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J. W. HALL

ILLUMINATED DISPLAY CASE

Filed August 21, 1925

Fig. 1
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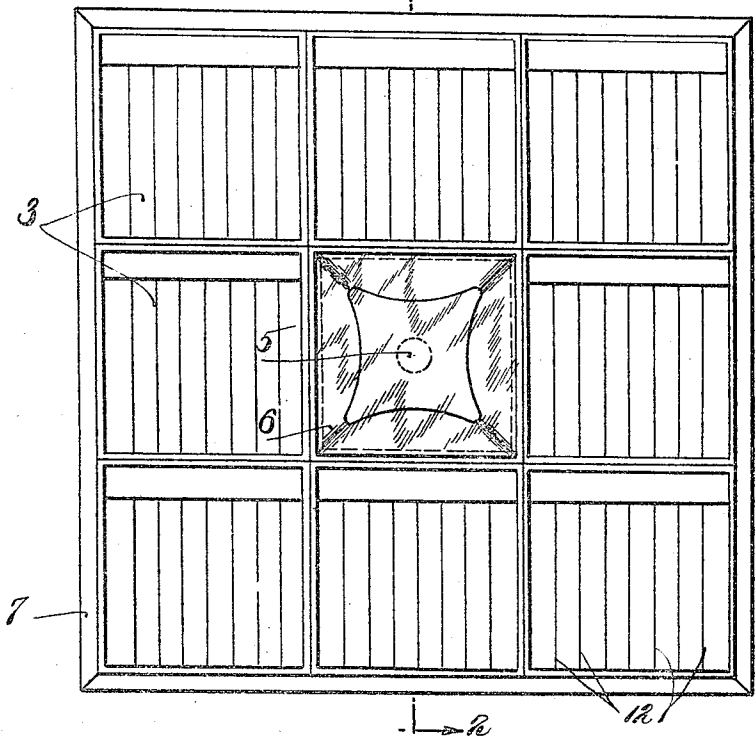
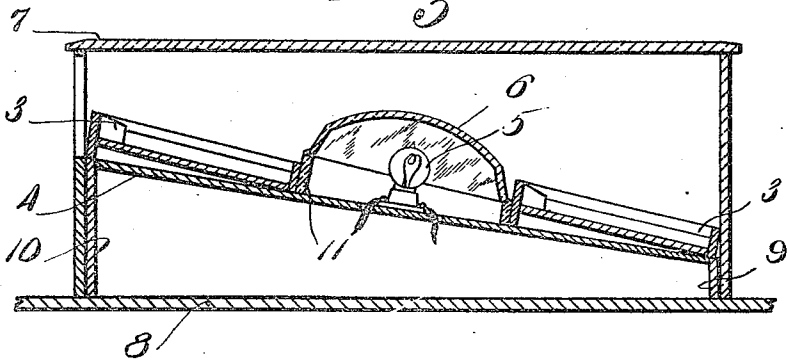


Fig. 2



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UNITED STATES PATENT OFFICE.

JAMES WILLARD HALL, OF BRIGHTON, MASSACHUSETTS, ASSIGNOR TO THE MOORE PEN COMPANY, OF BOSTON, MASSACHUSETTS, A CORPORATION OF MASSACHUSETTS.

ILLUMINATED DISPLAY CASE.

Application filed August 21, 1925. Serial No. 51,696.

To all whom it may concern:

Be it known that I, JAMES WILLARD HALL, a citizen of the United States of America, residing at Brighton, in the county of Suffolk and State of Massachusetts, have invented certain new and useful Improvements in Illuminated Display Cases, of which the following is a specification.

This invention relates to illuminated display cases of the type adapted to attract the attention of the observer to a variety of articles arranged, within a protective casing, about a central source of illumination. Objects of the invention reside in the novel features of construction herein described, and particularly in the arrangement of a series of tray sections adapted to hold the articles to be displayed, about a central section provided with the source of illumination and lying in the same plane defined by the tray sections. Without sacrifice of structural durability and simplicity, a device embodying my invention lends itself to pleasing and attractive design of a character adapted to draw the attention of the passerby to the wares displayed.

One embodiment of the invention, particularly suitable for the display of fountain pens, pencils and the like, is shown for purposes of illustration in the accompanying drawings, but it will be apparent that many variations in structure may be utilized to suit particular purposes, without departing from the essence of my invention, which will be defined in the appended claims.

In the drawings,

Fig. 1 is a plan view of my improved display case, and

Fig. 2 is a section in the line 2—2 of Fig. 1.

The display case consists essentially of a series of trays 3, of such size and shape as will be best adapted to hold the particular articles to be displayed, arranged upon a shelf 4 inclined toward the front of the case, a lighting source 5 located substantially in the center of the shelf 4 and covered by a transparent or translucent globe 6, and a transparent casing 7 constituting the top and side panels of the case.

The shelf 4 and casing 7, which is preferably of plate glass, may be removably supported upon a table 8 or may be fixed to an appropriate base in any suitable manner.

The top, sides and front panels of the casing 7, are preferably glass, but the rear panel may consist partially or entirely of sliding wooden or metal doors to permit the insertion or removal of the trays 3.

In order that all the trays may be equally visible to a person standing in front of an elevated display stand, the shelf 4 should be inclined upwardly from the first of the case, and the front end of the shelf 4 should rest either upon the base of the case or upon relatively short supports, or at 9, the rear end thereof resting upon supports 10 of a height considerably greater than the front supports 9.

Each tray 3 is also preferably inclined with relation to the shelf 4, as indicated in Fig. 2.

It is preferred that the trays be square and of equal size, and that they be arranged in single rows about the sides of the display case, as shown in Fig. 1, providing a central space for the lighting source 5, which may be an ordinary electric lamp, connected to the source of current by wires extending through the base of the display case. A hollow support 11, substantially corresponding in size to the trays 3, fits within the central space, over the light 5, and has inner shoulders around its outer margins upon which the globe 6 may be supported, preferably at an incline similar to that of the trays 3, as shown in Fig. 2.

Trays adapted for the display of fountain pens preferably have individual sections defined by the ribs 12, separating each pen and maintaining the entire display in attractive alignment.

A display case constructed in the manner aforesaid will effectively attract the attention of casual passers, especially when used as an advertising device in the storekeeper's window at night. The light supplied by the lamp 5 will sufficiently illuminate the articles on display but, because of its location with respect to the article, the light rays will be directed substantially horizontally and not upwardly into the eyes of the observer, thus avoiding the glare which is customarily observed upon articles illuminated from an overhead source. The globe 6 may be frosted or otherwise treated to soften the lighting effect, or it may be attractively decorated in variegated design.

Having described my invention, what I claim as new and desire to secure by Letters Patent is:

1. A display case comprising a transparent enclosure having top, front and side panels of glass, a light centrally located within said enclosure, and a plurality of trays adapted to hold articles for display arranged about said central light and within said enclosure, said trays and said light lying substantially in the same plane and inclining downwardly toward the front panel of said enclosure.

2. A display case comprising a transparent enclosure having top, front and side panels of glass, a shelf within said enclosure inclining downwardly toward said front panel, a source of illumination mounted substantially in the center of said shelf, adapted to illuminate the region of said enclosure above said shelf and a plurality of trays for holding articles for display arranged upon said shelf and surrounding said source of illumination, said light source lying substantially in the same plane as the articles within said trays, whereby rays of light from said source will be reflected from said articles at an obtuse angle.

3. A display case comprising a transparent enclosure having top, front and side panels of glass, a shelf within said enclosure inclining downwardly toward said front panel, a source of illumination mounted sub-

stantially in the center of said shelf, adapted to illuminate the region of said enclosure above said shelf and a plurality of trays for holding articles for display arranged upon said shelf and surrounding said source of illumination, said light source lying substantially in the same plane as the articles within said trays, whereby rays of light from said source will be reflected from said articles at an obtuse angle and said trays being individually inclined upwardly from said front panel at an angle greater than the angle of incline of said shelf.

4. A display case comprising a transparent enclosure having top, front and side panels of glass, a shelf within said enclosure inclining downwardly toward said front panel, a source of illumination mounted substantially in the center of said shelf, adapted to illuminate the region of said enclosure above said shelf and a plurality of trays for holding articles for display arranged upon said shelf and surrounding said source of illumination, and a globe having a base conforming substantially to the size of said trays, mounted above said light source, said light source lying substantially in the same plane as the articles within said trays, whereby rays of light from said source will be reflected from said articles at an obtuse angle.

In testimony whereof I affix my signature.
J. WILLARD HALL.