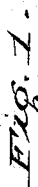
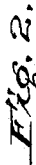


APPLICATION FILED JULY 30, 1907.

Patented Oct. 19, 1909.

2 SHEETS—SHEET 1.



Witnesses:
Chas. O. Shervey
L. S. Russell

Inventor:
Morris Friedman
by Fred Gerlach
his Atty.

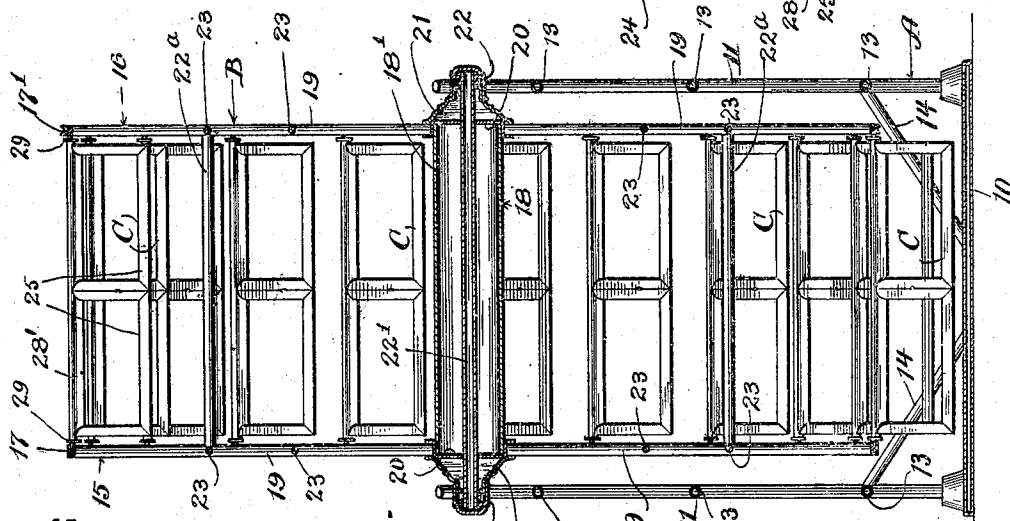
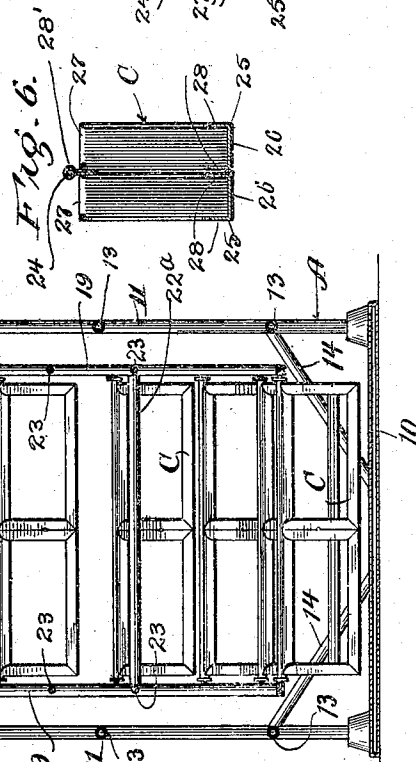
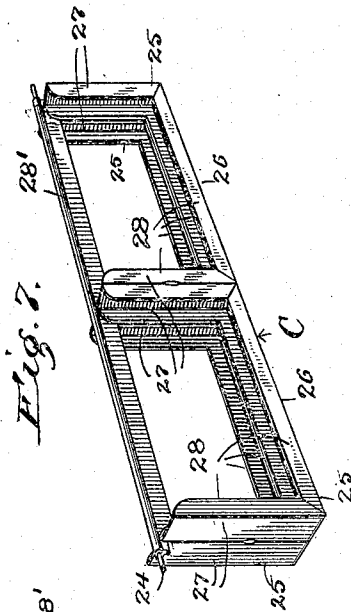
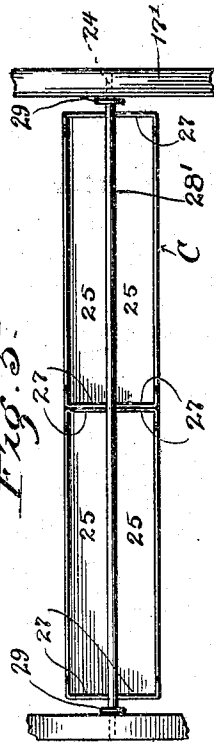
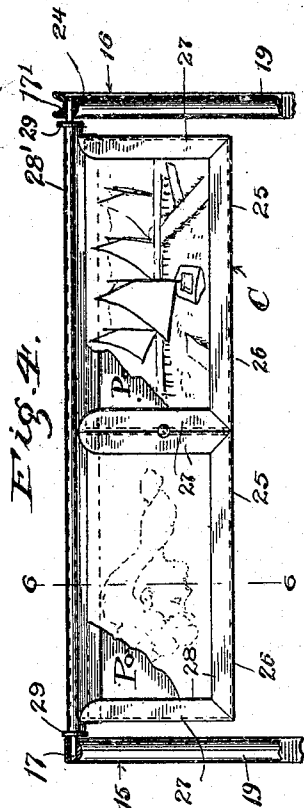
M. FRIEDMAN.
DISPLAY STAND.

APPLICATION FILED JULY 30, 1907.

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2 SHEETS—SHEET 2.

937,366.



Witnesses:
Chas. Shervey
L. S. Russell.

Fig. 3.

Inventor:
Morris Friedman
by Fred Gerlach
his Atty.

UNITED STATES PATENT OFFICE.

MORRIS FRIEDMAN, OF CHICAGO, ILLINOIS.

DISPLAY-STAND.

937,366.

Specification of Letters Patent.

Patented Oct. 19, 1909.

Application filed July 30, 1907. Serial No. 386,215.

To all whom it may concern:

Be it known that I, MORRIS FRIEDMAN, a resident of Chicago, in the county of Cook and State of Illinois, have invented certain new and useful Improvements in Display-Stands, of which the following is a full, clear, and exact description.

The invention relates to improvements in display stands and designs to furnish means for displaying post-cards, picture cards, and the like.

One of the objects of the invention is to provide a device of this class which shall be attractive in appearance and shall display a great number and variety of cards to the observer at any one given time.

Another object is to provide in a device of this character means for constantly bringing to the view of the observer other cards which are hidden from the view during a portion of the time.

Another object of the invention is to provide a simple and comparatively inexpensive device of substantial construction.

Other objects and advantages will appear in the course of this specification and the essential features will be set forth more specifically in the claims at the conclusion hereof.

In the drawings: Figure 1 is a side view of the complete device embodying my invention. Fig. 2 is a front elevation of the same. Fig. 3 is a vertical cross section taken on line 3—3 of Fig. 1. Fig. 4 is an enlarged side view of one of the card holders or pockets with the outer rings of the wheel frame in cross section. Fig. 5 is a plan view of the parts seen in Fig. 4. Fig. 6 is a vertical cross section taken on line 6—6 of Fig. 4; and Fig. 7 is a perspective view of one of said card holders or pockets.

In these views, A represents a supporting-frame which comprises in general a base-plate 10 and two suitably separated brackets or standards 11 that are secured to the base in any suitable manner. As shown, the brackets 11 comprise inclined tubular members 12 and struts or connecting-members 13, the parts being preferably secured together by solder. Struts or braces 14 are also provided which extend from the outer posts 12 to the base as seen in Figs. 2 and 3, for the purpose of giving lateral rigidity to the standards 11.

A wheel B is journaled in the standards

11, which wheel is preferably composed of light frame work, said wheel comprising in general two side members 15 and 16 between which are pivotally sustained the card-holders or pockets C. Each of the side-members contains a rim 17—17' which are connected to a hub 18 by spokes 19. The hub 18 is preferably hollow and connects the two side members 15 and 16 of the wheel and as shown comprises a tubular hub portion 18' which is closed up by flanged caps 20 secured thereto in any suitable manner on the outer ends of which are secured hollow trunnions 21 which are journaled in bearings 22, secured to the upper ends of the standards 11. A strut 22' connects bearings 22 and thus rigidly spaces the upper ends of the standards apart. The trunnions are also flanged at their inner ends and between the flanges on said trunnions and on the caps are secured the spokes 19 of the side sections of the wheel. These different members of the wheel may, of course, be soldered or otherwise suitably fastened together as may be desired. The two side-sections 15 and 16 of the wheel are connected by cross bars 22^a and rings 23 are provided which connect the spokes so as to form a perfectly rigid structure. The rim 17' is grooved as clearly indicated, to form a pulley around which runs a belt *b* that runs over a pulley *b'* of a motor B', thus affording means for rotating the wheel so as to bring all of the card-holders into view of the observer as the wheel passes around.

The card-holders or pockets are pivotally sustained upon the rims 17 and 17' by means of rods 24 which extend from rim to rim and are secured thereto in any suitable manner as, for instance, by soldering thereto. Each of said card-holders comprises in general, four sections 25 arranged as shown in Figs. 4 to 7 inclusive, and secured together as, for instance, by soldering them to each other, each section comprising bottom members 26 and end members 27 that have flanges 28 that are arranged to engage the edges of the cards so as to hold them in place and yet expose practically the entire face thereof. The sections are open along their upper edges so that the cards may be slipped in between the vertical flanges on the end-walls and whenever it is desired to remove one it may be withdrawn through the open end of the sections. A strap 28' is secured between

the upper edges of the sections 25 and connects the sections with the rod 24, said strap being folded upon itself and around the rod as clearly indicated in Fig. 6, so as to pivotally connect the card-holders with the rod. Washers 29 are confined between the outer ends of the straps 28' and the side members 15 and 16 of the wheel, thereby preventing the strap from contact with the side-members as the wheel revolves and preventing the perfect operation of the device.

The sections are filled up with cards with the ornamented or picture side of the card facing outward so that it may be seen in the space between the flanges of the sections. In this way an observer looking toward one end of the machine may not only see the cards at that end but, because of the light frame-work of the wheel, may observe the cards on the inside of the wheel upon the opposite side of the hub. An observer is thereby enabled to see each exposed card that is displayed by the device during one revolution of the wheel. The weight of the card-holders and the cards therein maintains the card-holders in an upright position at all times.

The parts are preferably all made of light sheet metal, bent up into the different parts of the device and a light but substantial structure is formed thereby.

The device furnishes a very attractive means for displaying post-cards and enables the prospective purchaser to view a large assortment to select from. It may be stationed in show-windows and operated by the motor, or it may be placed on a sales-counter and if desired, the motor may be omitted and the prospective purchaser may revolve the wheel himself to bring the individual cards to view.

While I have shown and described this invention in its preferred form, I do not wish to be understood as intending to limit myself to the particular form shown and described in the drawings as I am aware that various alterations and modifications thereof may be had without departing from the

spirit and scope of the invention as defined in the appended claims.

Having thus described the invention, what I claim as new and desire to secure by Letters Patent, is:

1. In a display stand, the combination of a standard, a revoluble frame journaled therein, and card holding pockets each of a size to contain a plurality of cards, arranged in pairs back to back and each pocket open at front and back, and pivotally sustained in said frame to maintain their vertical position by gravity.

2. In a display stand, the combination of a standard, a revoluble frame journaled therein, and card holding pockets each of a size to contain a plurality of cards, arranged in pairs back to back, and each open at front and back and having bottom and end walls flanged on both sides, said pairs of pockets being pivotally sustained in said frame to maintain their vertical position by gravity.

3. In a display stand, the combination of a standard, a revoluble frame journaled therein comprising side sections having peripheral rims, a plurality of rods secured in and connecting said rims, straps encircling said rods to rotate thereon, and card holders arranged in pairs each consisting of a member having bottom and end walls flanged on both sides, each of said pairs of card holders being connected with one of said straps lying between said card holders at their upper ends.

4. A display stand, comprising suitable standards, a vertical wheel journaled therein, a series of horizontal supporting rods fixed to said wheel, and a series of sheet metal U-shaped card holders depending from said rods, each of said card holders having inwardly projecting flanges at its opposite edges, said rods pivotally supporting said holders at points in line with the central planes thereof, substantially as described.

MORRIS FRIEDMAN.

Witnesses:

F. K. BUCKMINSTER,
CHARLES O. SHERVEY.