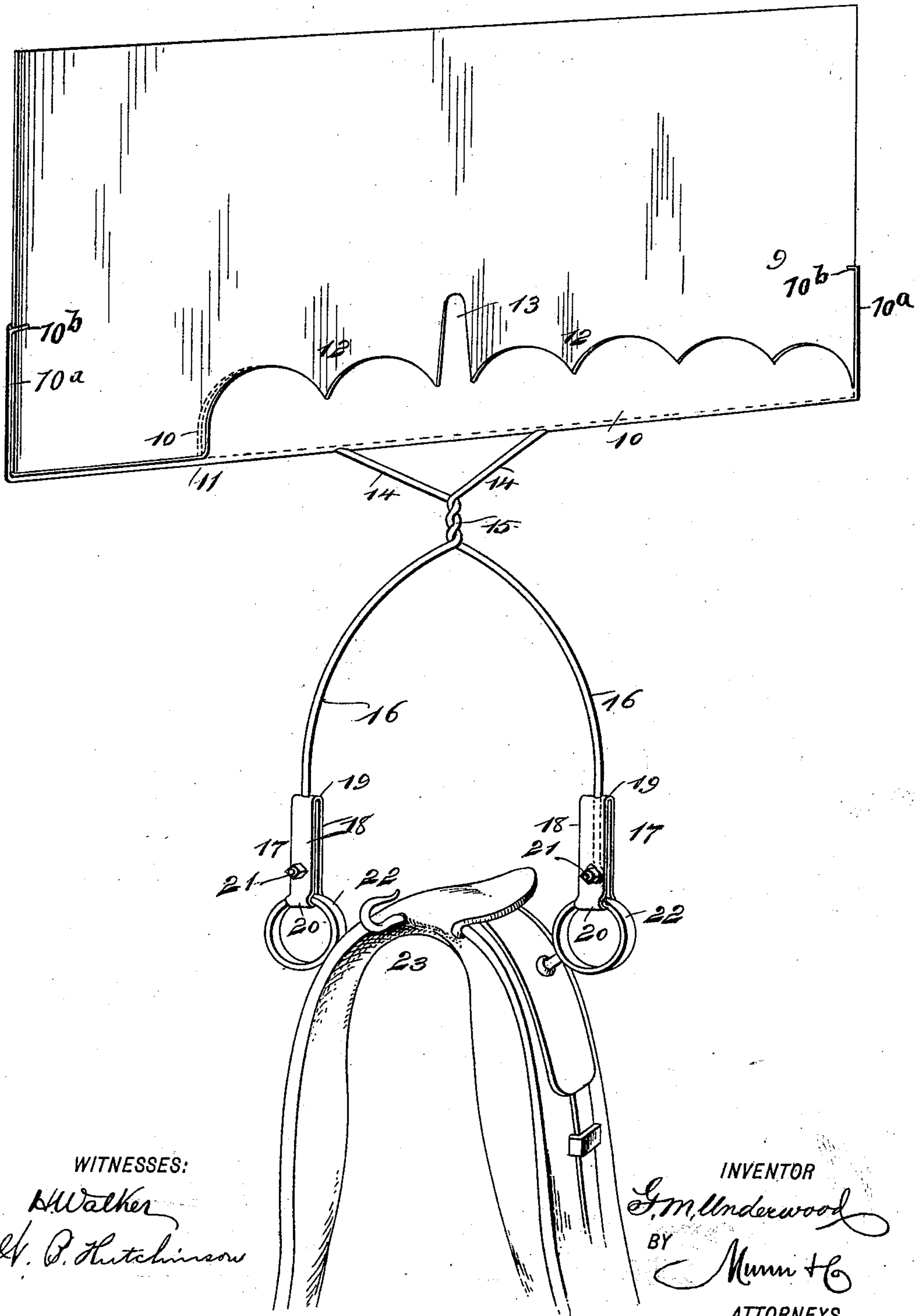


(No Model.)

G. M. UNDERWOOD.  
ADVERTISING DEVICE.

No. 545,752.

Patented Sept. 3, 1895.



# UNITED STATES PATENT OFFICE.

GEORGE M. UNDERWOOD, OF ORANGE, MASSACHUSETTS.

## ADVERTISING DEVICE.

SPECIFICATION forming part of Letters Patent No. 545,752, dated September 3, 1895.

Application filed June 25, 1894. Renewed July 17, 1895. Serial No. 556,253. (No model.)

*To all whom it may concern:*

Be it known that I, GEORGE M. UNDERWOOD, of Orange, in the county of Franklin and State of Massachusetts, have invented a new and Improved Advertising Device, of which the following is a full, clear, and exact description.

My invention relates to improvements in advertising devices; and the object of my invention is to produce a cheap and simple advertising device, which may be conveniently attached to any ordinary harness, preferably to the saddle, and which enables an advertising-card to be advantageously displayed at any point above the horse, where it will attract a great deal of attention.

The chief feature of the invention is the clamps, which are rigidly secured to the lower ends of the arms that support the card-holder and are adapted to fasten the device detachably to the terrets of a harness-saddle.

To these ends my invention consists of certain features of construction and combinations of parts, which will be hereinafter described and claimed.

Reference is to be had to the accompanying drawing, forming a part of this specification, in which the figure is a perspective view of my invention as applied to a harness and supporting an advertising-card.

The device is provided with a card-holder 10, which is doubled at its lower edge, as shown at 11, so as to form two similar sides adapted to receive and support a card 9, the upper edge of the holder being left open, so that the card may be slipped in and out as desired. The card-holder has arms 10<sup>a</sup> at the ends, which are turned up to fit the ends of the card and terminate in forks 10<sup>b</sup>, which clasp the ends of the card. The card-holder has its upper edge preferably scalloped, as shown at 12, and is provided with central

arms 13, projecting upward and adapted to clasp the card 9 between them.

The card-holder 10 is supported on the wire arms 14, which are secured to the card-holder on opposite sides of the center and to the lower edge, and these arms converge, are twisted together, as shown at 15, and terminate in depending diverging members 16, which have clamps 17 at their lower ends adapted to fasten them to the terrets of the saddle. Each clamp 17 comprises a spring-plate, doubled, as shown at 19, to form the essentially parallel members 18, which at their lower or free ends merge in oppositely-curved jaws 20, and the jaws are fastened to the terrets 22 of the saddle 23 by means of bolts 21, or equivalent fastenings. The members 16 project downward through the tops of the clamps 17 and are secured to the bolts 21, thus making the connection between the members 16 and the clamps very strong. It will be seen that this arrangement enables a card to be very easily placed in its holder or removed therefrom, and that the connection with the terrets is such that the free movement of the reins through them is in no wise interfered with.

Having thus described my invention, I claim as new and desire to secure by Letters Patent—

The improved advertising device composed of a card-holder, supporting arms attached to the latter, and terminal, rigidly-attached clamps, formed of opposing jaws, which are adapted to clasp harness-saddle terrets, and adjusting bolts working in said jaws, as shown and described.

GEORGE M. UNDERWOOD.

Witnesses:

W. E. FARMER,  
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