

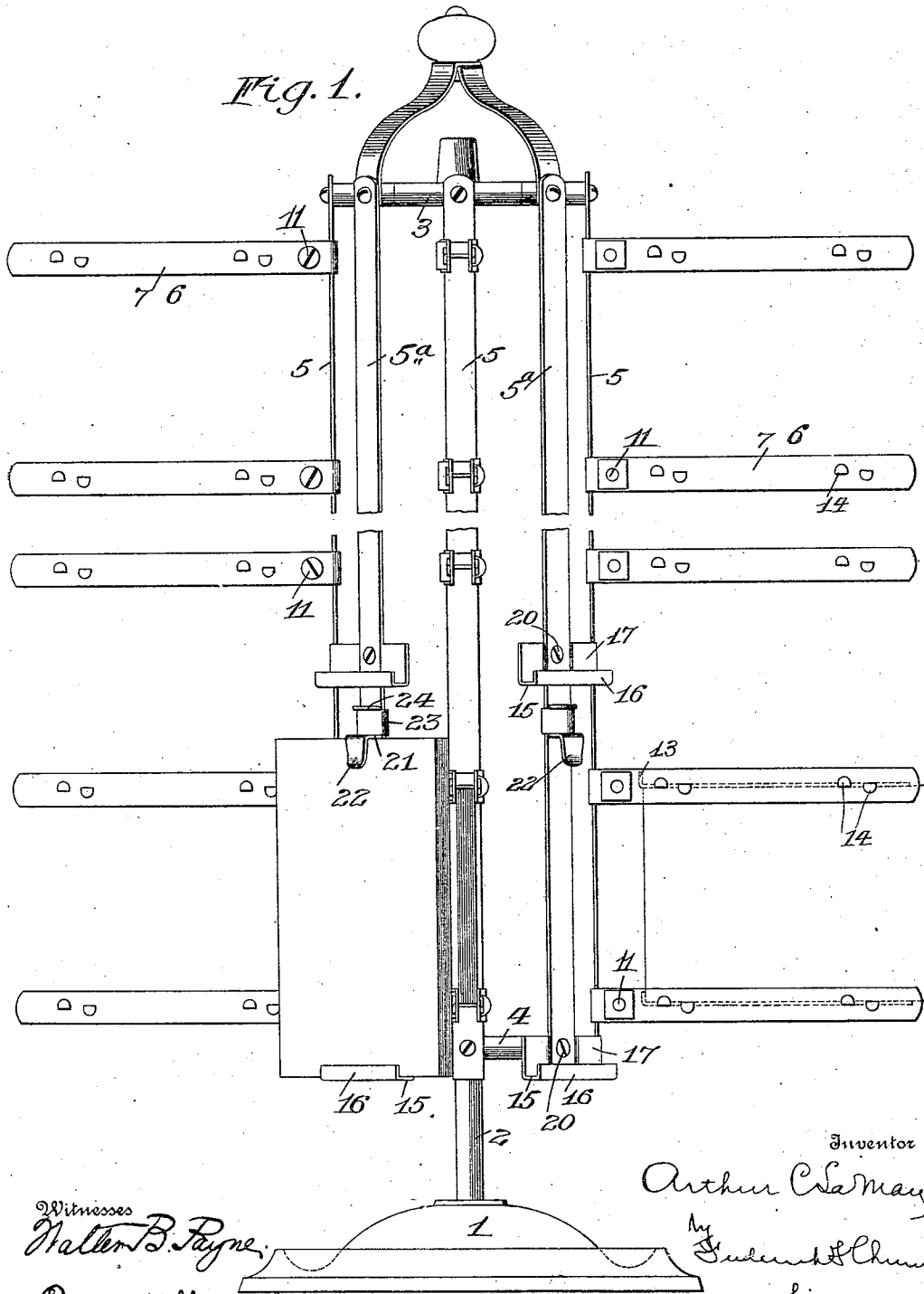
No. 855,462.

PATENTED JUNE 4, 1907.

A. C. LA MAY.
DISPLAY RACK.

APPLICATION FILED NOV. 6, 1905.

3 SHEETS—SHEET 1.



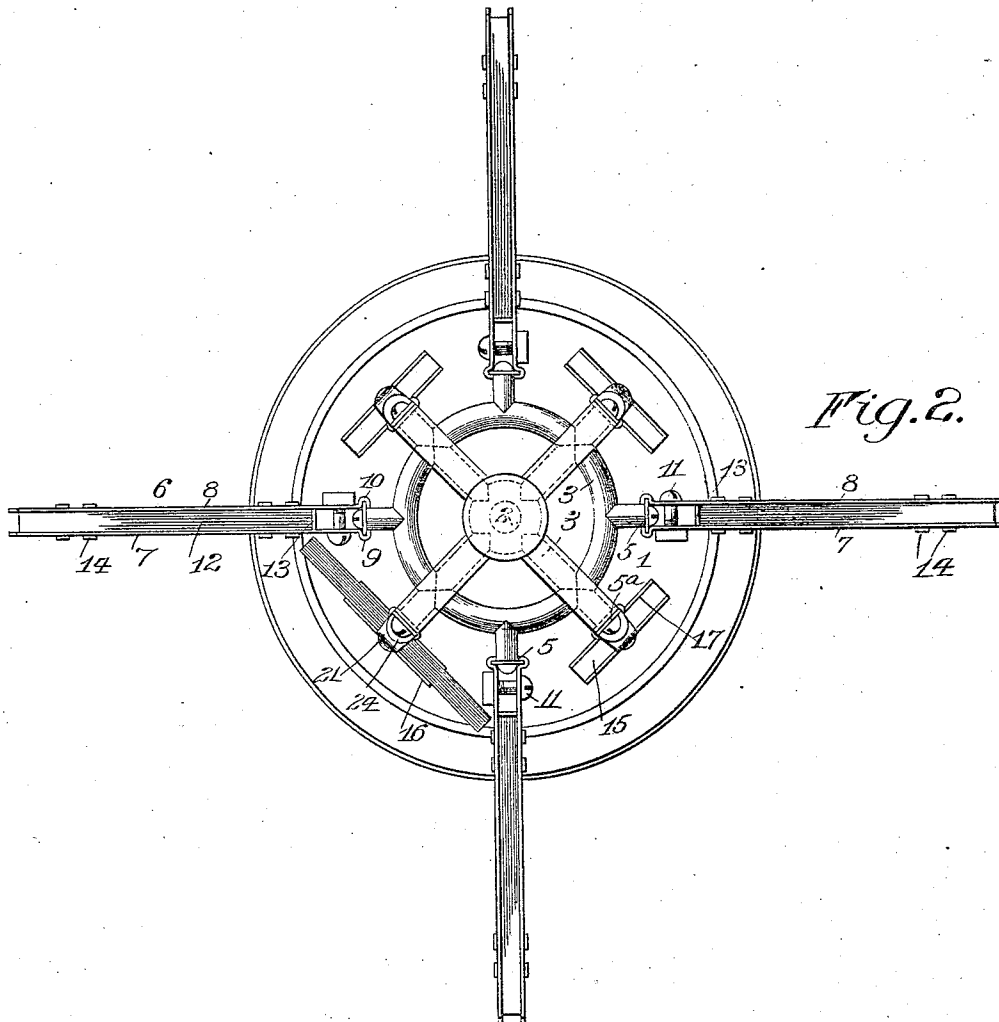
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3 SHEETS—SHEET 2.



Witnesses

Nathan B. Payne
Russell B. Liffitt

Inventor

Arthur C. La May

By *Frederick H. Church*
his Attorney

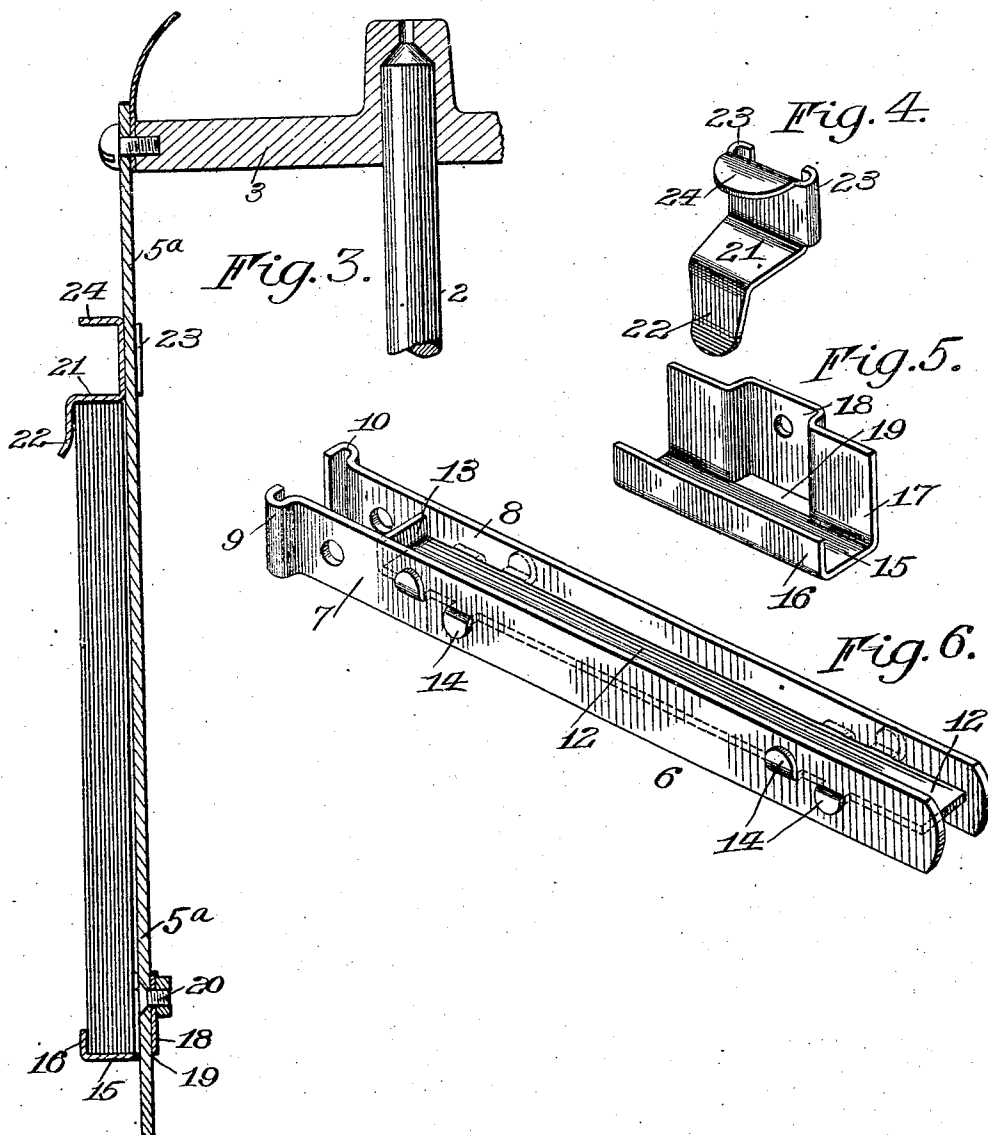
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3 SHEETS—SHEET 3.



Witnesses
Walter B Payne
Russell B. Buffell

Inventor
Arthur C. La May
By Andrew H. Church
his Attorney

UNITED STATES PATENT OFFICE.

ARTHUR C. LA MAY, OF ROCHESTER, NEW YORK, ASSIGNOR, BY MESNE ASSIGNMENTS, TO AMERICAN NEWS COMPANY, OF NEW YORK, N. Y., A JOINT STOCK ASSOCIATION OF NEW YORK.

DISPLAY-RACK.

No. 855,462.

Specification of Letters Patent.

Patented June 4, 1907.

Application filed November 6, 1906. Serial No. 286,010.

To all whom it may concern:

Be it known that I, ARTHUR C. LA MAY, of Rochester, in the county of Monroe and State of New York, have invented certain new and useful Improvements in Display-Racks; and I do hereby declare the following to be a full, clear, and exact description of the same, reference being had to the accompanying drawings, forming a part of this specification, and to the reference-numerals marked thereon.

My present invention relates to improvements in devices for exhibiting articles for sale and other purposes, and the object of the invention is to provide such a device that is particularly adapted for exhibiting such articles as illustrated post cards in such a way that a large assortment of them may be carried at a time and in such a way that they may be examined conveniently.

To these and other ends the invention consists in certain improvements and combinations of parts, all as will be hereinafter more fully explained, the novel features being pointed out in the claims at the end of the specification.

In the drawing: Figure 1 represents in elevation, a display rack constructed in accordance with my invention, the middle portion of the rack being broken away for the purposes of illustration. Fig. 2 is a plan view of a rack such as shown in Fig. 1. Fig. 3 is a sectional view of a part of the rack showing one of the holders for supporting the cards in a vertical position. Figs. 4 and 5 are perspective views of the slide and rest respectively, of the card holder shown in Fig. 3, and Fig. 6 is a perspective view of one of the horizontal slides.

Similar reference numerals in the several figures indicate similar parts.

The present form of my invention is adapted to receive packages of cards with their longer dimensions both in horizontal and vertical arrangement so as to accommodate those cards having the views or illustrations thereon extending vertically in the direction of the length of the card as well as those in which the illustrations may be viewed while the longer edges of the cards occupy a horizontal position, and the present embodiment of my invention comprises a base 1 provided with a vertical shaft or standard 2, and this

standard supports a revoluble rack for the card holders.

The rack in its present form embodies the horizontal journal members 3 and 4 to receive the standard and suitably spaced on the peripheries of these journal members are a plurality of arms for receiving a series of vertical guides 5 and 5^a at their outer ends.

It is preferable to arrange the holders for receiving the cards with their longer ends in horizontal position, alternately in relation to those for receiving the cards when stood on the shorter end, and in carrying this arrangement into effect, the guides 5 are provided with a plurality of slides 6, which on referring to Fig. 6, it will be seen are each made up of a pair of side members 7 and 8, each of these members being provided with the clamping jaws 9 and 10, shaped to embrace the edges of the guide 5, the latter being preferably formed of flat material, a clamping screw 11 passing through apertures in the side members for clamping the jaws thereof firmly upon the edges of the guide to retain the slide in adjusted positions. The side members are connected by a partition 12, the latter being preferably formed of sheet metal extending horizontally between the side members from their outer ends inwardly to a point near the clamping screw, where it is provided with a turned-up portion 13 to form a stop for the inner edges of the cards, the side members being unattached from the stop 13 to the jaws to permit the latter relative motion for engaging and disengaging the edges of the guide. This partition may be secured in any suitable manner to the side members, but an advantageous construction is to provide the partition with a plurality of lateral ears or cleats 14 adapted to pass through corresponding apertures in the side members, and by clenching these on the outside of the side members, the parts will be securely held together, and in this way the side members and the partition may all be punched from sheet material and readily assembled without requiring the services of skilled labor. Each of the slides thus formed provides a pair of longitudinal pockets at the upper and lower sides of the partition adapted to receive the corresponding edges of the cards, and by spacing them at the proper dis-

stances vertically along the guides 5, the oppositely-arranged pockets of the respective slides will receive the upper and lower edges of the cards, so that they may be easily slid into and out of position between the slides, while the stop 13 keeps them in alinement, one stop serving for each pair of pockets, so that these slides are practically duplicates.

The holders for receiving the cards while standing on the shorter end are carried on the guides 5^a, and by referring to Figs. 3, 4 and 5 it will be understood that each of these holders embodies a rest having a horizontal seat 15 with the upturned flanges 16 and 17 at the front and rear thereof to support and hold the lower ends of the cards, the rear flange 17 being provided with an offset plate 18 to receive the guide 5^a between it and the rear edge of the horizontal seat 15, the guide passing through the aperture 19, and in this way the rest may be secured in position by a screw or rivet 20 passing through the guide and the offset plate 18. Coöperating with this rest is a slide 21 having a finger 22 for engaging the face of the cards and holding them in a pack against the guide 5^a as a support, this slide being provided with the portions 23 adapted to embrace the edges of the guide to control the movement of the slide, operation of the slide being accomplished by manipulation of the handle 24 by the finger. In inserting the cards into this form of holder, the lower edges of the cards are inserted between the flanges 16 and 17 so that they will rest on the seat 15 and by allowing the slide 21 to fall by gravity, the finger 22 thereon will rest in front of the cards to prevent their displacement.

In arranging the respective holders on the rack, it is generally preferable to space the slides 6 for the horizontally-arranged cards at such distances around the rack that the holders which are between them for holding the cards in vertical arrangement will be assisted in centering the cards by their engagement with the slide 6 at their side edges, as this will prevent their sliding laterally on the rest, and at the same time the rack will be completely filled by the cards, so that its entire surface is utilized for display purposes.

A display rack constructed in accordance with my invention is made up largely of a plurality of duplicate parts which coöperate in a novel manner to support the cards or other articles to the best advantage, and as these parts may be punched from sheet material by machinery and readily assembled,

a strong rack of large capacity is provided at a small cost.

I claim as my invention:

1. The combination with a revoluble rack having a series of vertically-extending guides thereon, of a plurality of slides extending radially of the rack and adjustable on the guides relatively to one another, said slides having grooves between them for receiving the articles for display.

2. The combination with a revoluble rack, having a series of vertically-extending guides thereon, of slides spaced relatively to one another on one of the guides, and having grooves between them to receive articles for display, and a rest and a slide coöperating therewith to form article holders arranged alternately between those formed by the slides.

3. In a display rack, the combination with a guide, of two or more slides carried by the guide having pockets extending longitudinally thereof for slidably receiving articles for display, one of the holders having a pair of clamping jaws for engaging the guide to retain the slide in adjusted position thereon.

4. In a display rack, the combination with a guide, of a pair of slides having longitudinal pockets thereon for receiving the articles for display between them, the slides being made up of a pair of side members having jaws thereon for clamping the guide, and a partition connecting the side members for supporting the articles.

5. In a display rack, the combination with a guide, of a plurality of slides on the guide for receiving the articles for display, the slides being made up of a pair of side members, and a partition connecting the side members and dividing the space between the members into upper and lower pockets extending longitudinally of the slide, one end of the partition being bent to form a stop at one end of the slide.

6. In a display rack, the combination with a guide, of a plurality of card-receiving slides supported by the guide, each slide being made up of a pair of side members having laterally bent portions to form jaws for engaging the guide, clamping means adjacent to the jaws, and a partition secured between the side members and forming longitudinal pockets.

ARTHUR C. LA MAY.

Witnesses:

CLARENCE A. BATEMAN,
G. WILLARD RICH.