

(No Model.)

S. P. FERREE.
ADVERTISING SIGN.

No. 539,579.

Patented May 21, 1895.

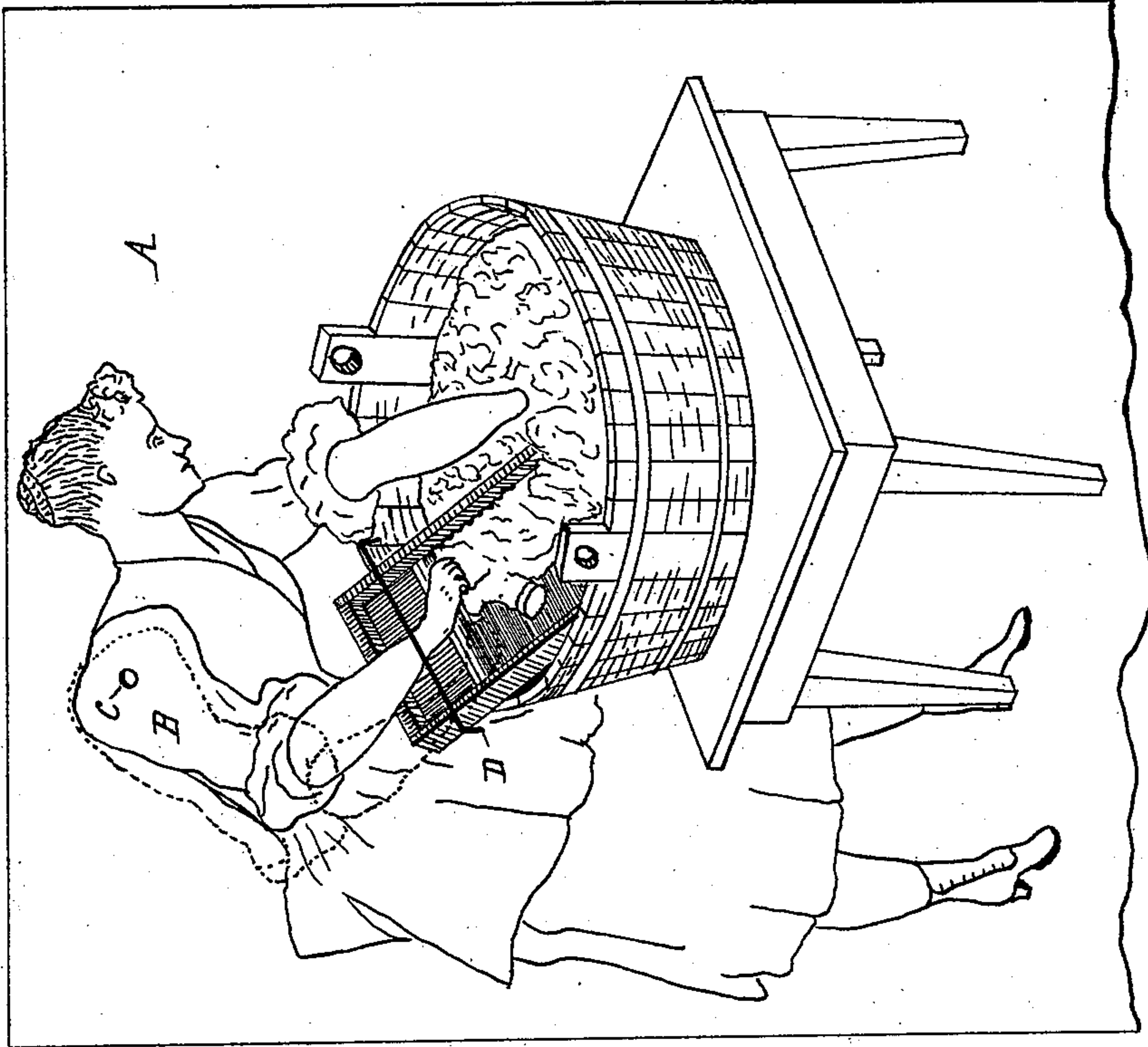


Fig. 1.

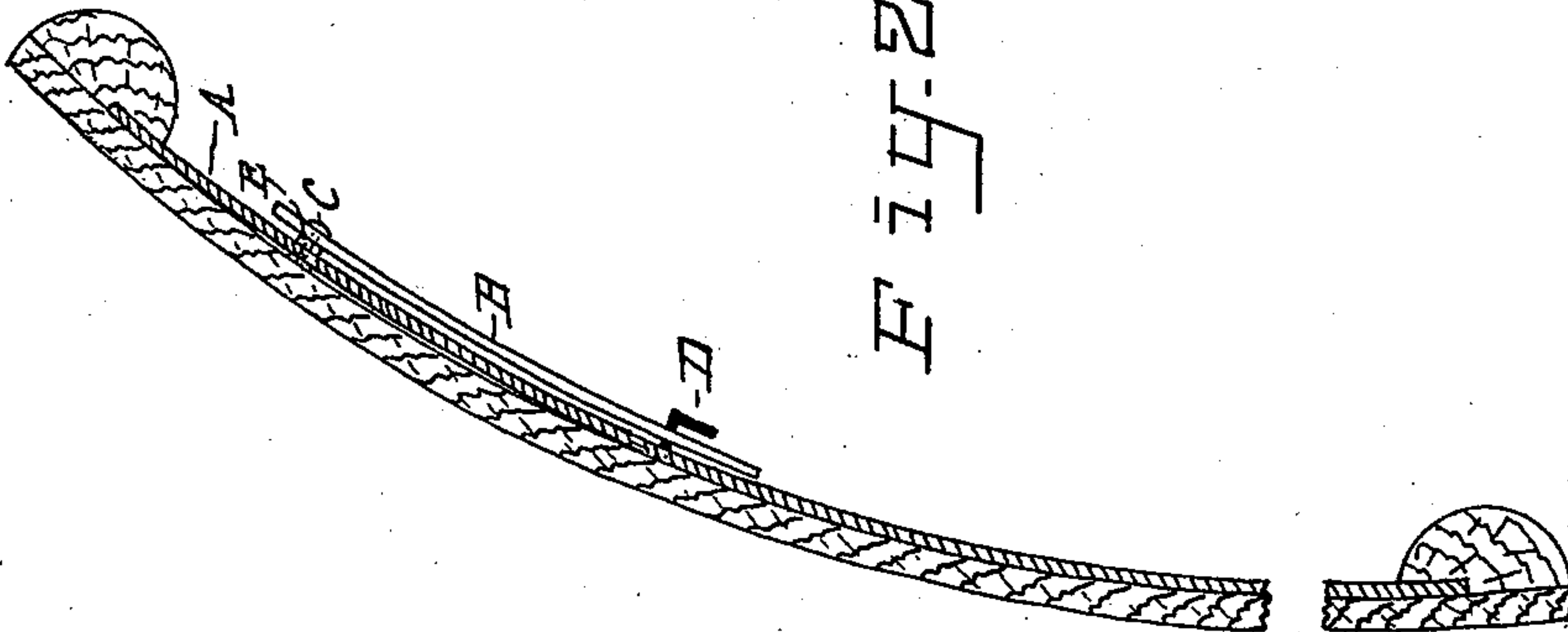


Fig. 2.

WITNESSES;

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ADVERTISING-SIGN.

SPECIFICATION forming part of Letters Patent No. 539,579, dated May 21, 1895.

Application filed March 2, 1895. Serial No. 540,287. (No model.)

To all whom it may concern:

Be it known that I, SAMUEL P. FERREE, a citizen of the United States, residing at Brooklyn, in the county of Kings and State of New York, have invented certain new and useful Improvements in Advertising-Signs, of which the following is a specification.

My invention relates to that class of advertising signs which are displayed in concave racks or frames, in street cars, and is particularly directed to attaching certain parts of the sign to the main portion so as to swing, under the impulse of the jars and movements of the car, producing a movement appropriate to the character of the sign, and calculated to attract attention.

Heretofore signs with movable portions have been made to oscillate by means of springs or counterweights arranged behind the signs. These signs have been placed in cases or frames provided with glass fronts, and fixed in a vertical position when in use. They are cumbersome, require considerable space, including a space behind the sign for the springs or counterweights, and are too expensive for the use of ordinary advertisers.

Advertising signs of the class to which the invention is applied are ordinarily made of card-board and are exhibited by springing them into a concave frame, provided with a rabbeted molding at top and bottom, the top of the frame projecting forward of the vertical plane of the bottom and the back of the sign lying approximately against the face of the frame, so that there is no room for the use of springs, counterweights or other mechanism behind the sign. Besides, the bending or buckling of the sign in the process of springing it into position would disarrange an arrangement of springs or counterweights, and render them impracticable. The movable portion must, therefore, be so arranged as to operate without the aid of springs, counterweights or other mechanism behind it; and the manner in which this is accomplished is hereinafter more particularly set forth and described.

In the drawings, Figure 1 is a front view of an advertising-sign, showing a movable arm attached to the figure. Fig. 2 is a sectional view of an advertising-frame with the sign in position.

Similar letters of reference designate similar parts in both figures.

A is the advertising card, of card-board, or other suitable material, and B is a movable portion attached thereto.

In the sign A is formed an aperture to receive the pivot C, which aperture may be reinforced on its edges by a thin metal guard or eyelet. The pivot C passes through the parts B and A and is fastened behind the latter. A washer E is interposed between the parts A and B to give freedom of movement and prevent rubbing of the pieces together. The motion of the car will cause the movable part B to swing back and forth upon its pivot C, producing a lifelike movement in the arm of the figure, which will attract attention. The concave form of the rack, causes the bottom of the pivoted part to swing out from the face of the sign, so that it does not rub but oscillates freely upon its pivot. This avoids marring of the sign or blurring of its printing or colors which is likely to occur if the parts rub against each other for any length of time as they would do if the face of the sign were vertical, or upwardly inclined.

D D is a wire, the ends of which are fastened to the sign, forming a retaining loop within which the moving part may swing freely but from which it cannot escape. Should the pivot become loosened, this wire will prevent the moving part from falling too far away from the face of the sign, and from swinging too great an arc. It also protects the pivoted parts when the signs are being handled preparatory to being placed in the racks, and prevents mutilation during handling.

In this manner I secure an inexpensive sign, having the desired feature of a movable part or parts which can be used in the ordinary concave racks of cars, which can be readily applied and which is not likely to get out of order.

Having thus described my invention, what I claim, and desire to secure by Letters Patent of the United States, is—

1. The combination with the concave rack of a street car, of an advertising card of card-board, adjusted to the curve of said rack, a pivot socket in said sign, a movable part provided with a pivot adapted to oscillate in said

socket, under the impulse of the movements of the car and a loop of wire fastened to said sign so as to inclose the free end of said movable part, substantially as described.

- 5 2. The combination with the concave rack of a street car of an advertising sign held therein with its top projecting forward of the vertical plane of its base, and having a movable part pivoted thereto adapted to oscillate

under the impulse of the motion of the car, 10 and having a loop of wire attached to said sign and limiting the oscillation of such swinging portion, substantially as described.

SAML. P. FERREE.

Witnesses:

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