Jan. 16, 1945. C. F. KOLLMAN 2,367,289

MERCHANDISE DISPLAY APPLIANCE

Filed Oct. 27, 1941

Fig. 1.

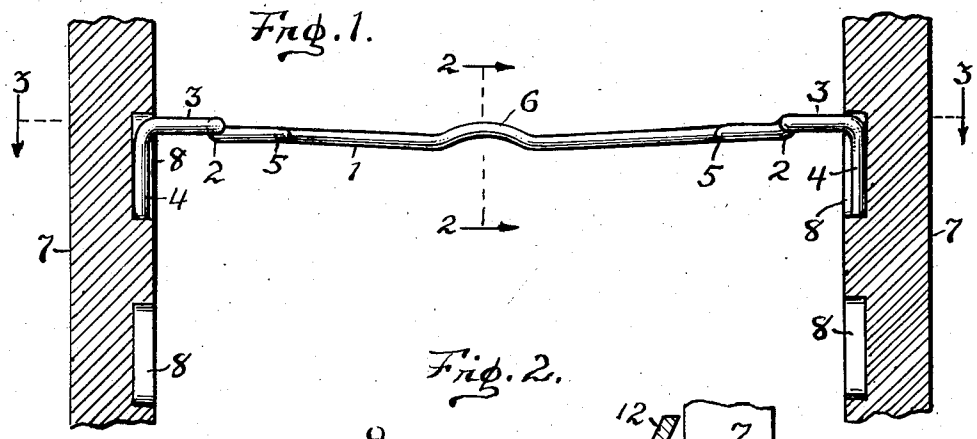


Fig. 2.

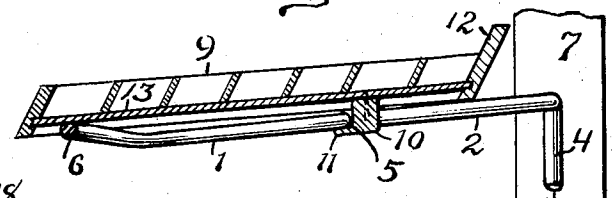


Fig. 4.

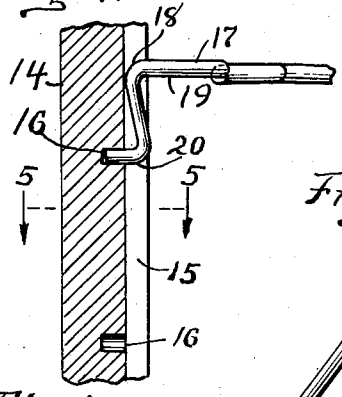


Fig. 3.

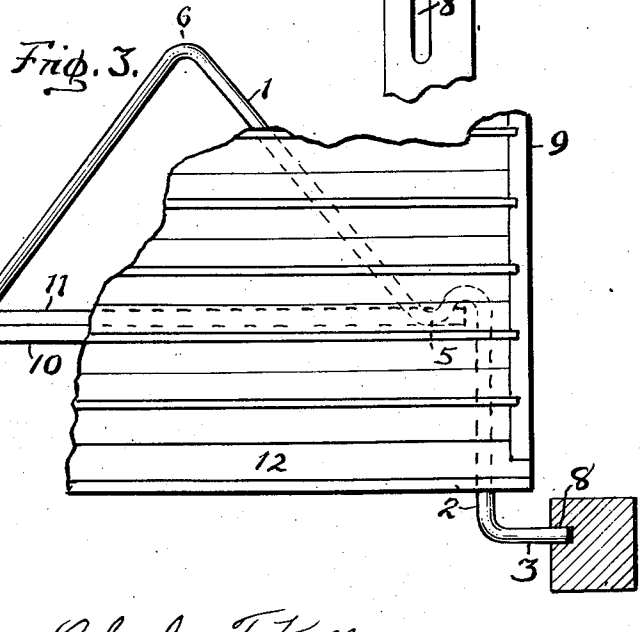
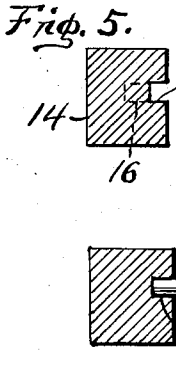


Fig. 5.



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MERCHANDISE DISPLAY APPLIANCE

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Application October 27, 1941, Serial No. 416,697

5 Claims. (Cl. 211—86)

This invention relates to improvements in merchandise display appliances consisting of a supporting fixture and a removable tray arranged in conjunction with a show-case having a door through which access is had to the tray.

An object of the invention is to provide inconspicuous fixtures that are readily positioned adjustably in a show-case so constructed as to afford substantial support for individual trays in which merchandise is displayed.

Another object of the invention is to afford a group of tray supports in conventional arrangement within a show-case that are readily and removably installed therein in definite positions.

And a further object of the invention is the provision of an inexpensive removable fixture and a tray supported thereon so constituted that the tray is held firmly in operative position for the display of merchandise in a show-case and which is easily removed and replaced without disturbance of its supporting fixture.

Other objects and advantages of the invention appear in the following description.

An illustrative embodiment of the invention is shown in the accompanying drawing, in which:

Fig. 1 is a rear elevational view of a fixture supported in operative position in the door jambs of a show-case, the jambs being in section;

Fig. 2 is a transverse elevational view of the structure shown in Fig. 1 in section on the line 2—2 thereof, and including a tray;

Fig. 3 is a fragmentary top plan view of the supporting fixture, a tray thereon and the door jambs supporting the fixture, the jambs being in section on the line 3—3 of Fig. 1;

Fig. 4 is a fragmentary illustration of a modified form of the fixture and the door jambs therefor; and

Fig. 5 is a cross-sectional view of the door jamb of the type shown in Fig. 4, in the plane of the line 5—5 thereof.

The illustrative embodiment of the invention consists of a tray supporting fixture 1, preferably formed of a metallic rod or wire, shaped to have parallel arms 2 having at their rear ends outwardly turned alined extensions 3 that terminate in downwardly bent parts constituting anchors 4. The wire is inwardly backturned at points contiguous with the forward ends of the parallel arms to form stops 5, from which the adjacent portions of the wire converge forwardly and unite in an upturned bend to provide a forward tray rest 6.

The door jambs 7 of the show-case have made in their opposing faces vertically elongated gains or sockets 8 disposed in pairs in horizontal planes spaced apart from each other. The sockets are shaped to snugly receive the corresponding anchors 4 of the fixtures. Each fixture is made of spring wire and is initially shaped so the spread between its anchors is substantially greater than the distance between the door jambs so that by springing the sides of the fixture toward each other and then letting the anchors into the corresponding sockets in the door jambs by allowing the sides to spring outwardly, the fixture is thereupon rigidly secured in place by reactionary spring force. When thus positioned in the show-case the forward portion of the fixture extends in a substantially horizontal or inclined plane as may be desired.

A merchandise tray 9, which may be of any suitable design in which merchandise is placed for display, is provided on its bottom with a transversely disposed cleat 10 having a forwardly extending lip 11, the length of the cleat being somewhat less than the distance between the parallel arms 2 of the fixture so that free movement of the cleat between the parallel arms is permitted in positioning the tray upon or removing it from the fixture. The cleat has engagement with the stops 5 and its lip 11 underlaps the stops when the tray is placed properly in operative position on the fixture so that the tray becomes definitely alined and held in place respecting the fixture. The end board 12 of the tray rests upon the parallel arms 2, and the bottom 13 of the tray rests upon the upturned forward support 6. Thus, the tray when in position on the fixture has three definite points of support upon which it is held down by engagement of the lip beneath the stops 5, and dislodgment of the fixture from the door jambs is prevented by the cleat which is then located between the parallel arms 2 which circumvents displacement of the anchors from their sockets.

In the form of the invention shown in Figs. 4 and 5, the door jamb 14 has made therein a vertical groove 15 and a series of spaced sockets 16, said sockets extending into the jamb from the bottom of the groove. In this instance each anchor end of the fixture 17 is bent to form a shoulder 18 at its juncture with the adjacent extension 19 and has an outwardly extending terminal 20. When this type of fixture and door jamb are employed the shoulder fits in the groove 15 and the terminal 20 projects into the socket 16. Thus, the fixture when in place is sustained in a definite position in the show-case.

In use, the fixtures are conveniently secured in selective positions in the show-case and are rearranged as to their positions when desired simply by springing their sides inwardly and then releasing them to let their terminals into the corresponding sockets in the door jambs or by reversing the operation to remove the fixtures. In this manner use of fasteners as in the customary practice is obviated.

Variations from the particular construction above disclosed may be resorted to by the exercise of skill in the art, without departure from the spirit or scope of the invention, and the following claims are intended to be inclusive of such variations.

What is claimed is:

1. A merchandise display appliance for a show-case where the opposing faces of the door jambs of said case have sockets therein, consisting of a fixture and a tray supported thereby within the show-case, said fixture being formed of a spring rod shaped to have side arms adapted to be sprung toward and from each other, each arm terminating in a part constituting an anchor adapted for reception correspondingly in said sockets, the forward portion of said fixture, at the juncture of the sides thereof being upturned to provide a tray rest, said tray having a pendent transverse cleat that is disposed between said arms when the tray is in place that prevents dislodgment of said fixture.

2. A merchandise display appliance for a show-case where the door jambs thereof have sockets therein, consisting of a fixture and a tray supported thereby in the show-case, said fixture being formed of a spring rod shaped to have side arms, the free ends of which constitute anchors adapted for reception in said sockets respectively, each arm having an inwardly back turned medial portion providing a stop, said tray having upon its bottom a pendent cleat that is disposed, when the tray is in position, between said arms and limits forward movement of the tray on said fixture by contact with said stops, said cleat having a forwardly extending lip that underlies said stops whereby the tray is held down upon said fixture.

3. A merchandise display appliance for a show-case, the opposing faces of the door jambs of which have sockets therein, consisting of a tray and a fixture for supporting said tray in the show-case, said fixture being formed of a spring rod shaped to provide a forward upturned portion and side members that constitute three points of support for said tray when positioned on said fixture, said side members having bent terminals at their rear ends constituting anchors that are received in said sockets to support the fixture in a definite position, said tray having a transverse cleat that is disposed between and has guided relation with said members.

4. A merchandise display appliance for a show-case, the opposing faces of the door jambs of which have sockets therein, consisting of a tray and a fixture for supporting said tray, said fixture being formed of a spring rod shaped to provide a forward portion and side members that constitute supports for said tray when positioned on said fixture, the rear terminals of said side members being shaped for reception in said sockets to support the fixture in a definite position in the show-case, and medial back-turned portions to provide stops, said tray having a transverse cleat that has guided relation with said side members and engagement with said stops wherefore said tray is centered upon said fixture.

5. A merchandise display appliance for a show-case, the opposing faces of the door jambs of which have sockets therein, consisting of a tray and a fixture for supporting said tray, said fixture being formed of a spring rod shaped to provide a forward portion and side members that constitute supports for said tray when positioned on said fixture, the rear terminals of said side members being shaped for reception in said sockets to support the fixture in a definite position in the show-case, and medial back turned portions to provide rearwardly extending stops, said tray having on its bottom a transverse cleat provided with a forwardly extending lip, disposed between said members, guided thereby and engaged with said stops when the tray is placed on said fixture with said lip underlying said stops.

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