

No. 616,235.

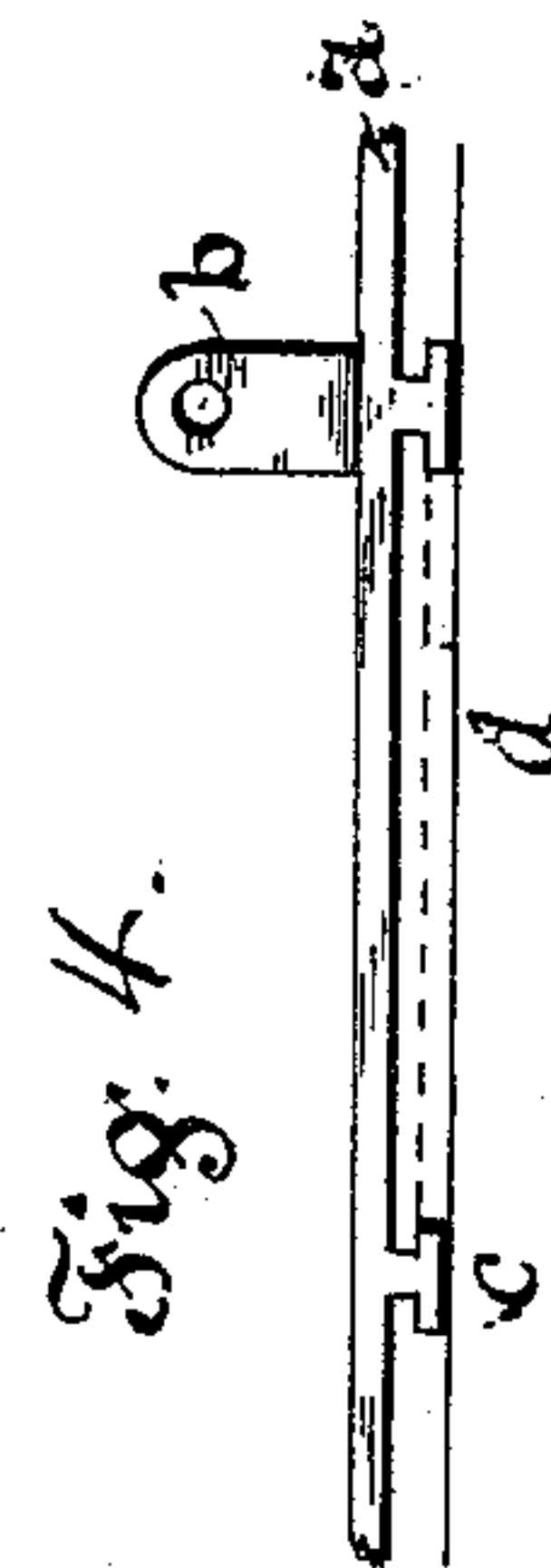
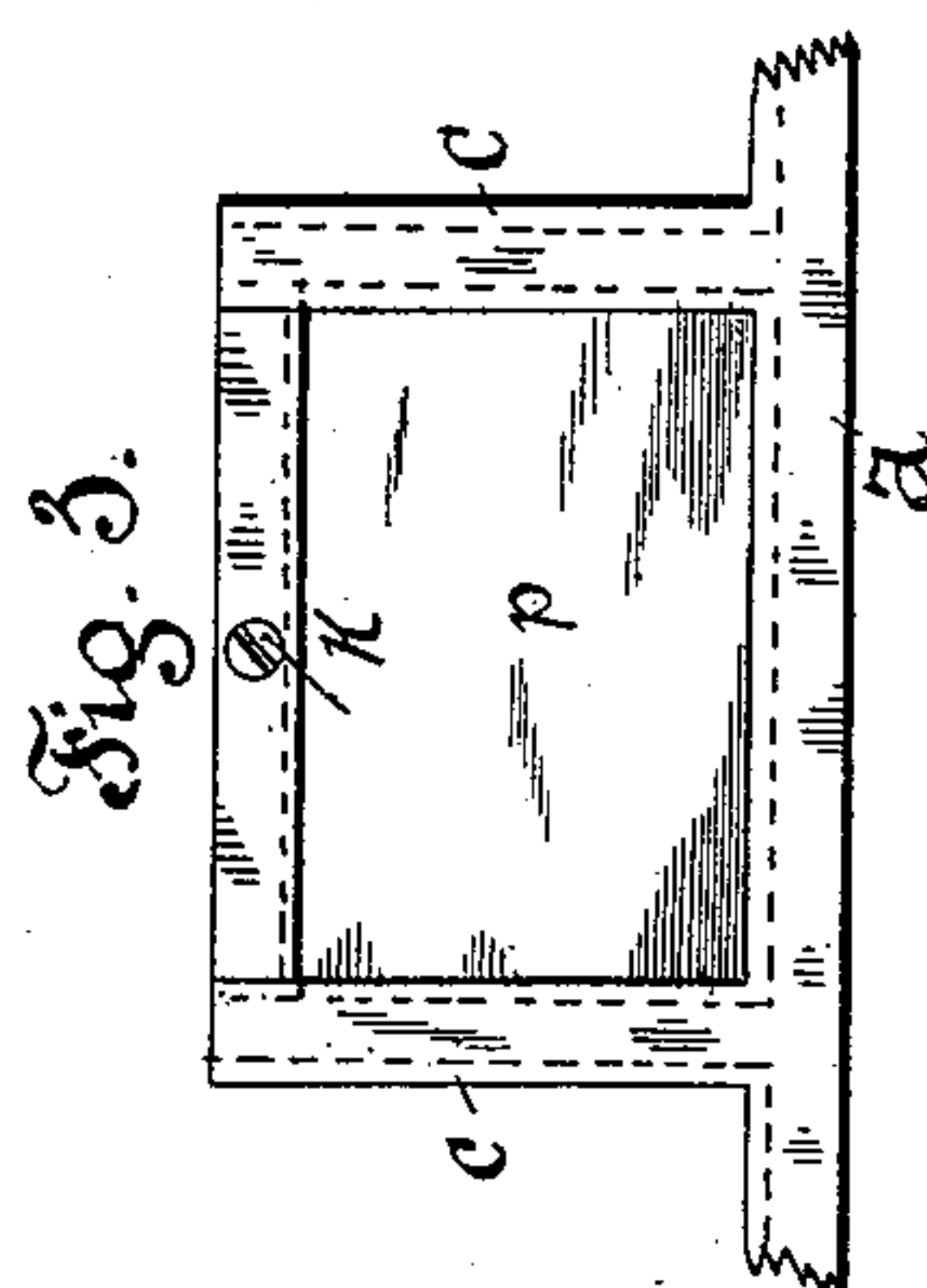
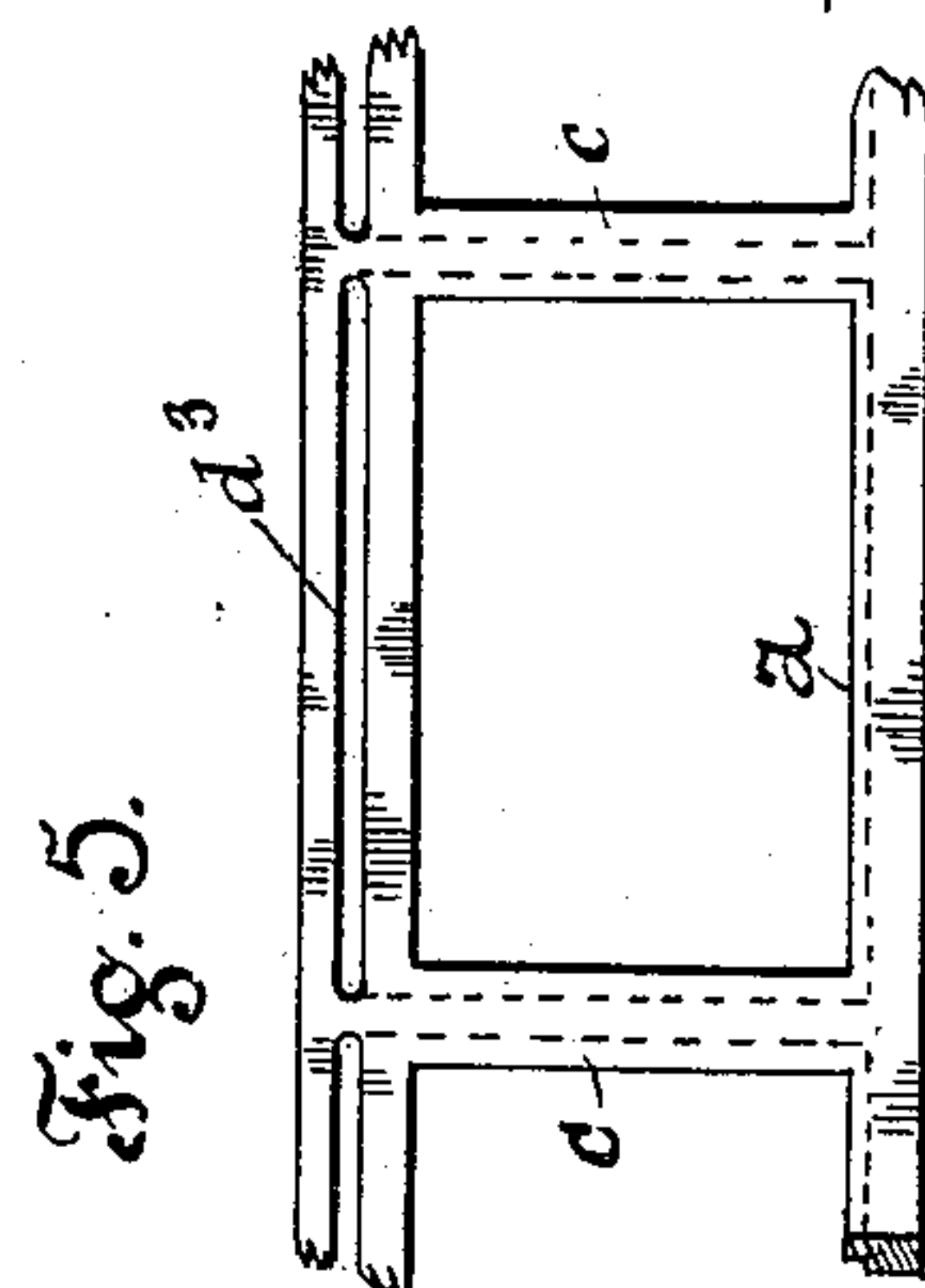
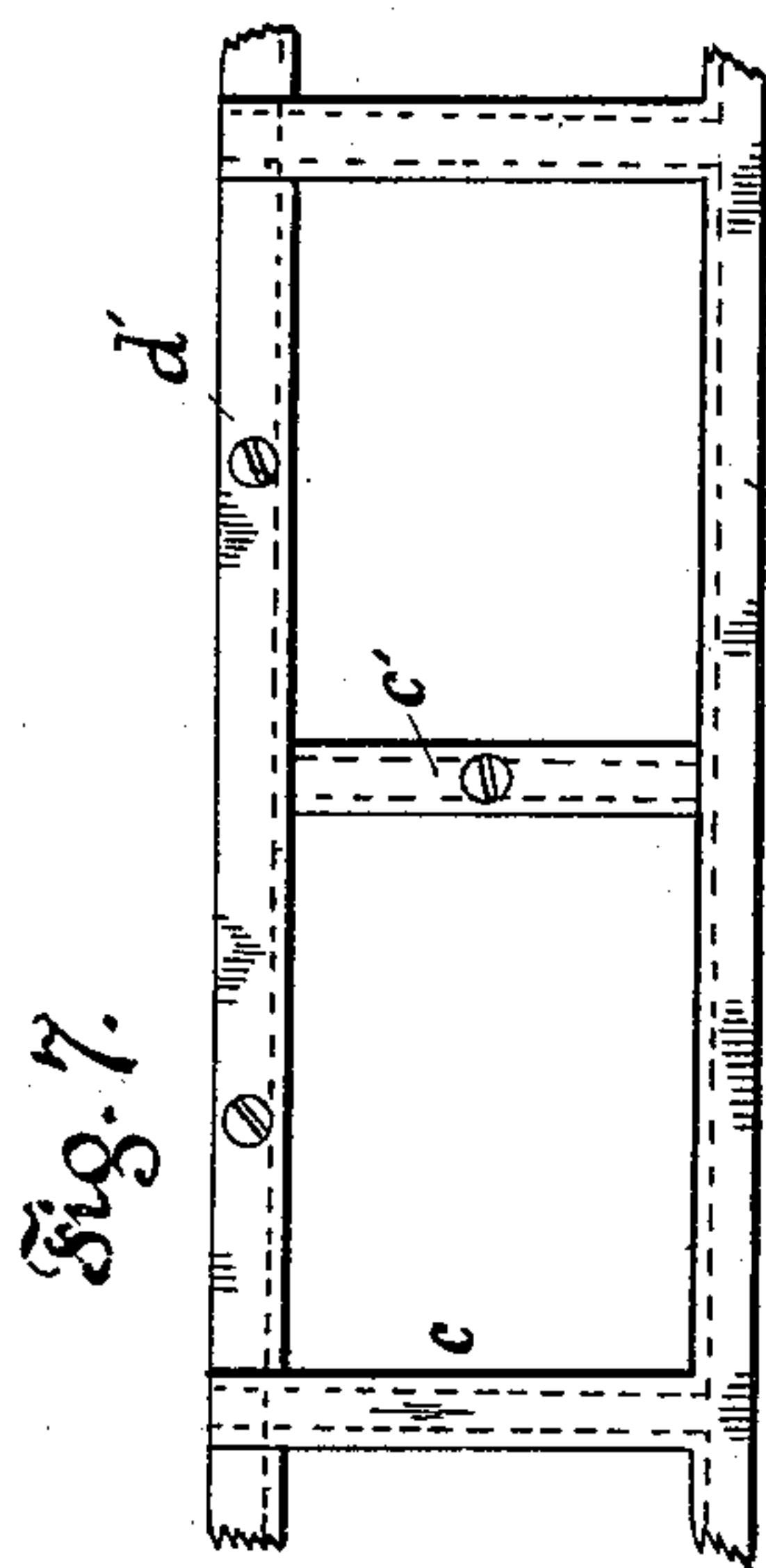
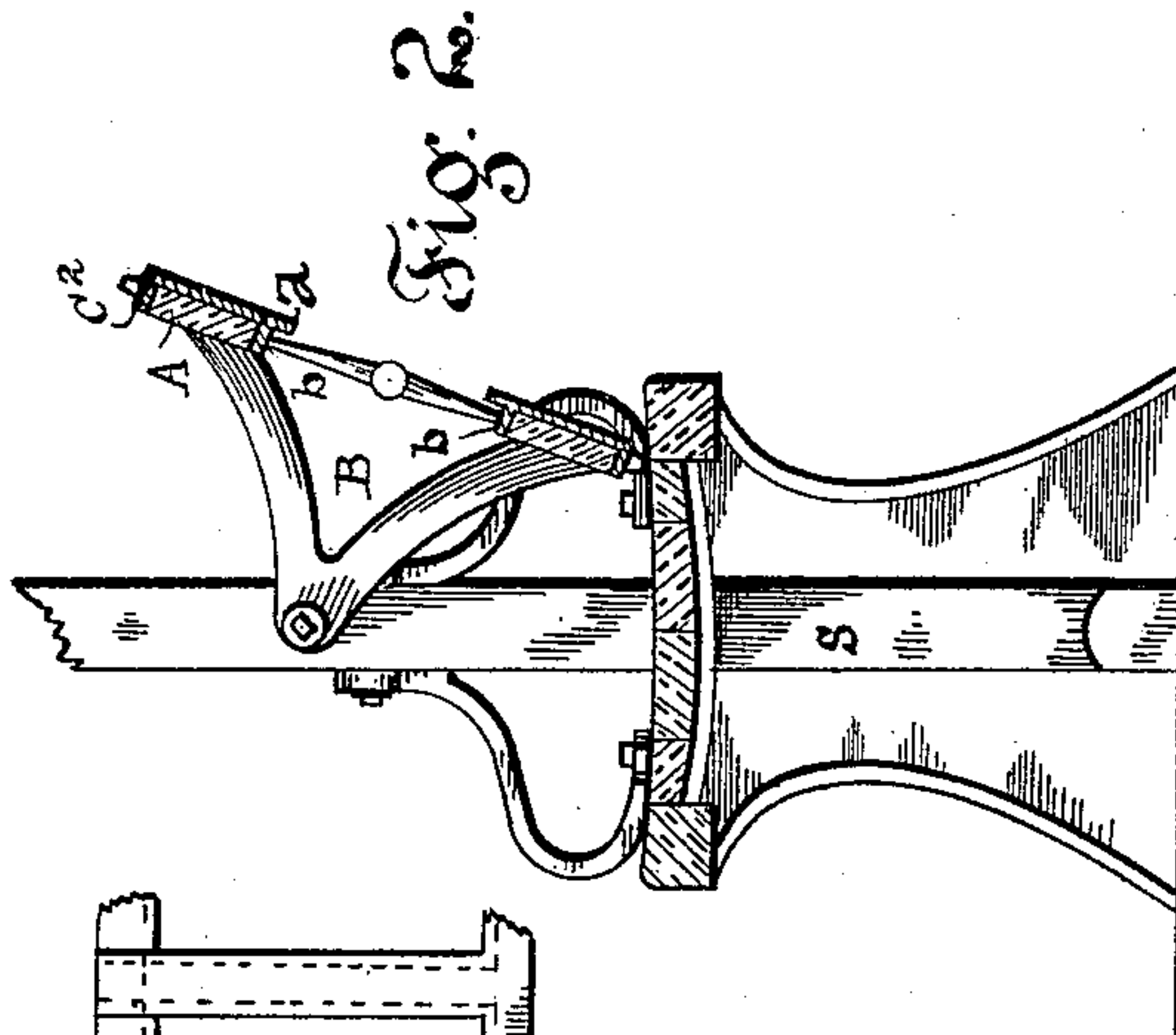
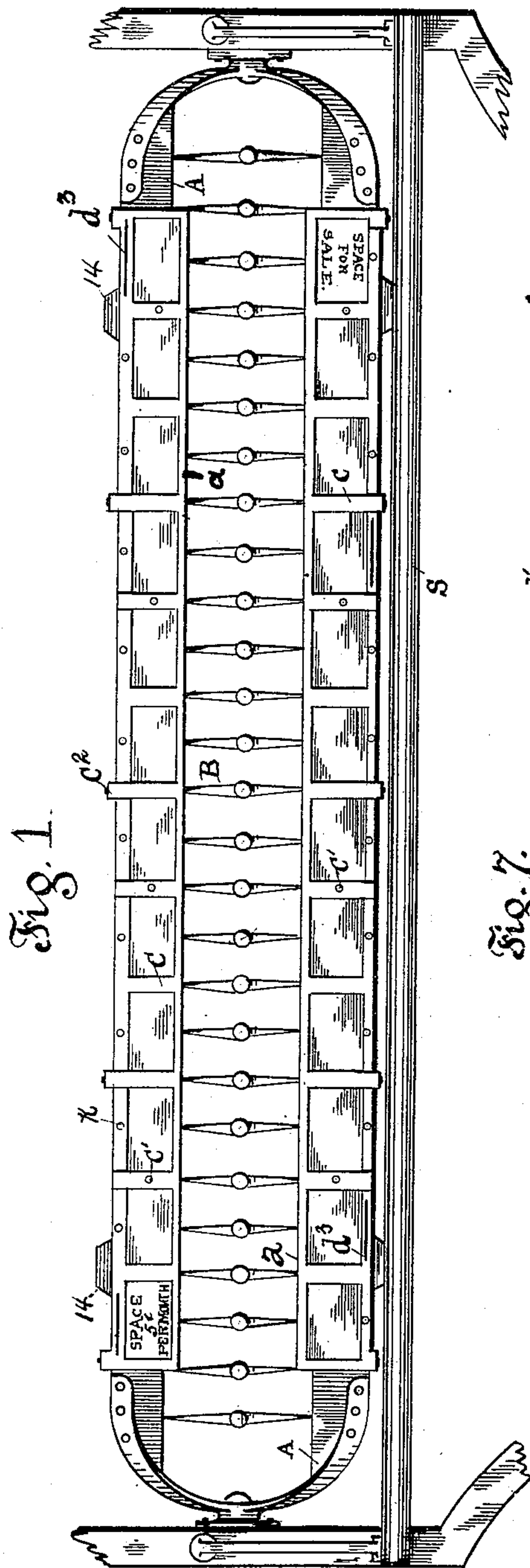
Patented Dec. 20, 1898.

A. H. HEATZMAN.  
CAR ADVERTISING DEVICE.

(Application filed Nov. 17, 1897.)

(No Model.)

3 Sheets—Sheet 1.



WITNESSES  
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Fig. 7.

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Fig. 8.

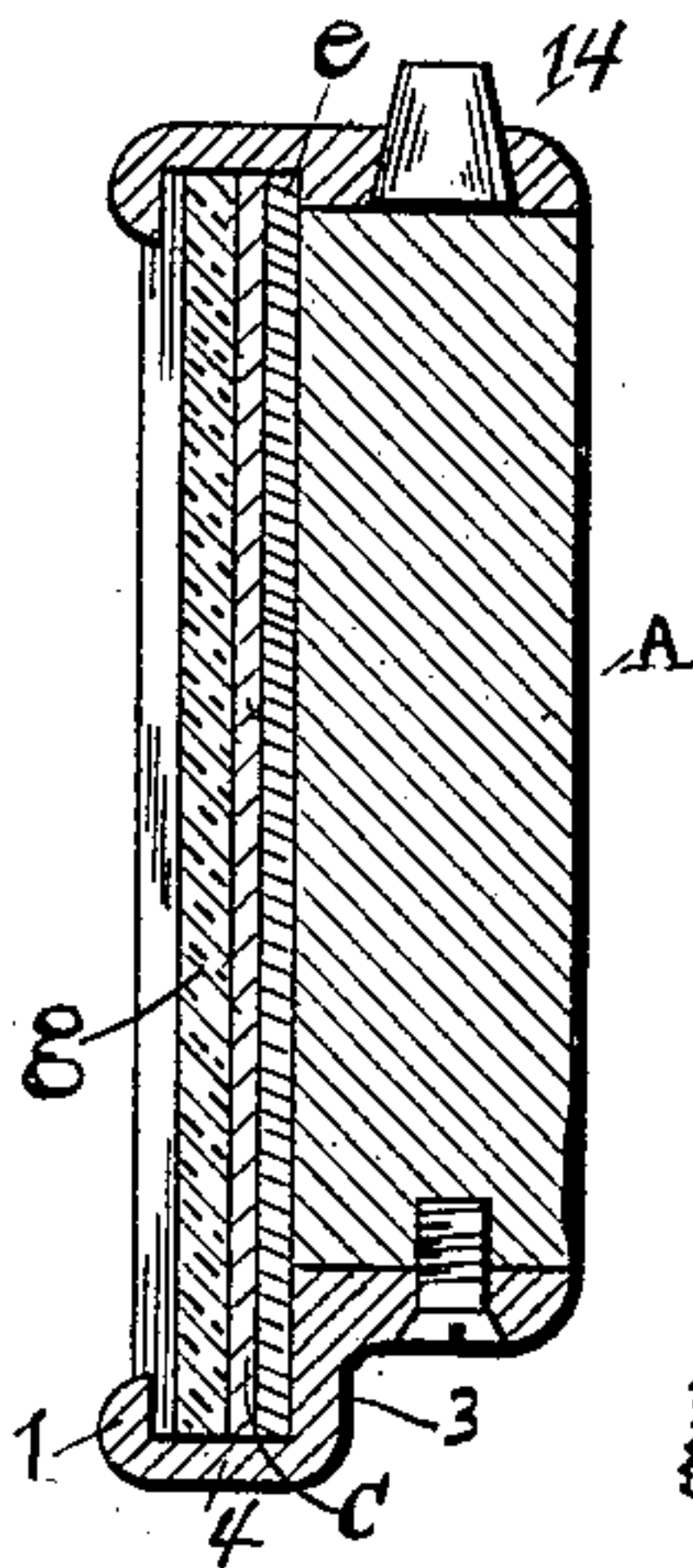


Fig. 9.

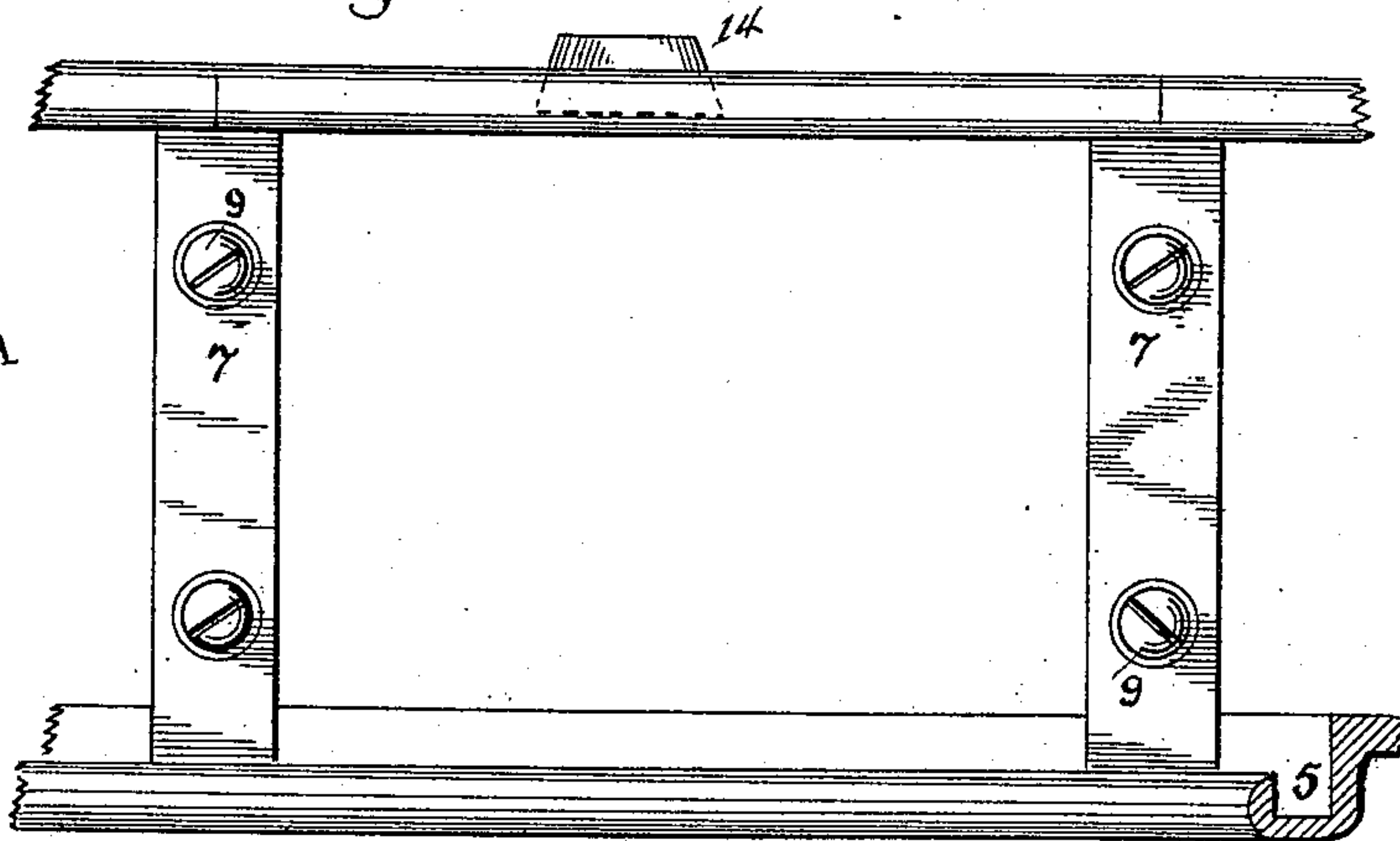


Fig. 10.

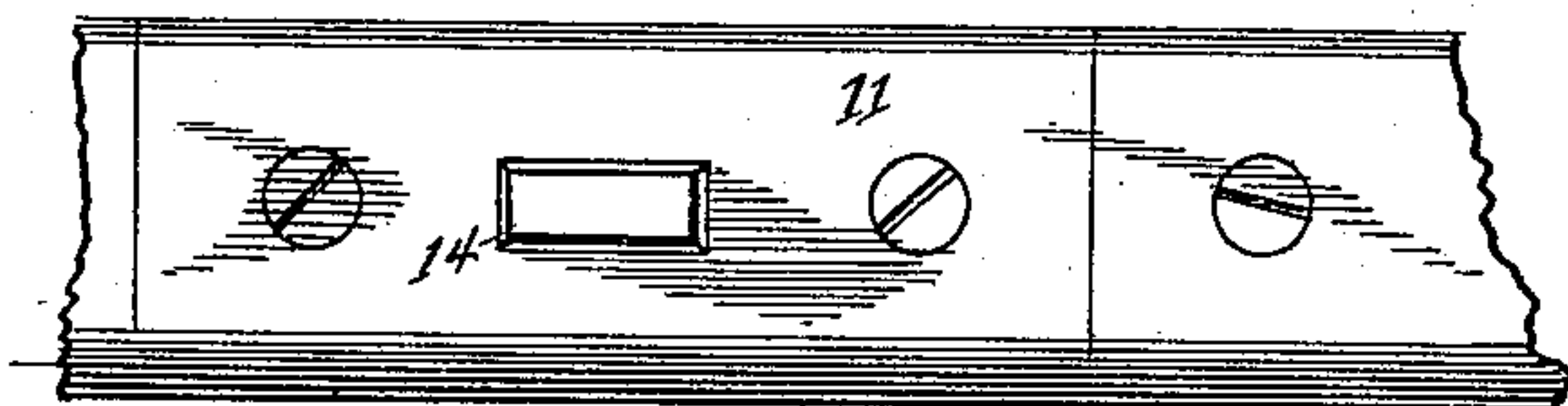


Fig. 12.

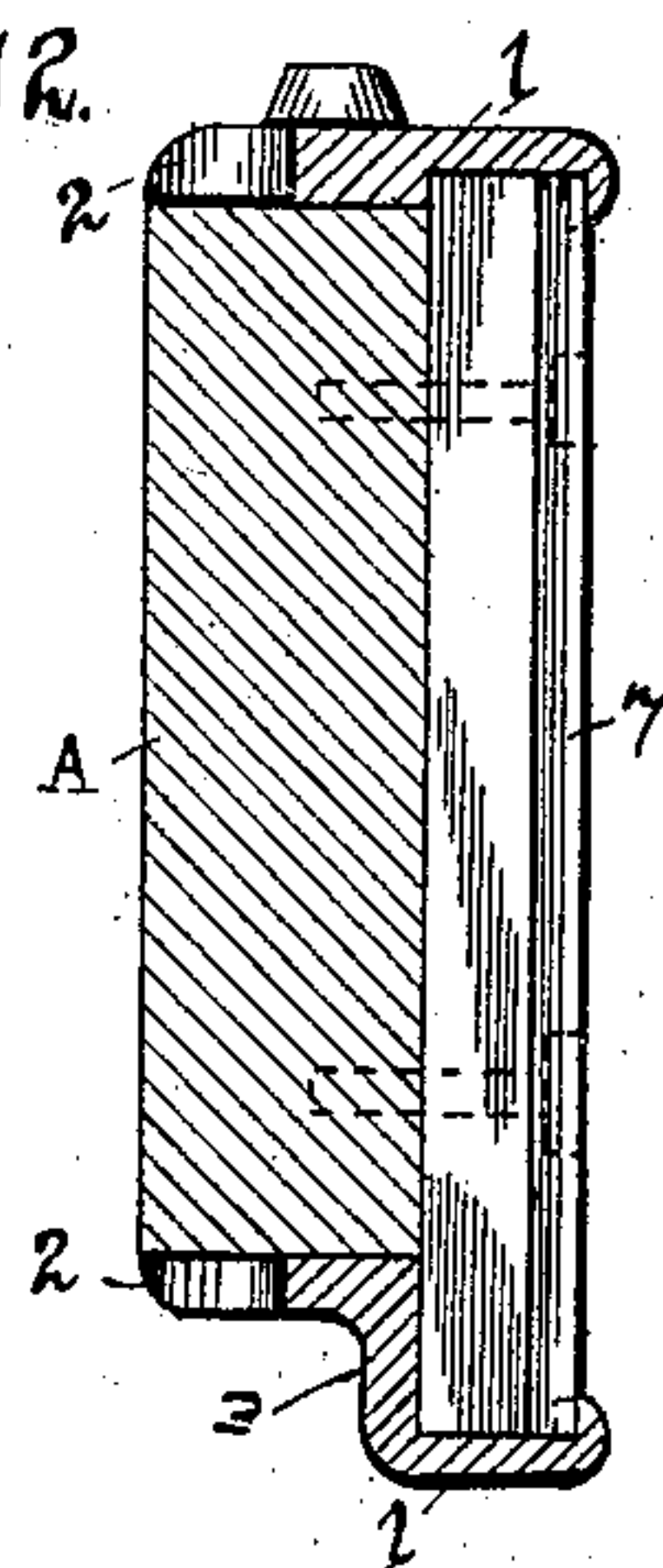


Fig. 11.

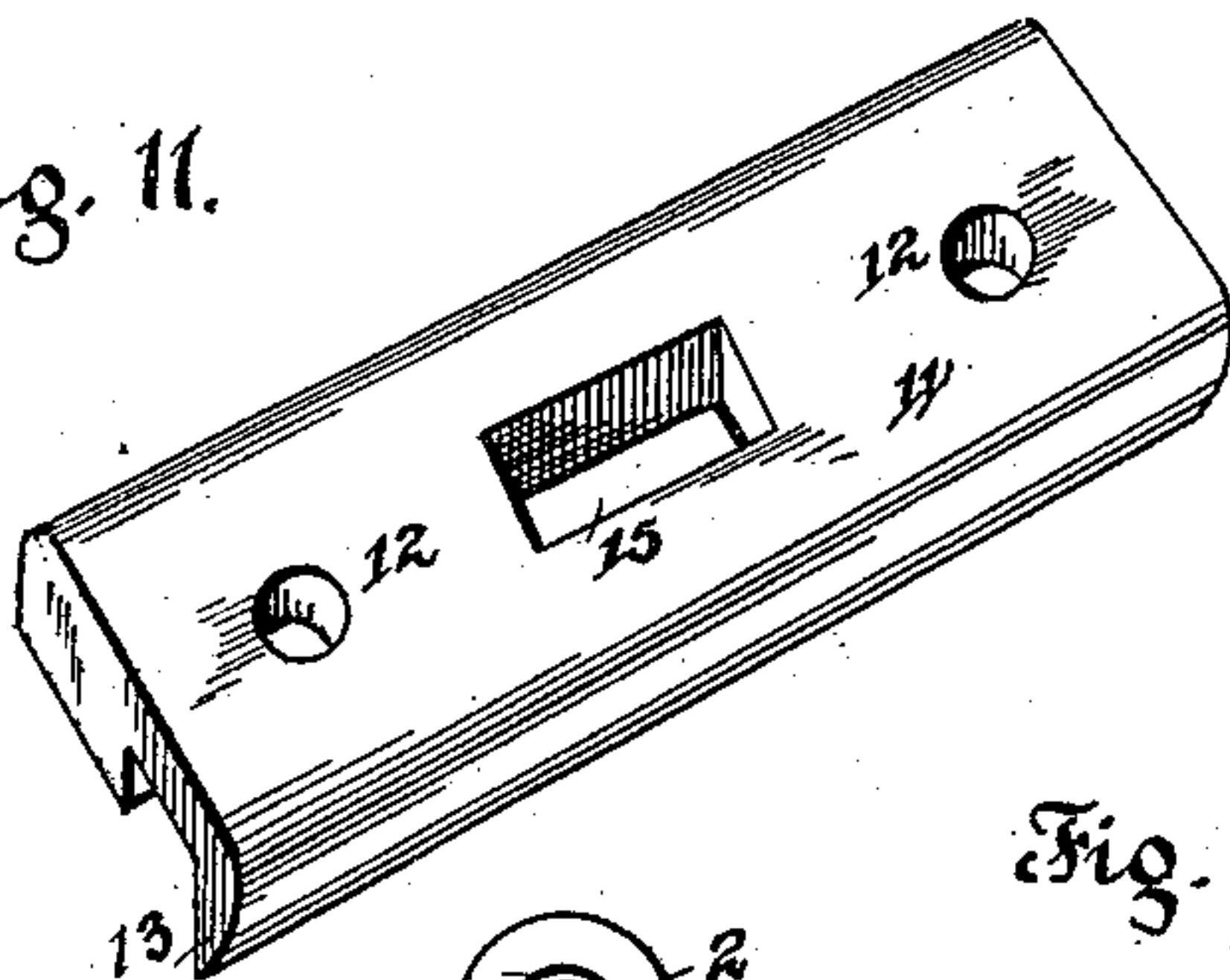


Fig. 13.

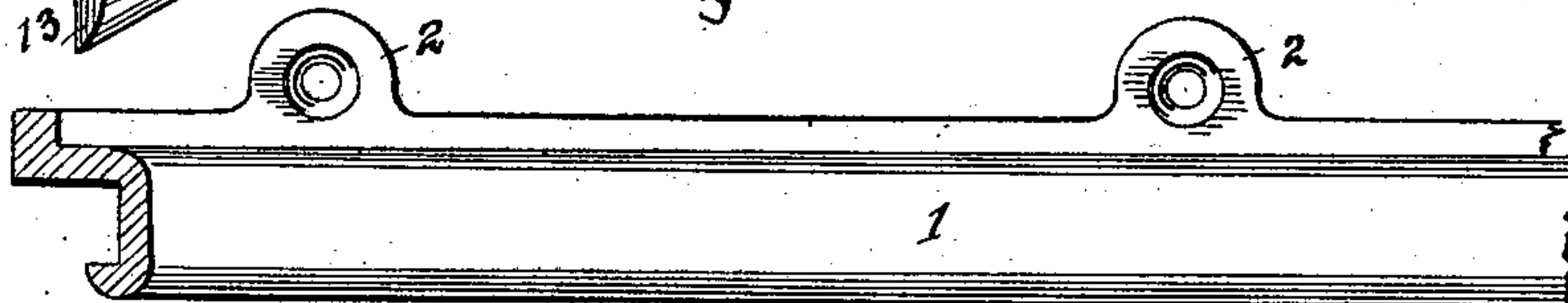
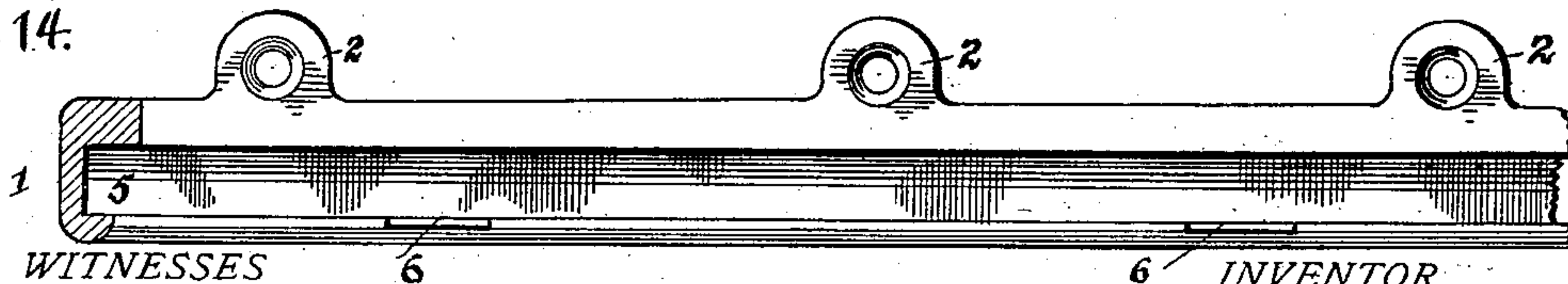


Fig. 14.



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Fig. 15.

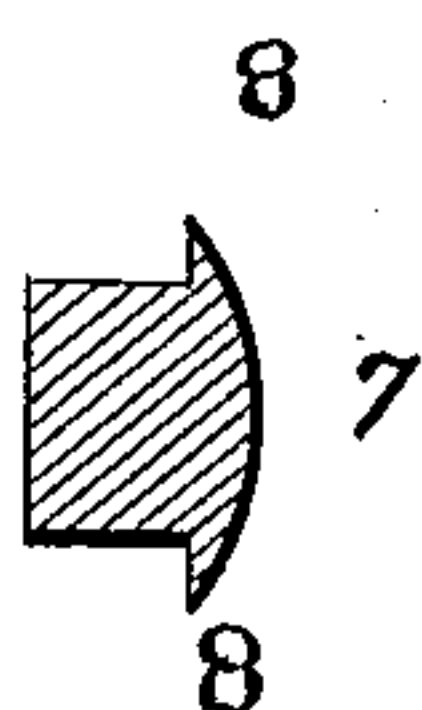


Fig. 16.

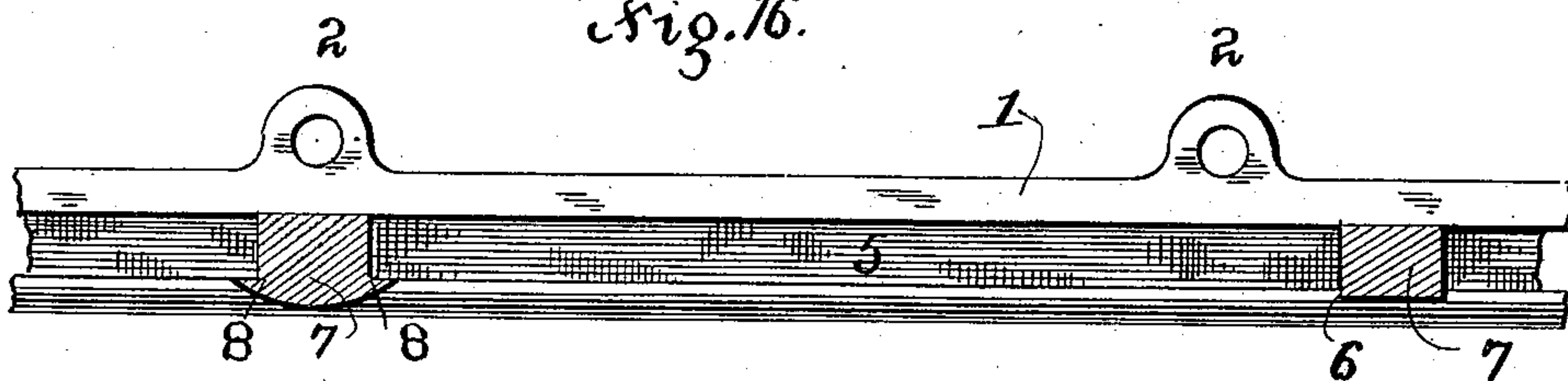


Fig. 17.

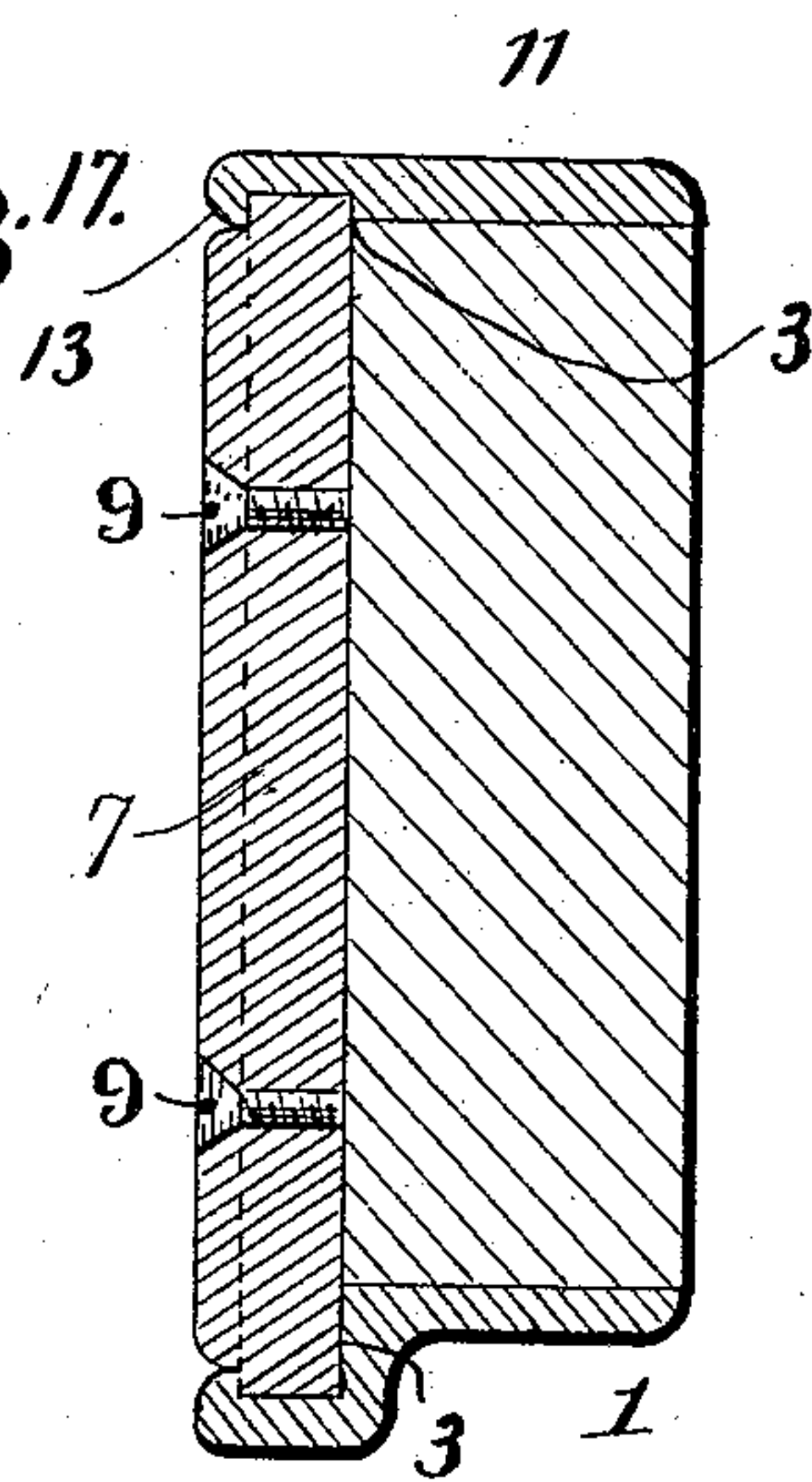
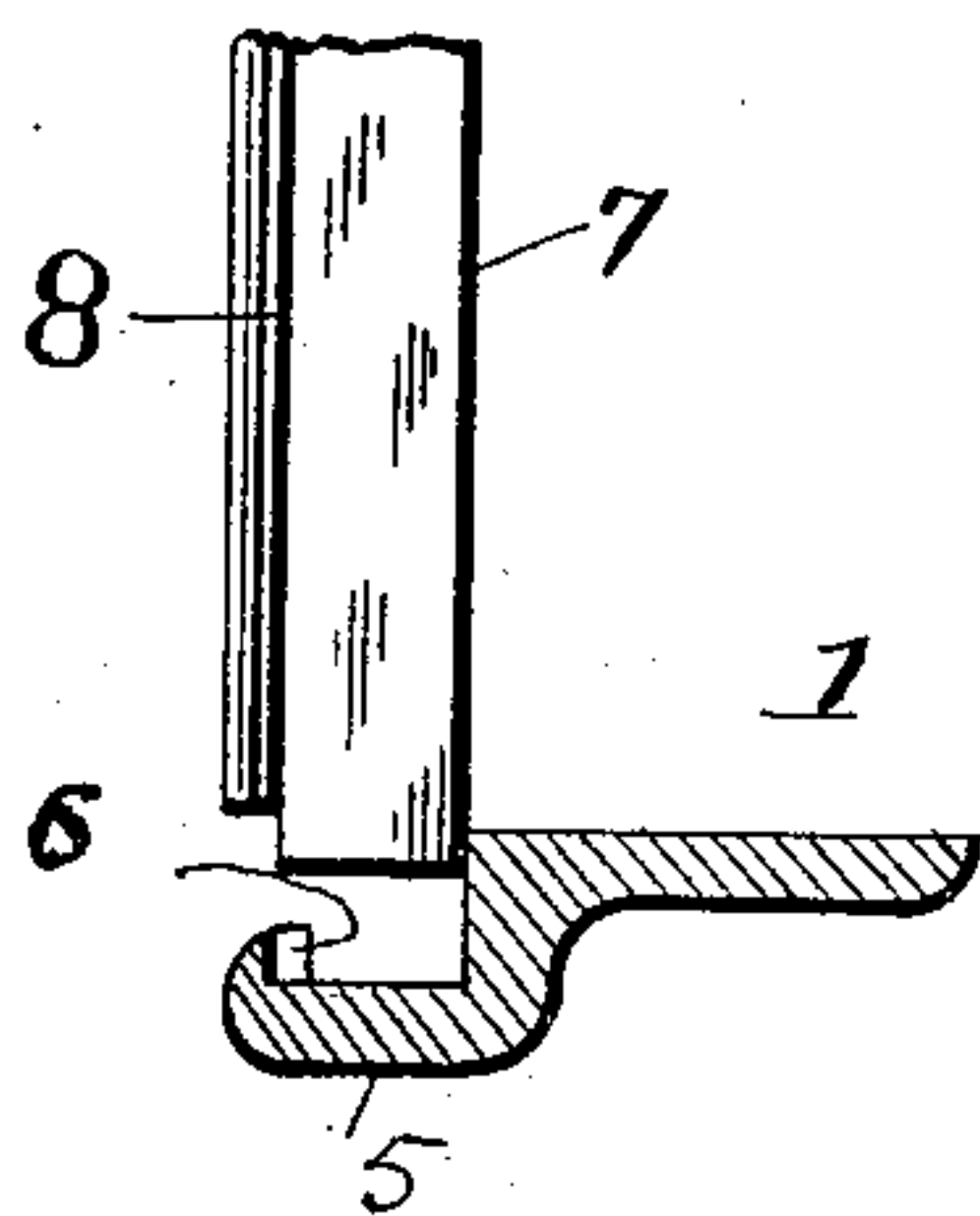


Fig. 18.



WITNESSES

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# UNITED STATES PATENT OFFICE.

ARTHUR H. HEATZMAN, OF BALTIMORE, MARYLAND, ASSIGNOR OF ONE-HALF TO NAPOLEON B. LOBE AND ERNEST M. MANGER, OF SAME PLACE.

## CAR ADVERTISING DEVICE.

SPECIFICATION forming part of Letters Patent No. 616,235, dated December 20, 1898.

Application filed November 17, 1897. Serial No. 658,797. (No model.)

*To all whom it may concern:*

Be it known that I, ARTHUR H. HEATZMAN, residing at Baltimore, in the State of Maryland, have invented certain new and useful  
5 Improvements in Car Advertising Devices, of which the following is a specification, reference being had therein to the accompanying drawings.

This invention relates to advertising appliances intended especially to be used in connection with the backs of street-car seats.

The object of the invention is to produce an advertisement-holder for the back of a car-seat which shall retain advertising-cards  
15 and similar advertising devices in conspicuous position, yet without obstructing the free access to the car-seats and which under certain conditions may also answer other purposes in connection with car-seats.

20 Figure 1 is a back view of a car-seat back of reversible type, with advertisement-holding frame or support attached. Fig. 2 is a cross-section of the same. Fig. 3 is a broken detail elevation of the metallic frame of one of  
25 the advertising-pockets. Fig. 4 is an edge view of Fig. 3. Fig. 5 is a face view of one of the end pockets, and Fig. 6 a section of the same. Fig. 7 is a face view of part of the holding frame or support. Fig. 8 is a cross-  
30 section of bar A of the car-seat on line of an advertisement, with modification of the display-card holder. Fig. 9 is an elevation of the holder in Fig. 8. Fig. 10 is a plan view; Fig. 11, a bottom view of the cap; Fig. 12, a  
35 section of the bar and holder on the line of a partition. Figs. 13 and 14 are reverse views of the holding-strip. Fig. 15 is a cross-section of bar 7. Fig. 16 is a plan of part of bar 1, with section of bars 7 in notches 6. Fig. 17  
40 is a cross-section of car-seat back, showing bars 1 and 11 and partition 7 applied. Fig. 18 is a broken detail showing partition 7 and section of bar 1.

The seats of so-called "summer-cars,"  
45 which extend crosswise of the body of the car, are generally made with reversible backs, so that what is the front of a car-seat in one direction is the rear in the other direction. The back of the car-seat is connected by a  
50 swiveled or pivoted connection to a support at the ends of the seat, so that the back swings over. Passengers in all the car-seats except

the one at the extreme rear of the car are in position to look at the back of the seat directly in front of them, and as the rear seat  
55 becomes the front seat one-half the time the back of this seat is also conspicuous part of the time to persons on the rear platform and part of the time to persons in the seat behind. The rear face of the seat-backs of such car-  
60 seats is therefore an excellent place for the display of advertising matter; but to be available with good results this space must be occupied with advertising matter which does not interfere with the ready access to the  
65 seat. If display-cards are used, they must be protected from defacement by the pocket-knives or pencils of mischievous passengers. The advertisement must be held firmly, so as  
70 not to be broken or displaced when the seat-backs are turned, and generally it will be advisable to have one set of advertisements at the top of the reversible seats and another set at the bottom reading in reverse direc-  
75 tion, as do the warning notices now painted on the backs of many street-car seats. The advertising matter should be so protected that the car-seats can be readily washed without defacing the advertisement. As advertise-  
80 ments of this character are generally paid for by the month, it becomes necessary that advertising-cards displayed on the backs of car-seats should be accessible for removal or change, but not so readily accessible that passengers can easily tamper with them. 85

My device as applied to the usual form of reversible car-seat back is shown in Figs. 1 and 2. The seat S is of usual character. The back B is connected to its supports, so as to turn over in a well-known way. The bars A  
90 A, which alternately become the top and bottom bars of the car-seat back, are the main supports of the advertisement-holder of my present invention, taken in connection with the metallic frame attached thereto. The  
95 seat-bar is really the support against which the advertising matter rests, and my device as a whole differs from ordinary picture-frames, label-holders, and the like in the fact that I utilize the seat-bar as far as possible  
100 as a backing or support for the advertisement and do not need a special back, as is usually found in pictures, framed advertisements, &c.



In the form shown in Figs. 1, 3, and 4 the bottom strip *a* of the frame or support is attached to bar A, as in Fig. 2. This strip *a* preferably extends, overhangs, or projects a little toward the median line of the seat-back, so as to enlarge the area beyond that afforded by bar A, and the strip *a* is secured to the said bar, as by screws passing through flanges *b*. The metallic strips *a* then project far enough beyond the rear plane faces of the seat-bars A to form a support for the advertisement and its cover, the edge of bar *a* having an upturned flange, as shown in Fig. 6 and as hereinafter referred to and similar to the bead or flange of a picture-frame for holding a glass in such a frame. The strip *a* has a number of partition-strips *c* rigidly connected thereto and preferably made integral therewith, and it also has a number of removable strips *c'*, which may be attached either to bar A or to strip *a*.

As seen in Figs. 3 and 4, the partition-strips *c* have overhanging edges, and the strips *a* have edge flanges projecting beyond the plane of the seat-bars. The partition-strips *c c'* also have edge flanges, and these and the partitions form a pocket similar to many well-known card-receptacles. In this pocket *p* an advertising-card may be inserted and preferably also a covering piece of glass, which just fits the pocket. The tongued pieces *d*, just long enough to fill the space between the two adjacent partitions *c c* and having tongues interlocking therewith, are inserted at the edge of the advertisement and its glass cover and held by a fastening device, such as screw K, which enters the bar A and holds the contents of the pocket in place. Some of the partitions *c* may be bent over and secured to the top of bar A, as shown at C<sup>2</sup>.

In Fig. 7 one of the removable partition-strips *c'* is shown, and the pocket-cover *d'* extends the length of two pockets. This modification will be readily understood, whereby two or more pockets can be thrown into one.

In Figs. 2, 5, and 6 I show the end pockets, which are made with a slot in the top bar *d*<sup>3</sup>, and a space behind this bar leading to the pocket. These end pockets (and one or more other pockets may be so constructed) are in condition to receive an advertisement on a strip of slightly-flexible metal. The metal strip, of the right size to fit the pocket, may be passed into this slot, and when entered entirely into the pocket will spring under the top bar and be held against removal.

In the modification shown in Figs. 8 to 14 the bar *a* has a long strip of metal 1 secured to that edge which is the lowest when bar A is the top of the seat-back. The strip 1 has a flange or series of flanges 2, which extend between the spindles of the car-seat, and by screws or other fastening devices passing through these flanges into bar A the strip 1 is held firmly to the bar A.

The distinction between the bar 1 and bar *a*, herein described, is mainly in the fact that

the bar *a* is integral with or firmly attached to at least some of the partitions *c*, while the bar 1 is not so connected. It is not intended in the generic claims to limit to the construction wherein the bar *a* is used to such a bar as increases the advertising-space beyond the area of the car-seat-back bar A.

Strip 1 extends, preferably, a little lower than bar A by a vertical lip or offset from flange 2 and then projects, as at 4, in a plane about parallel with flange 2 and turns up at the edge, forming a trough 5, which thus extends nearly the whole length of bar A. The part of the strip 1 above this trough may be called a "lip" or "extension" of the seat-bar, and trough 5 is at the bottom of said lip. This trough is or may be notched, as at 6 6, for the insertion of partitions 7.

The partitions 7 are thin strips, preferably of metal, having flanges 8 extending at each side, and these partitions 7 may be secured to the bar A at convenient distances apart, preferably by screws passing through holes 9 into the bars A, although the notches 6 hold the lower ends of these partitions to some extent.

The cap-plates 11 are preferably as long as the average space proposed for a single advertisement, with the width of a partition added. These cap-plates are preferably of metal and may be attached to the top of seat-bar A by screws passing through holes 12. The edge of the cap-plate overhangs the edge of the seat-bar A, as at 13, and terminates in a downturned flange 13. This edge or flange overlaps the end of partition 7 in whole or in part. As shown in Fig. 9, the cap-plates 11 break joints opposite partitions 7. Some or all of these cap-plates are provided with buffers 14. The buffer 14 may be a piece of rubber in form of the frustum of a pyramid inserted in a tapering hole 15 in the cap-plate, so that the smaller end of this frustum projects above the plate 11, and by this tapering form the frustum is held firmly to plate 11 and bar A. The frustum thus serves as a buffer or bumper between the seat-back and the seat or support therefor when the car-seat back is turned over, so that bar A rests on the seat proper.

It will be seen that a space is provided between the strip 1 and cap 11 and between two adjacent partitions 7, with the flanges of these strips and partitions overhanging the edges of this space like a picture-frame. In this space may be inserted, first, a cushion *e*, of leather, cloth, or paper, or other yielding substance, to give elasticity to the support; secondly, the card C, on which an advertisement is printed or engraved; third, the glass *g*, the edges of which may rest on a gasket of rubber or other material to protect it from being broken by contact with the metal. The buffers 14 protect these glasses from shock. I am aware that rubber packing has been used in frames to protect pictures, looking-glasses, and the like from breakage and to prevent



the ingress of water in washing the glass, but usually not in connection with metallic frames. In my advertising device the glass covers, being small, will not be as liable to breakage as would larger glasses.

By the removal of any one of the plates 11 access is had to the pocket to insert or remove the advertisement and its packing or cover. By removing a partition 7 an advertisement of a little more than double the usual size may be placed in the double pocket or space so formed. The glass *g* will of course be of corresponding size.

As will be understood from the modifications shown, I may make numerous changes in the form of parts of my invention. The advertisement-card is generally frangible and the glass cover especially so. These must be protected against danger of breakage, for which purpose I use buffers and elastic packing, and the card must be prevented from being damaged by washing or by weather, for which purpose I use flexible strips or packing at the edge of the glass, the elastic packing behind the card serving a purpose to close the parts and keep the entire device in close fit.

I am aware that signs are painted on the backs of car-seats, and cards may be tacked to such seats without involving the use of my invention, which consists of means for making a durable, safe, and attractive device.

My device is believed to be quite distinct as an invention from a common picture-frame, card or label holder, or mirror. The cross-bars *A* of a car-seat back are generally of wood. My advertisement-holder is of metal and adds to the strength of the seat-back bar and prevents its defacement by cutting or otherwise. In picture-frames a separate back is generally required. I utilize the car-seat bar and need no other back to my advertising device.

Picture-frames and the like are not generally subjected to such shocks as arise from the reversal of car-seats. Consequently no such provision to prevent the breakage of the glass of a picture-frame is usually provided as I provide for the protection of the frangible covers of my advertisement.

What I claim is—

1. In a car-seat advertising device, the wooden seat-bar, the flanged metallic strip connected thereto, the slotted strip forming with the flanged strip a pocket with slotted entrance, and the advertising-piece of thin metal inclosed in said pocket, substantially as described.

2. In a car-seat advertising device, the bar of the seat-back, a metallic strip secured

thereto and having a hanging lip forming an extension of the said bar, retaining-partitions, a holding-cap, and the advertisement and glass cover therefor held in the pocket formed by said strip, partitions, and cap, all substantially as described.

3. In a car-seat advertising device, the bar of the seat-back, a metallic strip secured thereto and having a hanging lip forming an extension of the seat-bar, a trough below said lip having recesses for the insertion of partitions, the removable partitions resting on said recesses and secured to the seat-bar, and the cap secured to the seat-bar and forming a cover to the pockets, substantially as described.

4. In a car-seat advertising device, the reversible seat-back having a wooden bar extending lengthwise of the seat-back, the metallic strips attached to said seat-bar and having edge flanges projecting beyond the plane of the seat-bar, partitions extending between these strips forming a pocket, the inclosed advertisement and the covering-glass in such pocket, and the elastic buffer acting to prevent the breakage of said glass when the seat is reversed.

5. In a car-seat advertising device, the wooden seat-bar, a metallic strip at each edge of said seat-bar said strips having edge flanges, metallic partitions extending between these strips forming pockets, and the advertisement and its glass cover secured in said pockets, all combined substantially as described.

6. A car-seat advertising device consisting essentially of a reversible seat-back having parallel bars which become alternately the top and bottom bars of the seat-back when the seat-back is reversed, a metallic frame connected to each of the bars of said seat-back, the interior metallic strips of said frames being permanently attached to the seat-bars and the outer metallic strips removably connected to said seat-bars; metallic partitions separating the spaces between said strips into pockets; and advertisements and covering-glasses held in said pockets; whereby the reversal of the seat-back brings the bars containing advertisements alternately at the top of the seat-back, all substantially as described.

In testimony whereof I affix my signature in presence of two witnesses.

ARTHUR H. HEATZMAN.

Witnesses:

W. A. BARTLETT,  
CHAS. K. DAVIES.