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2,829,454

HANGER ASSEMBLY

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FIG. 1

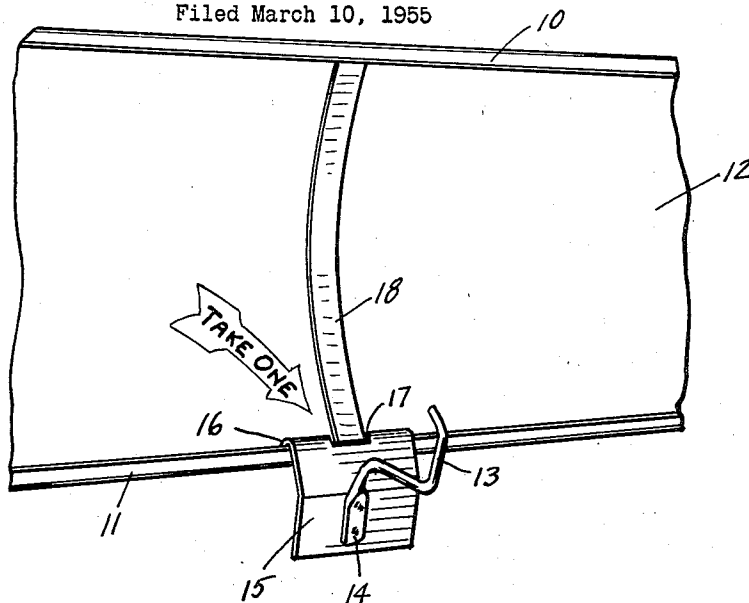


FIG. 2

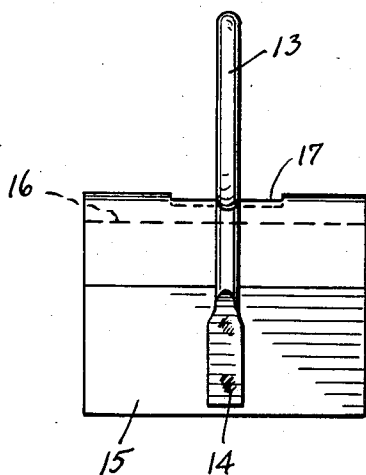
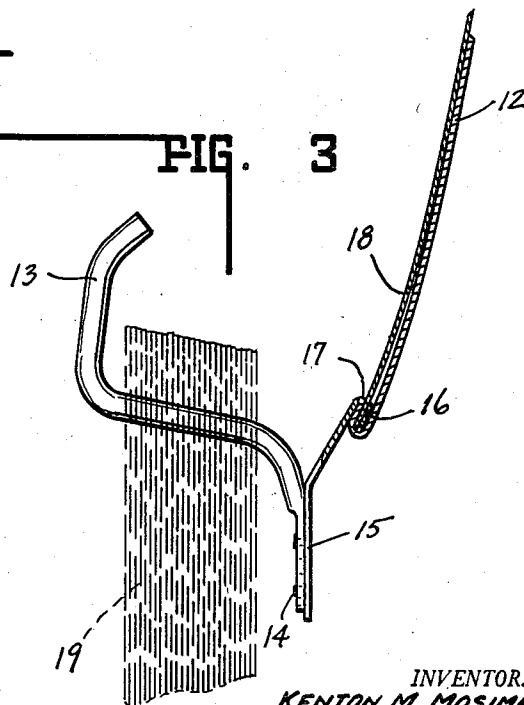


FIG. 3



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HANGER ASSEMBLY

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1 Claim. (Cl. 40-12)

This invention relates to a hanger assembly, and more particularly to one for use in connection with the inside car-card advertising that is common in present-day public transportation vehicles.

Anyone who has ever ridden in public transportation vehicles such as busses, trackless trolleys and the like is familiar with the conventional inside car-card advertising. One particular mode or method of such advertising is the so-called Take-One Merchandising plan which is characterized by the fact that information sheets or pamphlets are made a part of the car-card itself or supported adjacent the advertising card. The reader is invited to take one of these sheets or pamphlets for detailed information regarding the advertised product.

It is a well recognized fact that remarkable results have attended the use of this Take-One Merchandising plan. Yet many problems and excessive costs have arisen with the advertising and/or the transportation advertising agent as a result of its use. For example, installation costs and difficulties have always been present. In the case of the "Take-One" literature being made a part of or attached to the car-card, the literature requires padding and/or perforation for detachment; the car-card requires reinforcement and die-cutting to adequately hold the padded literature to be detached. This results in excessive production costs and invites vandalism and disfigurement of the display.

In other cases where such contrivances as conventional hooks, baskets or boxes are installed mutilation of the vehicle by screws, bolts, holes, etc. in movement of the contrivance from one location to another draws objections from the transit companies. Such installations require special labor and thereby create additional and excessive costs.

It is, therefore, the primary object of this invention to provide an assembly for supporting the "Take-One" literature in a manner and by means which avoids or minimizes the foregoing problems.

It is a further object of the present invention to provide an assembly which mounts the literature in such manner that it hangs clear of the car-card and sways with the movement of the vehicle, thereby attracting the eye of the passenger.

It is a still further object of the present invention to provide an assembly that requires no fixed mounting means, and that may be quickly and easily moved from one car location to another, requiring no holes, screws or tools for proper installation.

It is a still further object of the present invention to provide an assembly of such character and construction that the overall cost both to the advertiser and to the servicing company is substantially reduced.

The full nature of the invention will be understood from the accompanying drawings and the following description and claim.

In the drawings, Fig. 1 is a perspective view of the invention with a broken section of the upper and lower card moulding of the vehicle.

Fig. 2 is a front elevation view of the invention alone.

Fig. 3 is a side elevation view of the invention with the vehicle panel shown in section and with the literature shown in dotted lines.

In the drawings the horizontally extending, vertically spaced upper and lower mouldings or flanges 10 and 11

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respectively, border and define the curved advertising panel 12 in the conventional manner. It is in this panel, between the mouldings that the various advertising cards (not shown) are disposed.

5 The hanger portion of the combination or assembly comprises the hook 13 which is welded or otherwise suitably secured at 14 to the plate 15. This plate terminates at its upper end in a flange or hook 16 which is so sized as to be supported by the moulding in the space between it and the adjacent panel.

15 The flange portion of the plate has an opening or slot 17 through which the flexible spring clip or strap 18 may extend as shown in Figs. 1 and 3. Each end of the strap is wedged or clamped between one of the mouldings or flanges 10, 11 and the adjacent panel or wall 12.

20 In operation, the strap will first be slipped through the slot or opening in the plate. The strap will then be placed in a position in alignment with but spaced from the end margins of the car-cards and between the upper and lower moulding. The hook plate will next be pulled down over the lower moulding, whereupon the strap will be flexed back into card engaging and retaining position. The literature 19 will have a hole punched through the upper end so that it can be slipped over the hook. The entire assembly stays firmly in position and is not easily removed by the novice.

25 It can thus be seen that the present invention utilizes the standard spring clip or strap and the moulding to support and lock in place the literature supporting hanger assembly. The assembly cannot be moved laterally, i. e. cannot be shifted or slid out of place without first flexing the strap and then lifting the lower end thereof out of the slot. While one acquainted with the operation and construction of the assembly can easily and readily move it from one location to another as desired, the novice cannot do so. Because of this fact, the assembly is protected from "vandals" who usually will act only if they can do so immediately and thoroughly, and who, conversely, will usually refrain from acting where a time element is involved, as it is in connection with dismantling or moving the present invention.

30 While the invention has been illustrated and described in detail in the drawings and foregoing description, the same is to be considered as illustrative and not restrictive in character, it being understood that only the preferred embodiment has been shown and described and that all changes and modifications that come within the spirit of the invention and the scope of the claim are also desired to be protected.

The invention claimed is:

35 In combination with an advertising panel having upper and lower mouldings in a public transportation vehicle and a flexible strap extending from one to the other of said mouldings and having its opposite ends wedged between the inner face of said mouldings and said panel; a removable literature hanger comprising a plate terminating at its upper end in at least one flange in the form of a hook received between and supported by one of said mouldings and the adjacent panel, said flange having an opening with said strap passing therethrough whereby said plate is restrained by said strap from shifting its position along said moulding, and means on said plate for removably carrying advertising literature.

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