June 7, 1932. D. W. WEBB 1,861,671

SELF SERVICE STORE

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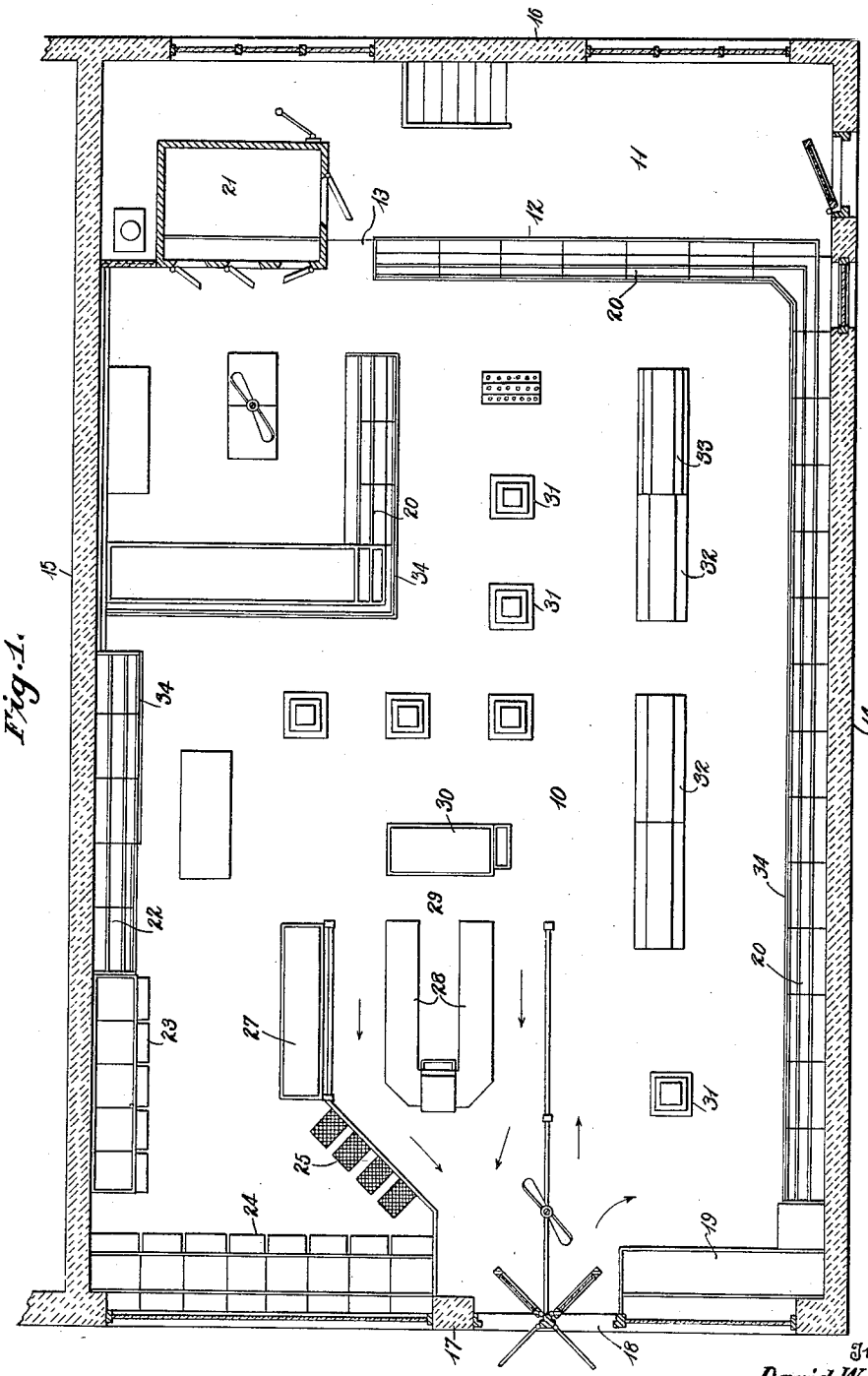


Fig. 1.

Inventor
David W. Webb,
By Brosow & Kelpe,
Attorneys

June 7, 1932. D. W. WEBB 1,861,671

SELF SERVICE STORE

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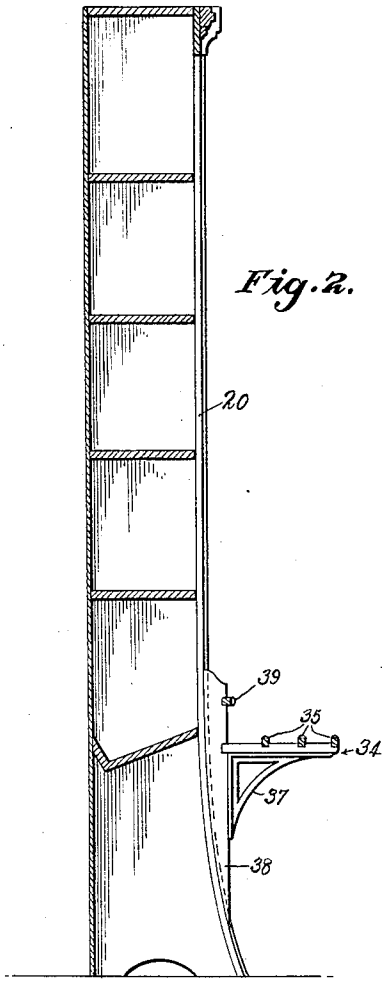


Fig. 2.

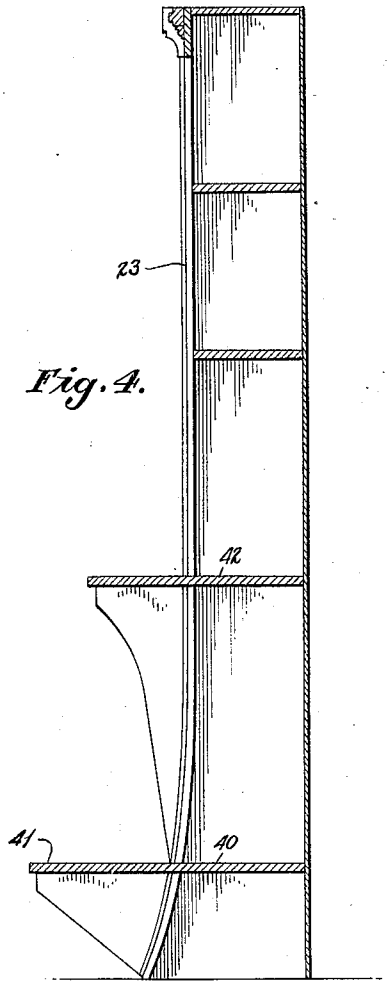


Fig. 4.

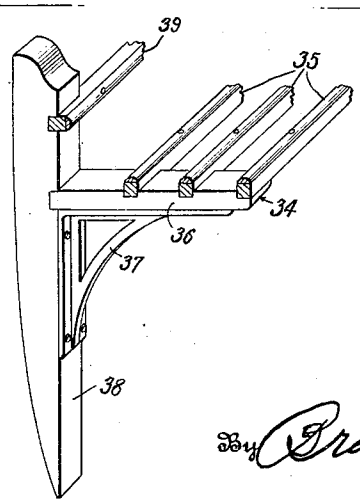


Fig. 3.

Inventor
David W. Webb

By Browne & Phelps,
Attorneys

June 7, 1932. D. W. WEBB 1,861,671

SELF SERVICE STORE

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Fig. 5.

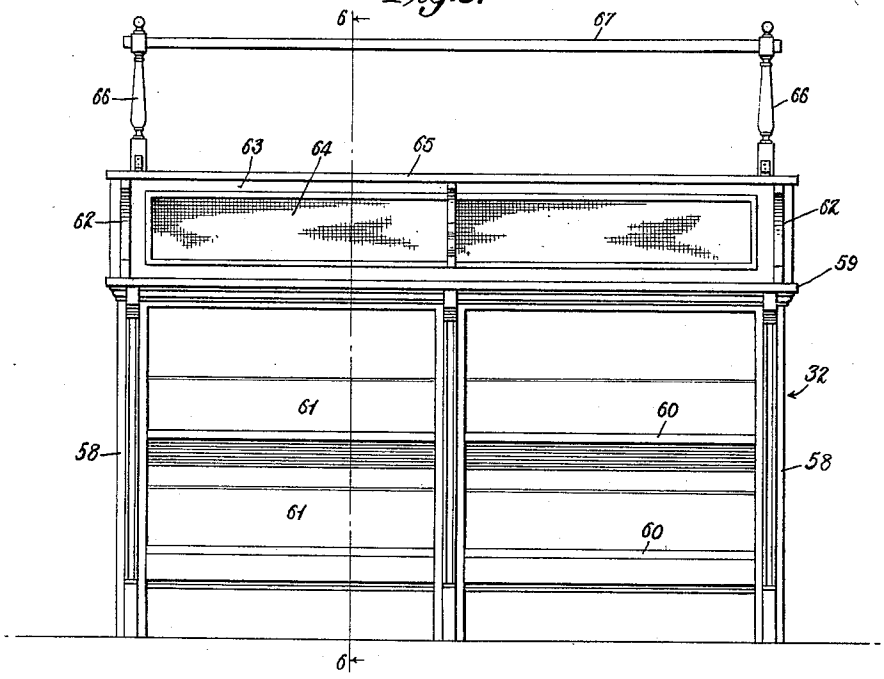


Fig. 6.

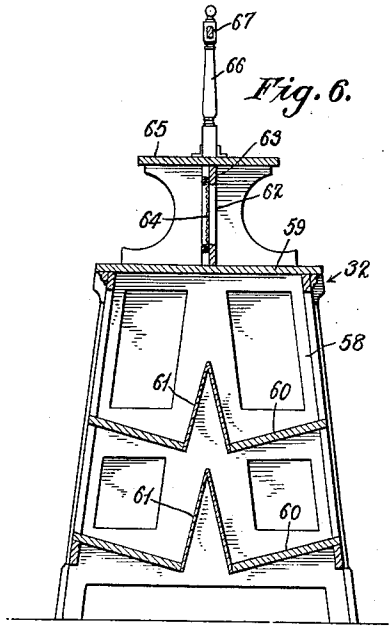
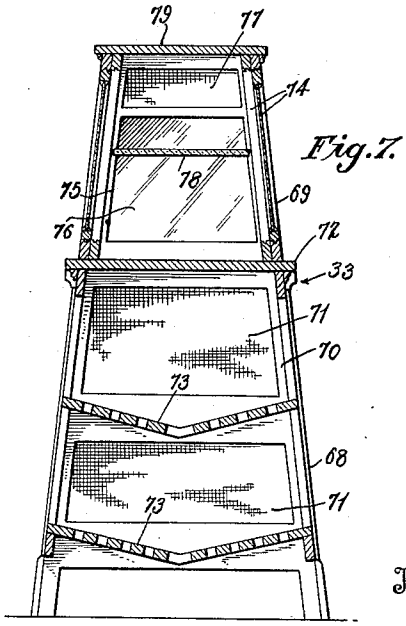


Fig. 7.



Inventor

David W. Webb,

By Browne & Phelps,

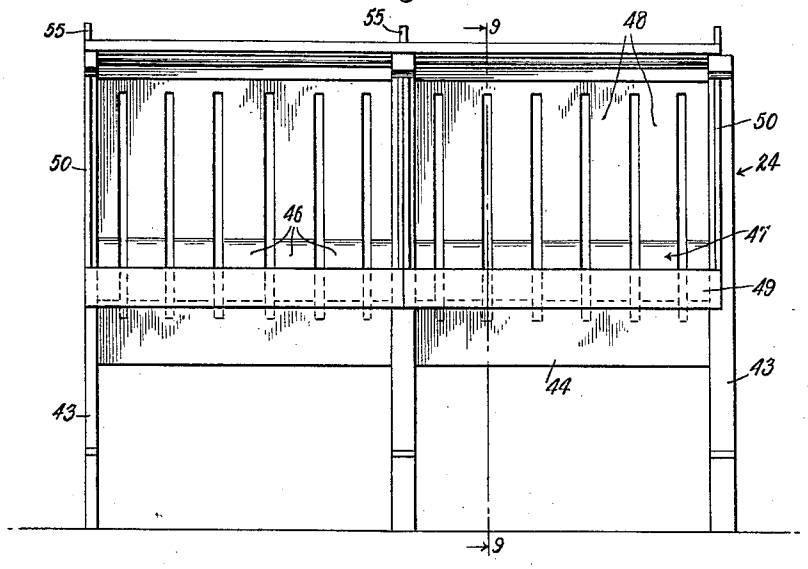
Attorneys

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SELF SERVICE STORE

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Fig. 8.



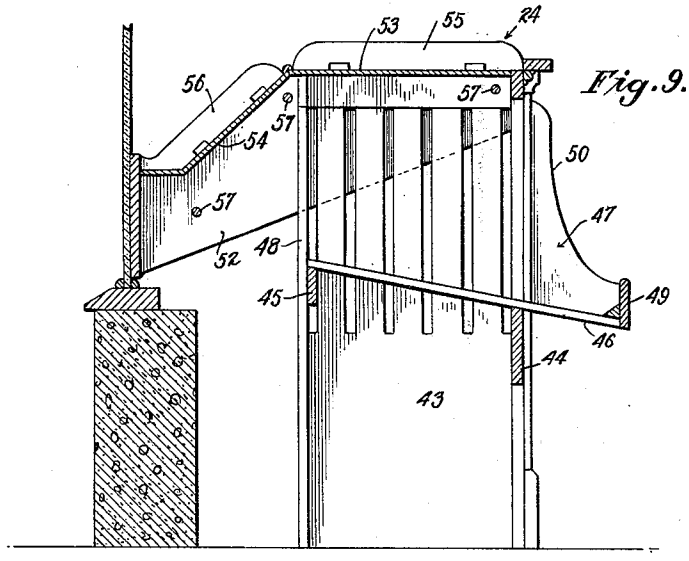


Fig. 9.

Inventor
David W. Webb,

By Browne & Phelps,
Attorneys

Patented June 7, 1932

1,861,671

UNITED STATES PATENT OFFICE

DAVID W. WEBB, OF NEW YORK, N. Y.

SELF SERVICE STORE

Application filed September 26, 1928. Serial No. 308,893.

This invention pertains to stores and equipment therefor of the so-called self-service type. One object of this invention is the provision of furniture of such character that the customers may at a glance determine the position of the goods desired, and such an arrangement of equipment that, having located the article sought, they may be reached directly, that is, without being forced to traverse several tortuous passages. This object is attained by not obstructing the central part of the store with tall cases, and by so arranging relatively low, individual display stands, that the position of the various articles may be ascertained at once upon entering the store. The merchandise is capable of being reached by a direct route from any part of the store.

Another novel feature consists in locating the heaviest merchandise contiguous to the checking desk, and the refrigerator display and meat counter in close proximity to the heavy merchandise.

Still another novel feature in my new store lay-out is the provision for definite individual special displays of merchandise independently of the regular stack display.

It is usual in stores of the self-service type to have but one basket rack and to make the return of the baskets thereto by throwing them over the heads of the customers. In my new and improved store there is provided an auxiliary basket receptacle at the inner ends of the checking desk in which the baskets are temporarily placed by the checker as they are emptied, thus avoiding the necessity of throwing them over the heads of customers.

Provision is made to localize the bakery products, have them readily accessible, and at the same time give proper protection to the pastry.

It is one of the objects of this invention to provide a window and store display particularly adapted to display and store fruits and vegetables, in which a minimum of space is utilized by reason of the store display being located partially under the window display and yet providing ample storage thereunder for the original packages, such as the crates and sacks in which such articles are shipped.

The provision of refrigerator and storage space is more or less conventional.

The general lay-out of the store, and certain details of construction necessary to carry out my invention, are shown in the accompanying drawings in which—

Fig. 1 is a plan view of a store embodying my invention;

Fig. 2 is a vertical section taken through one of the stacks or section of shelving, showing thereon my basket slide in cross section;

Fig. 3 is a detail perspective of my basket slide;

Fig. 4 is a vertical section of shelving adapted to carry heavy and bulky articles, such as flour, meal, or the like;

Fig. 5 is a side elevation of center display shelving;

Fig. 6 is a vertical cross-section of the shelving shown in Fig. 5, the line of section being taken on line 6—6 thereof;

Fig. 7 is a vertical cross-section of my improved combined bread rack and pie and cake case;

Fig. 8 is a side elevation of my new combination window display rack as seen from within the store; and

Fig. 9 is a vertical cross-section of said window rack taken on line 9—9 of Fig. 8.

My store as illustrated in these drawings, in which the same reference character always refers to the same element, consists of a main retail room 10, a rear room 11 for unpacking and storage purposes, a partition 12 dividing these two rooms, said partition having a door or passage 13 providing access from one to the other, and the enclosing walls 14, 15, 16 and 17. The entrance 18 is located at one side of the center of front wall 17 for a purpose that will appear hereinafter. Arranged around the walls are the main basket receptacle 19, the stacks 20, meat cooler 21, flour stacks 22, vegetable bins 23, and display bins 24. Display baskets 25 are located adjacent the exit central rail 25 as is display case 27. Separated from the checking desk 28, as by an aisle 29, is the auxiliary basket receptacle 30. Disposed within the central portion of the store are individual display stands 31, low shelving and display stacks 32, and combined bread

rack and pastry case 33. The primary purpose of the individual displays 31 is to invite attention to the wares that are regularly displayed in the side stacks 20.

In order to facilitate shopping, in addition to the elimination of all tall central stacks and displays, I have provided a basket slide and support 34, which consists of horizontal slide rails 35 mounted on assembly bars 36, which bars are in turn supported on brackets 37 secured to mounting members 38 shaped to conform with the front faces of the upright frame members of the stacks 20. I also provide a rest rail 39 near the top of members 38.

Heavy grocery products such as flour, corn meal, cooking compounds in large packages are difficult to handle at best. In order to make their handling easier, special stacks 23 are provided close to the checker's desk. These stacks 23 have a low shelf 40 which extends outward to form the step 41. Stacks 23 also have a special shelf 42 which extends outward in order that the heavy containers may be slid forward so they may be more readily handled.

My combination fruit and vegetable display, and storage fixture 24, as shown in detail in Figs. 8 and 9, is composed of end members 43, secured together by cross members 44 and 45. These cross members 44 and 45 also serve as supports for the bottom 46 of the display bins 47, which slope at an angle of about 15° from the horizontal. The rear of the bins, as viewed from the store, is closed, by slats 48, while the front of the bin is formed by board 49 and dividers 50.

The window display portion of my combined fruit and vegetable display fixture comprises a front board secured to supports 52 which supports are secured at their rear ends to end members 43. Supports 52 carry members 53 and 54 which in turn carry dividers 55 and 56. It will be noted that the forward portion of supports 52 are cut at an angle of approximately 45° in order to give a slope to the display disposed on members 54. The whole structure is stiffened and strengthened by suitable tie-rods 57.

Center display shelving 32 consists of suitable end members 58, a flat top 59, and shelves 60 extending inward from each side at such an angle as to be practically in line with the line of vision of the average person. The major purpose of the inclination of the shelves is to render the merchandise readily visible, but it also serves to prevent the articles of merchandise being accidentally pulled or knocked from their position. The inner sides of shelves 60 carry members 61 secured thereto at right angles, and meeting at their upper edges where they are suitably secured together, thereby strengthening the shelving unit as a whole.

Mounted on top 59, at each end and the center thereof are standards 62. Between each two of these standards and centrally thereof are the frames 63 carrying the wire mesh 64. The standards 62 support shelf 65, which in turn carries the posts 66. The posts 66 are connected by a bar 67. It will be observed that the wire mesh is non-frangible and yet permits observation of the contents of the top of the shelving from both sides thereof. The bar 67 may be used as a support for articles suspended therefrom.

My combination double bread rack and pastry case 33 consists of a lower open main-section 68 and an upper closed section 69. The lower section comprises end members 70 having coarse wire panels 71, a top 72 and shelves 73 formed of slats and sloping slightly so that they lie in substantially the plane of vision of the average person. These shelves are intended for bread and other like wrapped bakery products.

The upper closed section 69 is intended for pies, cakes and similar pastry products. It is provided with double glass doors 74, end panels 75, the bottom portions of which are of glass 76, while the extreme upper portion is made of fine mesh wire gauze 77. This construction renders the contents visible from all sides and also provides for the free circulation of air. The visibility of the goods is increased by making the central shelf 78 of glass. The top is covered with the usual top member 79.

The entrance is located at one side of the center of the store in order that the exit may be in a direct line from the checker's desk and yet permit the checking desk to be practically in the center of the store laterally.

From the foregoing description and the drawings it will be apparent that my new arrangement for a self-service store is entirely free from tortuous passage; that the general location of any desired merchandise may be determined at a glance because there are no high stacks in the central or body portion of the store; the control rail extends clear to the door and gives a straight passage from the checking counter; the heavier merchandise is located adjacent the exit; because of the auxiliary rack by the checking counter, there is no throwing of empty baskets over the heads of customers; a slide rail is provided that relieves frail persons from the necessity of constantly lifting a bulky and heavy basket; and provision is made for stable position of stock with increased visibility.

It will be understood that changes in the structure described and illustrated may be made without departing from the spirit of this invention, and that the appended claims are intended to cover such modifications.

What I claim as new and desire to cover by Letters Patent is:

1. A basket slide for self-service stores

comprising a plurality of base members each having mounted thereon a bracket, and a rail support secured to said bracket, a plurality of slide rails secured to said rail support, and a guide rail secured to said base members above said rail supports.

2. A basket slide for self-service stores comprising a plurality of base members each having mounted thereon a bracket, and a rail support secured to the horizontal arm of said bracket, a plurality of slide rails secured to said supports and a guide rail secured to said base members above the plane of said slide rails.

3. A basket slide for self-service stores comprising a plurality of base members each having mounted thereon a bracket, and a rail support secured to the horizontal arm of said bracket, a plurality of slide rails secured to said supports, a guide rail secured to said base members above the plane of said slide rails, and a protective wearing surface on said guide and slide rails.

DAVID W. WEBB.