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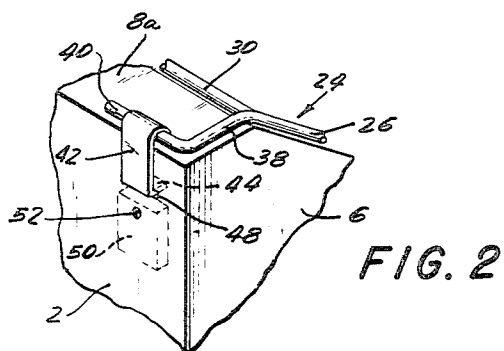
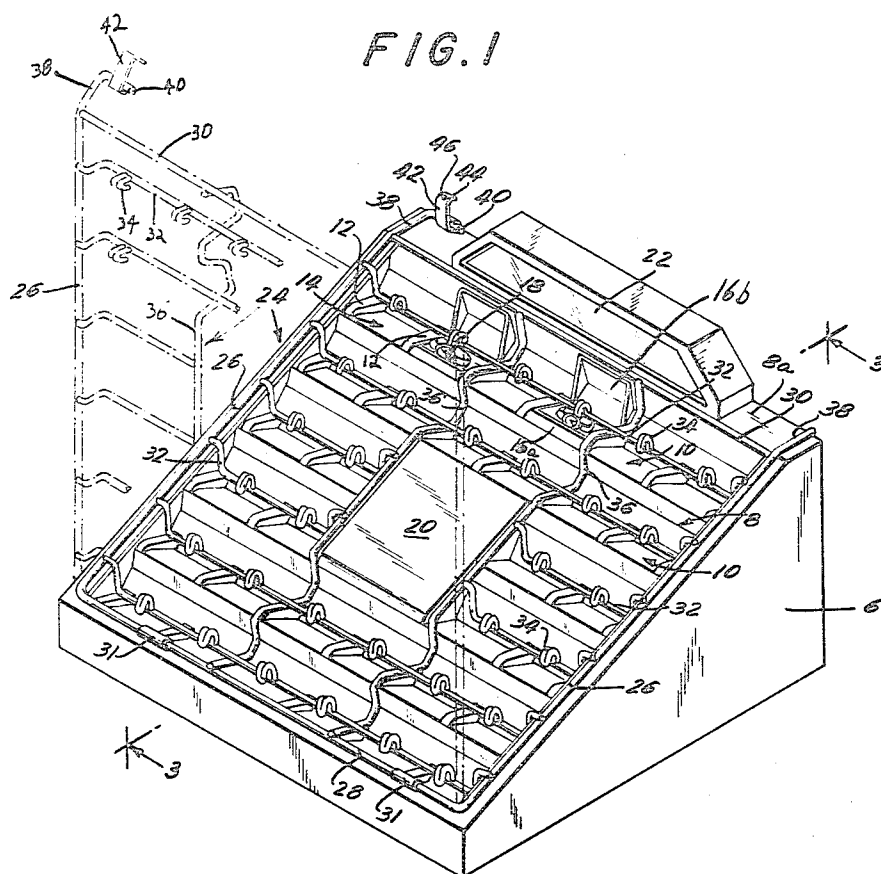
A. DOERWALD

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PILFER-PROOF DISPLAY CABINET

Filed Sept. 15, 1958

2 Sheets-Sheet 1



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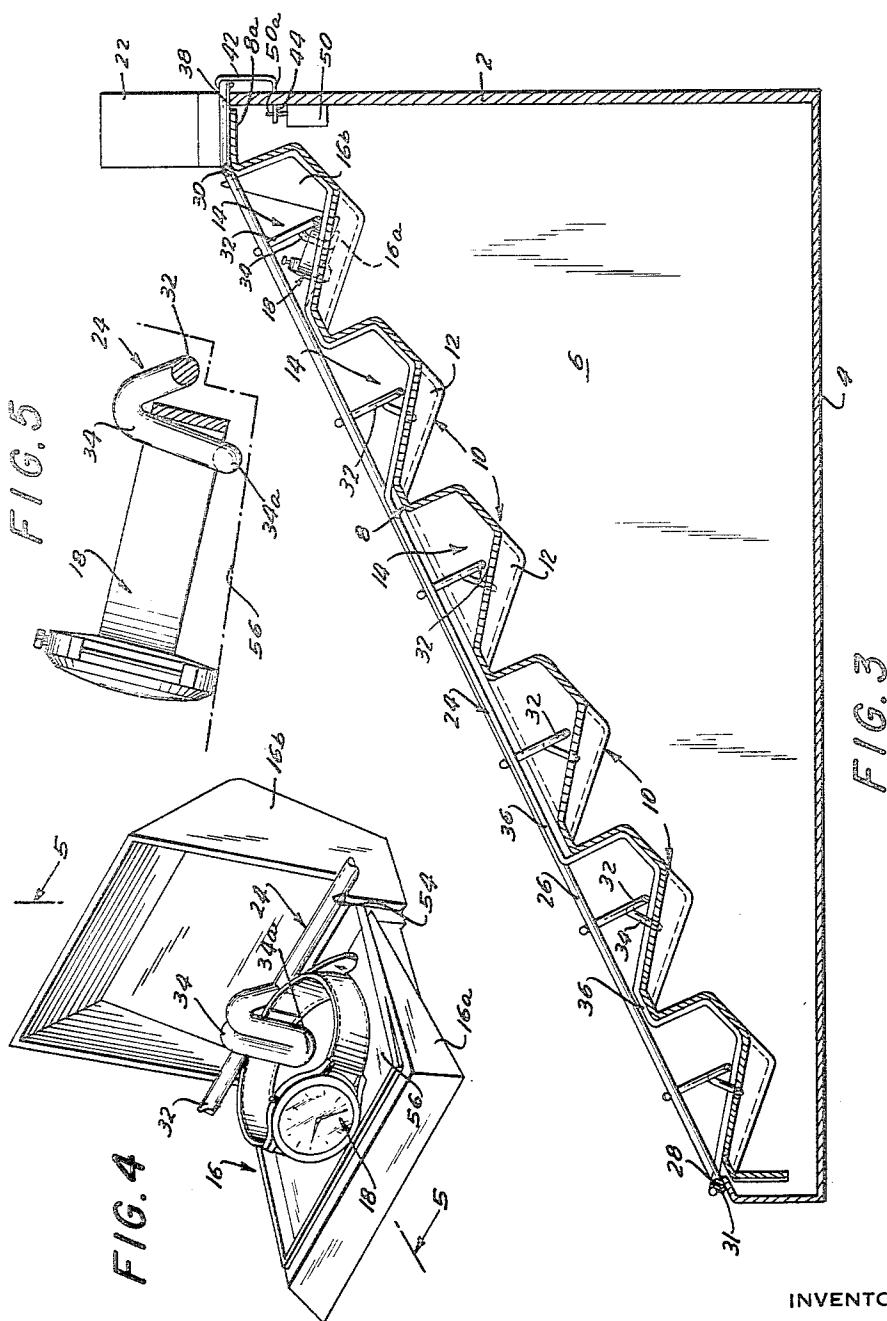
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2,935,202

PILFER-PROOF DISPLAY CABINET

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12 Claims. (Cl. 211-4)

The present invention relates to a display cabinet or mount on which items for sale may be placed in such a way that they are exposed to view and even to manipulation, but are nevertheless maintained secure against pilfering.

Modern merchandising research has made it unmistakably clear that effective point of sale display plays a large part in promoting sales. This is particularly true in the case of items which are selected in large part because of their appearance, for example, items of jewelry, such as watches.

Not only must such items be adequately displayed if they are to be selected, but it is also desirable that the prospective purchaser be able to feel them and manipulate them to at least a limited degree so that their appearance can be judged from different angles.

There is, however, a countervailing factor which militates against the display of items of this type in a manner most favorable to purchase, to wit, the tendency on the part of a certain number of people to try to steal items which are indiscreetly displayed. As a result, items of the type under discussion are usually displayed under glass, and each prospective purchaser is permitted to examine the items more closely and to handle the items only under the direct supervision of a salesperson. Thus the time of a salesperson is taken up in satisfying many idle or unproductive inquiries.

In accordance with the present invention, however, valuable items of jewelry such as watch and band combinations are displayed in such a way as to catch the eye of the prospective purchaser and to invite and permit tactile inspection and manipulation, but without requiring the constant supervision of store employees. A customer may browse for so long as he wishes, may take his time in selecting the particular type or style of item which he wishes to purchase, and needs the services of a salesperson only after his choice has been made. To that end the display cabinet on which the items to be sold are mounted is open-faced and is provided with an open framework extending over the open face and releasably secured to the display cabinet in such a manner that only authorized personnel can move the framework from its operative position. When the framework is in operative position it so cooperates with the cabinet as to retain the items in place and prevent their being removed from the cabinet through any surreptitious or casual actions, while at the same time permitting a prospective purchaser to touch, feel and manipulate the items while they remain secured to the display cabinet itself. It is not the purpose of the structure here disclosed to provide for maximum security, but only to require, in order to wrongfully remove one of the display items from the cabinet, the exertion of such extreme efforts as would undoubtedly attract the attention of passers-by or supervisory personnel of the establishment in which the goods are displayed. The device is therefore particularly well adapted for use in large establishments such as supermarkets, department

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stores and "5 and 10¢" stores, although it is also useful in other types of establishments.

The framework which covers the open top of the display cabinet is of extremely open mesh construction, the openings between the elements of the framework being sufficiently large so that the hand of a prospective purchaser can pass therethrough so as to grasp and manipulate the objects therebeneath. Preferably the structure making up the framework is so located as to provide free and unobstructed vision of the displayed items. The framework is provided with members which extend therefrom toward the face of the cabinet on which the displayed objects are mounted and which cooperate with that face and the displayed objects so as to retain the objects on the cabinet while still permitting movement and manipulation of them.

To the accomplishment of the above, and to such other objects as may hereinafter appear, the present invention relates to the construction of a pilfer-proof display cabinet as defined in the appended claims and as described in this specification, taken together with the accompanying drawings, in which:

Fig. 1 is a three-quarter perspective view of one embodiment of the present invention, the open mesh framework being shown in solid lines in its operative position engaging the displayed objects and being fragmentarily shown in broken lines in its inoperative position permitting removal of the displayed objects from the cabinet;

Fig. 2 is a three-quarter rear perspective view, on an enlarged scale, of a detail of the cabinet showing the manner in which the framework may be secured in its operative position;

Fig. 3 is a cross sectional view taken along the line 3-3 of Fig. 1;

Fig. 4 is a detail three-quarter perspective view, on an enlarged scale, showing the manner in which the frame retains a boxed watch and band combination in place; and

Fig. 5 is a cross sectional view along the line 5-5 of Fig. 4.

The invention is here disclosed as specifically adapted for the display of boxed combinations of a watch and attached band or bracelet, but it will be apparent that it may be used, either as disclosed or appropriately structurally modified, for the display of other devices as well.

In the form here specifically disclosed the cabinet comprises a rear wall 2, a bottom wall 4 and side walls 6 which serve to maintain a top wall generally designated 8 in an inclined position, the upper surface of that top wall 8 defining an open face of the cabinet proper on which the items to be displayed are to rest. As here disclosed the top wall 8 is shaped to produce a series of steps generally designated 10, each of those steps being subdivided by partitions 12 to define a plurality of pockets generally designated 14, each pocket being designed to receive a watch box 16 in which a watch and band combination 18 is mounted in any appropriate manner. The box 16 comprises a base 16a on which the watch-band combination 18 is mounted and a pivoted cover 16b, and the cabinet top wall 8 is so shaped as to receive the box 16 in the pockets 14 with the cover 16b opened, as shown, so that its contents are visible. If desired, areas of the top wall 8, such as the area 20, may be unstepped and flat-surfaced for the reception of any suitable advertising message, and an additional portion 22 of the cabinet may be appropriately constructed for a similar purpose. As here specifically disclosed the top wall 8 provides for a series of six steps 10, four of those steps having six pockets 14 and two of those steps having four pockets 14, thus permitting the simultaneous display of thirty-two different items.

A wire framework generally designated 24 has a pe-

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ripheral size and shape corresponding to that of the open face portion of the top wall 8 and, as here specifically disclosed, is pivotally secured at one end thereto. It may be formed of side rods 26, a bottom rod 28 and a top rod 30 defining the periphery thereof, the bottom rod 28 being pivotally secured to the cabinet wall 8 adjacent the lower end thereof by hinges 31. Extending laterally between the side rods 26 are narrow transverse elements 32, one for each row 10, these elements extending over the bottoms of the pockets 14 and over the partitions 12 which separate the pockets 14, preferably at points rearwardly disposed relative to the pockets 14. Extending from these transverse elements 32 are members 34, one for each pocket 14, here disclosed in the form of looped fingers having tips 34a which extend down toward the bottoms of the pockets 14, preferably to a greater degree than the transverse elements 32. Vertically extending reinforcing elements 36 may be provided for rigidifying the framework 24 and for receiving the inner ends of the transverse elements 32 which are in line with the non-pocketed portion 20 of the top wall 8.

The upper portion of the framework 24 may be provided with arms 38 which extend over the unpocketed and horizontal portion 8a of the top cabinet wall 8, one of those arms 38 being provided with a laterally extending portion 40 on which a strap 42 is pivotally mounted, that strap having an angled tip 44 with an aperture 46 formed therein. The rear wall 2 of the cabinet may be provided with a slot 48 into which the tip 44 of the strap 42 may be received, and a lock 50 may be mounted on the inside of the rear cabinet wall 2, actuatable by means of the keyhole 52 and effective to engage through the aperture 46 in the strap tip 44 to hold the strap in position and thus retain the framework 24 in its operative position overlying the open cabinet face 8.

In use the framework 24 is pivoted to an inoperative position moved away from the open face 8, such as is typified by the broken line showing in Fig. 1, and a desired number of watch boxes 16 are set into the appropriate pockets 14, the covers 16b being opened to the position illustrated, in which open position they are supported by the rear walls of the pockets 14. The watch and band combinations 18 are therefore exhibited clearly, distinctively and invitingly.

The framework 24 is then pivoted to its operative position overlying the open cabinet face 8, the strap 42 is pivoted down until its tip 44 enters the slot 48 in the rear cabinet wall 2, and the lock 50 is locked, the tongue 50a thereof passing through the aperture 46 in the strap tip 44, thus securing the framework 24 in its operative position and effectively preventing any unauthorized movement thereof relative to the cabinet proper.

When the framework 24 is in its operative position its transverse elements 32 extend across each row 10 with the open boxes 16 between themselves and the cabinet wall 8, thus retaining the boxes reliably in position. As here specifically disclosed (see Fig. 4) the transverse elements 32 extend snugly over ledges 54 formed on the side walls of the box covers 16b, thereby not only retaining the boxes 16 in position but also ensuring that the covers remain in open position. Lateral displacement of the boxes 16 is prevented by the partitions 12, while vertical dislocation of the boxes 16 is prevented by the elements 32. The members 34 which extend from the elements 32 pass down inside the ring defined by the watchband or strap and closely approach, and preferably lightly engage, the bottom wall 56 of the box base 16a on which the watch and strap unit 18 is mounted. As a result the watch and strap combination 18 cannot readily be removed from the cabinet nor from its box. Nevertheless, the watches are displayed in a substantially unobstructed manner. As may perhaps best be seen from Fig. 3, despite the existence of the framework 24 there is nothing between the eye of the observer and each individual watch 18. The transverse elements 32 and the

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members 34 connected thereto are all located behind the watches 18 so as not to interfere with effective and attractive display thereof. There is ample space for the prospective purchaser to reach through the framework 24 to touch or manipulate the watches 18 if he so desires, and to twist them one way and another in order to satisfy himself as to their appearance from various angles. All this may be done, of course, without separating the watch 18 from the framework 24 which retains it on the cabinet.

After a purchaser has made up his mind which watch he desires, he may call a sales-person who will then unlock the frame 24, move it to its inoperative position, remove the selected watch 18, together with its box 16, and then replace and lock the framework 24 in its operative position.

It is recognized that the structure of the present invention will not prevent a determined person from removing a watch. A would-be thief might, for example, use tools to bend or cut portions of the framework 24. However, whatever action is required to destroy the efficacy of the framework 24 in maintaining the security of the displayed items will clearly be such as to draw attention of the would-be thief, either on the part of other customers or the supervisory personnel of the store. The structure will, however, render ineffective the customary activities of shoplifters.

The structure of the present invention is simple and inexpensive. It facilitates the display of objects in a manner most conducive to their purchase, encourages careful examination of the products to be purchased, and is sufficiently unobtrusive so as not to offend the sensibilities of the honest person. It nevertheless reliably safeguards the displayed objects against the machinations of those who would steal through stealth.

While but a single embodiment of the present invention has been here disclosed, many variations may be made therein, all within the scope of the invention as defined in the following claims.

I claim:

1. A pilfer-proof display cabinet comprising a support having an open face with predetermined locations thereon for supporting a plurality of display objects, an open framework on said support and movable between first and second operative positions respectively overlying and spaced from said face, and securing means operatively connected between said framework and support for securing said framework in said first operative position, said framework comprising narrow elements spaced from one another to define openings therebetween, extending over said locations and spaced from said face, said display objects being adapted to be positioned between said elements and said face, and members extending from said elements toward and into close proximity to said face at said locations, thereby to inhibit removal of any of said display objects from said cabinet.

2. A pilfer-proof display cabinet comprising a support having an open face with predetermined locations thereon for supporting a plurality of display objects, said locations defining a plurality of rows, an open framework on said support and movable between first and second operative positions respectively overlying and spaced from said face, and securing means operatively connected between said framework and said support for securing said framework in said first operative position, said framework comprising a plurality of narrow elements spaced from one another to define openings therebetween, each extending over one of said rows and spaced from said face, said display objects being adapted to be positioned between said elements and said face, and members extending from said elements toward and into close proximity to said face at said individual locations, thereby to inhibit removal of any of said display objects from said cabinet.

3. The display cabinet of claim 2, in which said lo-

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cations are arranged in two sets of rows substantially at right angles to one another, said elements extending over said rows of one set, and narrow reinforcing members secured to said elements and extending substantially at right angles thereto substantially between the rows of the other set.

4. A pilfer-proof display cabinet comprising a support having an open face with predetermined locations thereon for supporting a plurality of display objects, an open framework articulately mounted on said support and movable between first and second operative positions respectively overlying and spaced from said face, and securing means operatively connected between said framework and support for securing said framework in said first operative position, said framework comprising elements spaced from one another to define openings therebetween, extending over said locations and spaced from said face, said display objects being adapted to be positioned between said elements and said face, and members extending from said elements toward and in close proximity to said face at said locations, thereby to inhibit removal of any of said display objects from said cabinet.

5. A pilfer-proof display cabinet comprising a support having an open face with predetermined locations thereon for supporting a plurality of display objects, said locations defining a plurality of rows, an open framework articulately mounted on said support and movable between first and second operative positions respectively overlying and spaced from said face, and securing means operatively connected between said framework and said support for securing said framework in said first operative position, said framework comprising a plurality of elements spaced from one another to define openings therebetween, each extending over one of said rows and spaced from said face, said display objects being adapted to be positioned between said elements and said face, and members extending from said elements toward and into close proximity to said face at said individual locations, thereby to inhibit removal of any of said display objects from said cabinet.

6. The display cabinet of claim 5, in which said locations are arranged in two sets of rows substantially at right angles to one another, said elements extending over said rows of one set, and reinforcing members secured to said elements and extending substantially at right angles thereto substantially between the rows of the other set.

7. In the combination of a display cabinet and container-mounted ring-like objects to be displayed in said cabinet; the improvement which comprises a support having an open face with means thereon for receiving and supporting said containers in a plurality of predetermined locations, an open framework on said support and movable between first and second operative positions respectively overlying and spaced from said face, securing means operatively connected between said framework and support for securing said framework in said first operative position, said framework comprising elements spaced from one another to define openings therebetween and extending over said locations and spaced from said face by a distance substantially the same as the height of said containers, said containers being positioned at said locations between said elements and said face, and members extending from said elements toward said face at said locations and projecting inside said ring-like objects into close proximity to said containers, thereby to inhibit removal of said devices or said containers from said cabinet.

8. In the combination of a display cabinet and container-mounted ring-like objects to be displayed in said cabinet; the improvement which comprises a support having an open face with means thereon for receiving and supporting said containers in a plurality of predetermined locations defining a plurality of rows, an open framework on said support and movable between first and second

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operative positions respectively overlying and spaced from said face, securing means operatively connected between said framework and support for securing said framework in said first operative position, said framework comprising a plurality of elements spaced from one another to define openings therebetween each extending over one of said rows and spaced from said face by a distance substantially the same as the height of said containers, said containers being positioned at said locations between said elements and said face, and members extending from said elements toward said face at said location and projecting inside said ring-like objects into close proximity to said containers, thereby to inhibit removal of said devices or said containers from said cabinet.

9. The display cabinet of claim 8, in which locations are arranged in two sets of rows substantially at right angles to one another, said elements extending over said rows of one set, and reinforcing members secured to said elements and extending substantially at right angles thereto substantially between the rows of the other set.

10. In the combination of a display cabinet and container-mounted ring-like objects to be displayed in said cabinet; the improvement which comprises a support having an open face with means thereon for receiving and supporting said containers in a plurality of predetermined locations, an open framework articulately mounted on said support at one end thereof and movable between first and second operative positions respectively overlying and spaced from said face, securing means operatively connected between said framework and support for securing said framework in said first operative position, said framework comprising elements spaced from one another to define openings therebetween extending over said locations and spaced from said face by a distance substantially the same as the height of said containers, said containers being positioned at said locations between said elements and said face, and members extending from said elements toward said face at said locations and projecting inside said ring-like objects into close proximity to said containers, thereby to inhibit removal of said devices or said containers from said cabinet, said securing means comprising a device secured to and articulately mounted on said framework adjacent the end thereof opposite from said one end and movable between an operative position engaging a wall of said support other than said face and an inoperative position disengaged therefrom, said securing means further comprising support-carried structure releasably lockably engageable with said device when the latter is in its operative position.

11. In the combination of a display cabinet and container-mounted ring-like objects to be displayed in said cabinet; the improvement which comprises a support having an open face with means thereon for receiving and supporting said containers in a plurality of predetermined locations defining a plurality of rows, an open framework articulately mounted on said support and movable between first and second operative positions respectively overlying and spaced from said face, securing means operatively connected between said framework and support for securing said framework in said first operative position, said framework comprising a plurality of elements spaced from one another to define openings therebetween, each element extending over one of said rows and spaced from said face by a distance substantially the same as the height of said containers, said containers being positioned at said locations between said elements and said face, and members extending from said elements toward said face at said location and projecting inside said ring-like objects into close proximity to said containers, thereby to inhibit removal of said devices or said containers from said cabinet, said securing means comprising a device secured to and articulately mounted on said framework adjacent the end thereof opposite from said one end and movable between an operative position engaging a wall of said support other than said

face and an inoperative position disengaged therefrom, said securing means further comprising support-carried structure releasably lockably engageable with said device when the latter is in its operative position.

12. The display cabinet of claim 11, in which loca- 5
tions are arranged in two sets of rows substantially at right angles to one another, said elements extending over said rows of one set, and reinforcing members secured to said elements and extending substantially at right angles thereto substantially between the rows of the other 10
set.

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