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PATENTED AUG. 25, 1908.

S. H. MARTEL, JR.  
ADVERTISING DIRECTORY.  
APPLICATION FILED SEPT. 28, 1907.

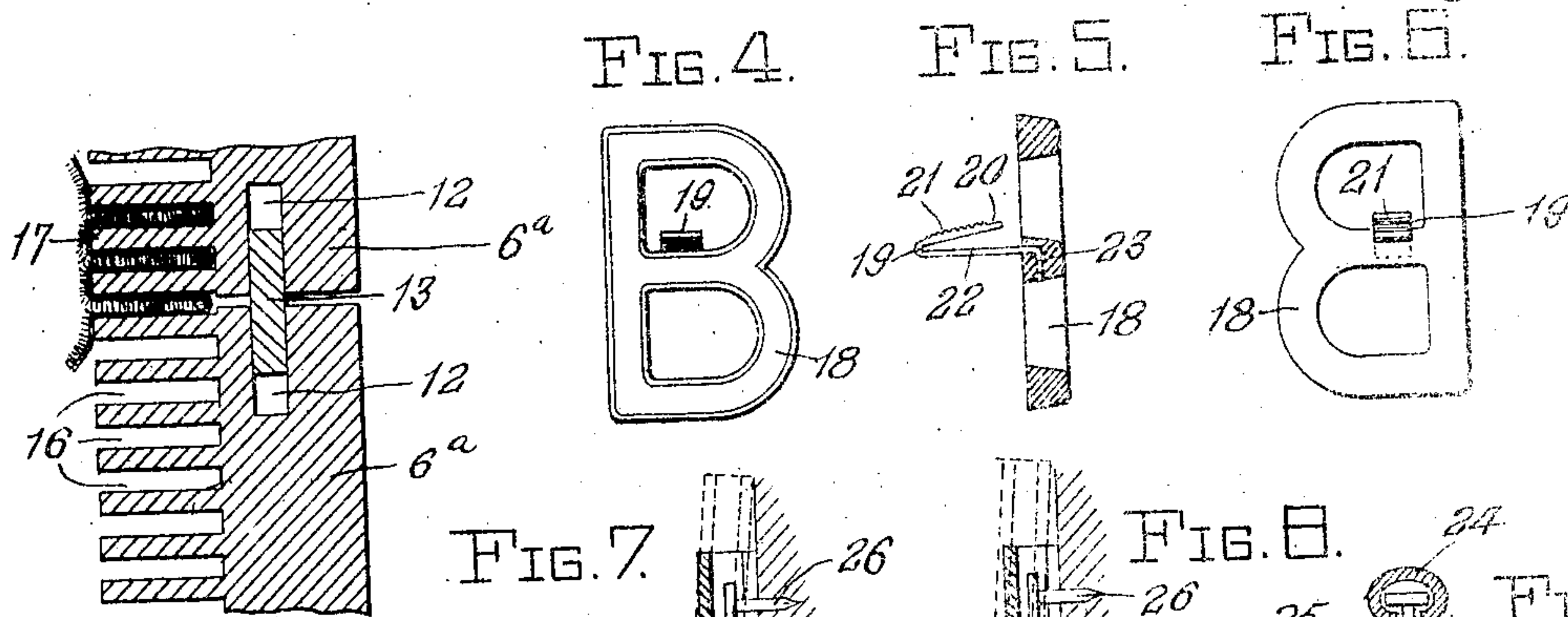
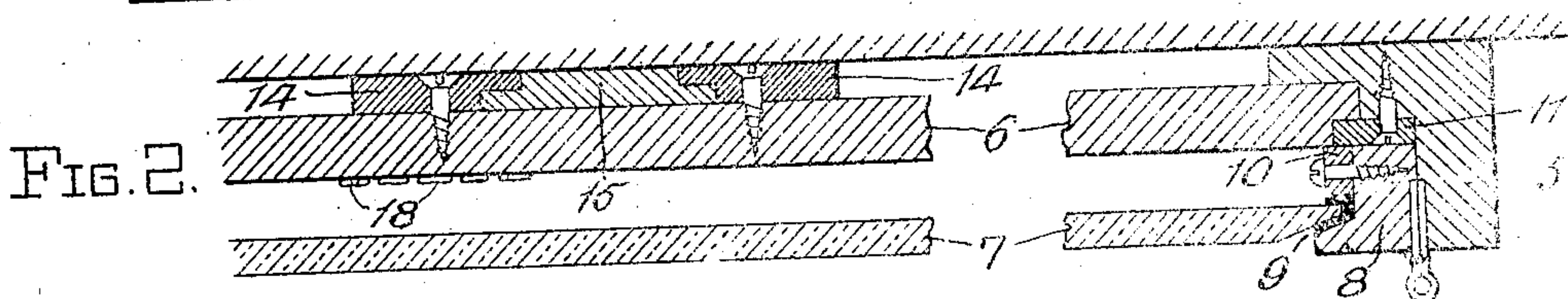
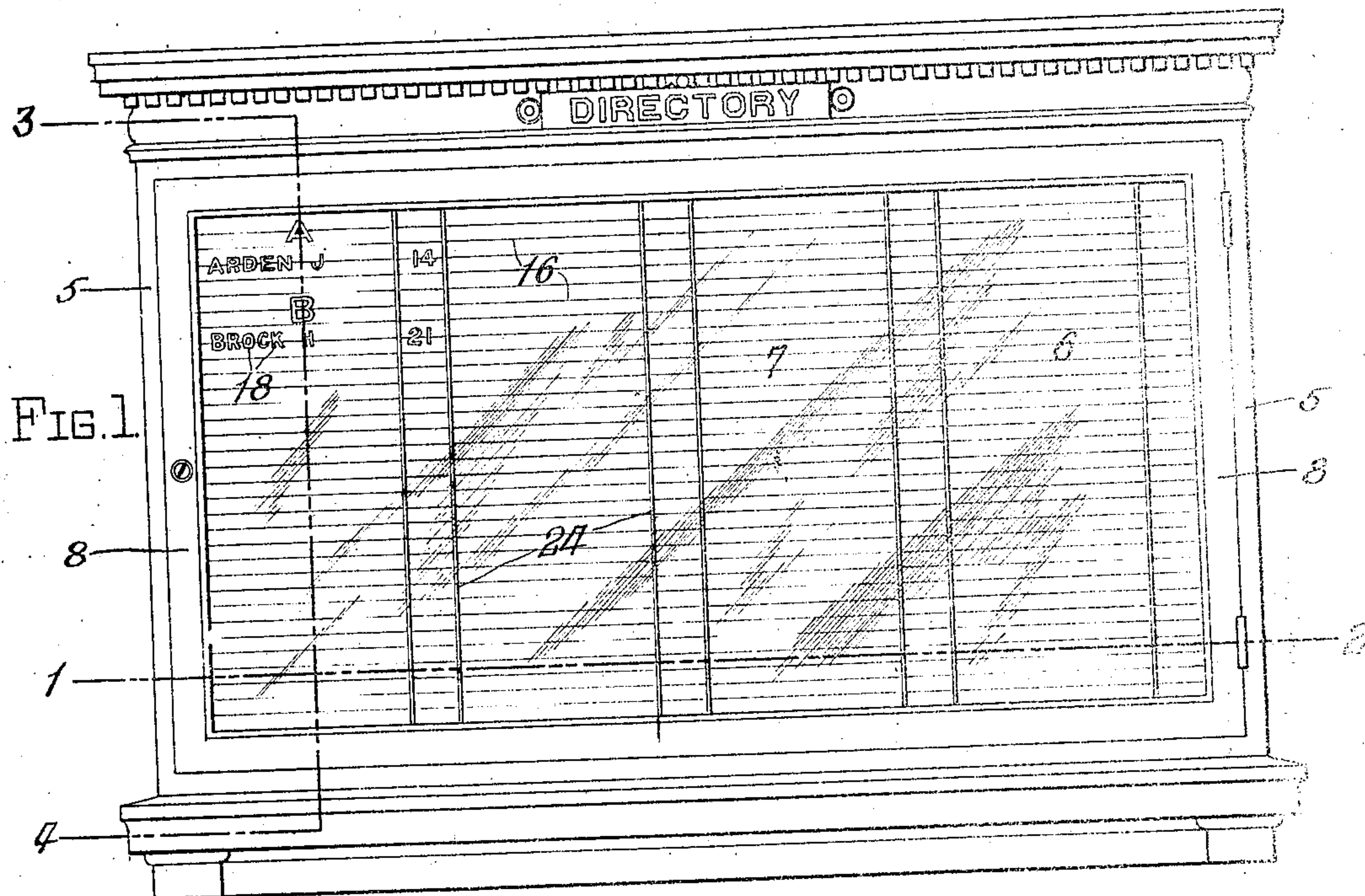


FIG. 4.

FIG. 5.

FIG. 6.

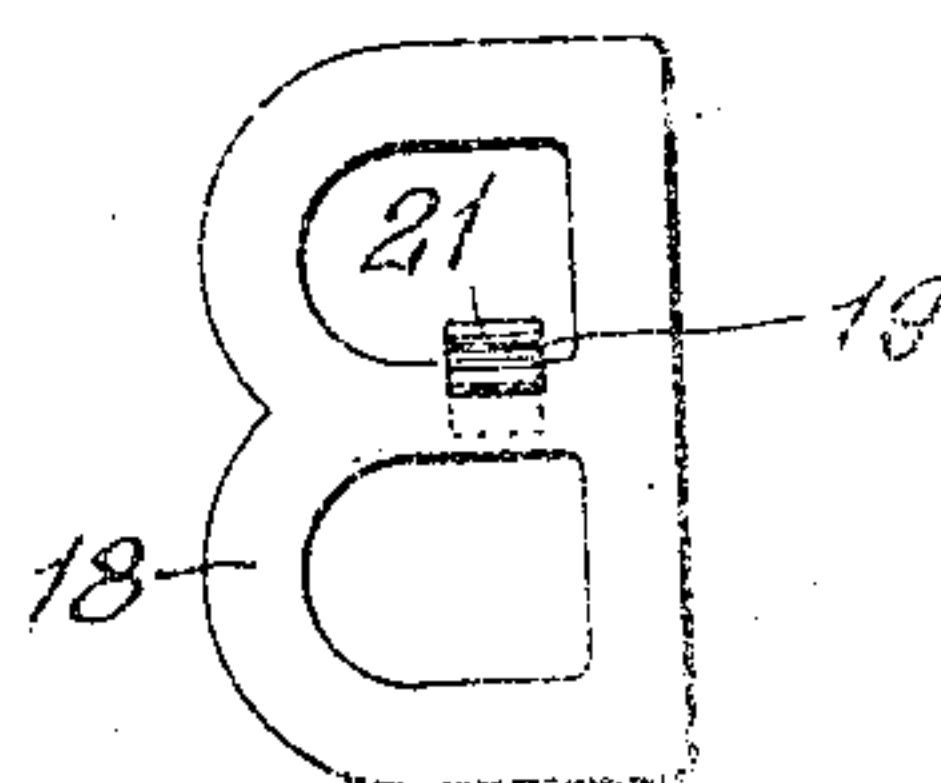
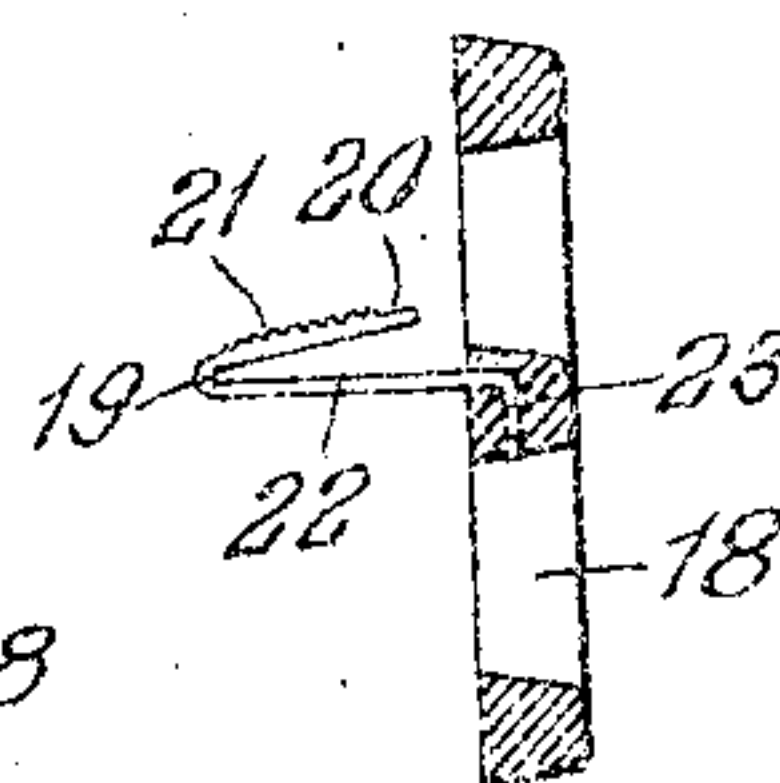
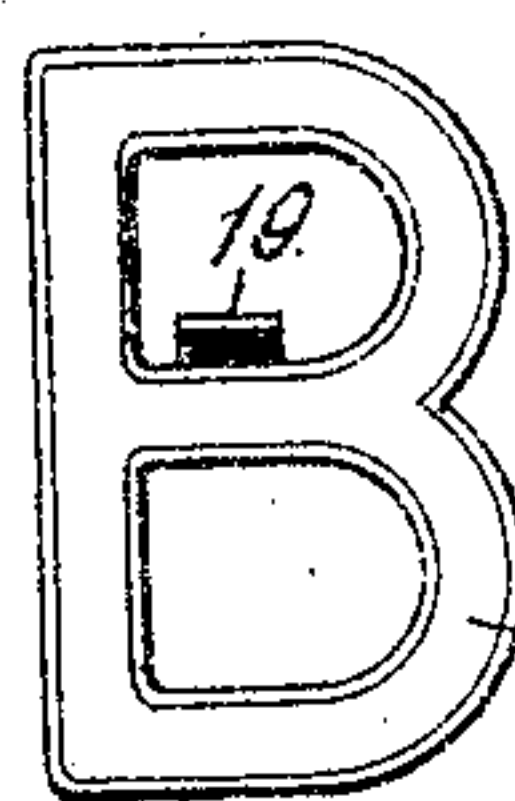
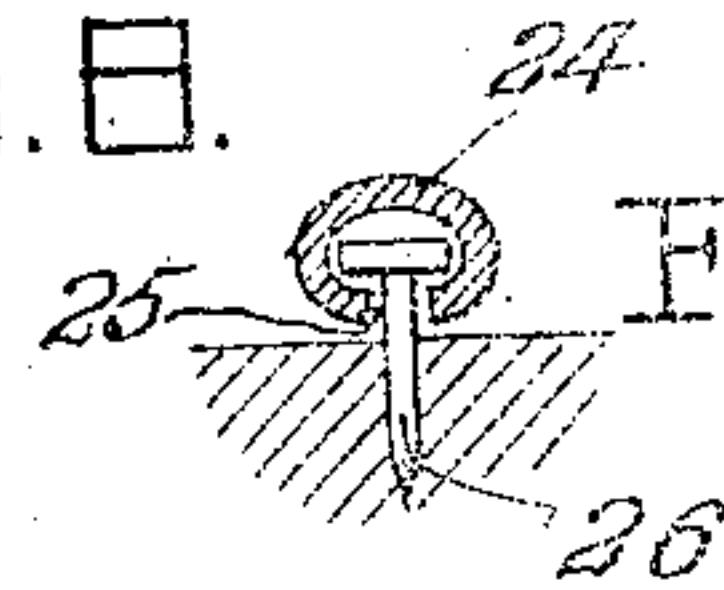
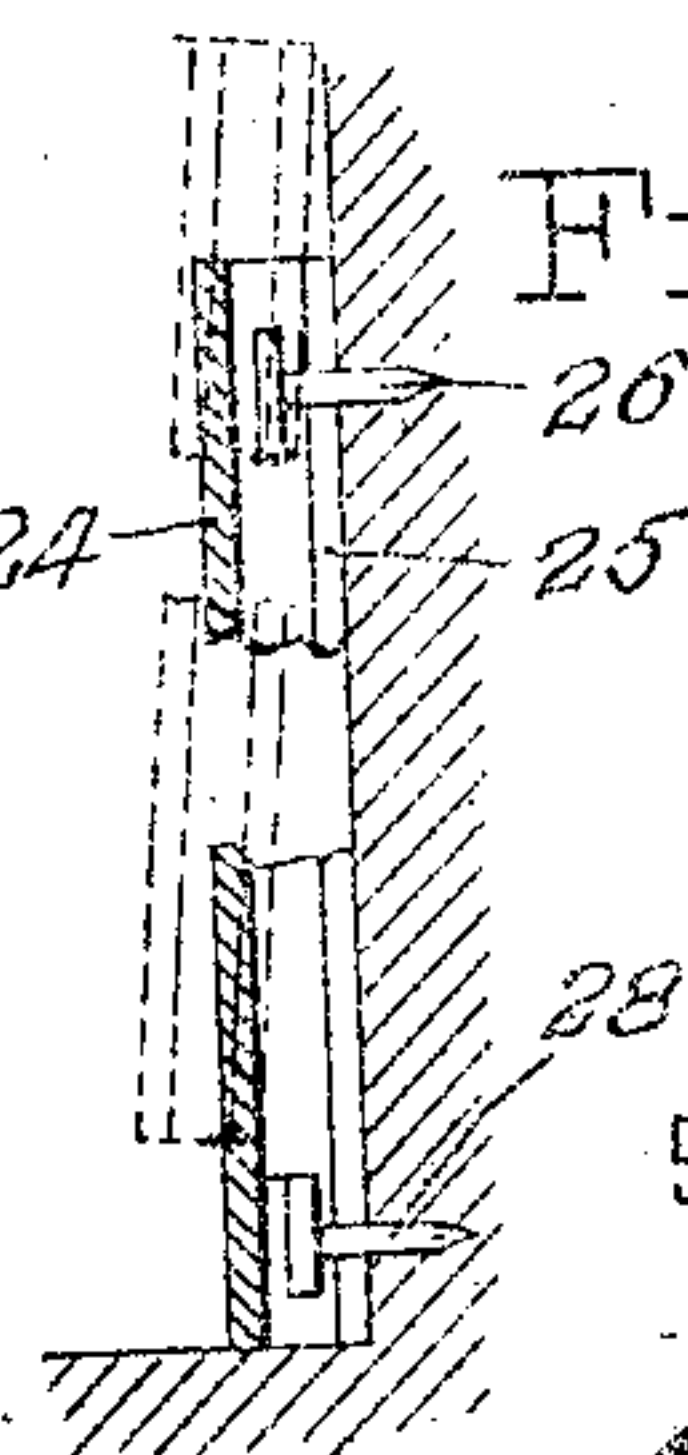
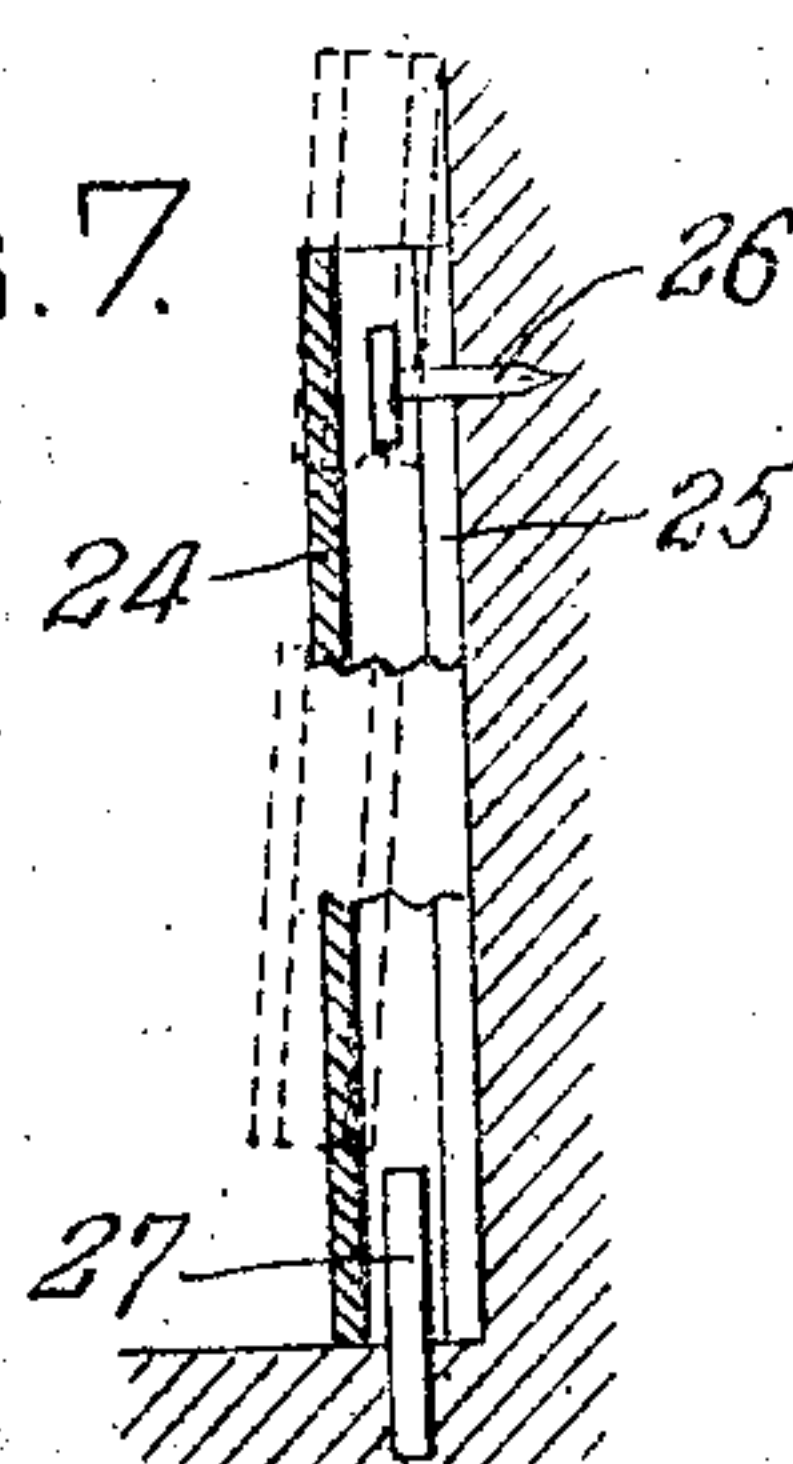


FIG. 7.

FIG. 8.

FIG. 9.



WITNESSES

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# UNITED STATES PATENT OFFICE.

STEPHEN HENRY MARTEL, JR., OF MONTREAL, QUEBEC, CANADA.

## ADVERTISING-DIRECTORY.

No. 896,926.

Specification of Letters Patent.

Patented Aug. 25, 1908.

Application filed September 28, 1907. Serial No. 395,030.

To all whom it may concern:

Be it known that I, STEPHEN H. MARTEL, Jr., of the city of Montreal, in the Province of Quebec and Dominion of Canada, have invented certain new and useful Improvements in Advertising-Directories, of which the following is a full, clear, and exact description.

My invention relates to improvements in advertising directories and the object is to provide means whereby advertisements, which require to be frequently changed, may be readily altered in whole or in part.

A further object is to provide an advertising directory that will not alter or become warped through varying conditions of temperature.

To accomplish these objects I provide an advertising board or background in which a plurality of parallel slots are cut. The surface of the board is covered by a layer of pile fabric which follows the profile of the board, almost filling said slots. Separate letters or characters are mounted on spring tongues adapted to be inserted in the slots and held securely by the pile of the fabric. The board is provided at the rear side with means to permit a certain amount of expansion and contraction without allowing the surface to become warped or twisted. Other features of construction will be hereinafter disclosed.

In the drawings which illustrate my invention:—Figure 1 is a front elevation of an advertising directory adapted for use in an office building. Fig. 2 is an enlarged sectional view on the line 1—2 of Fig. 1. Fig. 3 is an enlarged sectional view of the board on the line 3—4 of Fig. 1. Fig. 4 is a plan view of a letter adapted for use with this directory. Fig. 5 is a sectional view of the letter showing the method of securing the tongue thereto. Fig. 6 is a reverse plan view of the letter shown in Figs. 4 and 5. Fig. 7 is a sectional view of the removable dividing rod. Fig. 8 is a view similar to Fig. 7 showing a slightly different method of securing the rod in place. Fig. 9 is a cross sectional view of the dividing rod shown in Figs. 7 and 8.

Referring to the parts, 5 designates a directory cabinet having a background 6 and plate glass front 7 set in a hinged frame 8, said glass being set in a bushing 9 of rubber or other suitable material secured to the frame 8 by strips of molding 10. The back 6, which is composed of a number of boards according to the size of the directory required, is secured to the cabinet by means of molding

strips 11. The different sections designated 6<sup>a</sup> comprising the backing, are united by tongue and groove joints, the groove 12 in each section being deeper than is necessary to accommodate half of the tongue 13. In assembling the directory the edges of each section are left a short distance from each other, as shown in Fig. 3, to allow for expansion and contraction. The back of each section is provided with a plurality of buttons 14 arranged in pairs, as shown in Fig. 2. A batten 15 is arranged transversely to the boards and engages corresponding pairs of buttons on each section. This device allows the sections to slide on the battens when expanding or contracting but prevents said sections from warping or twisting. The whole front surface of the board 6 is provided with a plurality of slots 16, said slots being deep and narrow and located approximately their own width apart. This slotted surface is covered with a pile fabric 17 which follows the surface of the board descending to the bottom of each of the slots, as shown in Fig. 3. The letters or characters 18 adapted for use in connection with this directory are preferably cast of celluloid or like material and are secured in the slots by means of the spring tongues 19, which are of the form shown in Fig. 5. The short oblique arm 20 of the tongue is provided with a corrugated surface 21 to enable it to take a better grip on the fabric covering the walls of the slots. The main arm 22 of the tongue projects horizontally from the latter and is bent at right angles at 23 to form a lip or projection around which the letter is cast.

In directories of the character herein described it is necessary to use dividing lines separating the front of the board into various columns. For this purpose I provide a tube 24 having a longitudinal slot 25 therein, as shown in Figs. 7, 8 and 9. This tube is secured to the board 6 by means of a headed pin 26 on which the tube slides, and a headless pin 27 over which it fits at the bottom. The method of removing the dividing rod consists merely in raising said rod vertically until free of the pin 27 and then drawing the lower end outwardly and pulling the tube downwardly off the nail 26. In Fig. 8 I have shown the divided rod secured in place by means of a pair of headed pins 26 and 28 located at the top and bottom of the board.

The operation of the device will be obvious from the foregoing description and the ad-



vantages of construction will also be apparent. Directories of any size may be quickly and conveniently assembled according to this construction without danger of the boards warping or twisting. By means of the corrugated tongues 19, letters may be securely held in position without danger of falling out and signs may be altered with ease and rapidity.

10 Having thus described my invention, what I claim is:—

15 In a device of the character described, a cabinet having a hinged door in the front thereof, a removable back for said cabinet comprising a plurality of sections having slots in the edges thereof, tongues in said slots connecting the sections, buttons on the backs of said sections, battens extending across the backs of the sections and engaging said but-

tons, said sections being provided with a plurality of narrow longitudinal slots in the front surface thereof, a covering of pile fabric following the contour of said slotted surface, characters having corrugated spring tongues adapted to be inserted in the slots, a plurality of removable longitudinally slotted division rods, headed pins in the slotted surface supporting the upper extremities of said rods, and headless pins in the bottom of the cabinet supporting the lower extremities of said rods. 20 25 30

In witness whereof I have hereunto set my hand in the presence of two witnesses.

STEPHEN HENRY MARTEL, JUNIOR.

Witnesses:

STUART R. W. ALLEN,  
WILLIAM G. ARMSTRONG.