

C. VAN D. HILL.
STREET CAR ADVERTISING DEVICE.
APPLICATION FILED JAN. 23, 1911.

997,254.

Patented July 4, 1911.

FIG. 1.

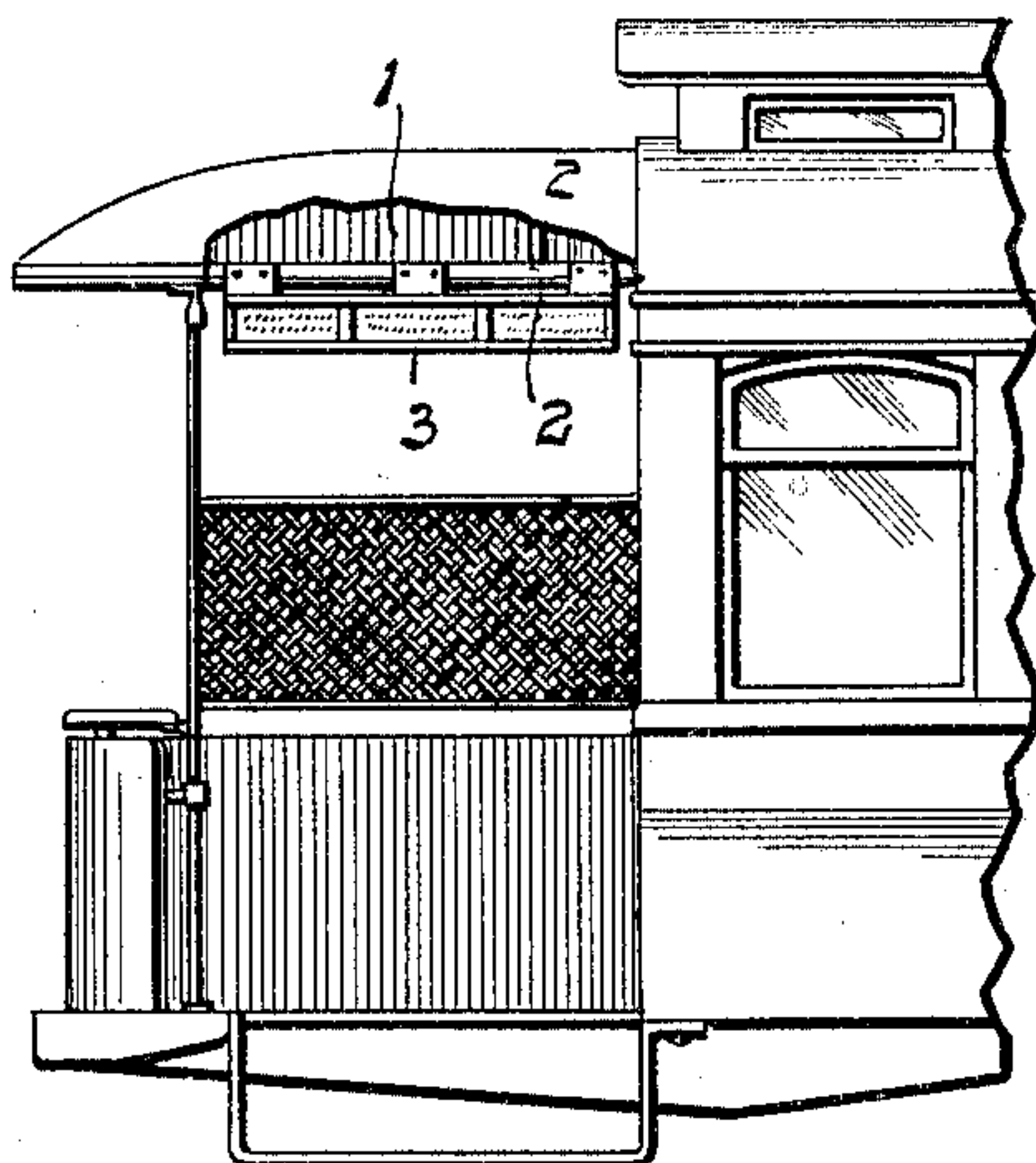


FIG. 2.

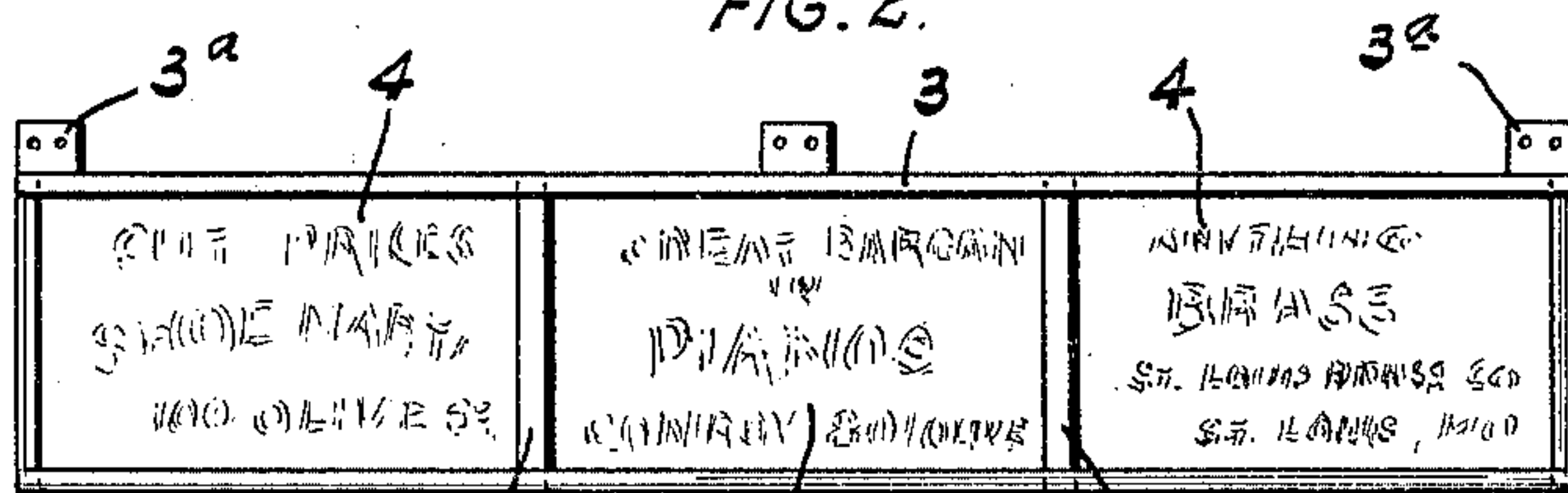


FIG. 3.

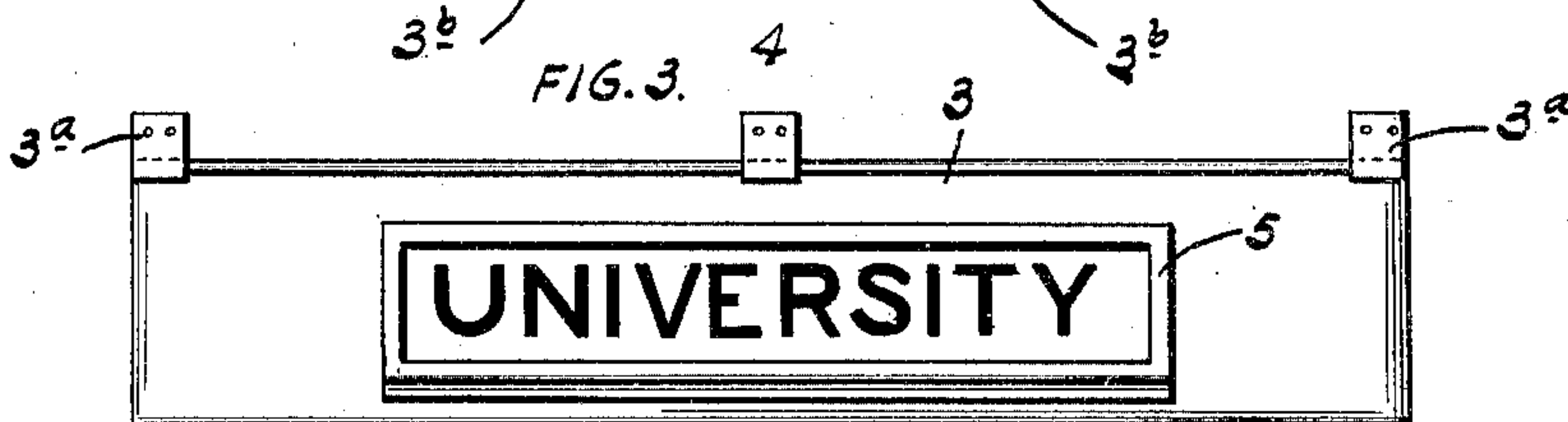
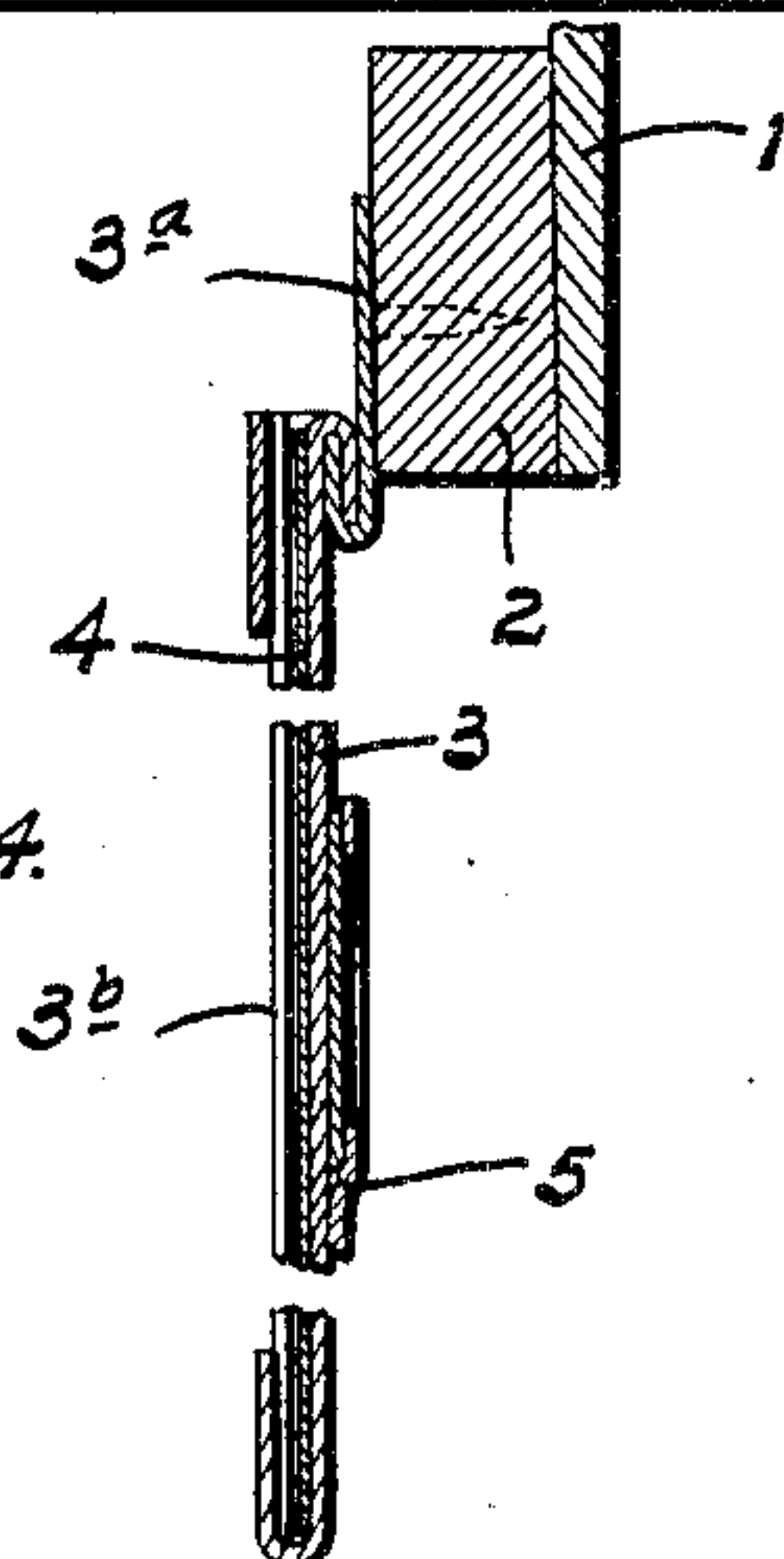


FIG. 4.



WITNESSES

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INVENTOR

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UNITED STATES PATENT OFFICE.

CHARLES VAN DYKE HILL, OF ST. LOUIS, MISSOURI.

STREET-CAR ADVERTISING DEVICE.

997,254.

Specification of Letters Patent.

Patented July 4, 1911.

Application filed January 23, 1911. Serial No. 604,244.

To all whom it may concern:

Be it known that I, CHARLES VAN DYKE HILL, a citizen of the United States, residing at St. Louis, Missouri, have invented a certain new and useful Improvement in Street-Car Advertising Devices, of which the following is a full, clear, and exact description, 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, forming part of this specification, in which—

Figure 1 is an elevational view of one end of a street car containing my improved advertising sign. Fig. 2 is a detail obverse view of the sign. Fig. 3 is a detail reverse view of the sign. Fig. 4 is a sectional view through the sign.

This invention relates to a new and useful improvement in street car advertising signs, the object being to suspend the frame containing the advertising cards from the hood or canopy of the platform of the car, whereby the sign is conspicuously displayed.

My invention is particularly applicable to pay-as-you-enter cars, that is, cars wherein passengers enter at one end, although it is obvious that my invention is useful in connection with other types of cars.

In the drawings 1 indicates the roof or canopy of a street car, which extends over the platform, and which roof or canopy has the usual finishing eaves strip 2.

3 is a frame consisting of a back plate having cleats 3^a, secured to the upper edge thereof, by which said frame is suspended from the roof or canopy over the platform and preferably opposite the point of entrance of passengers into the car. This frame is divided by cleats 3^b into two or more compartments, also cleats coöperating with the flange or bent over portions of the frame, so as to constitute retaining means for advertising cards 4, preferably inserted therein from the top. On the opposite or reverse side of the frame there is another retaining frame 5 into which may be placed a sign, preferably enamel, containing the name of the street or line over which the particular car

bearing the sign is intended to run. This line sign is removable and is preferably made of enamel so as to withstand the weather.

The advertising cards 4 are also preferably removable so that they may be changed from time to time as desired. The upper edge of the frame containing these advertising cards 4 is located above the lower edge of the finishing eaves strip 2, so as to protect the advertising cards from water, etc. running from the roof.

From the above it will be seen that by locating the frame above the platform and opposite the steps of the car, the advertisements contained therein will be seen by persons entering the car on account of the prominent position thereof.

I am of course aware that advertising cards have been arranged above the windows inside street cars, but so far as my present knowledge of street car advertising is concerned, I am the first to suspend a frame as shown in the drawings and arrange advertising cards therein, which are protected from inclement weather. The frame, to a certain extent, also acts as a curtain or shield to protect the platform against wind and rain.

What I claim is:

In a street car advertising device the combination of the eaves strip of the platform canopy, a solid back frame rigidly secured thereto, said frame being provided with a sight opening on its inner side and having its upper edge arranged adjacent the inner face of the eaves strip and above the lower edge of the eaves strip to protect its inner side by the eaves strip from inclement weather, and advertising cards within said frame.

In testimony whereof I hereunto affix my signature in the presence of two witnesses, this 21st day of January, 1911.

CHARLES VAN DYKE HILL.

Witnesses:

M. P. SMITH,
J. W. CLIFT.