J. J. FERRY.

ADVERTISING CARD HOLDER FOR CAR AND OTHER SEATS.

APPLICATION FILED NOV. 23, 1916.

1,222,089. Patented Apr. 10, 1917.

Fig. 2.

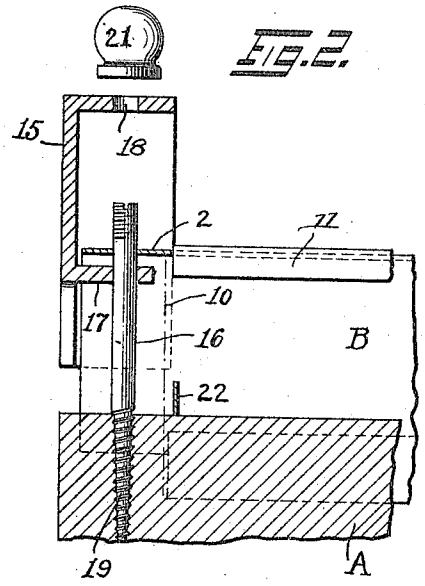


Fig. 3.

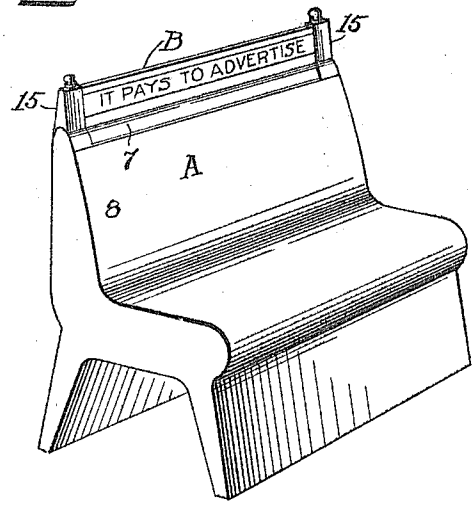


Fig. 1.

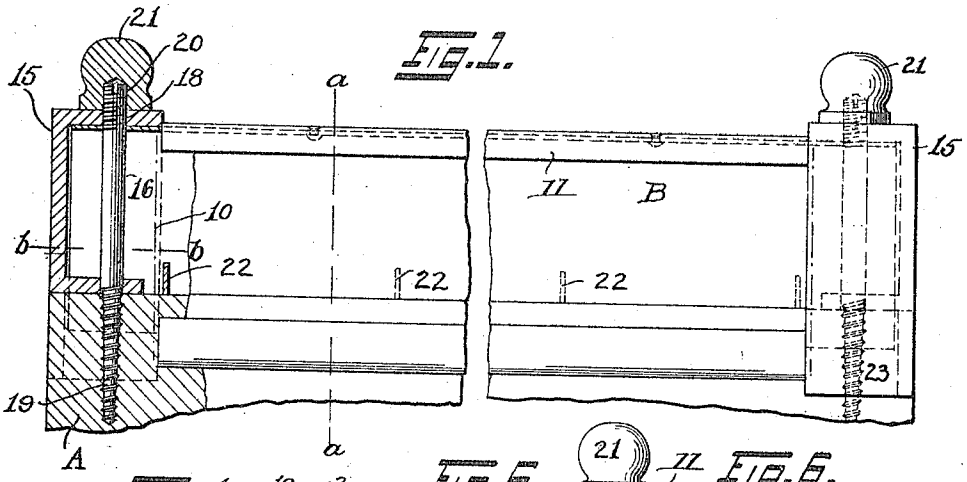


Fig. 4.

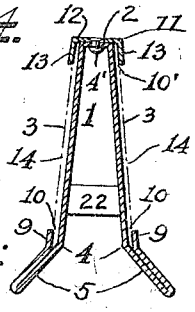


Fig. 5.

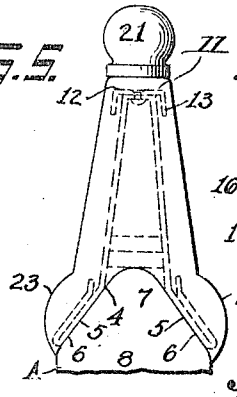
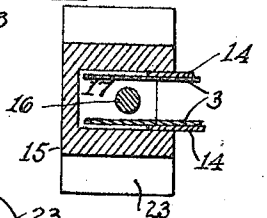


Fig. 6.



Witnesses:

Chas. G. Gutteman.

H. D. Runey

Inventor:

John J. Ferry.

By his Att'y,

F. H. Richards

THE NORRIS PETERS CO., PHOTO-LITHO., WASHINGTON, D. C.

UNITED STATES PATENT OFFICE.

JOHN J. FERRY, OF ENGLEWOOD, NEW JERSEY.

ADVERTISING-CARD HOLDER FOR CAR AND OTHER SEATS.

1,222,089. Specification of Letters Patent. Patented Apr. 10, 1917.

Application filed November 23, 1916. Serial No. 132,933.

To all whom it may concern:

Be it known that I, JOHN J. FERRY, a citizen of the United States, residing in Englewood, New Jersey, in the county of Bergen and State of New Jersey, have invented certain new and useful Improvements in Advertising-Card Holders for Car and Other Seats, of which the following is a specification.

The object of my invention is to provide an advertising card-holder, of a new and simple and cheap form of construction, adapted to be attached to the backs of seats, which is adapted to receive upon either face thereof removable advertising cards, which may be easily and quickly taken out and new ones inserted when desired, and such card-holder, while especially adapted for use on car-seats, is also applicable to waiting room-seats, park-seats, etc., whether of wood, metal or concrete, etc.

In the embodiment of my invention herein shown, Figure 1 designates a front view of my improved advertising card holder partially in section, in position upon the back of a seat.

Fig. 2 is a view of one end portion thereof, in partial longitudinal section, showing the position of the parts when about to be assembled.

Fig. 3 is a view of a road or park-seat, or bench of concrete etc., with my improved advertising card-holding device in position thereon.

Fig. 4 is an end view of the main central body-portion of such card-holder removed from the seat-back, taken in vertical section on the line *a*—*a* of Fig. 1, and looking in either direction.

Fig. 5 is an end view of such device shown in position upon a seat-back, the card-holder proper, shown in detail in Fig. 4, being shown in dotted lines; and Fig. 6 is a top view of the end portion of such card-holder taken in horizontal section on the line *b*—*b* of Fig. 1.

Referring to the drawing:

The reference letter A designates the seat, and B my improved advertising card holder, in position thereon, such holder is preferably formed of a central section 1, formed of thin sheet metal, such as brass, copper nickel plated, etc., as it is desirable to have the same practically non-tarnishable and non-oxidizable. This central portion 1, is easily, quickly and cheaply struck up by suitable dies into substantially the form shown in Fig. 4; and the side plates 3, also usually and preferably flare outwardly downward toward the bottom as clearly shown in Figs. 4 and 5; and at the extreme bottom of the central portions 3 are suddenly bent outward at a greater angle, from the elbow 4, so as to form inner plane-faces 5, of such shape as to fit singly upon the slanting top-surfaces 6, of the top portion 7, of the seat-back 8, and the sheet metal side-plates 3 are outwardly reversely bent inwardly back over on the bent portions 5, and swaged down thereon, all except the card-holding lips 9, which extend slightly above the elbow points 4, and between which and the face-plates 3, is left the longitudinal bottom card-securing slots 10; and superposed upon the top plate 2 of such support 1, is the card-securing top-plate 11, having the flat base-plate 12, and the depending card securing side-flanges 13, between which and the side-plates 3 is left the upper card-securing slots 10; and such securing top-plate 11 is secured in place, in any desired manner upon the top-plate 2, usually by means of suitable rivets 4.

The two advertising cards 14 are slid into position on either side from the ends of the sheet-metal central portion 3 of the card holder B, as indicated by the dotted lines at 14 of Fig. 4, and such top-portion B, being placed in position longitudinally on the seat-back A, and slightly above the same, the securing end pieces 15, usually of cast-iron, are slipped upon the ends thereof, and upon the securing-screws 16, already having the bottom screw-threaded ends secured in the seat-back A, which screws pass through the central securing lugs 17 (Figs. 2 and 6) and through an orifice 18 in the tops thereof and such securing screws 16, when the seat is of wood, or of like material, are of the wood-screw form indicated in Figs. 1 and 2, having the wood-screw thread 19; but such securing screws 16, when the seat is of iron or concrete, have this thread that of machine-screw form which screws into the metal, or into a block of metal embedded in the concrete (not shown).

After being forced fully into position, as shown in Fig. 1, an ornamental securing-nut 21 is screwed upon the threaded top 20 of the screw 16, so as to hold all the members of the device, including the cards, firmly in position. The end pieces 15 are usually

formed of cast-iron, and the depending bottom side-portions 23 thereof are of such form as to fit snugly upon the top of the back of the seat A; and the advertising card ends 14, extend slightly into the open ends of such end pieces while the central top-plate 2 and sides of B extend clear into the same, to receive the securing-screws 16. In order to stiffen the card-support 3, bracing cross pieces 22 are usually and preferably soldered or otherwise secured at the ends to the two side pieces 3, as clearly indicated in Figs. 1, 2 and 3. The manner of assembling and disassembling, for the taking out of old cards and inserting new in their place, is self evident from the drawing and description, and I do not intend to limit myself to the exact form of construction shown, as many modifications in the construction of the several parts, and their arrangement may be made to adapt my said invention for use on seats for different uses, and of varying forms, all without departing from the scope of my invention.

I claim:—

1. In a device of the class described, a card-holder adapted to be attached to a seat-back, having means on either side for the reception of a card; a securing end-member, secured upon either end of the card-holding member; and means for removably securing the end members upon the top of the seat-back so as to secure the same in position thereon.

2. In a device of the class described, a card-holder adapted to be attached to a seat-back, having an upper and a lower card holding slot in either side for the reception of the upper and lower edges of a card; a securing end-member secured upon either end of the card-holding member; and means for removably securing the end members upon the top of the seat-back so as to secure the same in position thereon.

3. In a device of the class described, a card-holder adapted to be attached to a seat-back, comprising a central elongated hollow-body, flared at the bottom to fit snugly longitudinally on the top of the seat-back, having on either side an upper and a lower card-receiving slot; securing end members superposed upon the ends of the card-holding member, and means for removably securing the end-members upon the top of the seat-back so as to secure the end-members and the central longitudinal card-holding member in position thereon.

4. In a device of the class described, a card-holder adapted to be attached to a seat-back, comprising a central elongated hollow-body, flared at the bottom to fit snugly longitudinally on the top of the seat-back, securing end-members superposed upon the ends of the card-holding member, and means for removably securing the end-members upon the top of the seat-back so as to secure the end-members and the central longitudinal card-holding member in position thereon; said card-holding-member being bent up of sheet metal with a flaring-bottom to fit the seat-back; the bottom edges being reversely bent backward upon the flared-portion, and a bottom card receiving slot being left between the end of such reversed portion and the side wall or face of the card-receiving holder; and a card securing top plate having downwardly depending side lugs between which and the top-portion of the side walls or faces of the card-holder card securing slots are left, secured to the top of the card-holding member.

5. In a device of the class described, a card-holder adapted to be attached to a seat-back, having means on either side for the reception of a card; a securing end-member secured upon either end of the card-holding member; having a perforate inwardly extending substantially central securing-lug fitting upon the top of the seat-back; a securing-bolt or screw passing through such securing-lug into the seat-back, through the end of the top-plate of the card-holding-member and the top-plate of the securing end-member; and a threaded securing nut upon the upper end of the securing-bolt or screw.

JOHN J. FERRY.

Witnesses:
ELSIE CONKLEN,
LILLIAN FAUROT.

Copies of this patent may be obtained for five cents each, by addressing the "Commissioner of Patents, Washington, D. C."