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D. R. ALMY.

DISPLAY RACK FOR ADVERTISING CARDS.

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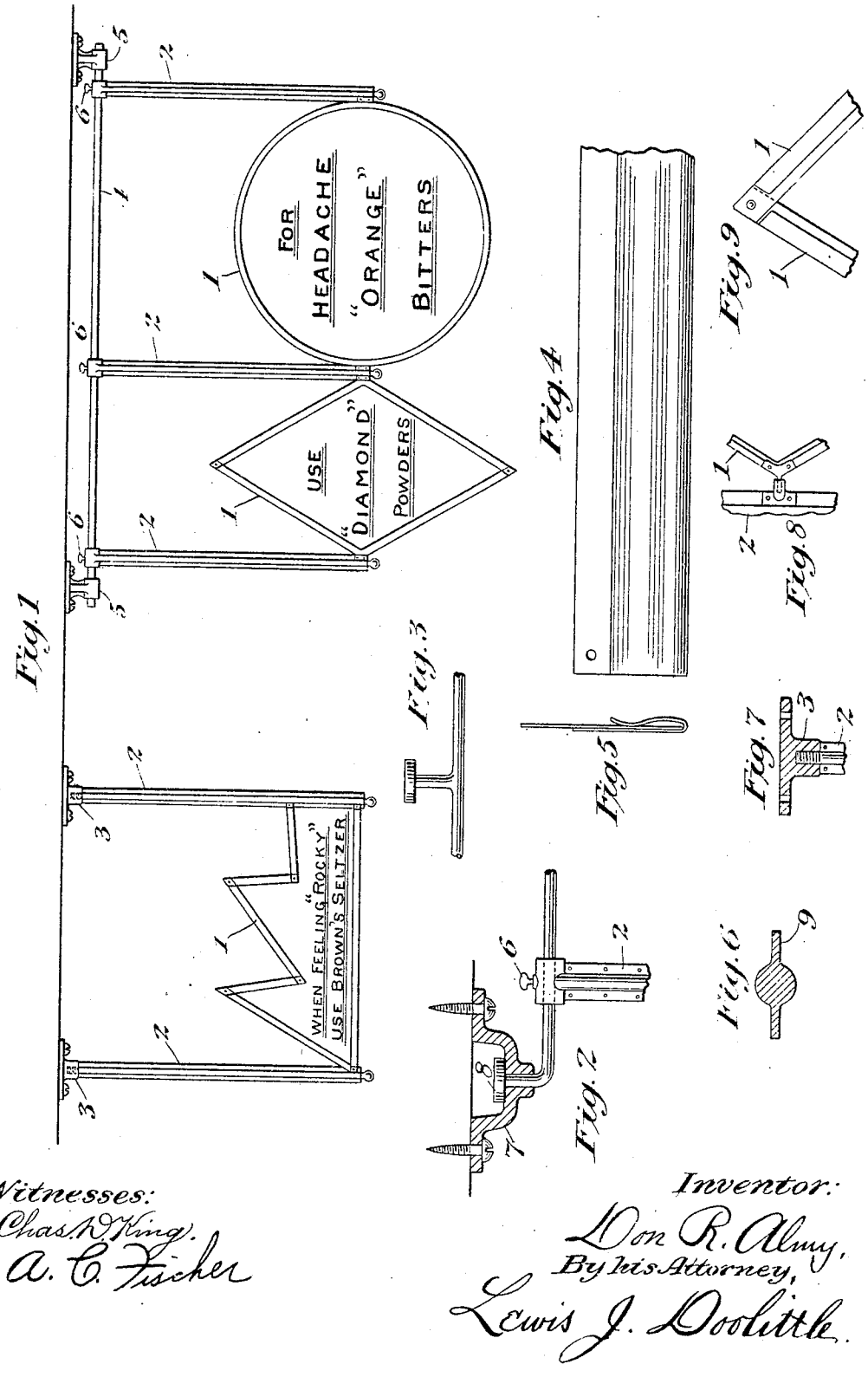


Fig. 1

Fig. 4

Fig. 9

Fig. 8

Fig. 3

Fig. 5

Fig. 7

Fig. 2

Fig. 6

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DISPLAY-RACK FOR ADVERTISING-CARDS.

No. 803,960. Specification of Letters Patent. Patented Nov. 7, 1905.

Application filed March 23, 1904. Serial No. 199,600.

To all whom it may concern:

Be it known that I, DON R. ALMY, a citizen of the United States, and a resident of New York, in the county of New York and State of New York, have invented certain new and useful Improvements in Display-Racks for Advertising-Cards, of which the following is a specification.

This invention relates to a device for holding advertising-cards and like matter and is in the nature of a rack or holder suspended or hung from the ceiling or other suitable support. The object desired in the display of advertising matter is, primarily, to display the matter in such a manner, either by its location or on account of some peculiar or attractive feature relative to the matter itself, so as to catch the eye of the public.

This invention is designed to meet both of these requirements by providing a rack of simple construction which may be suspended from the ceiling of a room or other convenient support and which by means of an adjustable outline holder attracts the attention and so accomplishes the desired results in an effective manner.

These and other features of the invention will be more fully described hereinafter in connection with the drawings accompanying this specification.

Figure 1 represents a side elevation of a display-rack and illustrates several means of suspending the supports and also showing several different shapes of outline card-holders. Fig. 2 is a detailed view, partly in section, illustrating a method of suspending a rotatable swinging support. Fig. 3 is a detail of a T-shaped suspension-rod. Fig. 4 is a side elevation of a portion of a card-holder with the card removed. Fig. 5 is an end elevation of Fig. 4, showing a card in place in the holder. Fig. 6 is a cross-section of a flanged support. Fig. 7 is a detail showing one form of suspension-plate. Fig. 8 is a detail view of a pivotal fastening between the support and card-holder. Fig. 9 is a detail view of a pivotal joint between two sections of the card-holder.

As it has been stated, one of the objects of this invention is to provide a holder which shall attract the eye, and in Fig. 1 is shown several forms of outline-holders which are suggestive of the advertising matter contained on the card by reason of the particular shape of the holder. These holders, such as 1, may be secured rigidly to the support 2, as shown in Fig. 1, or they may be pivotally fastened, so as to allow them to be swung into several different positions. One form of such attachment is shown in Fig. 8.

To form a suitable suspension for the supports 2, a flanged member, such as 3, (shown at the left of Fig. 1 and in section in Fig. 7,) may be provided and the support may be securely held therein by threading one end as shown. By providing a suspension-rod, such as 4, held by suitable supports, such as 5, (shown at the right of Fig. 1,) the supports may be swung from the vertical position to any convenient angle, either to make them more conspicuous or to allow the placing of the card-holder in places where a vertical support could not be obtained. The supports may be held by a set-screw, such as 6. This suspension-rod may be bent up and enlarged at one end only and held in a supporting-bearing, such as 7 in Fig. 2, allowing the projecting end of the rod to be rotated in a horizontal plane. By combining this rotatable feature of the suspension-rod with the swinging supports already described, as shown in Fig. 2, a great variety of positions and changes may be made to meet the various requirements incident to this class of apparatus.

Fig. 3 illustrates a T form of suspension-rod, which is applicable to the same uses as just stated and shown under Fig. 2 and which is a desirable form when the cards are large and the parts of the device heavy, as with this form one side counterbalances the other and the whole rotates freely in the supporting-bearing.

In Figs. 4 and 5 is shown a preferred form of card-holder which may be formed by bending a single piece of material, such as strip brass or other metal, back upon itself, forming a clamp for holding the card substantially as shown. This card-holder or frame may be formed by bending a single piece of metal into the desired form, as shown at the right of Fig. 1, or by using several short pieces joined together to give the desired outline, as shown at the left of Fig. 1. The joint between the several pieces may be fixed or may be pivoted, as shown in Fig. 9, to allow of adjustment or change of the shape of the outline.

In Fig. 6 is shown in cross-section a preferred form of the supports 2, the main body being of a circular form and having projecting ribs or flanges, such as 9, forming a simple and convenient means of fastening the card-holder, which may be secured thereto by a rigid fastening, as shown in Fig. 1, or by

means of a pivotal fastening, as shown in Fig. 8. The advantages of the pivotal fastening under certain conditions are many—as, for example, when the location of the holder is high above the floor—the card may be swung into a position rendering it easy to be read and also allowing of the reversal of the holder to display a different card on the opposite side.

I do not confine myself to the details as shown as they are intended to represent preferred forms of construction illustrating my invention.

It will be evident that various other constructions may be designed to meet the particular requirements of the advertising matter to be displayed and which incorporate the features of a suspended rack with card-holders which are suggestive of the advertising matter thereon without departing from the scope of my invention.

What I claim is—

1. In a display-rack for advertising-cards, the combination of a suspended support of round cross-section having projecting ribs, a card-holder, and means for securing said card-holder to the projecting ribs of said support, substantially as described.

2. In a display-rack for advertising-cards, the combination of a suspended support, an adjustable variable outline card-holder, and means for securing said card-holder to said support, substantially as described.

3. In a display-rack for advertising-cards, the combination of a suspended support, a card-holder forming an adjustable outline or frame for the advertising-card and which is suggestive of the advertising matter contained on said card by reason of the shape thereof, and means for adjustably securing said card-holder to said support, substantially as described.

4. In a display-rack for advertising-cards, the combination of a suspended support, a card-holder which is adjustable to the outline of the advertising-card and which is suggestive of the advertising matter contained on said card by reason of the shape thereof, and means for securing said card-holder to said support, substantially as described.

5. In a display-rack for advertising-cards, the combination of a suspended support, an adjustable card-holder adapted to be formed into a suggestive outline or frame for said advertisement-card, and means for pivotally fastening said card-holder to said support, substantially as described.

Signed at New York, in the county of New York and State of New York, this 16th day of March, A. D. 1904.

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