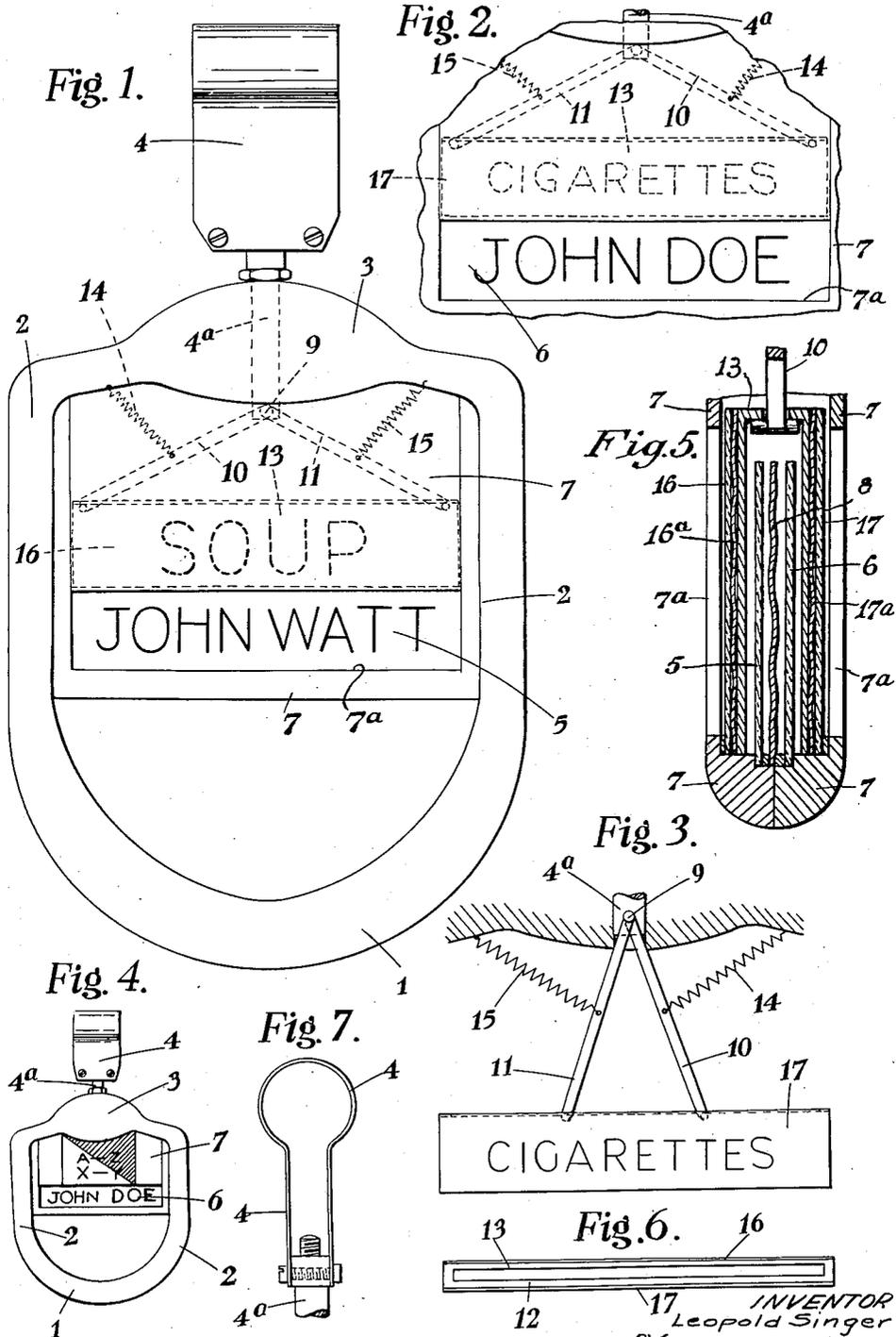


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SUPPORTING AND ADVERTISING OR DISPLAY DEVICE
FOR PERSONS STANDING IN PUBLIC VEHICLES
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SUPPORTING AND ADVERTISING OR DISPLAY DEVICE FOR PERSONS STANDING IN PUBLIC VEHICLES

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This invention relates to a supporting device for persons standing in tramcars, omnibuses and the like.

Usually, in public vehicles, either rods are provided from which standing passengers can support themselves, or leather straps to be grasped by standing passengers are suspended from rods or from the vehicle roof.

The present invention provides more attractive supporting devices with which are combined novel advertising means designed to draw the attention of the passengers and induce those of them who are standing to use the devices.

A device in accordance with the invention comprises a handle loop to be gripped by persons standing in a vehicle, and means within the confines of the loop whereby a pull exerted on the loop causes advertising inscriptions or the like housed therein to appear or disappear. Thus, the invention turns to advantage, in a simple and compact device, the known fact that animated or moving objects attract public attention much more than do objects in which no change or movement takes place.

Preferably the handle loop presents fixed advertising inscriptions or the like, which may be self-luminous, and the said means causes other inscriptions, plates or the like to appear by a pull or pressure exerted on the loop. These inscriptions, plates or the like may then cover the first mentioned inscriptions or complete them.

By way of example an embodiment of the invention is shown on the accompanying drawing to which reference will now be made and whereon:—

Fig. 1 is a side elevation of the device in its normal (unloaded) position;

Fig. 2 is a similar, fragmentary elevation viewed from the opposite side;

Fig. 3 is a partial view corresponding to Fig. 2 but showing the movement that occurs when the device is used by a person;

Fig. 4 is a side elevation of the device to a smaller scale;

Fig. 5 represents, diagrammatically, a medial section through the advertising or display means and shows the relative positions of its parts when the device is used.

Fig. 6 is a plan of the slidable carrier herein-
after referred to; and

Fig. 7 is an end view of the member by which the device is mounted or suspended for use.

The device comprises a handle 1 integral with upstanding walls 2, 2 interconnected at the top by a cross-bar 3, the whole forming a loop adapted

to be suspended in a vehicle as by means of a holder 4 slidable along a rail (not shown) although it may be otherwise secured, for instance by a leather strap. The loop may be of metal polished, brightly lacquered, or otherwise finished to attract the eye.

Between the upstanding walls 2, 2 of the loop 1, 2, 3 advertising or display means are arranged. Said means include two small plates 5, 6 (shown provided with the inscriptions John Watt and John Doe respectively), these plates being held in position by two cover-plates 7 removably secured to opposite sides of the loop and having apertures through which the inscriptions are visible. Between the two plates 5, 6 which are transparent or translucent an undulated or embossed reflector 8 (Fig. 5) is interposed whereby the known effect is obtained that the plates shimmer (in gold or silver) and also flicker when the light falling upon them varies.

The connection of the holder 4 with the loop 1, 2, 3 is effected in a special manner: The holder has a rod 4a passing through a hole in the top bar 3 and to this rod are pivoted at the point 9 two links 10, 11. The lower ends of the links engage in a slot 12 (Fig. 6) in a horizontally disposed bifurcated carrier 13, these ends passing through the longitudinal slot and being so formed that they cannot leave the slot. To the links 10, 11 are attached springs 14, 15 whose other ends are anchored to the cross-bar 3. The bifurcated carrier 13 supports small plates 16, 17 behind each of which there is an undulated or embossed shining metal sheet 16a or 17a. These plates 16, 17 which are transparent or translucent are provided with inscriptions (one of which for the words John Watt reads for example Soup and the other for the words John Doe for example Cigarettes).

When the device described is left free the parts assume the position shown in Figs. 1 and 2, that is to say, the words John Watt are visible from one side thereof and the words John Doe from the other, while the carrier 13 for the plates 16, 17 carrying the inscriptions Soup and Cigarettes is raised and these words are invisible.

When a person supports himself by gripping the part 1 the following happens: The loop 1, 2 3 is pulled a little way down the rod 4a and causes an inward folding of the links 10, 11 (Fig. 3) which are displaced in the slot 12 of the carrier 13 while the springs 14, 15 are tensioned further as shown. The carrier 13 with the advertising plates 16, 17 is therefore displaced downwardly, so that (as shown by Fig. 5) the plate 5 with

the words John Watt is covered by the plate 16 with the word Soup and the plate 6 with the words John Doe by the plate 17 with the word Cigarettes. The observant public thus associates "John Watt" with soup and "John Doe" with cigarettes. When the loop is released the previous condition is again established under the action of the springs 10, 11.

The whole upper part of the device is covered laterally by the aforesaid plates 7 of metal or the like, so that the interior is not visible. These plates may be marked by separate advertising inscriptions, as is indicated for example in Fig. 4, by A—Z and X—Y.

The mechanism may be constructed in various other ways; for example with rocking levers, with pinions and the like. In some cases the plates 5, 6 may be omitted, so that the movable advertising plates 16, 17 are moved to otherwise empty places when the handle 1 is loaded. Obviously, the arrangement may also be reversed, in such a manner that inscriptions appear when the handle is released.

I claim:—

1. A supporting and display device, for persons standing in vehicles, comprising suspension means, a handle loop mounted by the suspension means for limited up and down movements relative thereto, and means within the confines of the handle loop whereby said movements cause display matter to appear and disappear.

2. A supporting and display device, for persons standing in vehicles, comprising suspension means, a handle loop mounted by the suspension means for limited up and down movements relative thereto, a member mounted in the handle loop, and means within the confines of the handle loop co-acting with the member whereby said movements of the handle loop expose and conceal the member.

3. A supporting and display device, for persons standing in vehicles, comprising suspension means, a handle loop mounted by the suspension means for limited up and down movements relative thereto, a member housed within the handle loop, and means connecting the member to the suspension means whereby said movements of the handle loop expose and conceal the member.

4. A supporting and display device, for persons standing in vehicles, comprising suspension means, a handle loop mounted by the suspension means for limited up and down movements relative thereto, means laterally closing a portion of the handle loop and presenting at least one display aperture, a member slidable within the handle loop, and means whereby said movements of the handle loop cause the member to move into and out of register with said aperture.

5. A device according to claim 4, said lateral closing means presenting constantly visible display matter.

6. A supporting and display device, for persons standing in vehicles, comprising suspension means, a handle loop mounted by the suspension means for limited up and down movements relative thereto, means laterally closing a portion of the handle loop and presenting at least one display aperture, a member housed within the handle loop, and means connecting the member to the suspension means whereby said movements of the handle loop bring the member into and out of register with said aperture.

7. A device according to claim 6, said lateral

closing means presenting constantly visible display matter.

8. A supporting and display device, for persons standing in vehicles, comprising suspension means, a handle loop mounted by the suspension means for limited up and down movements relative thereto, means laterally closing a portion of the handle loop and presenting at least one display aperture, a member housed within the handle loop, means connecting the member with the suspension means whereby said movements of the handle loop bring the member into and out of register with said aperture, and a second member fixed within the handle loop in register with said aperture to be covered and uncovered by the first recited member.

9. A device according to claim 8, said lateral closing means presenting constantly visible display matter.

10. A supporting and display device, for persons standing in vehicles, comprising a suspension including a rod, a handle loop slidably mounted on the rod, means laterally closing a portion of the handle loop and presenting at least one display aperture, a plate-like member slidably mounted in the handle loop, resilient means constraining the handle loop upwardly and the member out of register with the display aperture, and means connecting the member with the rod of the suspension whereby a pull on the handle loop causes the member to move into register with said aperture.

11. A supporting and display device, for persons standing in vehicles, comprising a suspension including a rod, a handle loop slidably mounted on the rod, means laterally closing a portion of the handle loop and presenting at least one display aperture, a plate-like member slidably mounted in the handle loop, resilient means constraining the handle loop upwardly and the member out of register with the display aperture, means connecting the member with the rod of the suspension whereby a pull on the handle loop causes the member to move into register with said aperture, and a second plate-like member fixed in the handle loop in register with said aperture to be covered and uncovered by the slidable plate-like member.

12. A device according to claim 11, the slidable plate-like member being bifurcated to present two spaced walls adapted to cover and uncover both sides of the plate-like member fixed in register with the display aperture.

13. A supporting and display device, for persons standing in vehicles, comprising a suspension including a rod, a handle loop slidably mounted on the rod, means laterally closing the upper portion of the handle loop and presenting at least one display aperture, a plate-like member slidably mounted in the handle loop, a pair of links pivoted to the rod of the suspension below the top wall of the handle loop and slidably engaging the member, and spring means interposed between the links and the top wall of the handle loop, whereby a pull exerted on the handle loop operates the links to move the member into register with said aperture, said resilient means returning the member to its original position on release of the handle loop.

14. A supporting and display device, for persons standing in vehicles, comprising a suspension including a rod, a handle loop slidably mounted on the rod, means laterally closing the upper portion of the handle loop and presenting at least one display aperture, a plate-like mem-

ber slidably mounted in the handle loop, a pair of links pivoted to the rod of the suspension below the top wall of the handle loop and slidably engaging the member, spring means interposed
5 between the links and the top wall of the handle loop, whereby a pull exerted on the handle loop moves the member into register with said aperture, said resilient means returning the member to its original position on release of the handle loop, and a second plate-like member fixed
10 in the handle loop in register with said aperture to be covered and uncovered by the slidable plate-like member.

15 15. A device according to claim 14, the slidable plate-like member being bifurcated to present two spaced walls adapted to cover and uncover both sides of the plate-like member fixed in register with the display aperture.

16. A supporting and advertising device, for persons standing in vehicles, comprising a suspended handle loop, display matter housed within the handle loop, and means within the confines of the handle loop whereby a grip exerted there-
5 on causes the display matter to appear or disappear.

17. A supporting and advertising device, for persons standing in vehicles, comprising suspension means, a handle loop mounted by the sus-
10 pension means for limited up and down movements, and means within the confines of the handle loop whereby a pull exerted on the handle causes display matter housed therein to appear or disappear.

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