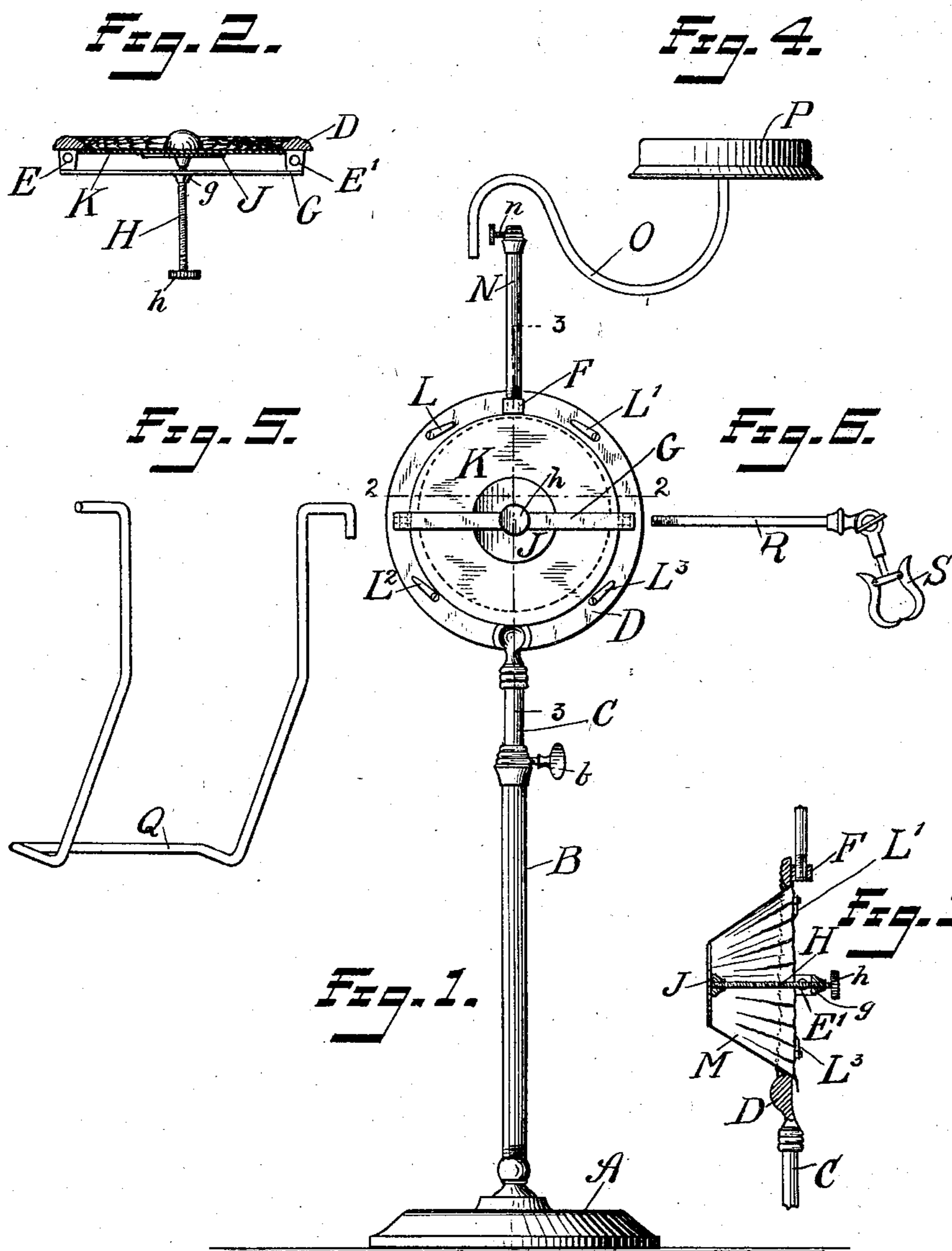


No. 721,791.

PATENTED MAR. 3, 1903.

H. FRANKEL.  
UNIVERSAL MARK AND DISPLAY STAND,  
APPLICATION FILED DEC. 17, 1902.

NO MODEL.



WITNESSES:

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# UNITED STATES PATENT OFFICE.

HARRY FRANKEL, OF NEW YORK, N. Y.

## UNIVERSAL MARK AND DISPLAY-STAND.

SPECIFICATION forming part of Letters Patent No. 721,791, dated March 3, 1903.

Application filed December 17, 1902. Serial No. 135,513. (No model.)

*To all whom it may concern:*

Be it known that I, HARRY FRANKEL, a citizen of the United States, residing at New York, in the county of New York, State of New York, (post-office address 27 Vestry street,) have invented certain new and useful Improvements in Universal Marks and Display-Stands, of which the following is a full, clear, and exact description.

My invention relates to an improved mark and display-stand.

The object of my invention is to provide a construction in which may be combined the functions of a universal holder and display-stand, which, as its name would imply, may be used for interchangeably carrying cards bearing marks or other indicating matter and which is adapted to be used as a display-stand with any one of a large number of different forms of display-holders. For instance, different forms of holders may be interchangeably used for the purpose of displaying pictures, cloth, neckties, shoes, and, in fact, all forms of articles which it is customary to display in a shop-window, on a counter, or otherwise. With the articles is displayed a card bearing an advertisement or indicating-mark relative to the selling price, &c.

The invention consists of a frame which is adjustably supported by means of a base. This frame is provided with means for removably securing a marked card in a simple and adjustable manner. The construction of the frame also facilitates the application of devices which may be interchangeably secured thereto for displaying different forms and sizes of articles. These features will be more clearly understood by reference to the following specification and the accompanying drawings, in which—

Figure 1 is a rear elevation of a stand embodying the improvements of my invention. Fig. 2 is a horizontal cross-section and plan view of the frame of the display-stand, taken on the plane of the line 2 2 of Fig. 1. Fig. 3 is a vertical cross-section and elevation of a part of the device, taken on the plane of the line 3 3, Fig. 1, with a slightly-different adjustment from that shown in Fig. 2. Figs. 4, 5, and 6 are detail views of arms or holders adapted to be used with my invention for the purpose of displaying various articles.

The construction of the device is preferably of metal.

A is a heavy base having the upright B secured therein. This upright is hollow and receives in a telescopic manner the rod C, which may be gripped therein in position by means of the thumb-screw *b*. The frame D is secured to the upper end of the rod C and carries the parts by means of which the marks are displayed and also those parts to which are attached the various forms of holders.

E and E' are lugs which are secured to the rear side of the frame D at opposite sides, while F is a lug secured in a similar manner at or near the top of the frame. The two lugs E and E' have drilled holes extending vertically through them for the purpose which will hereinafter appear. These lugs E and E' are also tapped in a horizontal direction to receive screw-threaded members. The lug F is tapped in a vertical direction in order to receive a screw-threaded member.

Across the back of the device and supported by the lugs E and E' extends the bar G. Through the central portion of this bar G, which is provided with a bushing *g*, passes the screw H, having the thumb or handle piece *h*. To the opposite end of the screw H is attached a disk or presser J, by means of which the mark-card K is held in place. The rear surface of the frame D is provided with an inner rim or ledge, against which the edge of the mark-card K may rest. By adjusting the position of the screw H the disk J may be made to press against or to release the card K, so that it may be held in place or removed, as desired.

In the modified use of the device as shown in Fig. 3 the central portion of the mark card or paper is pushed forward, so as to give a relief effect to the same. The pivoted spring-fingers L L' L<sup>2</sup> L<sup>3</sup> are mounted on the rear of the frame D and may be used to hold the edges of the card or paper M in place by simply turning the free ends of the fingers about to press against the rear surface of the card or paper at the edges. By the use of a suitable form, color, or design of card or paper, as at M in Fig. 3, an ornamental effect may be given to the displaying of the mark in the frame.

It will be noted that when the bar G is

formed of slightly-springy metal a slightly-yielding effect is produced, so that in conjunction with the slight yielding of the stiff card K, as in Fig. 2, the card may be held in place very securely without the exertion of great pressure.

N is an upright member which may be screwed into the lug F at the top of the frame. This is but a part of a suitable holder which may be used for displaying goods as desired. In Fig. 4 is shown a curved arm O, one end of which may be slipped into an opening in the member N. The other end of the arm O carries a platform P, upon which articles may be rested. The downwardly-turned end of the arm O, if desired, might be inserted in one of the vertical drilled holes in the lugs E or E'.

Fig. 5 shows a perspective view of a wire frame which may be used to display pictures or scarfs or other articles. One end is bent downwardly and may be inserted into a vertically-positioned hole in one of the lugs of the frame D.

The member R (shown in Fig. 6) is provided at one end with a screw-thread, by means of which it may be secured to one of the lugs E or E' in one of the horizontally-tapped holes. This rod R may have a catch S, which is adapted to grip and hold any suitable article for display purposes.

It will be obvious that any form of horizontally-positioned rod or member having a screw-threaded end may be inserted into the tapped portions of the lugs E or E', and provided these members are properly designed they may be used to support and display any article desired.

Since the lugs E and E' are also provided with vertically-drilled holes, any form of supporting-arm or holder having a downwardly-turned end or slide construction may be inserted therein.

Any form of holder having a screw-threaded portion or a suitable shoulder may be inserted in the lug F and supported therein. When the member N is used and provided with a set-screw n, any form of device having a proper external diameter may be inserted into the member N and held securely in place therein. It will be noted, therefore, from an inspection of the foregoing and the accompanying drawings that this invention represents advantages of a combined universal mark and display-stand which is adapted to be used for removably attaching and suitably displaying any form of mark-card and of removably and interchangeably carrying all forms of holders or arms for carrying and displaying goods as may be desired.

What I claim is—

1. A universal mark and display-stand including a frame having an opening therein, an adjustable and yielding means for holding a mark-card, lugs secured to said frame provided with tapped and drilled holes for removably and interchangeably carrying display-arms.

2. A universal display-stand comprising a supporting member, a frame having an opening therein, a bar secured to the rear of said frame, a screw passing through said bar, a disk carried by said screw, said frame being provided with a bearing-ledge against which the mark-card may be pressed by said disk.

3. A universal display-stand comprising a supporting member, a frame carried thereby, means for securing a mark-card, a plurality of lugs carried at the rear of said frame at least two of which are provided with horizontally-tapped holes and vertically-drilled holes for the purpose of interchangeably and removably carrying suitable display-arms.

4. A universal mark and display-stand comprising a support, a frame carried thereby and having an opening through its central portion, yielding and movable means mounted at the rear of said frame for holding a mark-card removably in position, three lugs mounted on the said frame, one at the top and one at either side, the first lug having a vertically-positioned recess therein and the other two lugs each having horizontally and vertically positioned recesses for the purpose specified.

5. A mark and display-stand including a frame having an opening through the central portion thereof, means for interchangeably and removably attaching display-arms to said frame, a bar passing across the back of said frame, a long screw passing through said bar, a presser member carried by the forward end of said screw whereby a mark-carrying card or paper may be pressed forwardly and held projecting beyond the front of the display-frame.

6. A mark and display-stand including a supporting member C, a frame D carried thereby, lugs E E' and F having recesses therein, said lugs being carried by said frame, a cross supporting-bar G carried by the lugs E and E', a screw H passing through said bar G, a presser-disk J carried by said screw, said lugs being situated so as to leave a supporting-ledge around the inner edge of the opening in the frame D.

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Witnesses:

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