Aug. 28, 1928.

J. T. LANG ET AL

1,682,047

SIGN HOLDER

Filed Sept. 26, 1927

Fig. 1.

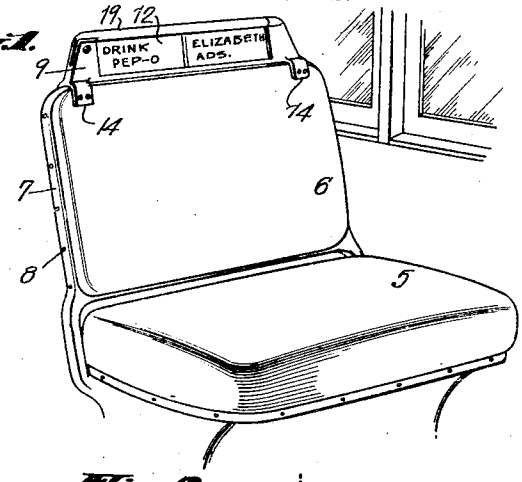


Fig. 4.

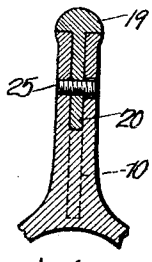


Fig. 2.

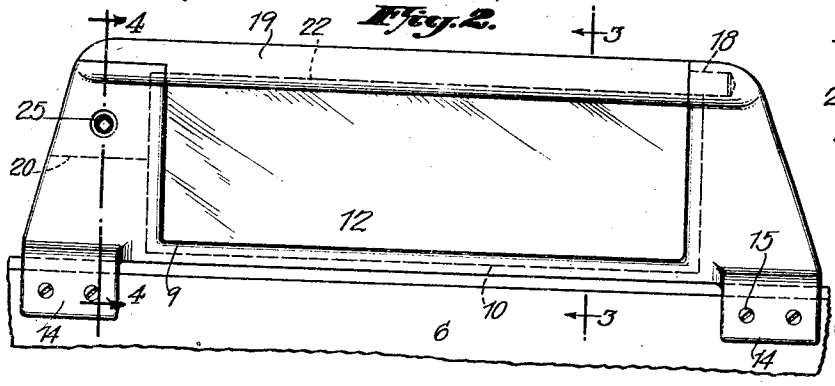


Fig. 3.

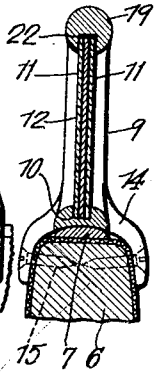


Fig. 5.

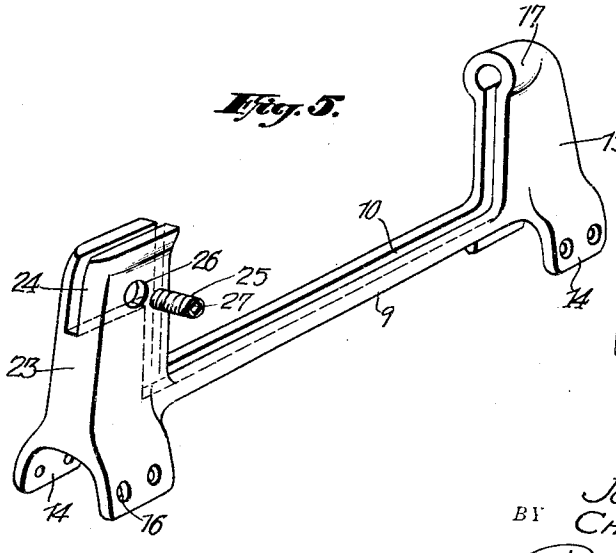
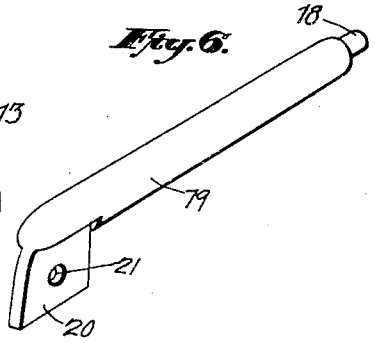


Fig. 6.



INVENTOR
JOHN T. LANG.
CHARLES F. SCHOEFER
BY Richard D. Bloom
ATTORNEY

Patented Aug. 28, 1928. 1,682,047

UNITED STATES PATENT OFFICE.

JOHN T. LANG AND CHARLES F. SCHOEFER, OF TOTTENVILLE, NEW YORK.

SIGN HOLDER.

Application filed September 26, 1927. Serial No. 222,049.

This invention relates to advertising signs and in particular to one adapted to be placed on the seats of a trolley car, bus or other conveyance.

A particular object of the invention is to provide an advertising sign holder which can be positioned on the upper edge of a car seat of the swingable type so that one side of the sign will always be displayed and the opposite side thereof will be alternately displayed during the trips of the vehicle.

A still further object of the invention is to provide a sign in which few parts are used and in which the signs themselves may be readily changed with a minimum of time and labor, the signs being so arranged that they will give the maximum display and still not be in the way of passengers using the seat.

A still further object of the invention is to provide a sign holder which may be opened to remove or insert various signs and which may be locked in its closed position to prevent tampering by the travelling public, the sign being of rugged construction so that the conductor or train men can swing the backs of the seats by taking hold of the sign without injuring it in any way.

To enable others skilled in the art to fully comprehend the underlying features of our invention that they may embody the same in the various modifications in structure and relation contemplated, a drawing depicting a preferred form has been annexed as a part of this disclosure and in such drawing, similar reference characters denote corresponding parts throughout all the views, of which,

Figure 1 is a view in perspective of a railway or vehicle seat, the seat being shown as of the type comprising a swingable back which allows forward riding of the passengers and to which is secured our improved display sign.

Figure 2 is a view in front elevation of the sign holder as it would appear secured to the top edge of the seat, a fragment of the latter of which is illustrated.

Figure 3 is a section taken on the line 3—3 of Figure 2 and shows the construction of the sign holding members.

Figure 4 is a section taken on the line 4—4 of Figure 2 showing how one of the parts of the sign holding device is locked securely to the other whereby removal of the sign by an unauthorized person is prohibited.

Figure 5 is a view in perspective of the sign holder, the member or retainer thereof being removed to show the construction of the holder, and

Figure 6 is a view in perspective of the retainer which cooperates with the sign holder to maintain the sign in position to be displayed.

Referring to the drawings in detail, 5 indicates a car seat of the usual type having pivoted thereto in the well-known manner, the seat back 6, the seat back being reinforced at its edge by the metallic strip 7 which is secured through the medium of the fastening element 8 to the edge of the seat back in position to retain the straw or rattan covering on the seat in proper position.

In seats of this character, it has heretofore been a problem to place an advertising device in connection therewith which would not be interfered with by the passenger occupying the seat and it is quite evident that the advertising sign could not be placed directly in the seat back and in order to overcome this objection, we provide a sign which is adapted to fit on the top edge of the seat back 6.

This display sign or holder consists of a substantially U-shaped sign holding frame 9 which is slotted in its bottom and sides as at 10 to receive a sign 11 which is covered on its opposite faces by the suitable transparent shield 11, it being understood that these transparent elements which are panes of celluloid or glass are cut the same size as the sign 12 and the sign itself may have printing on each side thereof with a plurality of advertisements, which may be effectively displayed as illustrated. The ends of the sign holder are enlarged as at 13 and are provided with the depending lugs 14 at opposite sides of the opposite ends thereof so that the sign holder may be secured to the upper edge of the seat back 6 through the medium of the screws 15 which are adapted to be seated in the openings 16 provided in the lugs 14 for that purpose.

In referring to Figure 3, it will be noted that the under surface of the sign holder 13 is shaped to conform to the contour of the upper edge of the seat back 6, the reinforcing strap 7 being arranged to lie directly beneath the sign holder so that no injury is done to the

rattan or fibre covering of the seat back. The upper extremity of one end of the sign holder is cast in tubular shape as indicated at 17 and is adapted to receive the extended portion 18 of a rod like retaining member 19, this member being shown in perspective in Figure 6 and being provided at one end with the locking plate 20 having a threaded bore 21 therethrough, for a purpose which will be hereinafter described. The under side of the retainer 19 is provided with a groove 22 into which fits the upper edge of the sign 12 and its transparent shields 11. In order to receive the locking plate 20, the opposite end 23 of the sign holder 9 is provided with a slot 24. This slot is arranged to receive the lock plate 20 which fits therein securely and which is retained in position therein through the medium of a locking screw 25 which has threaded connection with the opening 26 formed in the sides of the end 23 of the sign holder 9 and through the opening 21 in the locking plate 20. It is quite evident, of course, that when the sign is placed in the slot 10 of the sign holder that the reduced portion 18 thereof will fit into the tubular part 17 of the sign holder end 13 and will be retained in this portion by reason of the fact that the lock plate 20 is secured through the medium of the screw 25 in the slot 24, thus preventing removal of the sign 12 and its transparent covering 11.

In order to place the locking screw 25 in position, the bore 27 in the end thereof will be engaged by a socket wrench and the screw will be threaded in from the opposite side as shown in Figure 4 and when its ends are flush, with the surfaces of the sign holder end 23, the retainer 19 will be securely fixed in position and removal of the sign will be prevented. Also the removal of the locking screw 25 cannot take place unless a special socket screw driver is used.

It is quite evident, therefore, that we have provided a sign holder of rugged construction and it is also quite evident that the retaining piece 19 being substantially round throughout the greater part of its length, will afford a handle through the medium of which the seat back 6 may be swung back and forth on its pivot point by the trainman to reverse the seating direction of the passengers. It is also evident that with a sign of this character, only one side of the sign will be obstructed at one time and it will be in a position before the passenger in the next adjacent, rear seat with the result that the sign will be effectively displayed and the greatest results obtained therefrom.

It is also evident that the construction of our sign holder is simplified so that removal and replacement of the signs can be carried out quickly and effectively without in any way interfering with the seat construction.

It is also evident that we have provided a sign holder of rugged construction which may be placed on the back of every car seat and which will not only enhance the appearance of the seat but will provide a handle for persons standing in the aisle of a crowded car, and which can be used on a seat of the swingable or fixed type.

It is also evident that any number of signs may be used in the sign holder, and any arrangement thereof may be had to suit the advertiser.

While we have illustrated and described our invention with some degree of particularity, we realize that in practice various alterations therein may be made. We therefore reserve the right and privilege of changing the form of the details of construction or otherwise altering the arrangement of the correlated parts without departing from the spirit of the invention or the scope of the appended claim.

Having thus described our invention what we claim as new and desire to secure by United States Letters Patent is:—

The combination with a seat back, of an advertising display device comprising a slotted sign holder, a sign in said slot, a removable retainer forming a top for the sign holder and being slotted to fit over the upper edge of the sign, a depending tongue on one end of the retainer, an extension on the opposite end, a tubular portion on one end of the holder into which said extension fits, a slotted portion on the opposite end of the holder into which the tongue fits, means for locking the tongue in the slotted portion, and means for securing the holder to the seat.

In testimony whereof we affix our signatures.

JOHN T. LANG. [L. S.]
CHARLES F. SCHOEFER. [L. S.]