

Sept. 30, 1924.

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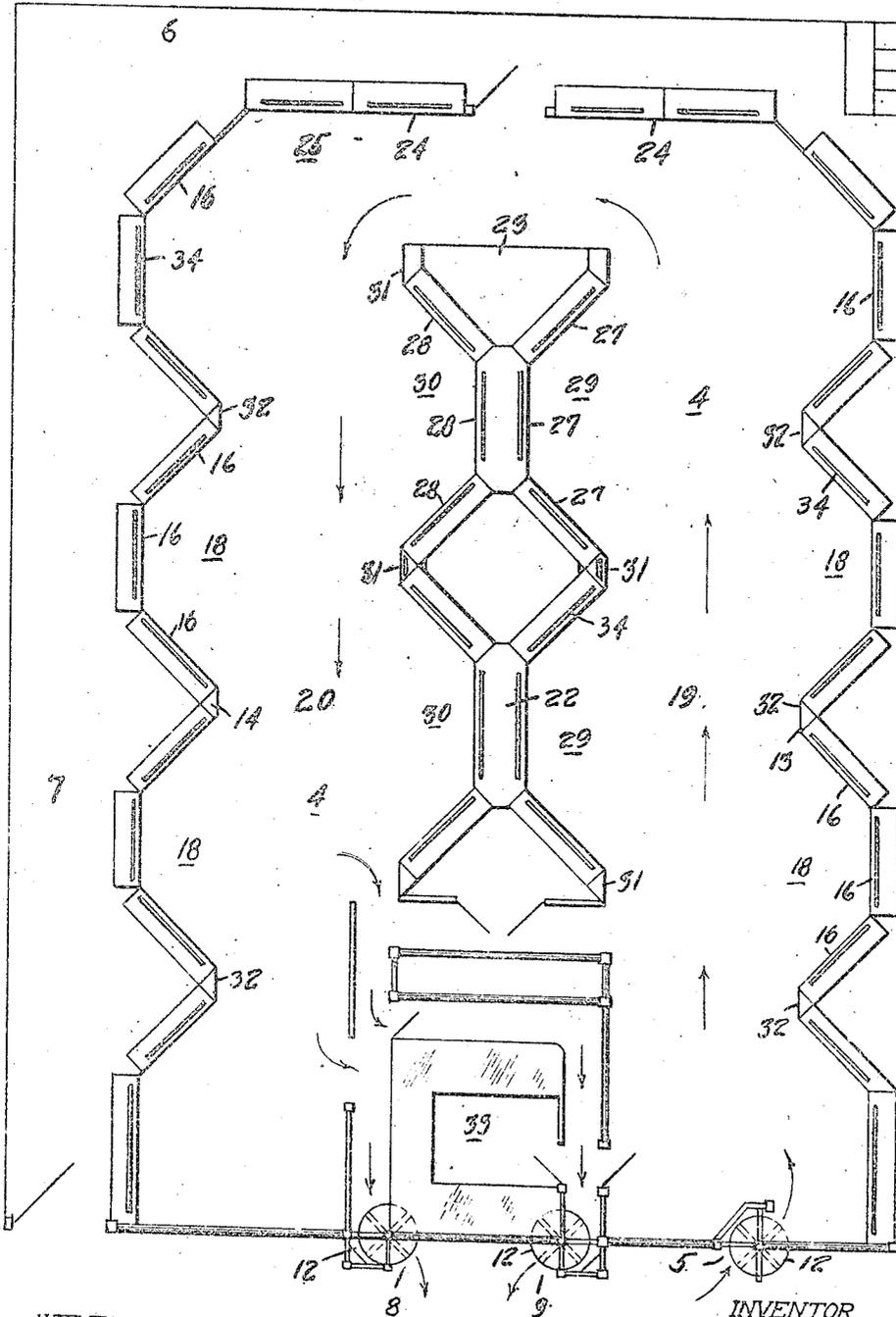
E. W. TRAPP

APPARATUS FOR VENDING MERCHANDISE

Filed July 23, 1921

2 Sheets-Sheet 1

Fig. 1



WITNESS
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2 Sheets-Sheet 2

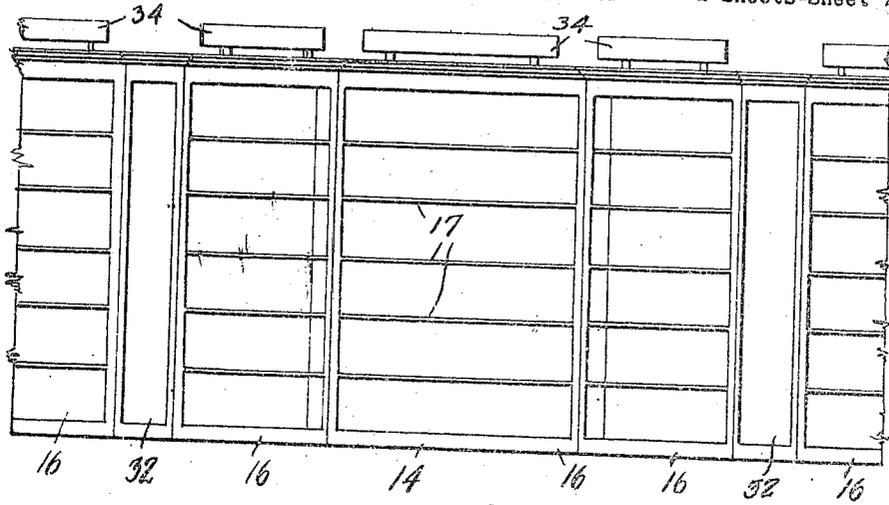


Fig. 2.

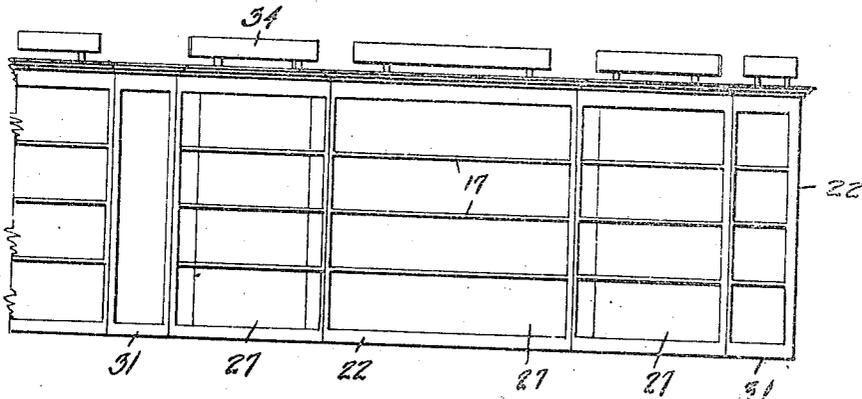


Fig. 3

INVENTOR.

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UNITED STATES PATENT OFFICE.

EDWIN W. TRAPP, OF SAN FRANCISCO, CALIFORNIA, ASSIGNOR, BY MESSENGER ASSIGNMENTS, TO JENNY WREN STORES, INC., OF SAN FRANCISCO, CALIFORNIA, A CORPORATION OF DELAWARE.

APPARATUS FOR VENDING MERCHANDISE.

Application filed July 23, 1921. Serial No. 457,157.

To all whom it may concern:

Be it known that I, EDWIN W. TRAPP, a citizen of the United States, and a resident of the city and county of San Francisco, State of California, have invented a new and useful Apparatus for Vending Merchandise, of which the following is a specification.

My invention relates to an improved apparatus and arrangement for displaying merchandise contained in fixtures which permit self-serving.

An object of the invention is to provide an apparatus of the character described in which the fixtures containing the merchandise are so arranged that as the customer proceeds along the aisle in front of the fixtures, a maximum amount of the different merchandise will be clearly displayed before him.

Another object is to arrange the fixtures so that a maximum amount of goods may be displayed on a given floor space.

A further object is to provide an apparatus in which fixtures of the above mentioned type are arranged on opposite sides of the aisle in a manner to permit of a uniform width of the latter.

The invention possesses other objects and features of advantage, some of which, with the foregoing, will be set forth in the following description of the preferred form of my invention which is illustrated in the drawings accompanying and forming part of the specification. It is to be understood that I do not limit myself to the showing made by the said drawings and description, as I may adopt variations of the preferred form within the scope of my invention as set forth in the claims.

Referring to said drawings:

Figure 1 is a plan view of the interior of a store equipped with the apparatus of my invention.

Figure 2 is a side elevation of some of the fixtures or merchandise holders which are arranged to be located on the opposite sides of the centrally located fixtures.

Figure 3 is a side elevation of the central fixtures.

The apparatus of my invention is particularly adapted for use in connection with stores of the self-serving type, that is, where

the customer is given access to the merchandise in the store and is permitted to serve himself. As here illustrated the store is provided with a sales department or section 4 and suitable private storing sections and passages 6 and 7 respectively.

The sales department 4 is preferably provided at its front end with an entrance 5 and exits 8 and 9, all of which are provided with turning stiles 12 which revolve in one direction only. Preferably positioned at the opposite sides of the department 4 are fixtures 13 and 14 comprising as here shown a plurality of cabinets 16 which contain the merchandise offered for sale, each cabinet being open at the front and provided with suitable shelving 17 for the support and display of the merchandise. The cabinets are preferably arranged edge to edge and in angular relation so that a series of alcoves 18 are formed thereby, the cabinets in each alcove being disposed in planes perpendicular to lines emanating from a common point. In this manner as the customer proceeds along the aisle 19 or 20 in front of the fixtures and enters the area adjacent an alcove, substantially the entire merchandise displayed in the cabinets in said alcove will be exposed to him at a single glance, thereby not only enabling the customer to do his buying expeditiously, but to bring to his attention articles which he was in need of but otherwise would have overlooked. It will further be noted that the foregoing arrangement of cabinets permits of the display of a maximum amount of merchandise as well as maximum aisle room on a given area of floor space.

Between the aisles 19 and 20 is a central fixture 22 whose rear end 23 is spaced from the cabinets 24 at the corresponding end of the salesroom so that a continuous passage is had between the entrance 5 to the exits 8 and 9. The fixture 22 is formed of a plurality of cabinets 27 and 28 which face the aisles 19 and 20 respectively, and are arranged similar to the cabinets 16 so as to form alcoves 29 and 30. By referring to Figure 1 of the drawings it will be seen that the alcoves of the center fixture are disposed in staggered relation with respect to the alcoves of the adjacent side fixtures thus providing a uniform width of aisle or passage

between the opposing fixtures; furthermore the edges 31 of the alcoves of the center fixture and the edges 32 of the side fixtures are spaced transversely across the aisle a distance sufficient to allow the customer to pass through the aisles in a straight line if he desires.

The cabinets comprising the side fixtures 13 and 14 are made as high as practical, whereas the cabinets of the center fixture are preferably of a height not exceeding the horizontal line of vision of the average customer. In this manner the operator at the cashier's station 33, as well as the customers in the store, will have a more or less full view of the entire sales department.

For the convenience of the patrons the top of each cabinet is preferably provided with a sign 34 which indicates the general nature of the merchandise contained on the shelves of the cabinet.

I claim:

1. An apparatus for vending merchandise, comprising a plurality of merchandise display cabinets adapted for self-serving and arranged on opposite sides of an aisle, the cabinets on one side of the aisle being arranged to face the cabinets on the other side, and the cabinets on both sides of the aisle being arranged to form alcoves, the alcove on one side of the aisle being arranged in staggered relation to the alcove on the other side.

2. An apparatus for vending merchandise, comprising a plurality of merchandise display cabinets adapted for self-serving and arranged on opposite sides of an aisle, the cabinets on each side of the aisle being arranged to form a series of alcoves, the alcoves of one series being arranged in staggered relation to the other.

3. An apparatus for vending merchandise, comprising a plurality of merchandise display cabinets adapted for self-serving and arranged to form a series of alcoves on opposite sides of an aisle in staggered relation, the cabinets in each alcove being positioned to lie in planes substantially perpendicular to lines emanating from a common point.

4. In a self-serving store the combination with a lobby provided with entrance and exit gates and checkers' stands, of shelves on opposite sides of the store in rear of the checkers' stands and arranged in zig-zag fashion from front to rear of the store along the sides thereof and enclosing an open space forming a salesroom, the shelves being so arranged that they are presented to view of the checkers and a greater length of shelf room is provided.

5. A self-serving store having at the front a lobby provided with entrance and exit gates, checkers' stands adjacent the gates, and shelves on opposite sides of the store running in zig-zag fashion from front to rear thereof along the sides thereof and enclosing a salesroom, said shelves having storage spaces between them and the side walls of the store, and means giving access to said storage spaces from the salesroom.

6. A self-serving store having an entrance lobby controlled by gates and an exit passage controlled by a gate, checkers' stands in the front part of the store, and shelves arranged along the side walls of the store in zig-zag fashion and having all portions thereof in full view of the checkers' stands.

In testimony whereof, I have hereunto set my hand at Oakland, this 7th day of July, 1921.

EDWIN W. TRAPP.