

No. 774,495.

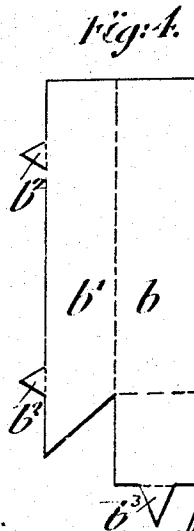
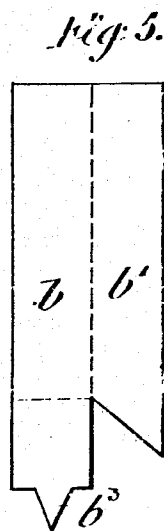
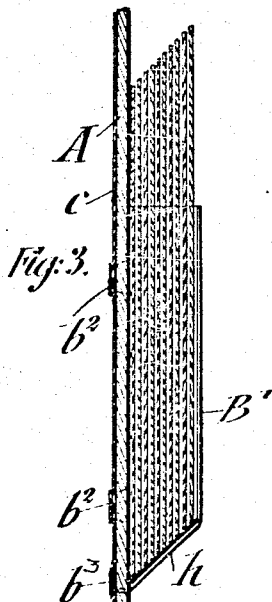
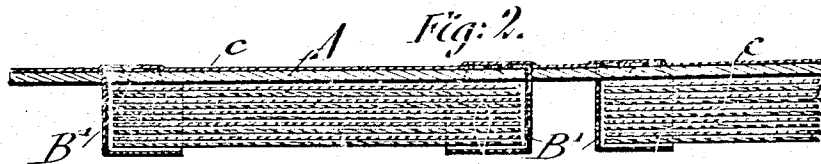
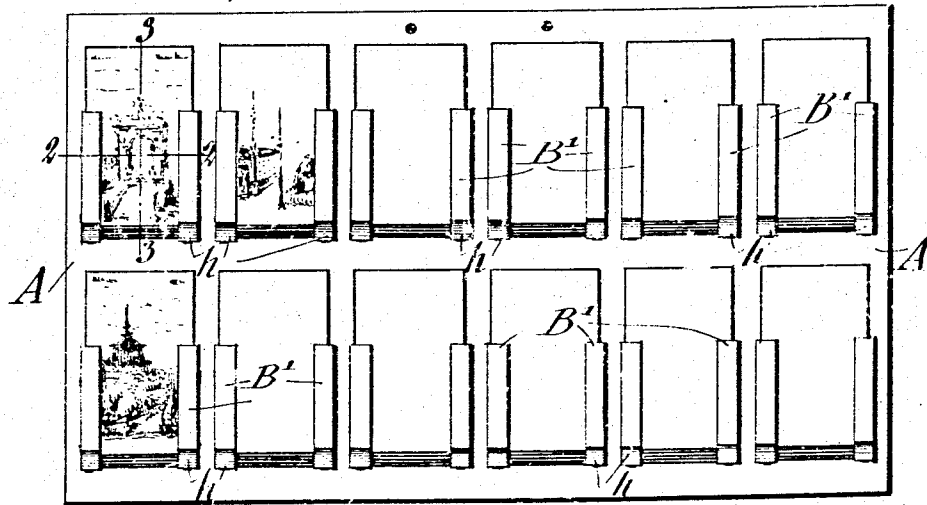
PATENTED NOV. 8, 1904.

J. C. RICHARD.  
POST CARD EXHIBITOR.

APPLICATION FILED JUNE 10, 1904.

NO MODEL.

Fig. 1.



Witnesses  
H. B. Smith  
J. C. Richard

Inventor  
John C. Richard  
By his Attorneys  
G. A. H. H. H.

# UNITED STATES PATENT OFFICE.

JOHN C. RICHARD, OF NEW YORK, N. Y., ASSIGNOR TO THE AMERICAN NEWS COMPANY, OF NEW YORK, N. Y., A JOINT STOCK ASSOCIATION OF NEW YORK.

## POST-CARD EXHIBITOR.

SPECIFICATION forming part of Letters Patent No. 774,495, dated November 8, 1904.

Application filed June 10, 1904. Serial No. 211,957. (No model.)

*To all whom it may concern:*

Be it known that I, JOHN C. RICHARD, a citizen of the United States, residing in New York, borough of Brooklyn, in the State of New York, have invented certain new and useful Improvements in Post-Card Exhibitors, of which the following is a specification.

The object of this invention is to furnish stationers, news-dealers, and others who are selling the well-known picture post-cards with an improved exhibiting-card upon which a considerable number of said post-cards can be stored and simultaneously exhibited, so as to facilitate the sale of the same; and for this purpose the invention consists of a post-card exhibitor which comprises a foundation-board and a plurality of holders attached to the same, each holder being composed of two sections, one for holding each side of the card, and each of said sections being made of a sheet-metal blank which is bent in rectangular shape and provided with prongs for attaching it at the side and bottom to the foundation-card and with an inclined bottom, as will be fully described hereinafter and finally pointed out in the claims.

In the accompanying drawings, Figure 1 represents a perspective view of my improved post-card exhibitor. Fig. 2 is a detail horizontal section of one individual exhibitor on line 2 2, Fig. 1. Fig. 3 is a vertical transverse section on line 3 3, Fig. 1, Figs. 2 and 3 being drawn on a larger scale; and Figs. 4 and 5 are top views of a blank for each individual exhibitor, showing the left and right hand sections of the same.

Similar letters of reference indicate corresponding parts.

Referring to the drawings, A indicates a foundation-board of suitable size. This foundation-board may be made of pasteboard, wood, or other suitable material of a thickness sufficient for supporting a number of individual post-card exhibitors.

Each exhibitor is composed of two cooperating sections and made in such a manner that the two sections will support the sides of a pack of picture post-cards. The sections of

each individual exhibitor are made of two sheet-metal blanks, a left and a right hand one, of the shape shown in Figs. 4 and 5, which blanks are made with an oblong main piece *b*, a shorter offset portion *b'*, and two prongs *b<sup>2</sup>* at the outer side of the longer portion *b* and a prong *b<sup>3</sup>* at the lower end of the longer portion *b*. When the blanks are bent up in shape, the two portions *b b'* are bent at right angles to each other, while the lower end is bent at a suitable upward inclination from the foundation-board A, as shown at *h*, the prongs being driven through the foundation-board and clenched at the opposite side, so as to support the section B' of each individual exhibitor at suitable distances from each other, so as to retain a post-card either on its shorter side or on its longer side, according as the picture is placed along the length or the width of the post-card. A backing *c*, of heavy paper or other suitable material, which is glued or otherwise secured to the back of the foundation-board, materially strengthens the connection between the prongs and said foundation-board and adds to the neatness of the exhibitor. By the inclination given to the lower end of each individual post-card exhibitor each card is held slightly above the card, in the rear thereof, so that one card after the other can be conveniently removed from the pack in each holder.

The supporting-sections of the post-card exhibitor are preferably made of sheet metal, coated by a layer of aluminium or in any other suitable finish, and are bent into the required form by means of dies, the foundation-board being provided with the required slits for inserting the prongs of the sections at the proper points in placing them in their proper places. They are intended to be filled with post-cards with the address side facing the foundation-board, so that the picture side is exposed to view, and placed on exhibition on the different sections of the exhibitor.

The post-card exhibitors can be manufactured very cheaply and can be furnished without charge to customers who order, say, a thousand cards at one time, the exhibitor forming

a simple but very convenient device for exhibiting a large number of post-cards and facilitating thereby the sale of the same.

5 It is obvious that in place of picture post-cards other articles may be exhibited in my improved exhibitor—such as samples of writing-paper, envelopes, fancy cards, and other suitable articles—as I do not desire to confine myself to the use of the same for post-cards.

10 Having thus described my invention, I claim as new and desire to secure by Letters Patent—

1. A post-card exhibitor, comprising a foundation-board, and cooperating sections made up from rectangularly-bent sheet metal, each  
15 of said sections being provided with means for attachment to said foundation-board and having a bottom portion upwardly inclined from said foundation-board.

2. A post-card exhibitor, comprising a foundation-board, and sets of cooperating sections  
20 formed of rectangularly-bent blanks having

prongs engaging said foundation-board, each of said sections having an inclined bottom portion.

3. In a post-card exhibitor, a holder composed of two sections, each formed of rectangularly-bent sheet metal and provided with side and bottom fastening-prongs and an inwardly-bent bottom.

4. A blank for a post-card-holder section consisting of a plate having a longer and a shorter rectangular portion, the lower end of the longer portion and the side of the shorter portion being provided with fastening-prongs.

In testimony that I claim the foregoing as  
35 my invention I have signed my name in presence of two subscribing witnesses.

JOHN C. RICHARD.

Witnesses:

PAUL GOEPEL,

HENRY J. SUHRBIER.