April 8, 1930. F. W. GIBSON 1,754,199

DISPLAY DEVICE

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Fig.1

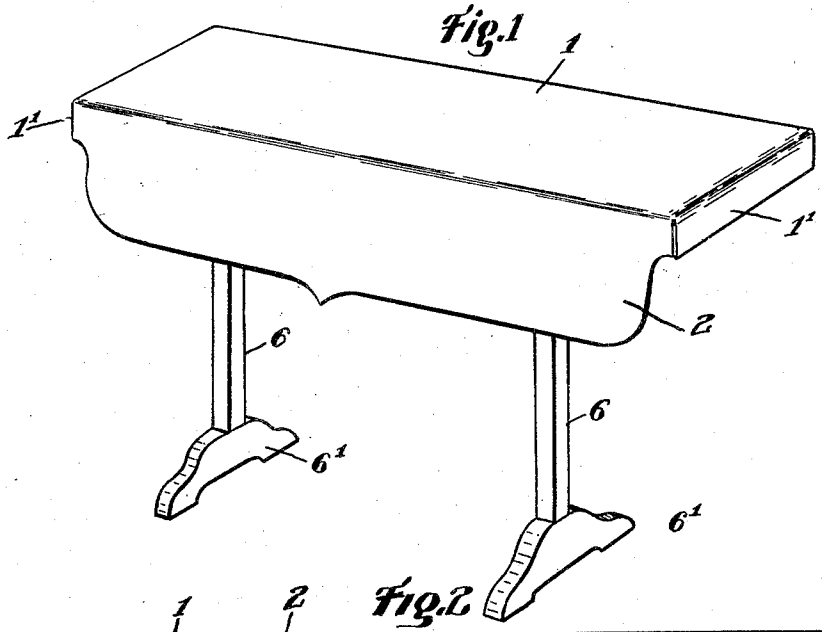


Fig.2

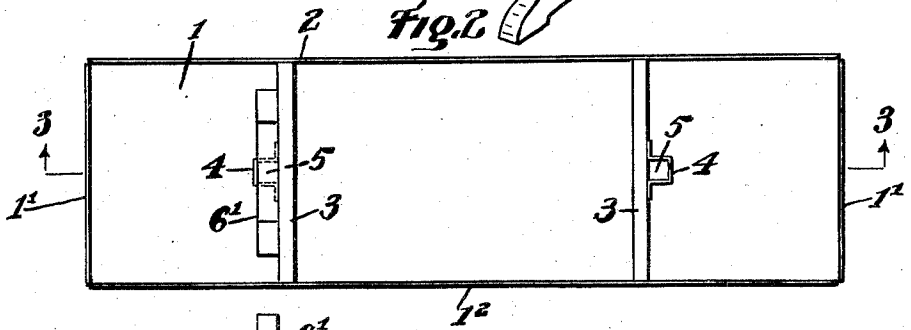
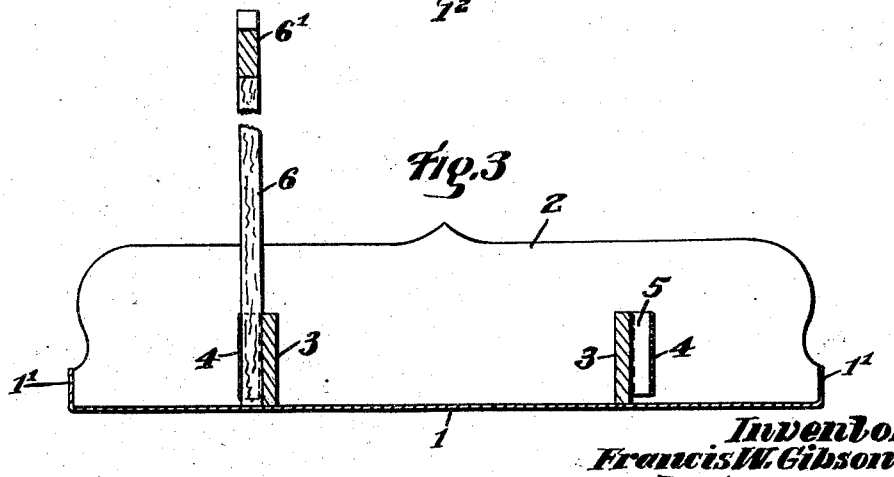


Fig.3



Inventor
Francis W. Gibson
By Ellis Spear Jr.
Attorney

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Fig.4

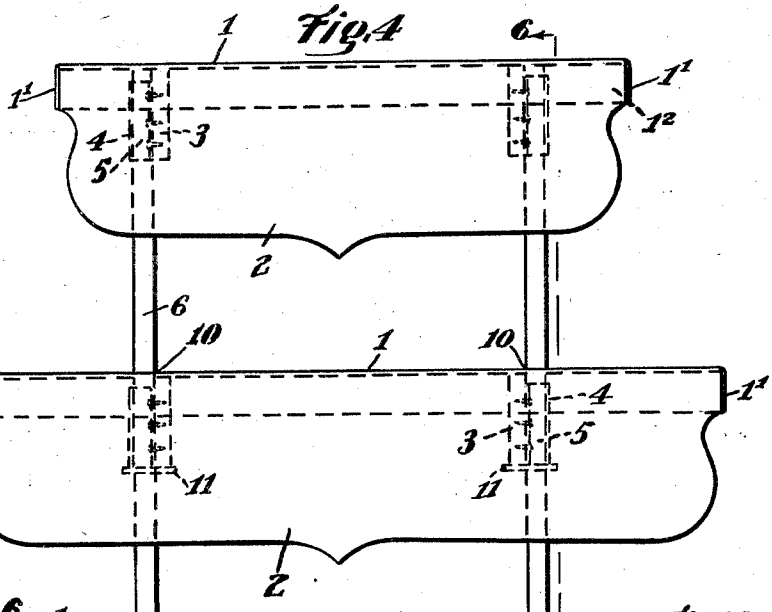


Fig.6

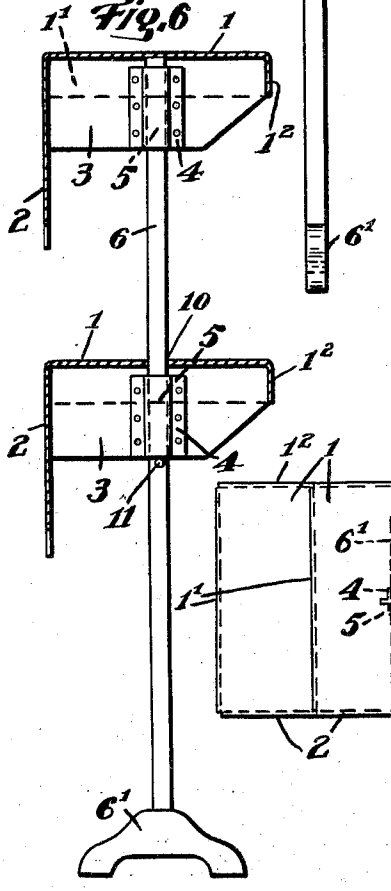


Fig.8

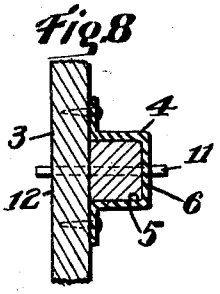


Fig.7

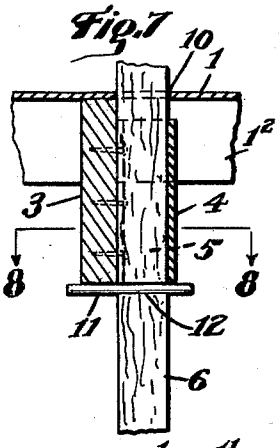
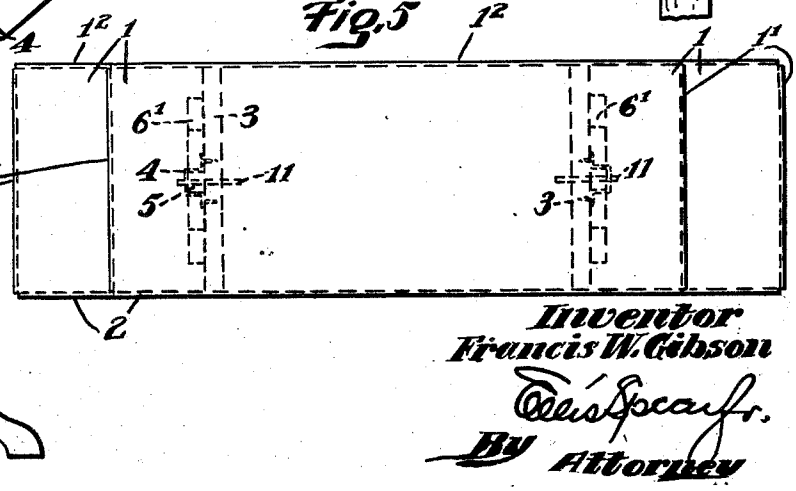


Fig.5



Inventor
Francis W. Gibson
By Attorney

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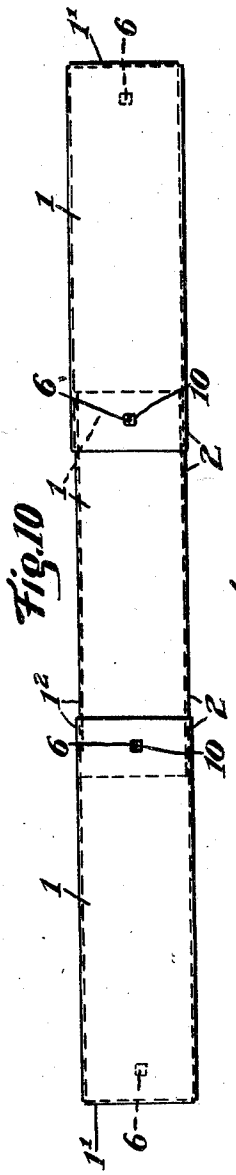


Fig. 10

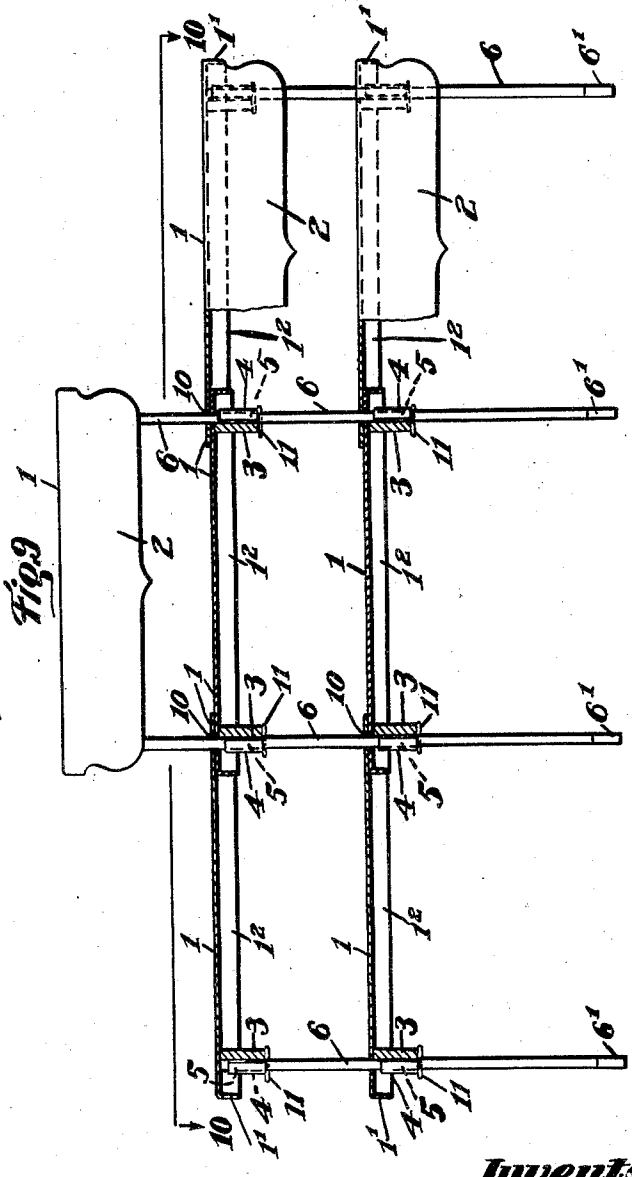


Fig. 9

Inventor
Francis W. Gibson
By Attorney

Patented Apr. 8, 1930 1,754,199

UNITED STATES PATENT OFFICE

FRANCIS W. GIBSON, OF WEST ROXBURY, MASSACHUSETTS, ASSIGNOR TO THE H. D. BEACH COMPANY, OF COSHOCTON, OHIO, A CORPORATION OF OHIO

DISPLAY DEVICE

Application filed May 20, 1927. Serial No. 193,012.

My invention relates to display structures particularly to a device capable of being erected from separate similar units to a form and size adapted to fit display areas of varying dimensions. My novel units may be connected one to the other both longitudinally and vertically, and varying numbers of similar units may be united to each other until a structure of the desired height and length is secured.

Each of my novel units comprises a horizontal shelf, adapted to serve as a support for the goods on display, and a front area adapted to bear advertising matter or other information regarding the display.

Display devices combining supports, a foundation for the goods, and an advertising space, broadly, are old, but the particular combination of such elements shown herein is new as are also the means for arranging the same in multiple units both longitudially and vertically of each other. It will be appreciated that in certain window displays, it is sometimes desirable to arrange the display vertically on a plurality of shelves, each shelf of the structure if so desired being used to display different articles. My units may be assembled one upon the other, in varying number, but at all times an overhanging advertising area below each shelf is provided to set forth the facts with regard to the goods displayed on the shelf of which it forms a part.

Under other conditions, it may be desirable to arrange the display as a continuous shelf, in which case my units may be connected longitudinally to the number necessary to fill the available space, with the overhanging advertising areas at all times exposed to the eye of the purchaser. In the case of both vertical and longitudinal construction, the same connecting means secures adjoining members to each other.

I have disclosed in the drawings and will illustrate and discuss in the following specification a selective embodiment of my invention. Similar reference numbers are used to indicate corresponding parts in the specification and drawings.

In the drawings:

Fig. 1 is a single unit of my display structure.

Fig. 2 is a bottom plan view of the same.

Fig. 3 is a section on the line 3—3 of Fig. 2.

Fig. 4 shows a plurality of display units in vertical construction.

Fig. 5 is a top plan of such plurality.

Fig. 6 is a vertical section on the line 6—6 of Fig. 4.

Fig. 7 is a detail view showing the means of holding the units in proper vertical relation.

Fig. 8 is a section on the line 8—8 of Fig. 7.

Fig. 9 shows the leg members and units in both vertical and horizontal construction.

Fig. 10 is a section on the line 10—10 of Fig. 9.

A single unit of my display structure comprises a shelf member 1 having a downturned integral flange 2 suitably shaped to provide an area upon which to display the desired advertising matter, and of a design adapted to the conditions of the display. If but a single unit is used, the ends of the shelf 1′ may also be downturned to provide a fitting finish and, if desired, advertising matter may also be inscribed upon the ends. There also may be a downturned flange 1^2 on the back of the units if this is desired.

On the bottom of the shelf, I provide a cross member 3 held by suitable nails or bolts to the overhanging front flange 2 and the overhanging back flange 1^2. Generally, it is not necessary to fasten these cross members 3 to the shelf area 1 although this may be done if additional rigidity is desired.

To these cross members 3 I attach channel irons 4 which serve as sockets 5 adapted to receive the legs 6 which support the display units. These legs 6 may be constructed of metal or wood as desired and are provided with outwardly extending members 6′ adapted to engage the floor and maintain the proper balance of the structure.

If it is desired to use but a single unit, it will be appreciated that the goods to be displayed may be placed on the shelf member 1 and the facts with regard to the goods may be noted on the overhanging flange 2. As the legs 6 may readily be removed from the sock-

ets 5, the shelf may be knocked down when not in use and thus a considerable saving in space may be effected.

Referring to Fig. 9, it will be noted that the shelf 1 is slotted or cut away at 10 to permit passage of the leg member 6 therethrough. In the arrangement of Fig. 4, the leg is of a length sufficient to support the illustrated number of shelves in vertical alignment, each shelf being slotted and provided with an aligned socket 5 to maintain the leg in proper erect position.

As shown in Fig. 7 in order to prevent unsteadiness or a sliding up and down movement of the shelf on the leg, I insert a bolt or pin 11 through a hole 12 extending through the leg 6 beneath the socket 5, which pin holds these members in proper relation to each other.

As appears in Fig. 4, the uppermost shelf 1 with its overhanging flange 2 may be of the same dimensions as the lower shelves or, if desired, of lesser dimensions. The number of shelves which may be erected is unlimited save by the size and conditions of the space in which the structure is used. If more than two shelves are used, the leg extends through the additional shelves exactly as it does through the first shelf, and pins 11 are inserted beneath these shelves to hold them in position just as is done with the first shelf. The uppermost shelf is provided with the usual socket 5 into which the top of the leg 6 enters, but generally is not slotted, although a slotted shelf may be used if a pin 11 passes through the leg beneath the socket to hold the shelf in place.

Referring to Figs. 9 and 10, it will be noted that in case it is desired to build up the shelf longitudinally, I so arrange these units with relation to each other that a single leg supports the ends of any two units. If three units, for example, are to be erected longitudinally, I provide on the centre unit two cross members 3 with their attached sockets 5; or these sockets may be placed on both ends of each of the end units, in which case the central unit would simply be a shelf slotted near each end, with overhanging flanges 1^2 and 2. Therefore, as the structure forms, the flat surface of one end of one unit is positioned to overlie the end of the next unit. Both of said units are slotted to permit passage of the leg 6 therethrough. As the stock used is usually of thin sheet metal, in most cases the overlapping shelf is practically on the same plane as the overlapped shelf. In the case of this longitudinal building up of units as both shelves are slotted, it will be necessary to use the bolt or pin 11 in the same manner as it is employed in the erection of a vertical plurality of units to prevent the shelves slipping up and down on the legs.

If it is desired to build up my structure both vertically and longitudinally, this may be done by using legs of suitable length and causing each leg to pass through the slots in both of the overlapped shelves in exactly the same manner as it does when a one tier display is made. The leg extends up through the socket 5 and aligned slots 10 of the next tier of shelves and may be carried up in the same manner through any desired tiers of shelves. Pins 11 are passed through the legs 6, beneath the sockets 5, and cross members 3 as before described and the structure may be extended in either direction until of the size desired. If it appears desirable, the cross members 3 and sockets 5 may be suitably bored and the pin 11 may pass through the same as well as through the leg member 6.

It will be understood that I do not limit myself to any number or arrangement of shelf members or to any number or design of overhanging flanges, nor do I limit myself to the means or method of attaching one unit to another or any arrangement of vertical, longitudinal, or combined construction of units.

Various modifications in the construction of my invention may obviously be resorted to if within the limits of the appended claims.

What I therefore claim and desire to secure by Letters Patent is:

1. In a display device, a plurality of shelves having slots near their ends, said shelves adapted to overlap each other with their slots registering, reinforcing pieces extending transversely of said shelves, sockets on said reinforcing pieces in vertical alignment with said slots, leg members adapted to enter said sockets and registering slots to unite said shelves both vertically and horizontally and pins extending through said leg members beneath said sockets to hold said sockets in place on said shelves in proper relation to each other.

2. In a display device, a plurality of shelves having slots near their ends, said shelves adapted to overlap each other with their slots registering, overhanging front and rear flanges on said shelves reinforcing pieces affixed to the bottom of said shelves and between said flanges sockets carried by said reinforcing pieces in vertical alignment with said slots, leg members adapted to enter said sockets and registering slots to unite said shelves both vertically and horizontally.

3. In a display device, a plurality of shelves having slots near their ends, said shelves adapted to overlap each other with their slots registering, overhanging flanges on said shelves and reinforcing pieces affixed to the bottom of said shelves and sockets carried by said reinforcing pieces in vertical alignment with said slots, leg members adapted to enter said sockets and registering slots to unite said shelves both vertically and horizontally.

4. In a display device, a plurality of shelves having slots adapted to be overlapped at their ends with their slots registering, back and front downturned integral flanges on said shelves, a cross member uniting said back and front flanges, an angleiron attached to said cross member adjacent said overlapping slots and a leg member adapted to pass through said angleiron and through said overlapping slots whereby said angleiron and the supported shelves are held in proper relation to each other.

In testimony whereof I affix my signature.

FRANCIS W. GIBSON.