

(No Model.)

M. D. GREENGARD & F. HARRIS.

ADVERTISING STAND.

No. 377,251.

Patented Jan. 31, 1888.

Fig. 1.

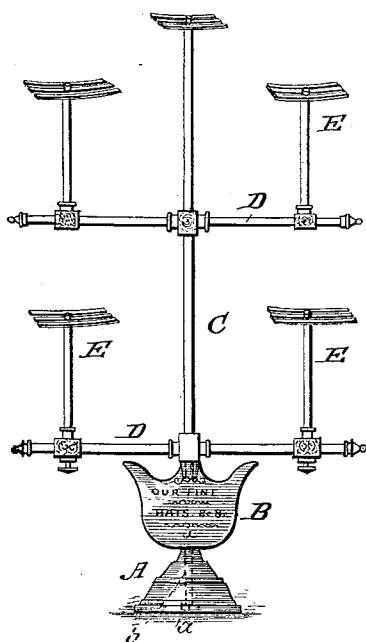


Fig. 2.

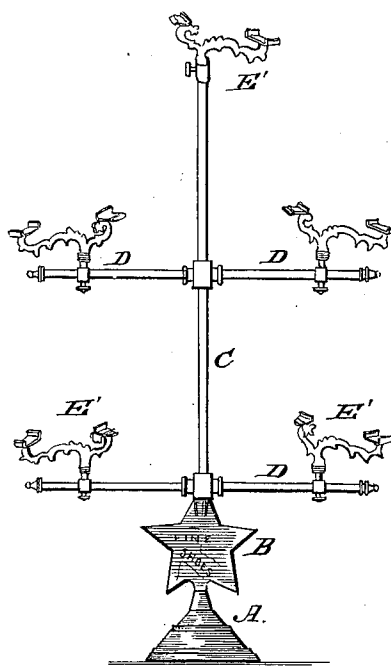
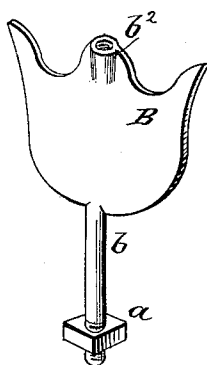


Fig. 3.



WITNESSES:

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MOSES D. GREENGARD AND FRADELSHON HARRIS, OF ST. LOUIS, MISSOURI.

ADVERTISING-STAND.

SPECIFICATION forming part of Letters Patent No. 377,251, dated January 31, 1888.

Application filed September 14, 1887. Serial No. 249,728. (No model.)

To all whom it may concern:

Be it known that we, MOSES D. GREENGARD and FRADELSHON HARRIS, of St. Louis, in the State of Missouri, have invented a new and useful Improvement in Advertising-Stands, of which the following is a specification.

The object of our invention is to provide an improved store-fixture for displaying and advertising merchandise.

15 The invention consists of a stand for holding the goods to be displayed provided with an advertising-plate.

The invention also consists in the peculiar construction and arrangement of parts, all as hereinafter fully described, and pointed out in the claims.

Figure 1 is a front view of a hat-holder having our improvement applied. Fig. 2 is a similar view of a modification. Fig. 3 is a perspective view of the advertising-plate.

Similar letters of reference indicate corresponding parts in all the figures.

Referring to the drawings, A represents the base, into which the threaded shank *b* of the plate B is passed and secured by means of the nut *a*. The plate B may be of the form of a shield, as shown in Fig. 1, or it may be of the form of a star, as shown in Fig. 2; or it may have any other fanciful form, and is adapted to contain advertising matter, which can be formed thereon in any suitable manner.

In the upper part of the advertising-plate B is formed the screw-threaded socket *b'*, into which the lower end of the standard C is screwed. Upon the standard C is secured the horizontal rods D, which may be provided with the hat-holders E, as shown in Fig. 1, or with the shoe-holders E', as shown in Fig. 2.

Instead of the horizontal rods D carrying the hat and shoe holders, the rods may be dispensed with and curved arms for displaying notions, having hooked ends and secured to rings

adapted to be slipped over the rod and secured thereto by thumb-screws or otherwise, may be employed. The form of the stand and the holders carried thereby may be indefinitely varied without departing from the spirit of our invention.

The stand not only serves to exhibit the goods, but also forms an advertising medium, and will be found to be a useful and ornamental store-fixture.

Having thus described our invention, what we claim, and desire to secure by Letters Patent, is—

1. As an improved article of manufacture, an advertising-plate for exhibiting-stands consisting of the plate B, formed with the shank *b*, projecting from its lower portion, and with the socket *b'* in its upper part, the said socket being adapted to receive and support the standard of the stand, as set forth.

2. The combination, with an exhibiting-stand, of an advertising-plate secured to the base and supporting the standard or rod of the said stand, substantially as described.

3. In a combined exhibiting and advertising stand, the combination, with the base and the supporting-standard, of an advertising-plate provided with a shank for securing it to the base and with a socket for receiving the supporting-standard, substantially as herein shown and described.

4. The herein-described combined exhibiting and advertising stand, consisting of the base A, the plate B, provided with the stem *b* and the socket *b'*, the standard C, the horizontal rods D, and the holders E, carried by said arms, as specified.

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Witnesses:

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