L. H. MacORQUODALE.

DISPLAY DEVICE.

APPLICATION FILED NOV. 6, 1916.

1,288,634.

Patented Dec. 24, 1918.

2 SHEETS—SHEET 1.

Fig. 1.

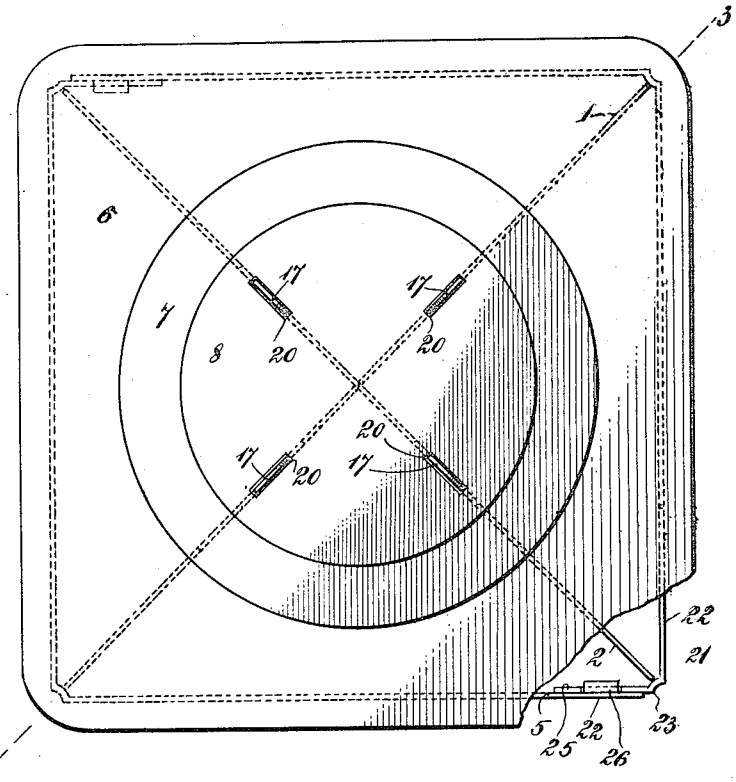
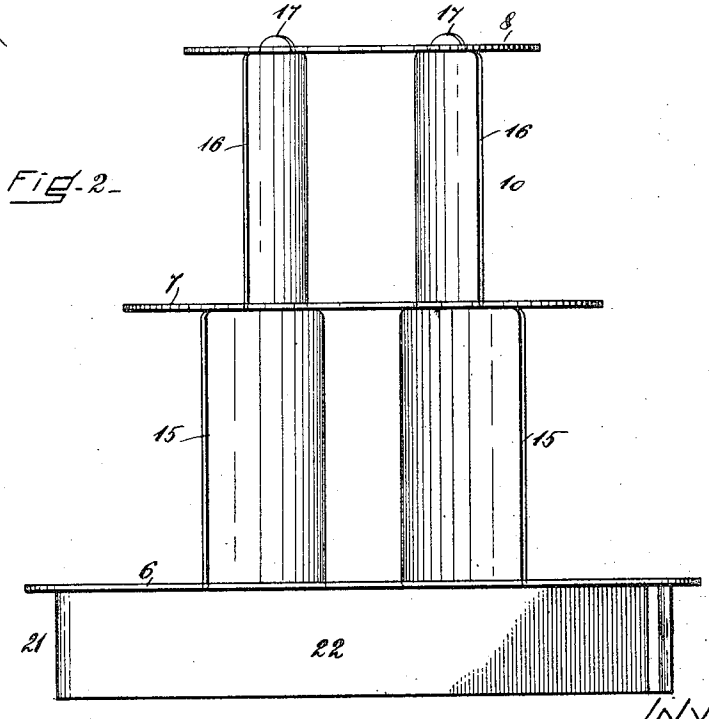






Fig. 2.




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2 SHEETS—SHEET 2.

Fig. 3.

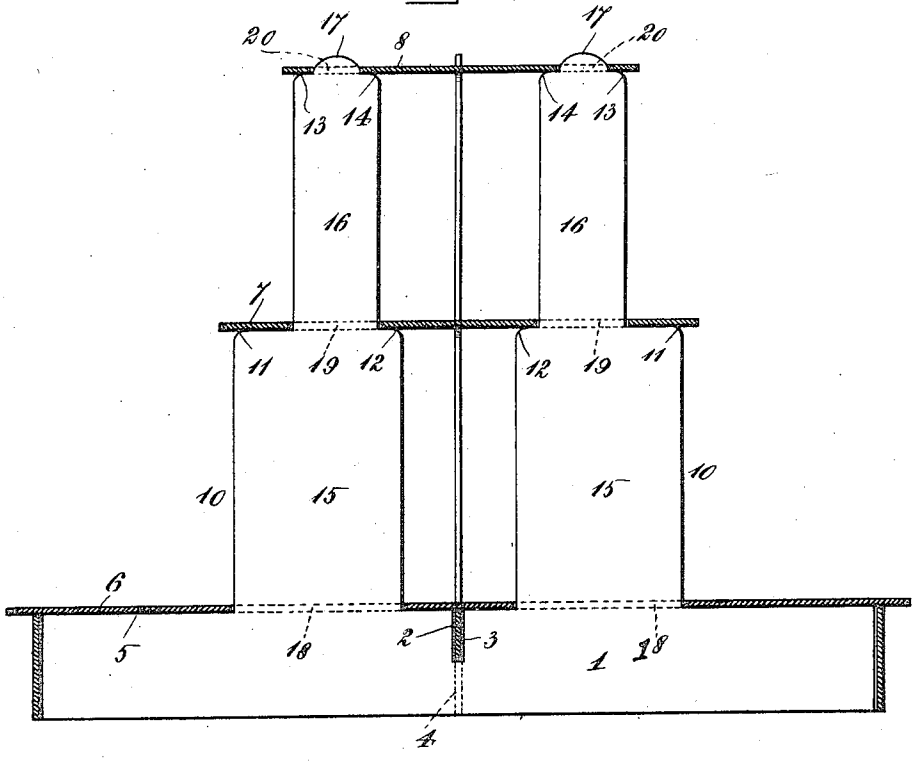
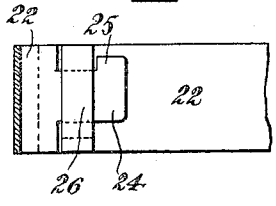



Fig. 4.




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# UNITED STATES PATENT OFFICE.

LORNE H. MacORQUODALE, OF LYNN, MASSACHUSETTS, ASSIGNOR TO THE FORBES LITHOGRAPH MANUFACTURING COMPANY, OF BOSTON, MASSACHUSETTS, A CORPORATION OF MASSACHUSETTS.

## DISPLAY DEVICE.

1,288,634. Specification of Letters Patent. Patented Dec. 24, 1918.

Application filed November 6, 1916. Serial No. 129,700.

*To all whom it may concern:*

Be it known that I, LORNE H. MacORQUODALE, of Lynn, in the county of Essex and State of Massachusetts, a citizen of the United States, have invented a new and useful Improvement in Display Devices, of which the following is a full, clear, and exact description, reference being had to the accompanying drawings, forming a part of this specification, in explaining its nature.

The present invention relates to a device for displaying merchandise.

Among the essential objects of my invention is to provide a combined advertising and display device composed of a few easily assembled or disassembled parts made of cardboard or other suitable material and which when assembled will provide an attractive and practical support for the display of merchandise.

The invention can best be seen and understood by reference to the drawings in which—

Figure 1 is a plan of the device.

Fig. 2 shows the device in side elevation.

Fig. 3 is a section on the line 3—3 of Fig. 1, and

Fig. 4 is a side elevation of a portion of the device to which attention will later be directed.

Referring to the drawings:—

The base portion of the device comprises relatively long, narrow plates 1 and 2, respectively, substantially rectangular in form. These plates intersect and have a self-interlocking engagement with one another whereby the plates when assembled will rest upon their bottom edges in an upright position and assume an angular relationship to one another, the plates according to the construction shown occupying right angles in relation to one another. The intersection and interlocking of the plates is obtained by cutting a vertical slot 3 in the plate 1 to extend from the top edge of the plate about half through it. A similar vertical slot 4 is formed in the plate 2, this slot extending from the bottom edge of the plate about half way through it. On assembling the plates that portion of the plate 2 which lies beyond the slot 4 therein will enter the slot 3 in the plate 1 and that portion of the plate 1 which lies beyond the slot 3 in it will enter the slot 4 in the plate 2. Thus connected the plates will rest upon their bottom edges in an upright position, extending at right angles with relation to one another, each supported by the other, and thereby providing a firm base of support.

When the two plates are thus assembled and arranged the top edges 5 of the respective plates will occupy a common horizontal plane and thereby provide a rest or support for a shelf 6 which is preferably rectangular in shape.

The lateral retention of the shelf 6 and both the support and lateral retention of other shelves 7 and 8, respectively, are obtained by means of uprights or standards 10 rising from the top edges of the respective base plates. These standards are made of sheet material and are cut preferably integral with the base plates. The standards upon each of the respective base plates are so fashioned as to occupy positions upon either side of the intersecting line of the two plates and equidistant therefrom. The standards are all of the same form and all the corresponding parts thereof lie the same distance away, measured horizontally, from the intersecting line of the base plates if it were extended vertically.

Each of the standards is provided with sets of shoulders 11, 12 and 13, 14, respectively, occupying vertically spaced relationship to one another and to the top edge of the base plate to which the standard is secured. The shoulders 11 and 13 are formed on the outer edge of the standard and the shoulders 12 and 14 on the inner edge of the standard. The shoulders 11, 12 are formed by contracting the lower portion 15 of the standard which is made relatively broad, while the shoulders 13, 14 are formed at the top end of the upper contracted portion 16 of the standard, this portion being then extended between the shoulders 13 and 14 by a short knob 17.

When the base plates and standards are assembled the sets of shoulders 11 and 12 will occupy the same horizontal plane and then provide an inside and outside support for the shelf 7. In similar manner the sets of shoulders 13 and 14 on all the standards will occupy a common horizontal plane and so provide an inside and outside support for the shelf 8 which rests thereon.

For the purpose of enabling the shelf 6 to be placed upon the top edges of the base plates, the shelf is provided with slots 18

having the same angular relationship to one another and to the center of the structure as the respective standards. These slots are also cut of sufficient length to enable the standards to slip through the slots as the shelf is drawn down over the same until it is brought to rest or seated upon the top edges of the base plates.

In similar manner slots 19 and 20, respectively, are formed in the respective shelves 7 and 8, the slots being so angularly disposed and of sufficient length to permit of these shelves being slipped over the ends of the standards and brought to rest upon the shoulders acting to support them.

The structure is assembled by interlocking the base plates and then drawing in turn the shelves 6, 7 and 8 over the ends of the standards until the shelves are properly seated. The disassembling of the structure is effected by a reverse operation.

According to the preferred form of the device shown the lower shelf 6, which rests upon the top edges of the base plates, is rectangular as before described, while the shelves 7 and 8 are relatively smaller circular shelves. The circular shelves owing to their relatively small size are so supported by the shoulders upon which they rest as to sustain a considerable weight. The shelf 6, however, especially if the structure is made of large size as it may be, may require some auxiliary support and for such purpose there is wrapped around and between the outer ends of the base plates a rectangular support 21 consisting of rectangular plates 22 of the same height as the base plates, connected to one another and standing on edge, the top edges of these plates providing a bearing for assisting in the support of the shelf 6. In combining the plates 22 to form the rectangular support 21 I prefer that the two halves of the support be formed by separate pairs of plates, each pair being integrally connected by a flexible hinge or union 23. The free ends of the separate pairs of plates are interlocked after the plates have been wrapped around the base portion of the structure by a tongue 24 having a turned end 25 on one free end of the separate pairs of plates passed through a socket formed by a strap 26 on the adjacent free end of the other pair of plates. After the tongue has been passed through the socket the turned end 25 of the tongue is moved to lie back of the inner edge of the strap 26 thereby forming an interlock substantially as shown in Fig. 4.

The auxiliary support 21 not only assists in the support of the shelf 6 after the parts of the device have been assembled and otherwise materially strengthening the entire structure, but also operates during the assembling of the device in holding the base plates and the standards in proper extended and relative position while the shelves are being put on.

Having thus fully described my invention, I claim and desire to secure by Letters Patent of the United States:—

1. In a display device of the character specified, the combination comprising base plates having interlocking engagement with one another to stand on edge angularly arranged and the top edges of which plates occupy substantially a common horizontal plane, each of said plates having separate spaced shelf-supporting standards arising from the top edges thereof, and shelves resting respectively upon said base plates and standards and laterally retained thereby.

2. In a display device of the character specified, the combination comprising base plates having interlocking engagement with one another to stand on edge angularly arranged and the top edges of which plates occupy substantially a common horizontal plane, each of said plates having spaced shelf-supporting standards rising from the top edges thereof, a shelf having slots in it through which said standards extend and resting upon the top edges of said base plates, and an auxiliary support extending around and between the outer edges of said base plates for assisting in the support of said shelf.

3. In a display device of the character specified, the combination comprising base plates angularly arranged and standing on edge, each of said base plates having separate spaced shelf-supporting standards rising from the top edges thereof and which standards are contracted to present separate sets of shoulders occupying vertically-spaced relationship to one another, a slotted shelf through which said standards extend resting upon said base plates, and other vertically-spaced shelves slotted to rest, respectively, upon the shoulders of said standards.

4. In a display device of the character specified, the combination comprising base plates of a generally rectangular shape having self-interlocking engagement with one another to stand on edge angularly arranged and the top edges of which plates occupy substantially a common horizontal plane, spaced standards contracted to form shoulders on both the inside and outside edges thereof rising from the top edges of each of said base plates, a slotted shelf through which said standards extend resting upon the top edges of said base plates, and other shelves slotted to rest upon the inside and outside shoulders of said standards.

LORNE H. MacORQUODALE.