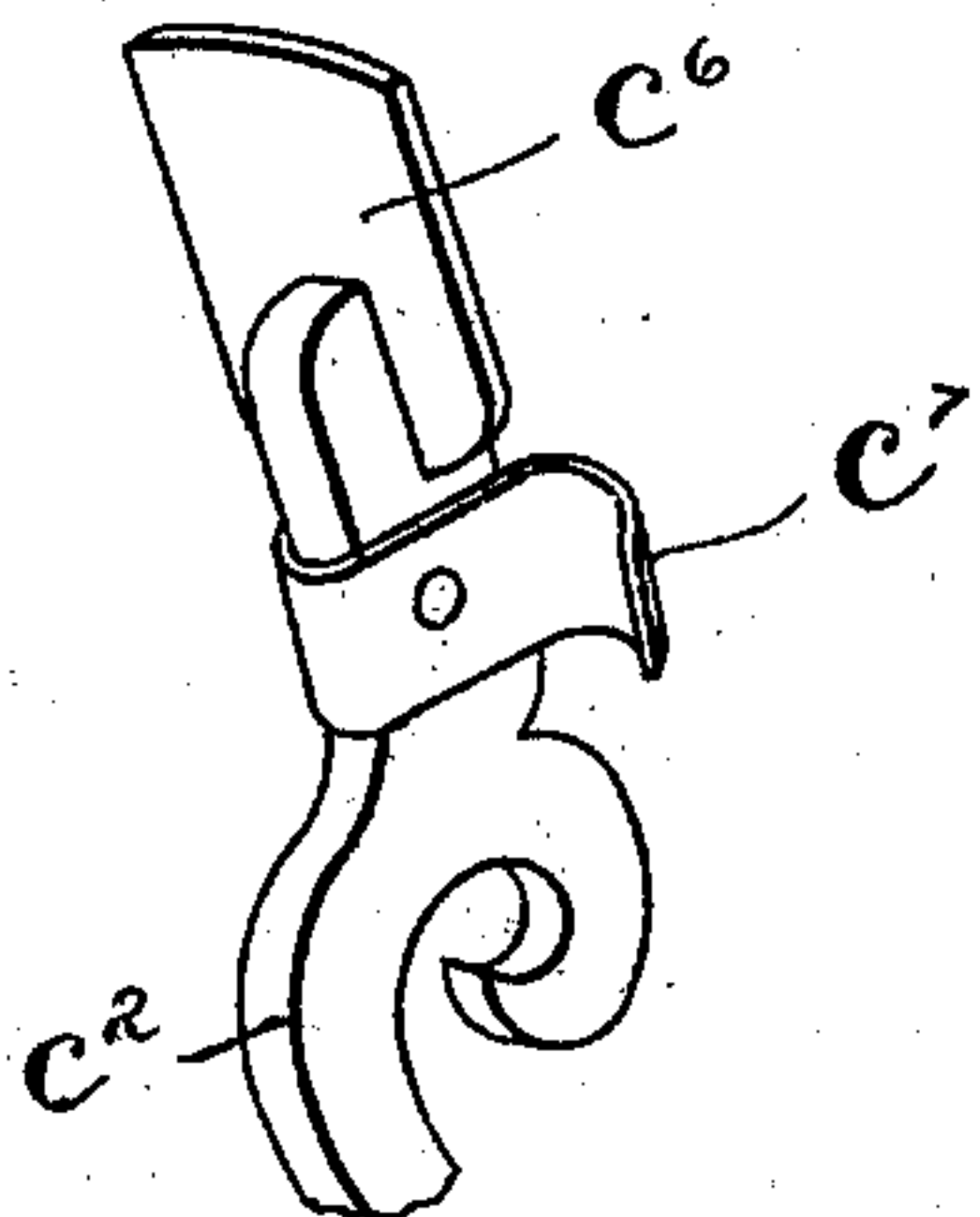


FIG. 6.

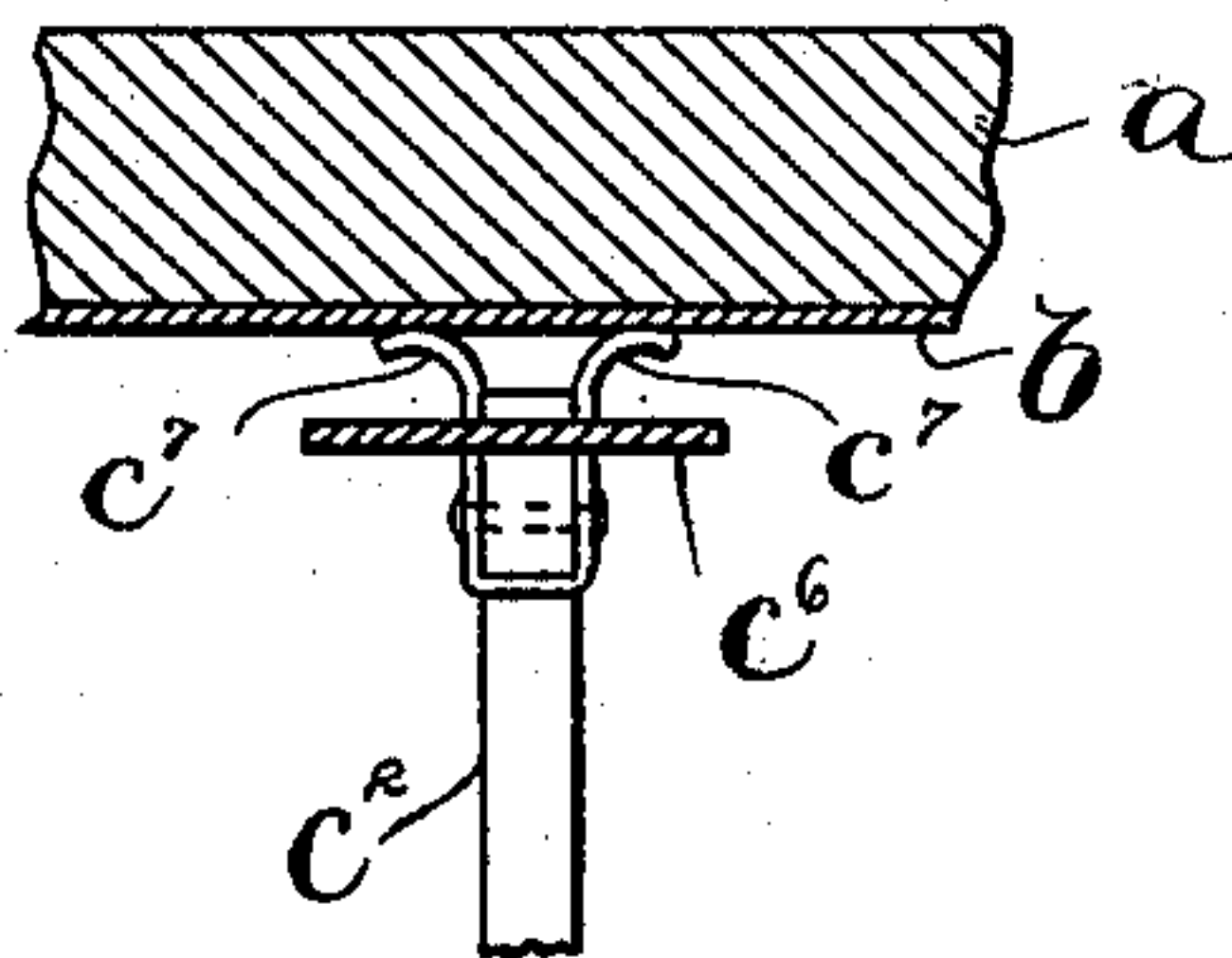


FIG. 7.

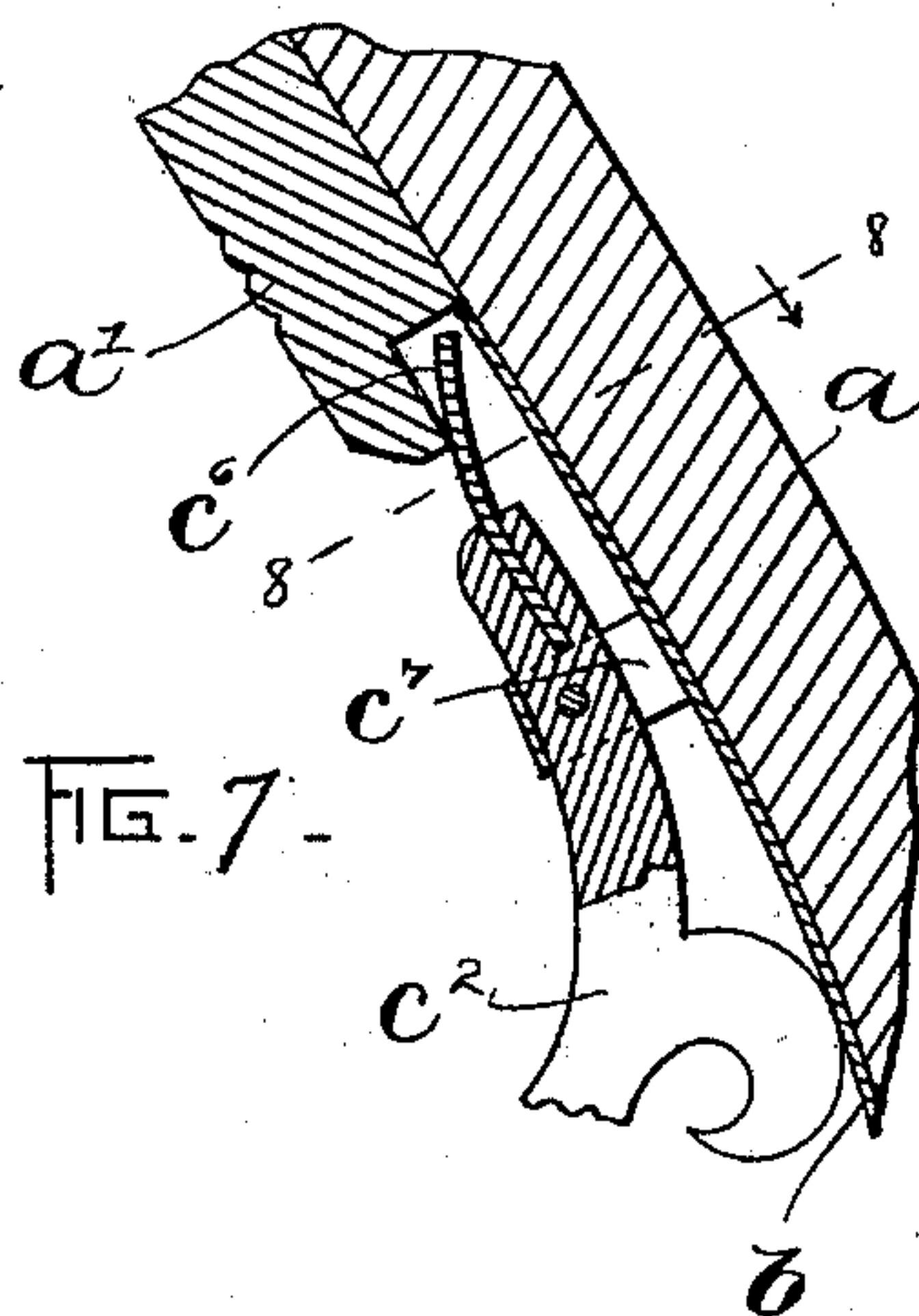


FIG. 4.

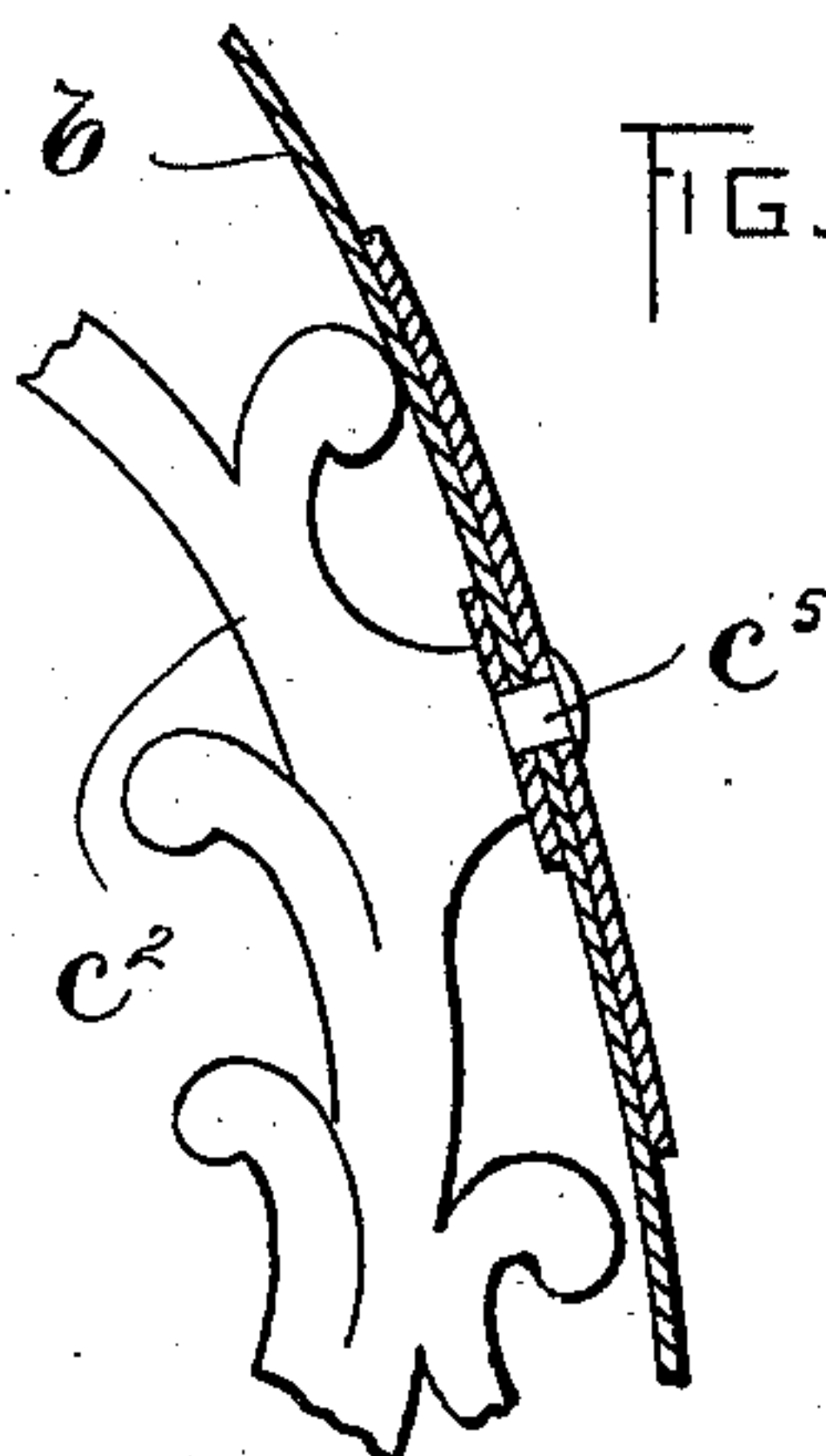
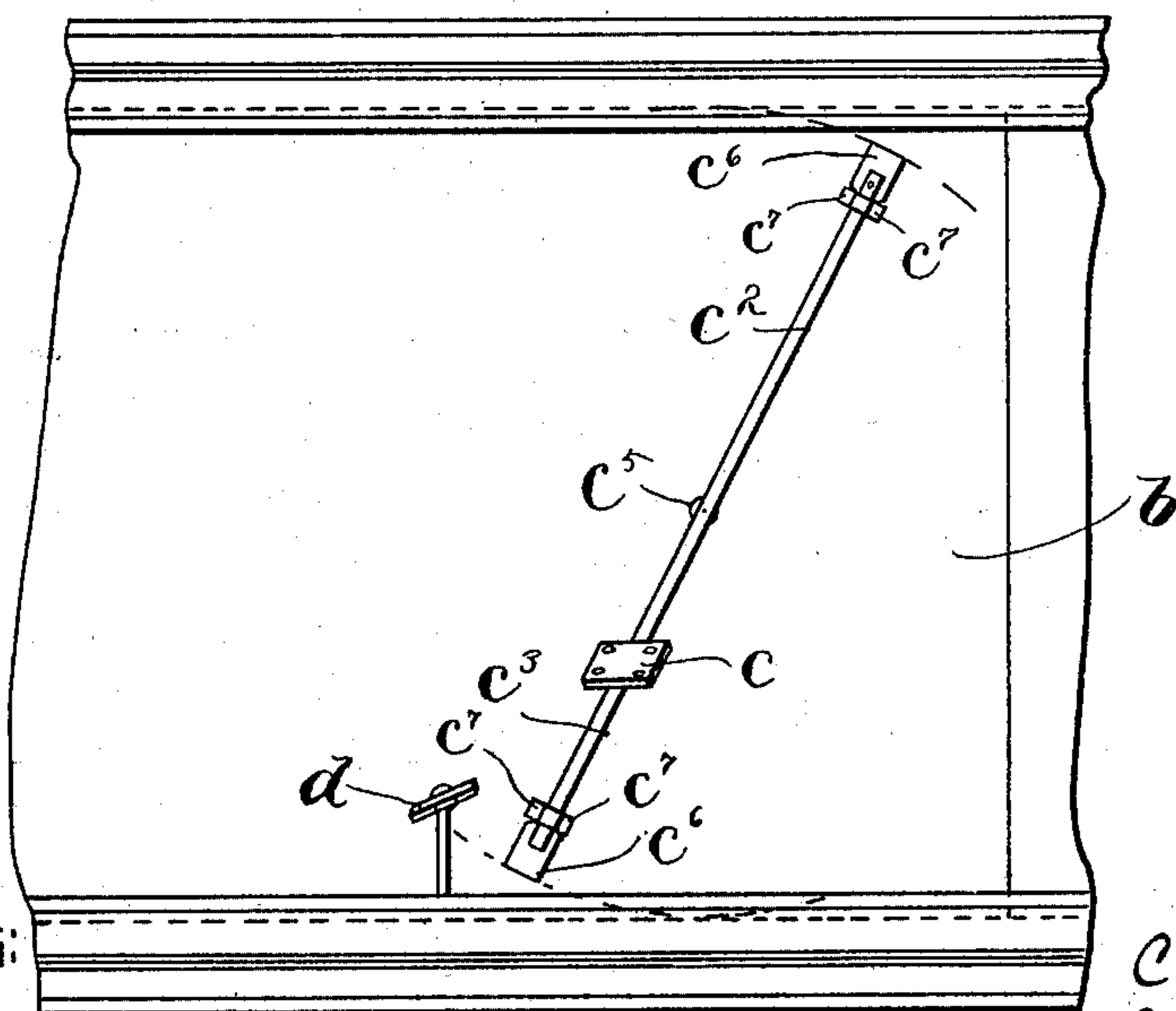


FIG. 3.



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UNITED STATES PATENT OFFICE.

CHARLES T. DUKELOW, OF BOSTON, MASSACHUSETTS.

ADVERTISING DEVICE.

SPECIFICATION forming part of Letters Patent No. 637,988, dated November 28, 1899.

Application filed May 19, 1898. Serial No. 681,114. (No model.)

To all whom it may concern:

Be it known that I, CHARLES T. DUKELOW, of Boston, in the county of Suffolk and State of Massachusetts, have invented certain new and useful Improvements in Advertising Devices, of which the following is a specification.

This invention has for its object to provide means for detachably securing to the curved advertising-sign racks used in street-cars holders for articles of merchandise, so located relatively to the advertising-cards held by said racks that the articles of merchandise can be displayed permanently in the front of the card which advertises the same.

The invention consists in the improvements which I will now proceed to describe and claim.

Of the accompanying drawings, forming a part of this specification, Figure 1 represents a front elevation of a portion of the rack. Fig. 2 represents a section on line 3 3 of Fig. 1. Fig. 3 represents a view showing the holder when out of operative engagement with the grooved strips at the edges of the rack. Figs. 4, 5, 6, and 7 represent detail views hereinafter referred to.

The same letters of reference indicate the same parts in all the figures.

In the drawings, *a* represents the curved board or backing, and *a' a'* the grooved strips at the top and bottom edges of the backing *a*, the whole constituting an ordinary form of advertising-sign rack, such as is in common use in street-cars. This rack is adapted to hold flexible advertising-cards *b*, the edges of which are inserted in the grooves of the strips *a' a'* and the card forced back and sprung into the cavity of the back *a*.

In carrying out my invention I provide a holder adapted for detachable engagement with the grooved strips *a' a'* and formed to support an article of merchandise in front of the rack, so that, if desired, a sample of the goods advertised on the card *b* can be displayed in front of the card, thus heightening the effectiveness of the advertisement. The merchandise-holder may be of any form suited to the requirements of the samples to be held. In Figs. 1 and 2 I show the holder in the form of a bracket *c*, so as to bear on the bottom of the shank of a boot or shoe sole. I prefer to

permanently connect the holder with the card *b*, so that the two can be applied to and removed from the rack together. In Figs. 2, 3, and 4 I show the holder connected at its central portion with the card *b* by a stud or pivot member *c⁵*, which permits the arms of the holder to swing into and out of engagement with the grooved strips *a' a'*. Fig. 3 shows the arms swung out of engagement with the strips, thus permitting the free removal of the card from the rack. I prefer to provide the arms *c² c³* with flexible end plates or terminals *c⁶*, which are adapted to yield or spring in entering the grooves of the strips *a'*, as illustrated in Fig. 7. The arms may be provided with feet or braces *c⁷ c⁷*, arranged to bear on the card at opposite sides of the arms, as shown in Figs. 3, 4, 6, and 7.

When the sample to be supported is considerably elongated, as in the case of the shoe shown in Fig. 1, a supplemental support or bracket *d* may be provided, this supplemental bracket being supported in any suitable way—for example, by being secured by rivets or otherwise to the card *b*, or it may be secured to the lower strip *a'*.

It will be seen that the described sample-holder when used in connection with an advertising-card, as described, serves to support the card and prevent it from springing outwardly or sagging.

The pivot *c⁵*, that connects the holder with the card, may be cast with the holder and arms in malleable metal, so that after it has been inserted in the card its outer end can be upset to form a head, as shown in Fig. 4.

I claim—

1. An advertising appliance comprising a sign-rack, an advertising-card engaged therewith, and a merchandise-holder pivotally connected with the card and formed to be detachably engaged with the edge portions of the rack, and having means for preventing it from moving relatively to the rack.

2. An advertising appliance comprising a sign-rack having grooved strips at its edges, a sign or card adapted to engage said strips, and a merchandise-holder pivotally connected with the card and having arms formed to engage the grooved strips.

3. An advertising appliance comprising a

flexible card or sign, and a merchandise-holder pivotally connected with the card and having arms projecting in opposite directions from the point of pivotal engagement and
5 adapted to engage grooves in a sign-rack.

4. A merchandise-holder having a central pivot member adapted for pivotal engagement with a sign or card, and arms projecting in opposite directions from said pivot

member, for engagement with portions of a sign or card holding rack.

In testimony whereof I have affixed my signature in presence of two witnesses.

CHARLES T. DUKELOW.

Witnesses:

C. F. BROWN,
A. D. HARRISON.