W. A. PETERSEN.

VEHICLE SIGN.

APPLICATION FILED NOV. 11, 1919.

1,417,767. Patented May 30, 1922.

Fig. 1.

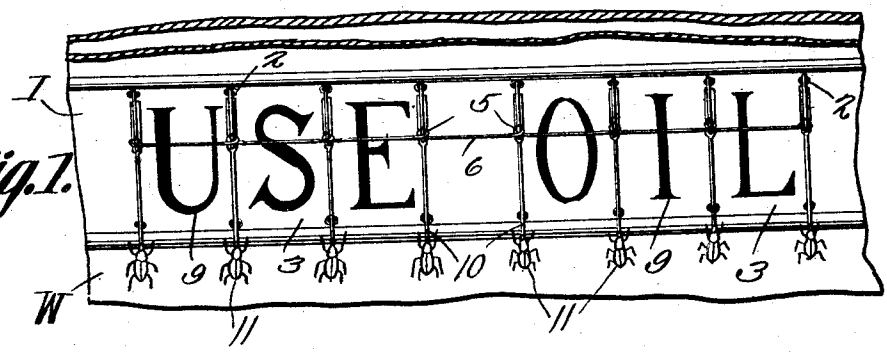


Fig. 2.





Fig. 3.

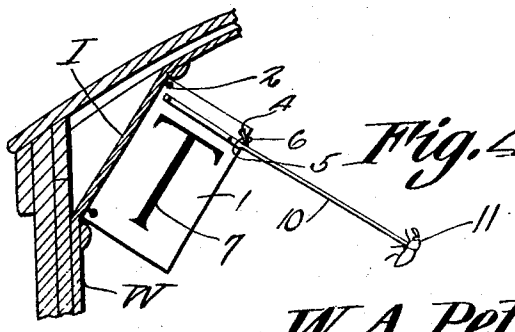


Fig. 4.

Inventor

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Witness

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UNITED STATES PATENT OFFICE.

WILLIAM A. PETERSEN, OF EXCELSIOR SPRINGS, MISSOURI.

VEHICLE SIGN.

1,417,767. Specification of Letters Patent. **Patented May 30, 1922.**

Application filed November 11, 1919. Serial No. 337,372.

To all whom it may concern:

Be it known that I, WILLIAM A. PETERSEN, a citizen of the United States, residing at Excelsior Springs, in the county of Clay and State of Missouri, have invented a new and useful Vehicle Sign, of which the following is a specification.

This invention relates to advertising signs and more particularly to signs adapted for use in railway cars or other passenger vehicles.

An object of this invention is to provide an advertising sign assembled in such relation with respect to the car that different portions of the sign will be exposed to view at different times, and the movement of the sign be controlled by the movement of the car.

Another object of this is to provide an advertising sign of generally improved construction, whereby the device will be simple, durable and inexpensive in construction, as well as convenient, practical, serviceable and efficient in its use.

With the above and other objects in view, which will appear as the description proceeds, the invention resides in the combination and arrangement of parts and in the details of construction hereinafter described and claimed, it being understood that, within the scope of what is claimed, changes in the precise embodiment of the invention shown can be made without departing from the spirit of the invention.

Figure 1 is an elevation of a portion of the interior of a passenger railroad car, showing the improved sign applied thereto, and this sign being in its normal position;

Figure 2 is a similar view but showing the position of the sign while the car is starting;

Figure 3 is a similar view showing the position of the sign when the car is stopping;

Figure 4 is a transverse sectional view through a portion of the car showing the sign in its normal position.

Referring to the drawing there is shown the vertical side wall W of the usual street car structure and the inclined or overhanging portion I of the wall. Spaced cards or signs 1 are hinged for swinging movement to the inclined portion I by suitable hinge members 2, and the space between each card 1 is preferably equal to the width of these cards. Fixed signs 3 are secured to the inclined portion I of the side wall, and these cards or signs are positioned between the hinged cards. The upper corner of each card 1 which is remote from the hinges 2 is provided with an eye 4, and each eye 4 engages an eye 5 formed on an elongated rod 6. By this arrangement the several swinging cards 1 are fixed with relation to each other and therefore move synchronously about their hinges 5. The faces of the cards or signs 1 which are presented in one direction are described with suitable marking 7 to spell selected words, and the opposed sides of these cards are described with characters 8 which also spell words of predetermined significance. The exposed faces of the cards 3 are described with suitable characters 9 to spell certain words and these words are to be read in connection with the words described on the faces of the card 1 to ascertain the import of the advertisement displayed by the entire sign.

In order to facilitate the swinging movement of the hinged signs or members 1, each sign 1 has a bar or arm 10 suitably secured thereto, and the arm 10 extends perpendicularly beyond the outer or free edge of the sign 1 and has a weight 11 secured to its free terminal. This weight is to be made in some attractive form, in this instance it is made in the form of a bug, which form will obviously attract the attention of the passengers as it swings about the hinges 2.

In use, supposing it is desired to display the advertisement reading, "Use oil to kill insects," then the words "Use oil" are printed on the exposed faces of the cards 3, the words "To kill" are printed on the faces of the cards 1 that are exposed in one direction and the word "Insects" is printed on the opposite sides of the cards 1. Now when the car is motionless the swinging signs 1 will hang perpendicularly from the inclined wall I and the words "Use oil" will be exposed to view, and when the car starts forward the outer ends of the signs will move towards the rear of the car, thereby covering the words "Use oil" and exposing the words "To kill;" and when the car stops the signs 1 will all swing in the opposite direction and again covering the words "Use oil" but exposing the word "Insect." The movements of the sign will attract the attention of the passenger and they by continuing to watch the sign may readily read the entire sign, "Use oil to kill insects," and the novelty of this sign will impress the passengers with the import of the advertisement, thereby

greatly enhancing the commercial value of the sign.

Although the swinging signs are shown with inscriptions to form a part of the sign, it is to be understood that these members may be employed in connection with an existing sign, and in this case the swinging members 1 are employed to merely attract attention to the fixed sign.

Having thus described my invention what is claimed is:

A device of the class described including inclined hinged members mounted for swinging movement and having a sign on each side thereof, an arm secured to and extending across each hinged member to reinforce the same, said arm extending beyond the free terminal of the hinged member, a weight carried by the free terminal of the arm, and a rod pivotally connected to the hinged members to cause them to swing about their hinges in unison when put in motion.

In testimony that I claim the foregoing as my own, I have hereto affixed my signature in the presence of two witnesses.

WILLIAM A. PETERSEN.

Witnesses:
WILLIAM A. CRAVEN,
L. E. BATES.