Nov. 9, 1926. 1,606,369

J. W. JOHNSTON

DISPLAY CARD HOLDER

Filed August 9, 1924

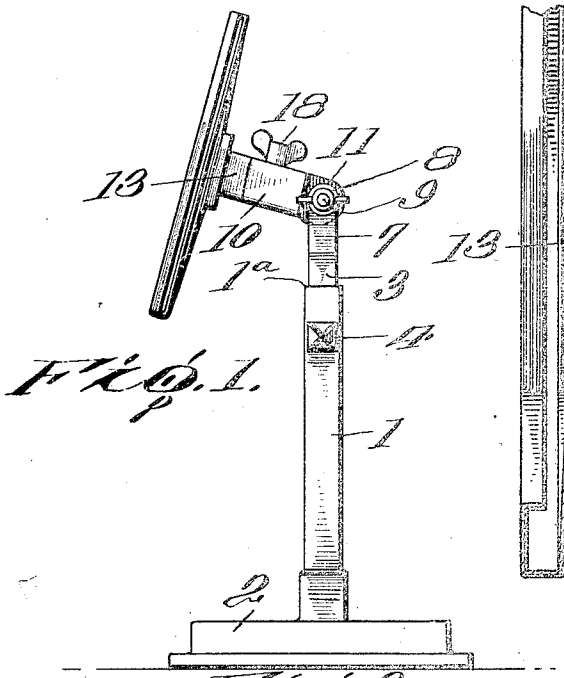


Fig. 1.

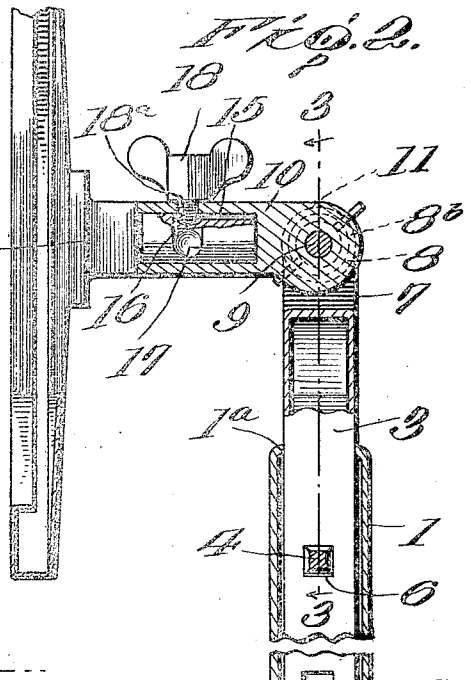


Fig. 2.

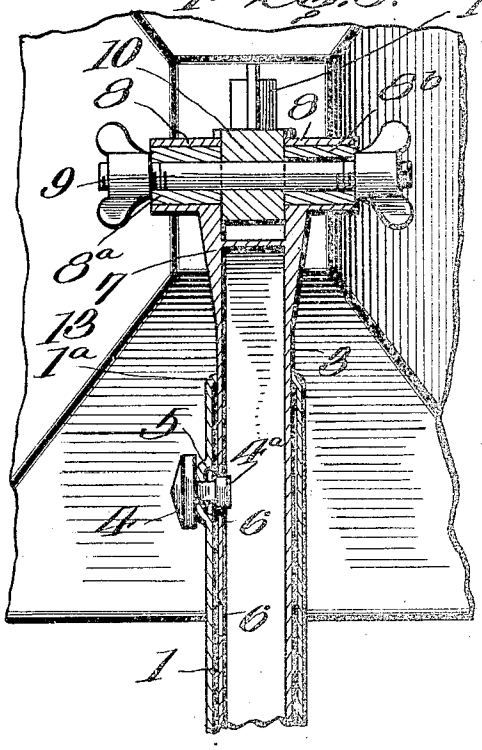


Fig. 3.

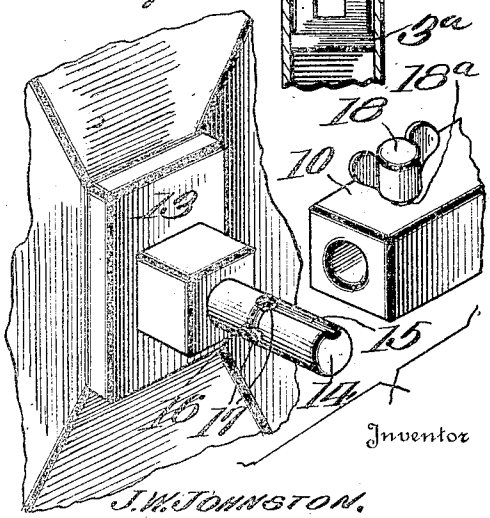


Fig. 4.

Inventor

J. W. JOHNSTON.

By Stevens & Batchelor

Attorneys

Patented Nov. 9, 1926. 1,606,369

UNITED STATES PATENT OFFICE.

JOHN WHITE JOHNSTON, OF ROCHESTER, NEW YORK.

DISPLAY-CARD HOLDER.

Application filed August 9, 1924. Serial No. 731,193.

The display card holder forming the subject matter of my present invention is an improvement on the construction shown in my Patent No. 1,260,201 of March 19, 1918, the same being particularly adapted for use in mercantile establishments.

The standard form of display card is rectangular and it is frequently desired to use the same in horizontal and vertical positions. Such use at present necessitates the employment of two card supporting stands, the respective frames of which are horizontally and vertically disposed. It is, therefore, the primary object of my invention to provide a display card holder the card holding frame of which may be readily disposed in either a horizontal or vertical position.

The invention further contemplates an improved means for clamping the holder in a desired position, the same being so applied as not to become separated from the device; but which is, at the same time, adapted to permit detachment of the card holder.

The above and other objects are attained by means of a novel combination and arrangement of parts to be hereinafter described and claimed, and in order that the same may be better understood reference is had to the accompanying drawing forming a part of the specification.

In the drawings, Figure 1 is a side elevation of a display card holder embodying my improvements;

Figure 2 is a central vertical section through the same;

Figure 3 is a section on line 3—3 of Figure 2, and

Figure 4 is a group perspective view showing the parts in disassembled relation.

Referring specifically to the drawings wherein like reference characters have been used to denote similar parts in all views, numeral 1 denotes a hollow standard supported upon a base 2, this standard receiving for vertical movement therein a post 3 which may be held at any desired position within the standard by means of a headed stud 4 projecting through a transverse bearing opening 5 in the standard and into one of the aligning holes 6 in the post 3. It should here be noted that the standard 1 is slightly oversize with respect to the post 3, and that the upper edges of the standard are crimped inwardly slightly as indicated at 1^a to cooperate with an abutment 3^a at the end of the post 3 to prevent the complete withdrawal of the post, thus obviating likelihood of the parts becoming separated and lost. It will be further observed that the inner end of the stud 4 is provided with an abutment 4^a which serves to prevent complete withdrawal of said stud thereby assuring the presence of the same at all times.

The post 3 is preferably forked at its upper end and the prongs 7 are provided with tubular portions 8, one of which carries a fixed bearing bushing 8^a while the other carries a similar bushing 8^b which latter is capable of limited sliding movement for a purpose which will become presently apparent. Received within the bushings 8^a and 8^b is a shaft or pintle 9, the same acting as a pivot point for a socket member 10 having a transversely bored pivot lug 11 which is disposed between the tubular portions 8 of the prongs 7. The pintle 9 is screw-threaded at either end for the reception of wing nuts, it being evident that upon tightening of the same the bushing 8^b will be clamped against the socket lug 11 to maintain the same in a desired position.

The card holding bracket 13 is provided with a shank 14 which is secured thereto and this shank is formed with a shallow longitudinal groove extending inwardly from its outer end as denoted at 15 in the drawings, the same communicating at its inner end with a transverse surface groove 16, there being provided at the termination of this last-mentioned groove and also at the intersection of said grooves, holes 17 for the reception of the end of a wing screw 18 which latter is carried by the socket member 10. In order to prevent loss of the screw 18 the inner end of the same is slightly flanged as indicated at 18^a, or otherwise formed with an abutment which will prevent a complete outward screwing of the same from its threaded opening in the socket 10.

From the foregoing it will be appreciated that the pivotal attachment of the socket member 10 to the post 3 permits adjustment of the same to any desired angle for catching the eye of customers, the angle of the socket member depending, of course, upon the location of the holder. The movable bushing 8^b controlled by the wing nuts 12 forms a very efficient clamping means for the socket member which is of a simple and inexpensive character. The shallow longitudinal groove 15 in the shank 14 is adapted to accommodate the projecting end of the wing screw

18 when the same has been turned to its limit of outward movement, thus permitting insertion of the shank within the socket member without necessitating removal of the screw. The length of the surface groove 16 is one-fourth the circumference of the shank 14 and since it is of the same depth as the groove 15 its end walls serve as abutments cooperating with the end of the wing screw 18 to definitely locate the card holding bracket 13 with either its long or short side parallel with the base whereupon the wing screw 18 may be located in one of the holes 17 for retaining the bracket in the desired position.

While I have described and illustrated the preferred embodiment of my invention in accordance with the patent statutes, yet it will be understood that various changes and modifications may be made therein without departing from the spirit and scope of the following claims.

Having thus described the invention, what is claimed is:

1. An adjustable holder for advertising cards comprising a base having a standard, a socket member horizontally pivoted to the standard and adjustable about a horizontal axis, a bracket having a shank received in said socket member and having a longitudinal groove provided with a transverse branch at the inner end thereof, said shank being adjustable in said socket whereby the bracket may be turned on the longitudinal axis of the shank for arranging the holder in a desired position, and a winged screw threaded through said socket member and having an enlarged terminal received in said groove to hold the bracket in an adjusted position.

2. In an adjustable card holder, a socket member, a bracket having a shank received in said socket member and having a longitudinal groove provided with a transverse branch at the inner end thereof, said branch groove having recesses therein, said shank being adjustable in said socket whereby the bracket may be turned on the longitudinal axis of the shank for arranging the holder in a desired position, and a transversely movable stud in said socket member and having its terminal received in said groove and designed to engage in the said recesses to hold the bracket in adjusted position.

3. In an adjustable card holder, a socket member, a bracket having a shank received in said socket member and having a longitudinal groove provided with a transverse branch at the inner end thereof, said shank being adjustable in said socket whereby the bracket may be turned on the longitudinal axis of the shank for arranging the holder in a desired position, a transversely movable stud in said socket member and having its terminal received in said groove to hold the bracket in adjusted position, and said grooves having means cooperating with said stud terminal whereby to accurately indicate a plurality of positions of said bracket about its axis.

In testimony whereof I have signed this specification.

JOHN WHITE JOHNSTON.