Sept. 17, 1935. C. D. BEDDINGFIELD 2,014,516

DISPLAY CASE

Filed July 30, 1932 3 Sheets-Sheet 1

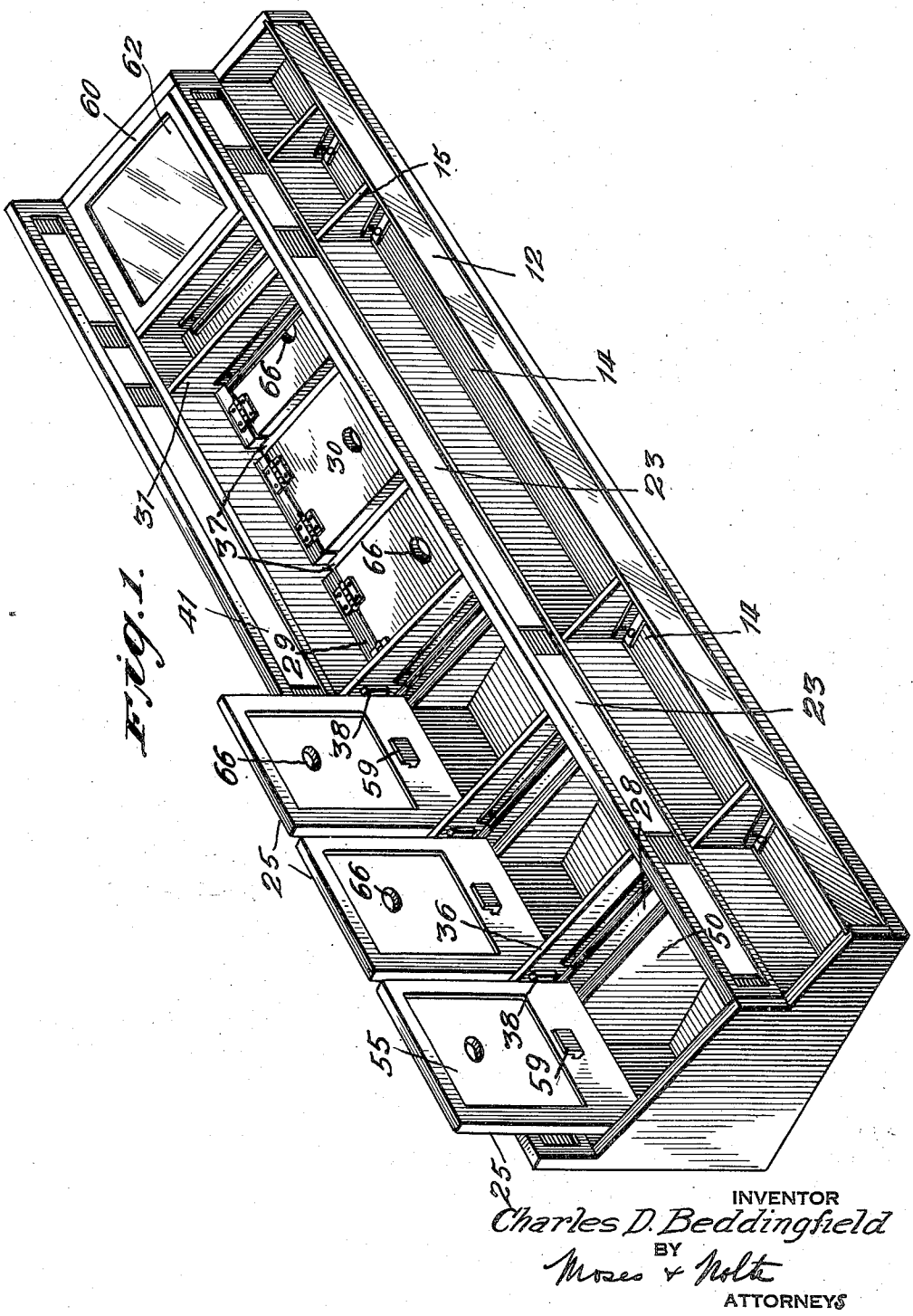


Fig. 1.

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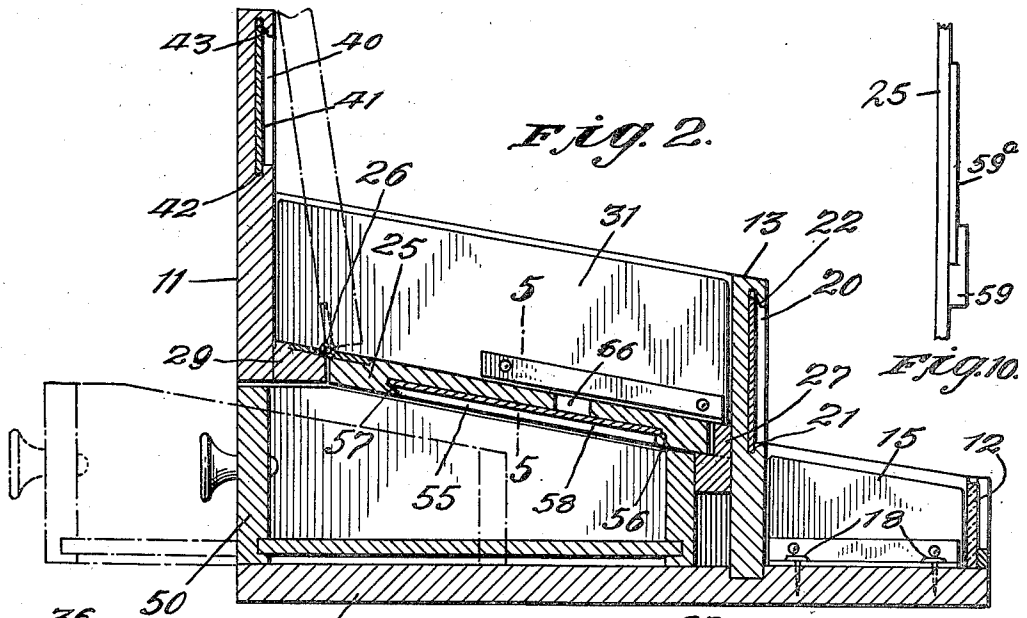


Fig. 2.

Fig. 10.

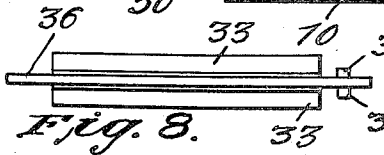


Fig. 8.

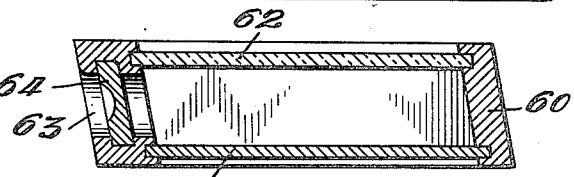


Fig. 6.

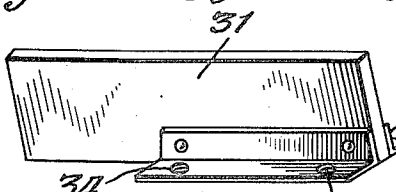


Fig. 3.

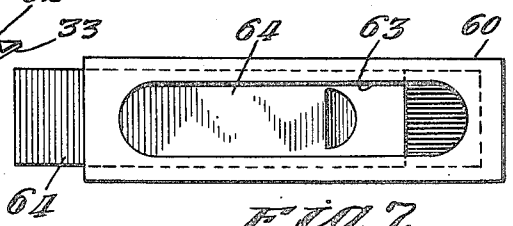


Fig. 7.

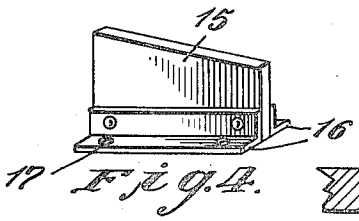


Fig. 4.

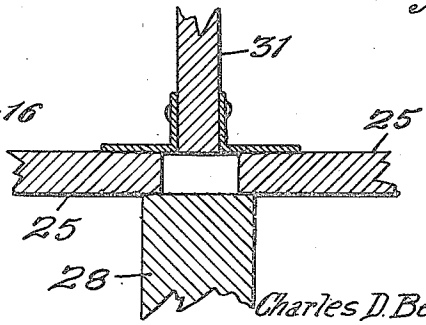


Fig. 5.

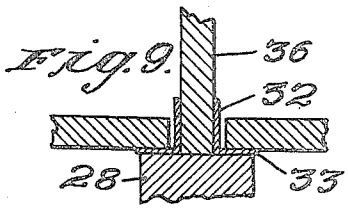


Fig. 9.

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Fig. 11.

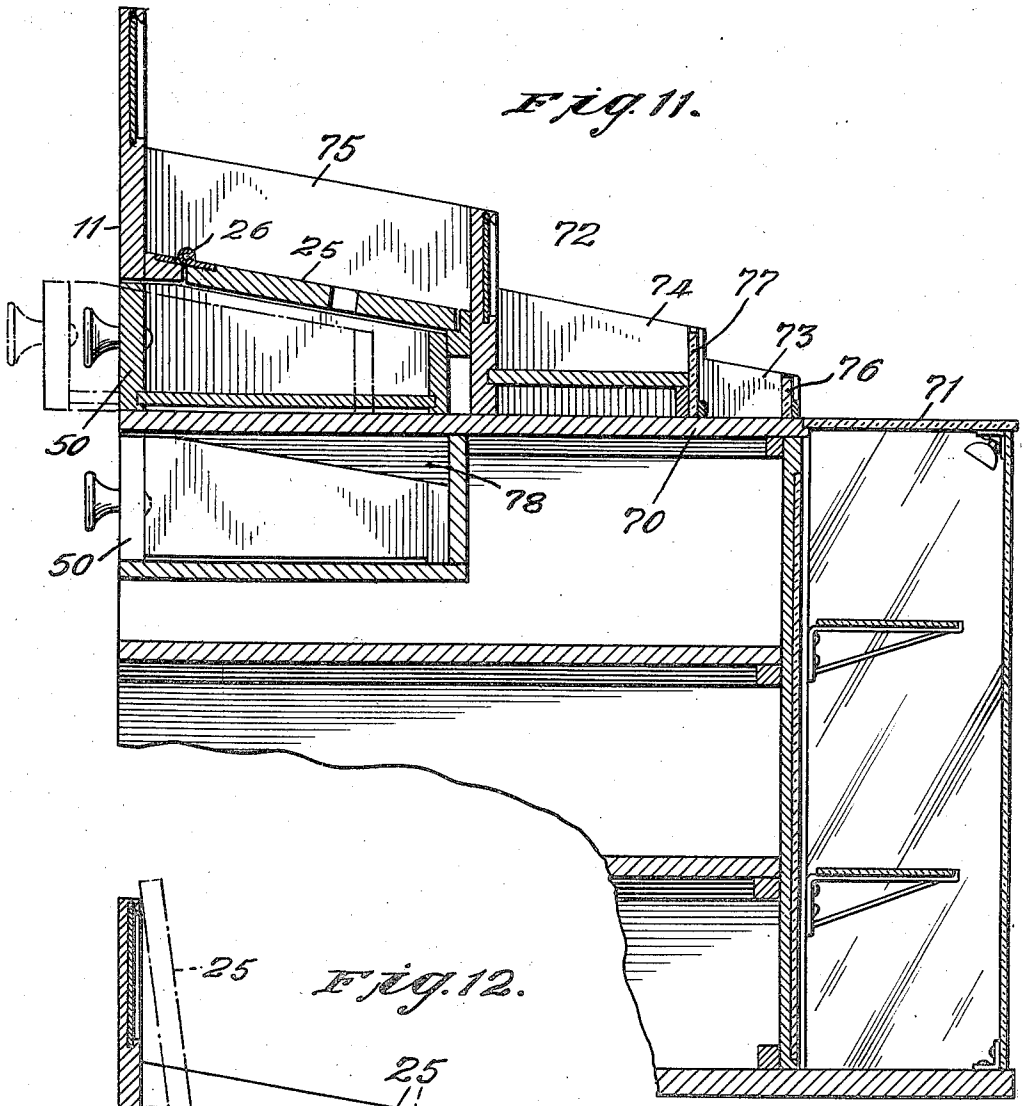
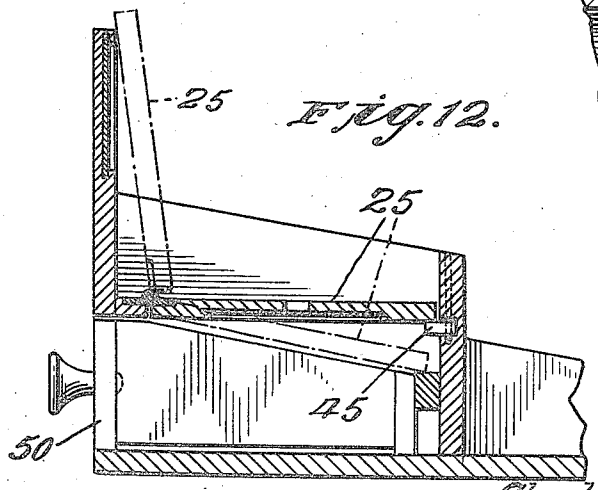


Fig. 12.



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UNITED STATES PATENT OFFICE

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DISPLAY CASE

Charles D. Beddingfield, New York, N. Y.

Application July 30, 1932, Serial No. 626,876

7 Claims. (Cl. 312—118)

This invention relates to display cases, and particularly to the construction of such cases for use in stores where a large variety of miscellaneous items are offered for sale. In such stores under present practice, it is customary to place on counters or shelves an assortment of boxes or receptacles of all sizes and shapes containing various articles, and to provide tags or signs of various kinds and sizes for the different articles. As a result, no uniformity in the display of goods is secured, the attractive appearance of the store is destroyed, and the customer is likely to be confused. For instance, at the present time it is customary for the different manufacturers of articles to furnish their articles in display boxes of various kinds, usually of pasteboard, and gaudily colored, each manufacturer endeavoring to outdo his rivals in the size or brightness of the receptacles or signs attached thereto, and various devices are employed to induce the store keeper to give the display of one article preference over another.

The present invention aims to remedy this condition by providing a display case which, while it may be instantly adapted to the display of articles of various sizes, shapes and characters, nevertheless secures a general uniformity in appearance of the various displays and maintains at all times a convenient and orderly showing of all of the various goods. The customer is therefore enabled to select the goods which he desires without confusion, and a more dignified and attractive appearance is given to the store.

The present invention also provides not only for showing the regular lines of goods, but for special displays of sale goods. The display case of the present invention may be quickly converted in whole or part for special sales, goods on sale being displayed distinctively from goods not on sale, but in such a manner that the generally uniform and orderly appearance of the display case is not destroyed.

Owing to the fact that in the present display case compartments of designated size and location and predetermined appearance are available, it is possible for the store-keeper to designate particular spaces by number or in some other identifying manner and rent these spaces or the right to display goods therein to various manufacturers who are thereby assured of exactly what character of display they will be paying for. In this way, the store-keeper is enabled to provide the manufacturers with a definite service from which he may derive a material income and the manufacturer knows in advance just what he is getting. Similarly, a manufacturer may lease corresponding space in all the stores of a chain. Furthermore, the store-keeper or manager of a chain of stores may plan a layout of displays and special sales, and, owing to the known arrangement and designation of the various compartments, may issue explicit instructions covering the displays. The designated arrangement can then be carried out without danger of mistake by salesmen or local store managers. In this way the arrangement of displays is not left to the discretion of subordinates who may or may not be competent to arrange such displays to the best advantage. The invention is thus of particular value to chain store organizations, as it enables a systematic planning of displays in sales campaigns which can be effectually carried out in exact accordance with the directions of the executives of the organization. Uniform policies can thus be put into effect throughout the entire chain of stores.

Another advantage of the display case of the present invention is that it enables the ordering and control of stock to be taken care of more effectively, as the stock is arranged systematically in the store and does not have to be entirely rearranged every time a special sale is held.

Another advantage of the present invention is that it insures the use of show cards of a small number of standard sizes, thereby greatly reducing the cost of printing such cards over the present system, whereby it is common to use a great many miscellaneous sizes and shapes.

Owing to the systematic and orderly arrangement of the goods secured by the use of the present display case, all available space in the store may be utilized with the utmost efficiency and more lines of goods can be displayed and displayed with greater effect than is possible under the present practice. All goods displayed are also designated by proper show cards.

In the accompanying drawings, which illustrate certain preferred embodiments of the invention:

Figure 1 is a perspective view of a display case embodying the invention;

Figure 2 is a vertical transverse section of the display case shown in Figure 1;

Figure 3 is a perspective view of one of the removable partitions for the large compartments in the display case;

Figure 4 is a perspective view of one of the removable partitions for the smaller compartments of the case.

Figure 5 is a detail longitudinal vertical section taken on line 5—5 of Figure 2;

Figure 6 is a vertical transverse section and

Figure 7 is a rear view of one of the removable glass covered boxes which may be employed for the display of articles which it is desired shall not be handled by customers;

Figure 8 is a plan view of another form of partition for the large compartments;

Figure 9 is a view similar to Figure 5 showing how the modified form of partition shown in Figure 8 may be utilized when the false bottom sections are in lowered position;

Figure 10 is a view in end elevation, showing one of the false bottom sections in raised position and illustrating a show card carried by the supplementary show card bracket mounted thereon;

Figure 11 is a vertical transverse section through a counter and show case having a modified form of display case mounted thereon; and

Figure 12 is a vertical transverse section through a part of a display case showing the movable bottom of one of the display compartments adjusted to horizontal position.

Referring to the drawings in detail, it will be understood that the display case shown may be made of any desired length, preferably to extend the entire length of a counter or show case. The form of display case shown in Figures 1 and 2 comprises a bottom **10**, a back **11**, a front **12** which may desirably be made of glass, and an intermediate longitudinal vertical wall **13**. Between the wall **13** and the front **12** are a series of compartments **14** for the display of small articles, these compartments being separated by adjustable and removable partitions **15** which may be placed in any desired location to form compartments **14** of the requisite size. The partitions **15** are preferably provided with bottom flanges **16** in which are holes **17** permitting the insertion therethrough of suitable fastening devices, such for instance as thumb tacks **18**. These fastening devices, while readily removable, secure the partitions against tipping over or being displaced by the goods in the compartments. The glass front **12** permits the goods to be more readily seen. In the front of the upper part of the vertical longitudinal wall **13** is formed a recess **20** having undercut grooves **21** and **22** at the top and bottom thereof, and adapted to receive show cards **23**. The recess **20** preferably extends unbroken throughout the entire length of the display case, thereby permitting show cards of any desired length to be placed therein. The length of the show card may thus be made to correspond with the length of the particular compartment **14**, or the card may be made to extend over a number of compartments containing similar articles. The undercut groove **22** is made sufficiently deep and so shaped as to permit the show cards to be snapped into position through the front of the recess **20**, and it is unnecessary to provide slots in the top of the wall **13** to permit insertion of such show cards.

The larger part of the display case behind the wall **13** is preferably provided with a false bottom comprising a series of false bottom sections **25**, which are hinged at their upper edges to a rail **29**, as shown at **26**, and which are supported in an inclined position by a longitudinal stop rail **27**, attached to the wall **13**. The space under the false bottom is divided into compartments by fixed transverse partitions **28** (Fig. 5) which are located between the false bottom sections **25**. It will be seen that a display space **30** is formed between the wall **13** and rear wall **11**, this space having a normally inclined bottom formed by the false bottom sections. This space may be divided into compartments of the desired number and size by means of removable partitions which may be spaced anywhere within the space **30** and any desired number of which may be employed. Two types of partitions are preferably provided for this purpose, for a reason which will be explained, one type, designated **31** and shown in Figures 2, 3 and 5 being adapted to rest on the upper surfaces of the false bottom sections, and the other type, designated **36** and shown in Figures 8 and 9, being adapted to rest directly upon the tops of the fixed partitions **28**. The partitions **31** may be located either directly over the fixed transverse partitions **28**, as shown in Figure 5, or they may be placed across the false bottom sections **25**, when the latter are in their lowered positions. The partitions **31** preferably have fixed thereto angle pieces **32**. The lower flanges of which provide bottom flanges **33** adapted to hold the partitions upright, these bottom flanges being preferably provided with holes **34** for the reception of temporary fastening devices such as thumb tacks. It is a characteristic of the partitions **31** that may be secured in any desired position in the space **30**, or they may be entirely removed and replaced when needed. In the upwardly projecting part of the rear wall **11**, a recess **40** is provided for the reception of show cards **41**, undercut grooves **42** and **43** being provided to engage with the edges of the show cards which may be snapped into position from the front. The recess **40** preferably extends the entire length of the display case so as to permit the use of show cards of any desired length which may extend over one or any desired number of compartments formed in the space **30** by adjustable partitions **31**. The false bottom sections **25** are normally inclined downwardly, as shown in Figure 2. Supporting means may be provided, however, to hold these partitions in horizontal position, as shown in Figure 12, so as to make compartments having horizontal bottoms which may be better adapted for the display of some kinds of goods than compartments having inclined bottoms. For this purpose adjustable stops **45** are provided which, when moved out, as shown in Figure 12, support the false bottom sections in horizontal position.

In the spaces under the false bottom, and between the fixed transverse partitions **28**, drawers **50** are preferably provided in which are contained stocks of the goods displayed in the spaces above the false bottom.

An important characteristic of the hinged false bottom sections **25** is that they may be swung into an upright and preferably slightly rearwardly inclined position, as shown at the lefthand end of Figure 1, and in dotted lines in Figure 2. When the false bottom sections are placed in this position, comparatively deep bins are provided, adapted to contain a substantial stock of goods, and particularly adapted for the reception of sale goods. The under surfaces of the false bottom sections **25** are provided with large recesses **55** having undercut grooves **56** and **57** at their longitudinal edges, and adapted to receive and retain large show cards **58**. When the false bottom sections are moved up so as to provide bins for the sale goods, these show cards are prominently displayed, as shown in Fig. 1, thereby drawing attention to the goods on sale. An adequate provision for sale goods may thus be instantly provided, but always in a predetermined and orderly form and provided with means for holding show cards of uniform size.

Sales of any desired goods may thus be quickly provided for in a definite manner without destroying the attractive appearance of the display case as a whole. When goods are on sale in the manner described, the removable partitions **36** above referred to are preferably employed. These partitions are mounted on the tops of the fixed partitions **28**, thereby adding to the depth of the bins holding the sale goods. The partitions **36** are preferably provided with angle pieces **32**, providing bottom flanges **33** similar to those on the partitions **31**. The angle pieces **32** are shorter than the partitions, as shown in Figure 8, and the rail **29** is notched above the fixed partitions **28**, as shown at **37** in Figure 1, these notches receiving the ends of the partitions and holding them upright and in place. The top of the rail **27** is also notched to receive the front corners of the partitions. The partitions **36** are also provided with blocks **38** which engage with the upturned false bottom sections **25** and hold them in upright position. The partitions **36** are slipped in place after the false bottom sections are swung up and are removed before lowering these sections. It is also possible to utilize partitions **36** when the false bottom sections **25** are lowered, in which case the false bottom sections rest upon the bottom flanges **33**, as shown in Figure 9. When the false bottom sections are lifted so as to provide the sale bins and to display the enlarged sale show cards, they at the same time cover and conceal the regular show cards for the corresponding spaces, thereby obviating the necessity for removal of such regular show cards. The false bottom sections **25** are preferably provided on their under surfaces with supplementary means for holding large show cards adapted to extend over a series of sections, such means being illustrated in Figures 1 and 10, as brackets **59**. Where it is desired to throw several compartments into a single large bin for sale goods, the intermediate partitions **36** will be omitted and a single large display card **59a** (Fig. 10) may be employed extending across several false bottom sections and supported by the brackets **59** on such sections.

In some instances, instead of displaying the goods in an open tray or bin, it is desirable to protect the same against handling or possible theft. In such case I provide boxes or trays having glass covers adapted to fit in compartments in the regular display space. I have shown such a box or tray in Figures 1, 6 and 7. As here shown the box comprises a frame **60**, bottom **61** and glass top **62**. In one side of the frame is an opening **63** adapted to be closed by a sliding door **64**. As shown, the box is of rhomboidal cross section so as to fit in the space enclosed by the rear wall **11**, wall **13** and inclined false bottom **25** of the display case. The boxes may be readily removed from the spaces by removing drawer **50** and pushing up through holes **66** in the false bottom sections until the boxes are lifted sufficiently to be grasped and lifted out. The holes **66** also provide convenient means for lifting up the false bottom sections.

Figure 11 shows a modified construction in which the store counter **70** is provided with a glass extension **71**, constituting a show case mounted in front of the counter. Immediately in the rear of the glass extension is a display case **72**, which in general construction is similar to the display case already described but which in this instance comprises three rows of compartments **73**, **74** and **75**. The first and second rows of the compartments are each provided with glass front walls as shown at **76** and **77**. Immediately under the counter **70** spaces **78** are preferably provided into which the drawers **50**, containing the regular stock of goods, may be placed when a sale is to be held in the corresponding spaces. Thus the regular stock may be quickly withdrawn from the space and the latter filled with the sale goods, and when the sale is over the regular stock of goods may be immediately returned by simply putting the drawer back into its regular position.

While I have illustrated and described in detail certain preferred forms of my invention, it is to be understood that changes may be made therein and the invention embodied in other structures. I do not, therefore, desire to limit myself to the specific constructions illustrated, but intend to cover my invention broadly in whatever form its principle may be utilized.

I claim:

1. In a display case, means forming spaces for the display of goods of various sizes, comprising an inclined bottom, front and rear walls and transverse partitions adjustable longitudinally of the space between said walls and also bodily removable therefrom, said inclined bottom including sections hingedly connected to the body of the case, and means movable into position for supporting said bottom sections in horizontal position so as to provide said spaces when desired with horizontal bottoms.

2. In a display case, front and rear walls, vertical fixed partitions connecting said front and rear walls but of less height than said walls, false bottom sections hingedly connected to the body of the case and mounted between said front and rear walls at the height of the tops of said fixed partitions and adapted to be swung from positions between said front and rear walls where they form a false bottom upon which goods may be displayed to substantially upright positions whereby the spaces between said fixed partitions and said front and rear walls are exposed, each false bottom section being of a width substantially equal to the distance between successive fixed partitions, and removable partitions adapted to divide up the space between said front and rear walls above said fixed partitions, said removable partitions extending at their lower edges between the edges of adjacent false bottom sections and resting directly upon the tops of the fixed partitions.

3. In a display case, means forming spaces for the display of goods, displaceable false bottom sections for said spaces, spaces under said false bottom sections for holding stock and means for supporting said false bottom sections in upright position so as to combine the spaces above and beneath said false bottom sections into a sale bin, removable partitions adapted to be placed between said false bottom sections and means on said partitions for holding said false bottom sections in upright position.

4. In a display case, a horizontal bottom, a low front wall mounted thereon, an intermediate wall higher than said front wall and a rear wall higher than said intermediate wall, adjustable and removable partitions mounted on said bottom between said front and intermediate walls, fixed partitions mounted on said bottom between said rear and intermediate walls and extending to a less height than said walls, a plurality of false bottom sections extending between

said intermediate and rear walls and hinged to one of said walls at the height of said fixed partitions each section being of a width substantially equal to the distance between successive fixed partitions, and adjustable and removable partitions mounted on said false bottom sections and extending between said intermediate and rear walls.

5. In a display case, a horizontal bottom, a low front wall mounted thereon, an intermediate wall higher than said front wall and a rear wall higher than said intermediate wall, adjustable and removable partitions mounted on said bottom between said front and intermediate walls, fixed partitions mounted on said bottom between said rear and intermediate walls and extending to a less height than said walls, a plurality of false bottom sections extending between said intermediate and rear walls at the height of said fixed partitions and hinged to one of said walls, each section being of a width substantially equal to the distance between successive fixed partitions, and adjustable and removable partitions mounted on said false bottom sections and extending between said intermediate and rear walls, and drawers slidable through openings in the rear wall into the spaces between said fixed partitions and under said false bottom sections.

6. In a display case, front and rear walls, vertical fixed partitions connecting said front and rear walls, but of less height than said walls, displaceable false bottom sections mounted between said front and rear walls at substantially the height of the tops of said fixed partitions, and means for supporting said displaceable false bottom sections in any one of three positions, to wit, forwardly and downwardly inclined so as to form a space for display of goods having an inclined bottom, horizontal so as to form a space for display of goods having a horizontal bottom, or in substantially vertical position adjacent to the rear wall of the case so as to throw the space between the vertical fixed partitions into communication with the space between the front and rear walls of the case above the upper edges of said vertical fixed partitions.

7. In a display case, front and rear walls, vertical partitions connecting said front and rear walls, but of less height than said walls, false bottom sections mounted between said front and rear walls at the height of the tops of said vertical partitions and connected by means of hinged connections with said rear wall, means for supporting said false bottom sections in downwardly and forwardly inclined position, and means for supporting said false bottom sections in horizontal position, said false bottom sections also being movable about said hinged connections into an upright position adjacent to the rear wall of said case so as to open the spaces in said case between said vertical partition into communication with the space in said case between the front and rear walls thereof above the height of the tops of said vertical partitions.

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