July 7, 1970 G. L. FREEDMAN 3,519,320

MODULAR DISPLAY FIXTURE

Filed June 6, 1968 4 Sheets-Sheet 1

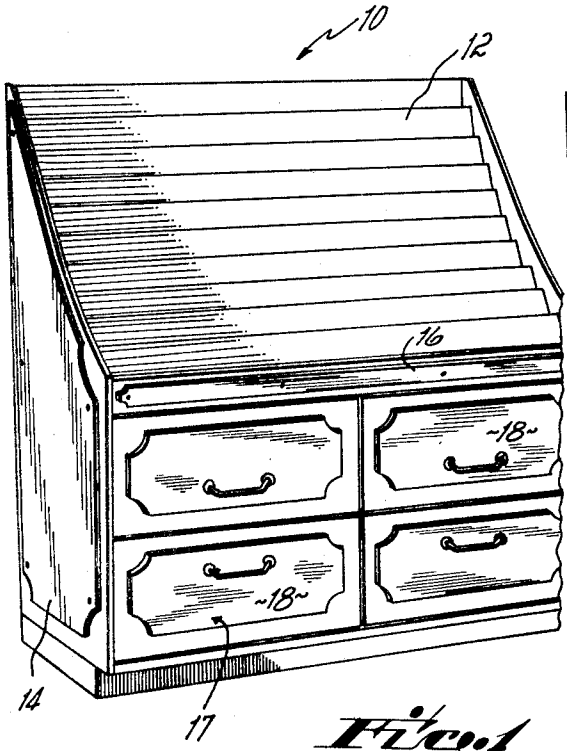



Fig. 1

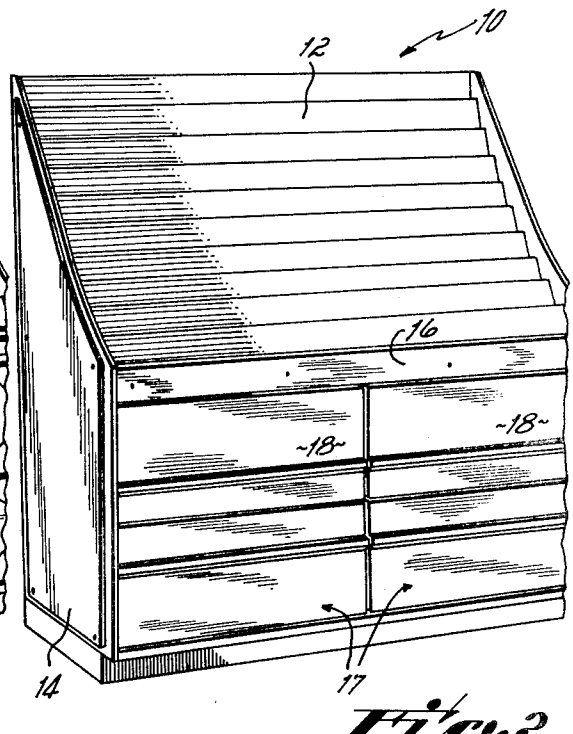



Fig. 2

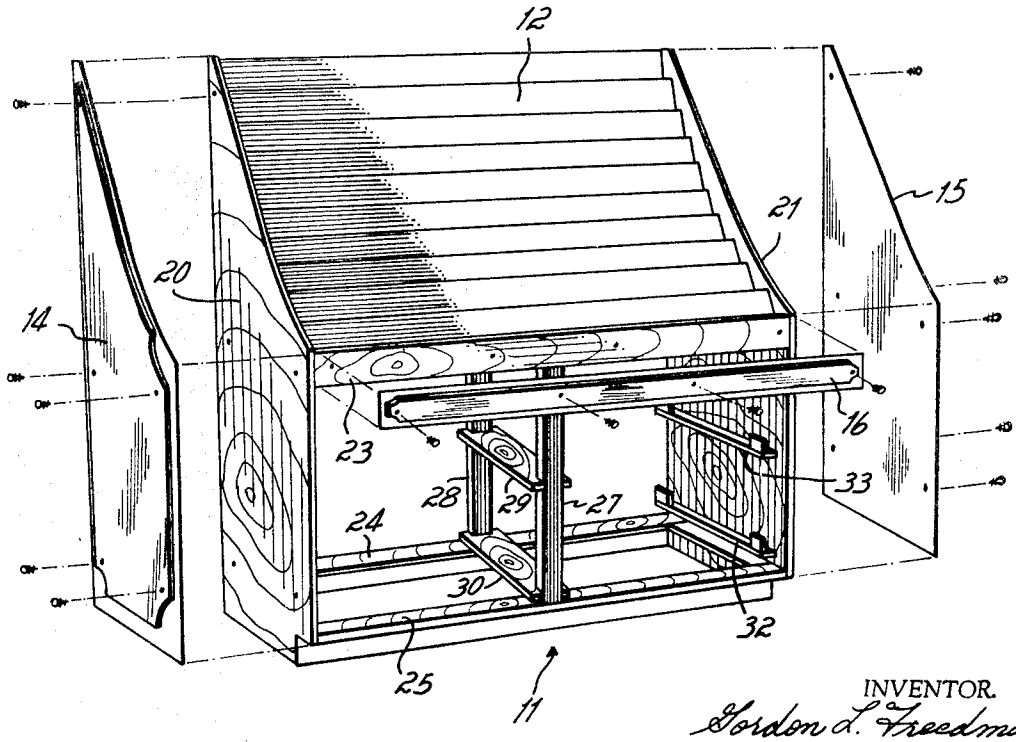



Fig. 3

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MODULAR DISPLAY FIXTURE

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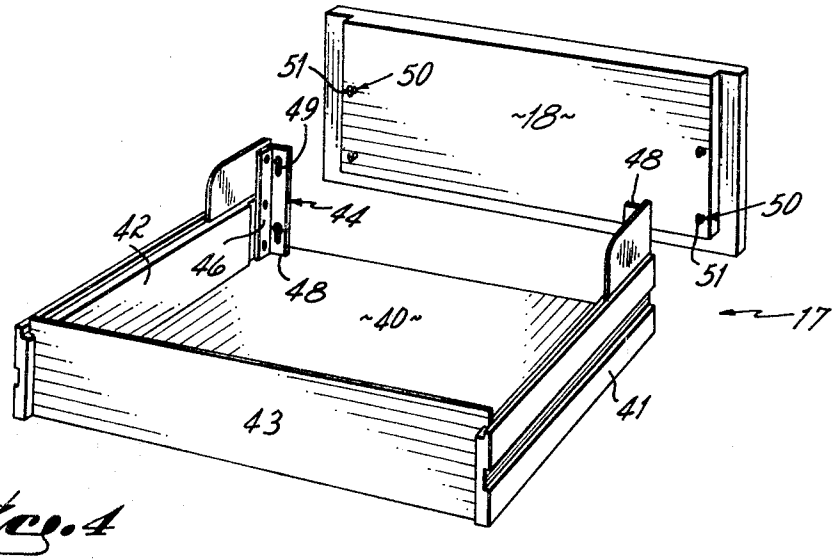



Fig. 4

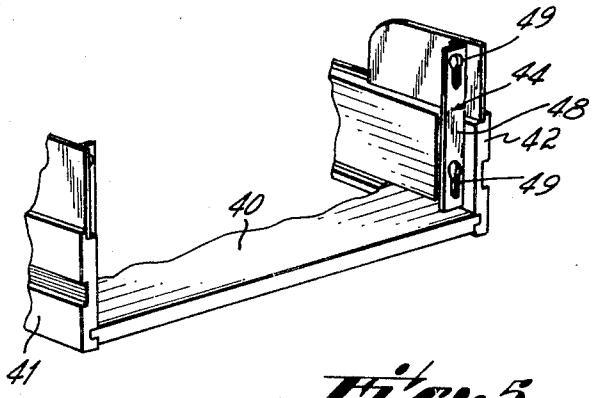



Fig. 5

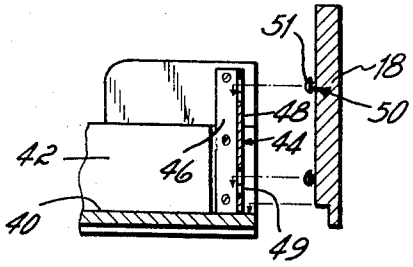



Fig. 6

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MODULAR DISPLAY FIXTURE

Filed June 6, 1968 4 Sheets-Sheet 3

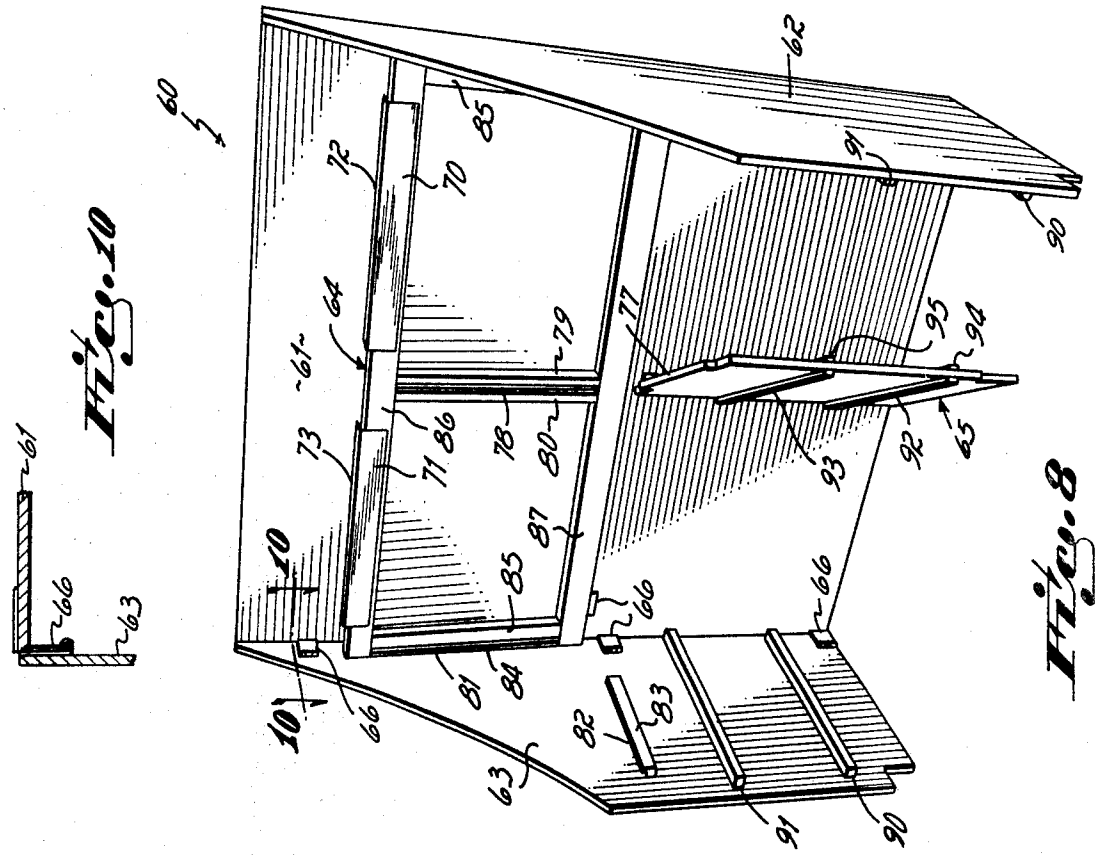



Fig. 10

Fig. 8

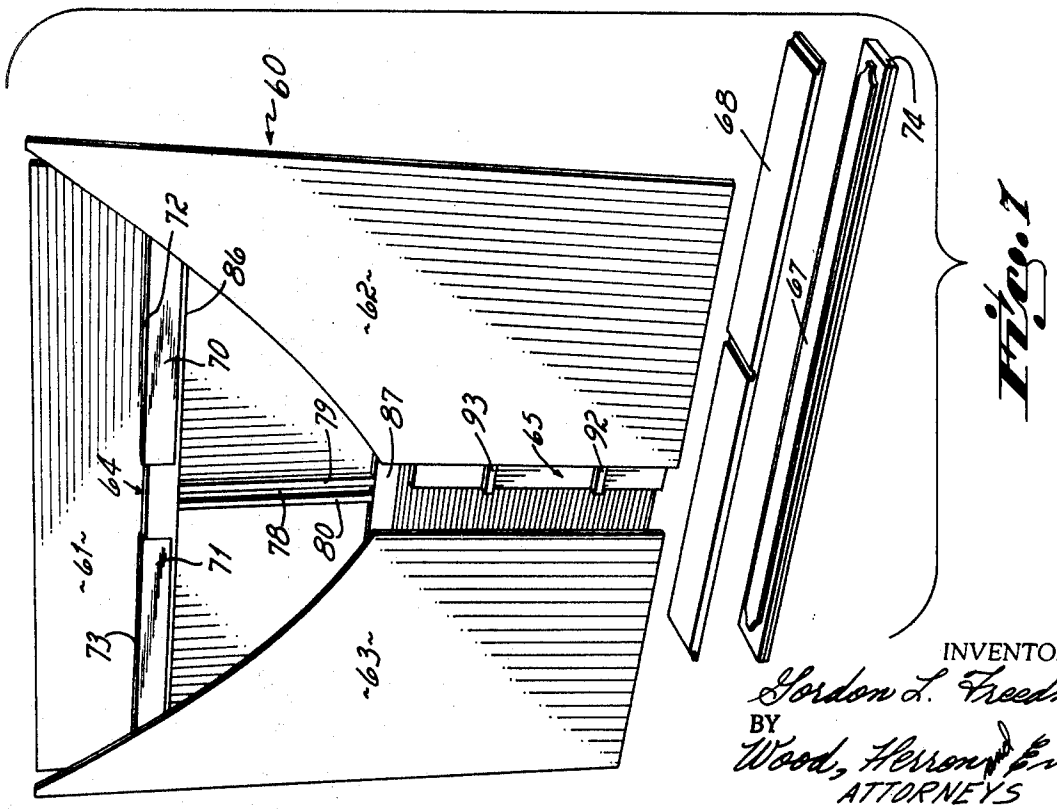



Fig. 1

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MODULAR DISPLAY FIXTURE

Filed June 6, 1968 4 Sheets-Sheet 4

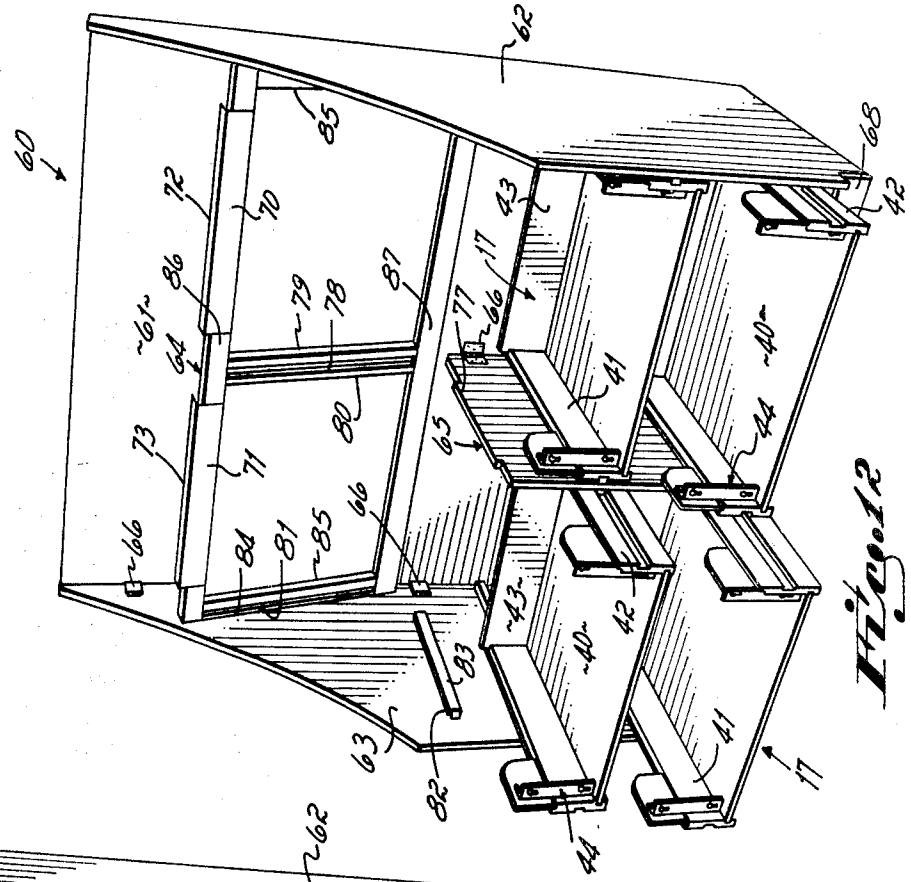



Fig. 12

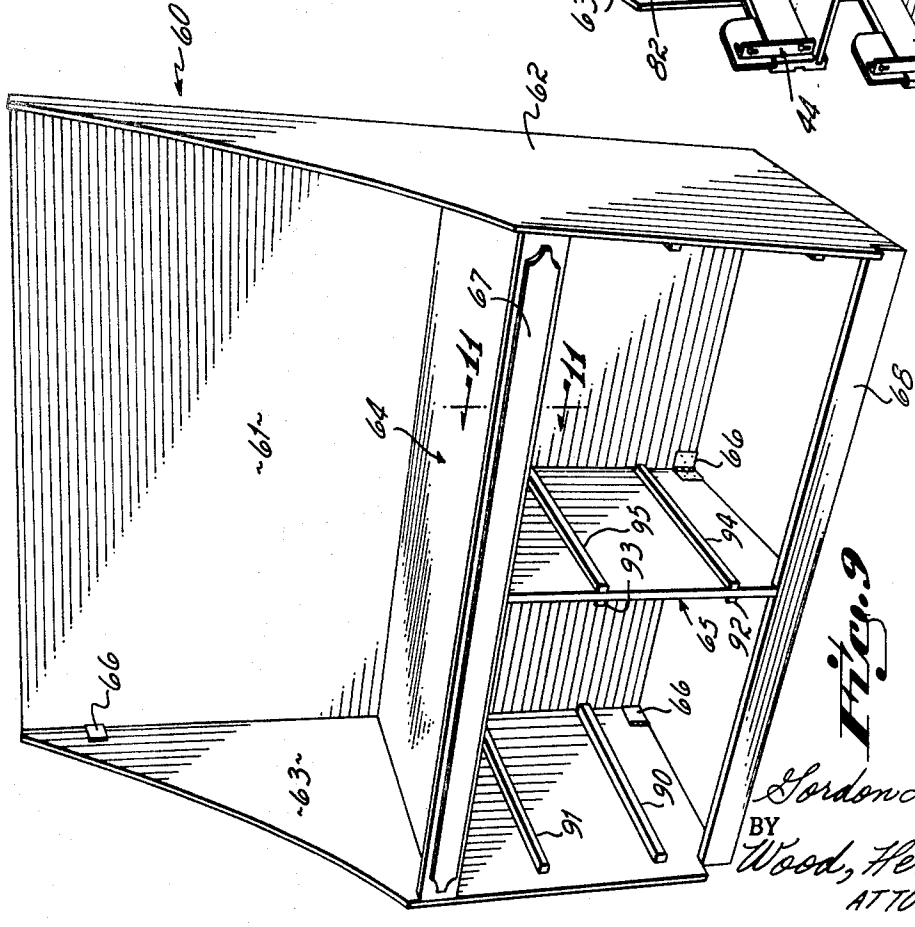



Fig. 9

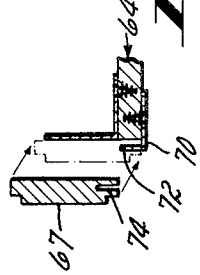



Fig. 11

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United States Patent Office

3,519,320
Patented July 7, 1970



3,519,320

# MODULAR DISPLAY FIXTURE

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Filed June 6, 1968, Ser. No. 735,001
Int. Cl. A47b *43/00*
U.S. Cl. 312—258 10 Claims

## ABSTRACT OF THE DISCLOSURE

A fixture for displaying greeting cards and similar articles. The fixture comprises a frame, side panels, decorative panels or plates for covering the side panels, and drawers having removable front walls. All exposed decorative panels are interchangeable so that the construction is amendable to modular inventory and construction techniques.

This invention relates to the construction of greeting card display fixtures and particularly to constructions which enable such fixtures to be assembled and inventoried at minimum expense.

Greeting card fixtures are extremely bulky and are therefore expensive to ship from one point to another or from a point of manufacture to a remote customer. As a result, one of the major factors in the ultimate cost of a fixture is the shipping cost of transporting the fixture to the customer.

To minimize shipping costs, there have been proposals to assemble fixtures in the field. However, this approach has been generally unsuccessful because of the high degree of skill required of carpenters to complete the assembly and the consequent high labor costs thereby involved.

Another approach to the high shipping cost problem has been to ship carloads of fixtures at relatively low carload rates to warehouses remote from the place of manufacture and then reship from the warehouses short distances to the customers at higher shipping rates. This approach has the advantage of shipping via a slow but inexpensive mode of transportation for most of the distance and of only using an expensive but relatively fast mode of transportation for short distances. However, this approach requires the maintenance of large inventories at each warehouse in order to have a complete stock available for instantaneous reshipment.

It has been an objective of this invention to provide a new display fixture which is so constructed that it lends itself to inexpensive shipment and the maintenance of minimum inventory levels.

This objective has been achieved and this invention is predicated upon the concept of utilizing standard rigid or collapsible frames and removable front drawers in a line of display fixtures so that only a minimum number of frames and drawers need be inventoried. In this way the large bulky frames may be shipped in bulk in inexpensive slow-moving modes of transportation, as for example railroad cars, and the decorative panels and drawer fronts may be inventoried elsewhere and shipped directly to a customer at more expensive rates but via a faster mode of transportation, as for example air freight. In this way, the overall inventory required at the remote warehouse is minimized as well as the overall transportation cost.

Another advantage of this construction is that it minimizes the overall construction cost of a fixture by utilizing standard drawers having removable and replaceable front panels. Heretofore, standardization of drawers required a standard front drawer wall and a removable decorative panel. This invention thus eliminates the need for a decorative panel by combining the removable replaceable front wall and decorative panel.



The removable drawer front panel has other advantages over fixed front drawer boxes. Specifically, the removable front enables damaged drawer fronts to be easily replaced in the field, thereby minimizing repair costs. Additionally, this construction enables customers to very simply and inexpensively change the decor of their fixtures. Preferably, the removable drawer front is attached to the drawer box in such a manner that the front may easily be adjusted relative to the box to facilitate alignment of the drawer front during installation.

In lieu of an assembled rigid frame, the back panel, side panels, and deck panel may all be hingedly interconnected so that the fixture may be folded flat for shipment. This construction not only reduces shipment costs but has the advantage of facilitating disassembly and storage of the fixture by a customer.

These and other objects and advantages of this invention may be more readily apparent from the following detailed description of the drawings in which:

FIG. 1 is a perspective view of a display fixture incorporating the invention of this application,

FIG. 2 is a perspective view of a second display fixture incorporating the invention of this application but illustrating a different decor from that applied to the fixture of FIG. 1,

FIG. 3 is an exploded perspective view of the fixture of FIG. 1 but with the drawers of the fixture omitted,

FIG. 4 is an exploded rear perspective view of a single drawer of the fixture of FIG. 1,

FIG. 5 is an enlarged front perspective view of a portion of the drawer of FIG. 4,

FIG. 6 is a cross sectional view through the drawer of FIG. 4 illustrating the manner of assembly of the drawer,

FIG. 7 is a perspective view of a second embodiment of a frame for the fixture in which the frame is foldable into a flat package,

FIG. 8 is a perspective view of the frame of FIG. 7 in a partially assembled condition,

FIG. 9 is a perspective view of the frame of FIG. 7 in a completely assembled condition,

FIG. 10 is a cross sectional view through a corner of the frame taken on line **10—10** of FIG. 8,

FIG. 11 is a cross sectional view taken on line **11—11** of FIG. 9, but partially exploded to illustrate the mode of assembly of the nosing rail onto the frame, and

FIG. 12 is a perspective view of a portion of the fixture frame and the drawers, illustrating the manner of mounting of the drawers in the frame.

Referring to FIGS. 1 and 2, two different styles of the same basic fixture **10** are illustrated for purposes of showing how easily different decors may be interchanged upon the fixture frame. Specifically, conversion from one decor to another requires only replacement of decorative side plates or panels, a nosing rail, and drawer fronts as is explained more fully hereinafter.

Referring to FIG. 3, it will be seen that each of the fixtures of FIGS. 1 and 2 comprises a rigid frame **11** within which is mounted a vertically and rearwardly stepped display rack **12**. The rack **12** is conventional and therefore has not been illustrated in detail. A suitable rack is completely illustrated and described in my earlier Pat. No. 3,179,479, issued Apr. 20, 1965, although it is contemplated that other types and styles of display racks may be substituted for that illustrated herein.

To this rigid frame **11** are bolted or otherwise secured decorative side plates **14, 15** and the decorative nosing rail **16**. Drawers having a front wall of the same decorative motif as the side panels and the nosing rail are slidable within the frame upon runners **29, 30, 32, 33**.

The frame **11** comprises two side panels **20, 21** held in spaced relationship by cross bars **23, 24, 25**. Vertical

frame bars **27**, **28** of the frame support a pair of the runner boards **29**, **30** therebetween. The other runners **32**, **33** are fixedly secured to the side panels **20**, **21** of the frame.

In practice, the frame **11** is completely assembled in the factory or place of manufacture of the fixture. The side plates **14**, **15** and the nosing rail **16** are generally shipped separately from the plant and are only added when the fixture is completely assembled in the field at the customer's place of business. When the unit is shipped, drawers **17** (FIG. 4) are usually mounted in the frame **11** but without the front decorative walls secured thereto. Thus the frame and drawers, without the decorative panels, are shipped as a unit and the decorative panels are all boxed independently. The decorative panels are all interchangeable so that frames and drawers may be made up and boxed in a warehouse prior to receiving orders for fixtures. Only when the order is received need the decorative panels be manufactured or sent to the warehouse. By standardizing on the frame and drawers, the inventory levels required for these items may be substantially reduced.

Referring to FIGS. 4–6, there is illustrated a preferred form of the removable front drawer **17**. This drawer comprises a bottom panel **40**, a pair of side walls **41**, **42** and a rear wall **43**, all of which are assembled and glued together in the factory as a sub-assembly box. To this box is attached a pair of generally L-shaped brackets **44—44**, one wall **46** of which is secured to the leading edge at one of the side walls **41**, **42**. The front walls **48** of each of these brackets is provided with a pair of vertically spaced keyhole slots **49** adapted to receive wood screws **50** extending from the rear of the front walls **18** of the drawers. By inserting the heads **51** of these wood screws **50** through the large diameter section of the keyhole slots **49** and then moving the drawer front wall downwardly as illustrated in FIG. 6, the drawer front wall **18** may be located on the front of a drawer box. After being properly aligned on the front of the box, the screws **50** may be tightened so as to permanently lock the front wall **18** to the brackets and the attached drawer **17**.

If the front wall becomes damaged or requires replacement because of a change of motiff or decor of the fixture, the front wall **18** may be removed by loosening the screws **50** and lifting the drawer front upwardly and outwardly. A new front may then be attached to the bracket and, after having been properly aligned, can be secured to the drawer front by simply tightening the screws **50** which extend into the back of the front wall **18**.

Referring now to FIGS. 7–12, there is illustrated a second foldable style of frame which is particularly useful in applications where the display is only used seasonally for the display of seasonal cards. Additionally, this foldable frame is much less expensive to ship than the rigid frame illustrated in FIG. 3 and is therefore useful in applications where the frame is to be shipped a long distance to a customer.

The frame of the foldable fixture **60** comprises a large rectangular rear panel **61**, a pair of side panels **62**, **63**, a foldable deck panel **64** and a foldable partition panel **65**. The side panels **62**, **63** are connected along their rear edges by hinges **66** to the side edges of the rear panel **61**. Similarly the deck panel **64** and the partition panel **65** are hingedly connected along their rear edges to the rear panel. Consequently, all of these panels may be folded into a flat condition as illustrated in FIG. 7 or may be unfolded during erection as illustrated in FIGS. 8 and 9. After unfolding of all these panels, the fixture is maintained in an assembled erected condition by attachment of a nose rail **67** and a base rail **68**. Both of these rails extend between the side panels **62**, **63**. For ease of replacement, the nose rail **67** is preferably secured to the front edge of the deck panel **64** by a pair of metal brackets **70**, **71** attached to the underside of the front edge of the deck panel **64**. These brackets **70**, **71** have an upwardly extending lip **72**, **73** which extends into a vertical slot **74** of the nose rail **67**. Thus, the nose rail may be snapped onto and off of the vertical lips **72**, **73** of the brackets **70**, **71** for purposes of replacement, repair or assembly.

As may be seen most clearly in FIG. 8, the partition panel **65** has an upwardly extending lip **77** adapted to be received in a slot **78** on the underside of the deck panel **64**. The slot **78** is defined by a pair of wooden spacer bars **79**, **80** fixedly mounted on the underside of the deck panel **64**. When the lip **77** of the partition panel **65** is received in the slot **78**, the bars **79**, **80** hold the panel **65** against pivoting movement about the hinges which secure the panel **65** to the rear panel **61**.

When the deck panel **64** is folded downwardly during erection, slots **81** along the transverse edges of the deck panel **64** are received over upwardly extending lips **82** of deck supporting bars **83**. These bars are fixedly secured to the inside of the side panels **62**, **63** and, as may be seen most clearly in FIG. 8, are generally L-shaped in cross section. The slots **81** along the bottom transverse edges of the deck panel **64** are defined by a pair of spacer bars **84**, **85** which extend between front and rear frame bars **86**, **87** of the deck panel **64**. Consequently, when the deck panel is folded downwardly the slots **81** are received over the lips **82** of the bars **83**. The deck panel and the cooperating bars **83** then serve to hold the side panels in a plane normal to the plane of the rear panel **61** and prevent pivoting movement of the side panels about the hinges **66**.

A pair of vertically spaced drawer runners **90**, **91** are also fixedly mounted upon the inside wall of the side panels. These runners **90**, **91** cooperate with four runners **92**, **93**, **94**, **95** secured to opposite sides of the partition panel **65** to support four drawers (FIG. 10) for sliding movement into and out of the base of the fixture. The drawers **17** are identical to the drawers which have heretofore been described in connection with the description of the fixture illustrated in FIGS. 1–6.

The fixture illustrated in FIGS. 9 and 12 is completed by the mounting of drawer fronts **18** on the front of the drawers, placement of a vertically and rearwardly stepped rack on the top of the deck panel **64** and, if desired, mounting of decorative side plates **14**, **15** over the outside walls of the side panels **62**, **63**. This fixture then has the attributes of interchangeable decors by replacement of the side panels, the nose panel and the drawer fronts and, as in the case of the embodiments previously described, utilizes a standard frame for a complete line of varying decorative styles of fixtures. In this instance though, the frame is foldable to minimize transportation costs and to facilitate storage.

While several different embodiments of my invention have been described herein, those persons skilled in the arts to which this invention pertains will readily appreciate numerous changes and modifications which may be made without departing from the spirit of my invention. Therefore, I do not intend to be limited except by the scope of the appended claims.

Having described my invention I claim:

**1.** A display fixture for displaying greeting cards and similar articles comprising:

a frame including side panels,

a display rack mounted upon said frame,

drawer runners mounted upon said frame,

slidable drawers mounted upon said runners, each of said drawers comprising a bottom panel, a pair of side walls and a rear wall rigidly and fixedly secured together into a permanent box sub-assembly,

a front wall removably and replaceably secured to said box sub-assembly by securement means including brackets having longitudinal slots therein to enable said front walls to be aligned on said boxes,

said brackets having side sections and front sections at right angles to said side sections, one of said sections

of each of said brackets being fixedly secured to one of said walls of said drawer and the other section having said slots therein.

2. The fixture of claim 1 wherein said longitudinal slots are located in said front sections of said brackets.

3. The fixture of claim 1 wherein the height of said drawer side and rear walls is approximately one half the of said brackets is substantially greater than the height of the drawer front wall, and wherein the height of said brackets is substantially greater than the height of said side walls, each of said drawers further including an elevating extension attached to the front edge of each of said side walls, said extensions being secured to the top portion of said brackets so that said top portion of said brackets is supported by said extensions.

4. The fixture of claim 1 wherein said frame comprises a rear panel, said side panels being hingedly connected to said rear panel so that said frame may be collapsed for shipment.

5. The fixture of claim 4 wherein said frame further includes a deck panel hingedly connected to said rear panel and foldable into a horizontal plane when said fixture is assembled.

6. The fixture of claim 5 wherein said fixture further includes a vertical partition panel hingedly connected to said rear panel.

7. The fixture of claim 6 wherein said deck panel includes interlocking means cooperable with interlocking means on said side panels and said vertical partition panel to hold said side panels and partition panel in an assembled relationship when said fixture is in an unfolded, assembled condition.

8. A display fixture for displaying greeting cards and similar articles comprising:

a frame including side panels,

a display rack mounted upon said frame,

drawer runners mounted upon said frame,

slidable drawers mounted upon said runners, each of said drawers comprising a bottom panel, a pair of side walls and a rear wall rigidly and fixedly secured together into a permanent box sub-assembly, and

a front wall removably and replaceably secured to said box sub-assembly, said front wall being replaceably mounted upon said box sub-assembly by means of metal brackets secured to said side walls of said sub-assembly, each of said brackets having a side section and a front section, said side sections being fixedly secured to said side walls of said box sub-assembly and said front sections having keyhole slots therein, and wood screws extending through said keyhole slots into said front wall so as to removably secure said front wall to said brackets and to said side walls of said box sub-assembly.



9. The fixture of claim 8 wherein said frame further includes a rear panel, a deck panel, and a vertical partition panel, said side panels, said deck panel, and said partition panel being hingedly connected to said rear panel so that said deck panel, partition panel, and said side panels are adapted to be folded into a common plane with said back panel.

10. The fixture of claim 9 wherein said vertical partition panel has locking means along the top edge thereof cooperable with mating means in the bottom of said deck panel to lock said partition panel in a plane normal to the plane of said rear panel.


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JAMES T. McCALL, Primary Examiner

U.S. Cl. X.R.

211—55

# UNITED STATES PATENT OFFICE
# CERTIFICATE OF CORRECTION

Patent No. 3,519,320 Dated July 7, 1970

Inventor(s) Gordon L. Freedman

It is certified that error appears in the above-identified patent and that said Letters Patent are hereby corrected as shown below:

Column 5, line 8, delete "the of said brackets is substantially greater than".

SIGNED AND
SEALED
OCT 6 - 1970

(SEAL)
Attest:

Edward M. Fletcher, Jr.
Attesting Officer

WILLIAM E. SCHUYLER, JR.
Commissioner of Patents



USCOMM-DC 60376-P69
U.S. GOVERNMENT PRINTING OFFICE : 1969 O—364-334