May 21, 1946. R. H. KRESS 2,400,832

STORE DISPLAY COUNTER

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Fig. 1

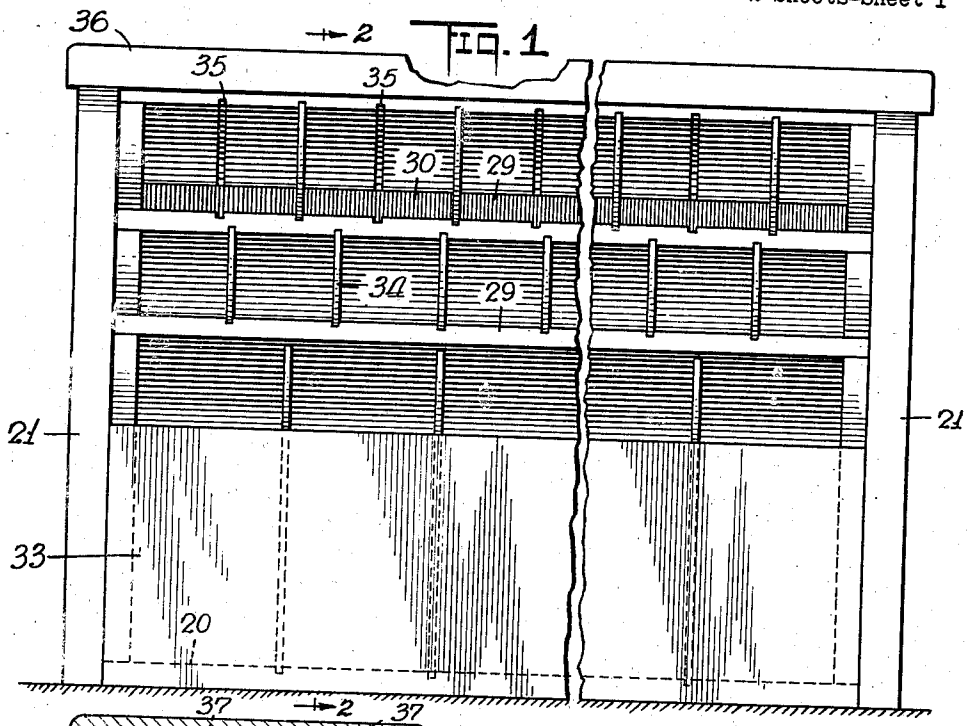
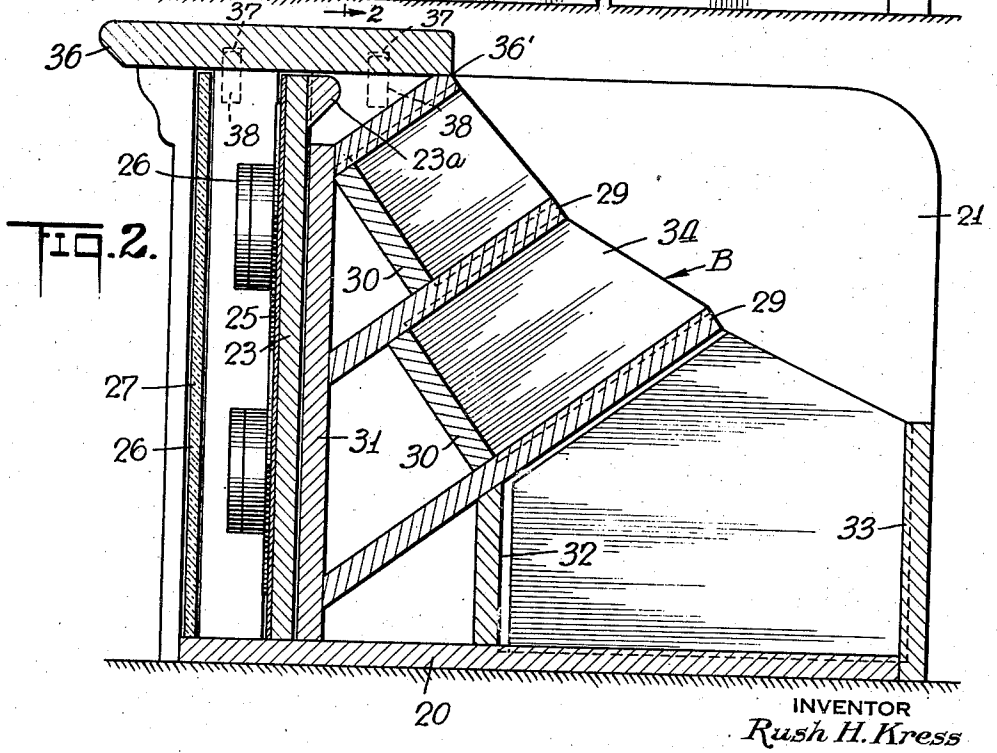


Fig. 2.



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FIG. 3.

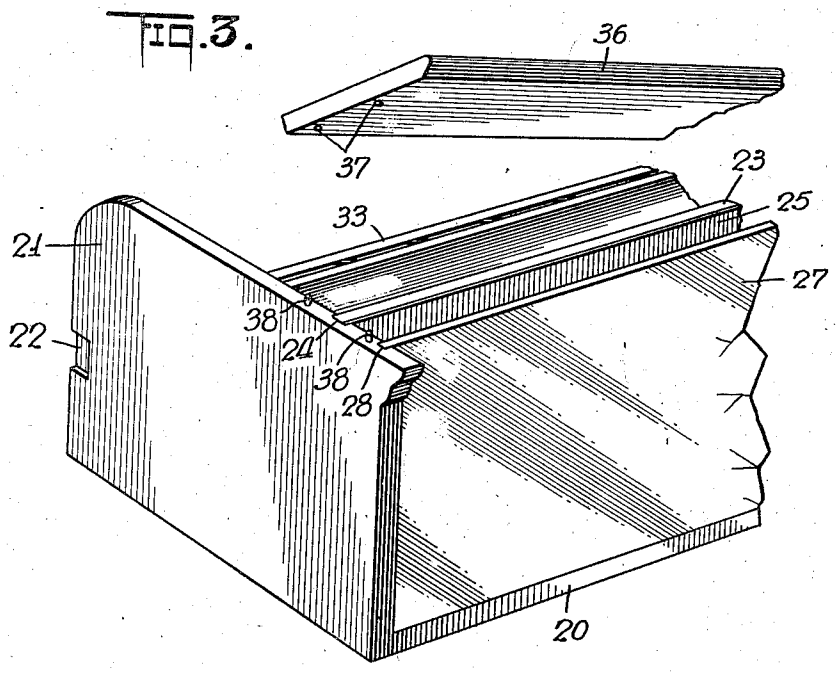


FIG. 4.

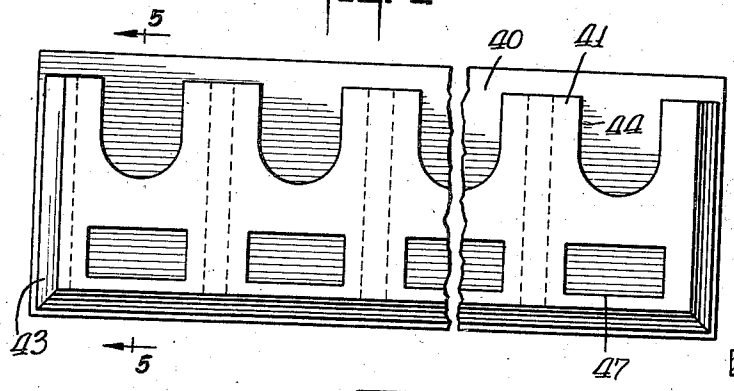


FIG. 5.

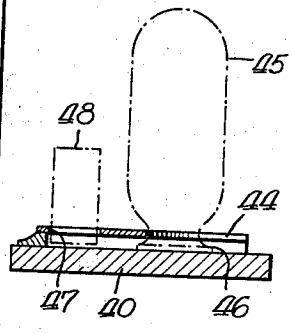
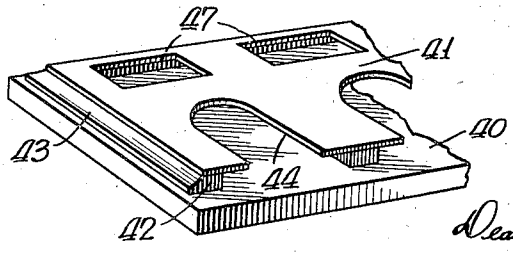


FIG. 6.



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STORE DISPLAY COUNTER

Rush H. Kress, New York, N. Y., assignor to S. H. Kress and Company, New York, N. Y., a corporation of New York

Application April 3, 1944, Serial No. 529,353

1 Claim. (Cl. 312—118)

The present invention relates to store counter displays, more especially for small articles of merchandise, such as cosmetics, notions, costume jewelry, candy, cake, stationery, hardware and any of a wide variety of other small articles of merchandise.

It is among the objects of the invention to provide a store display counter by which a maximum quantity of merchandise may be attractively displayed on a given floor area, while at the same time affording storage and dispensing facilities for extra merchandise that is concealed from view, and which counter expedites sales by effecting marked reduction, as compared with conventional counters, in the effort, fatigue and lost motion of the salesperson attending the same.

Another object is to provide a store display counter of the above type which may be readily set up without the need for expert skill, to make up store displays of peculiar attractiveness suited to the particular merchandise to be displayed and sold.

According to a feature of the invention, the store display counter has mounted upon the rear part of a rectangular table or platform a combined display and storage rack, which extends the length of the counter and includes a merchandise display supporting panel exposed at the front and rising above the merchandise on the platform, the back of said rack having storage and dispensing bins therein for extra merchandise concealed from the customer standing in front of the counter.

In the accompanying drawings, in which are shown one or more of various possible embodiments of the several features of the invention,

Fig. 1 is a rear elevation of the display and storage rack with parts broken away,

Fig. 2 is a view in transverse cross-section taken on line 2—2 of Fig. 1.

Fig. 3 is a fragmentary perspective viewed laterally from the front of the unit shown in Fig. 2.

Fig. 4 is a plan view of the auxiliary top display,

Fig. 5 is a transverse sectional view taken on line 5—5 of Fig. 4, and

Fig. 6 is a fragmentary perspective view of the unit shown in Figs. 4 and 5.

According to the present invention, a separate unit is provided which constitutes a combined display and storage or dispensing rack. Preferably, said rack comprises a floor 20 extending the entire length of the counter, and extending over the entire width of the counter to the rear of the horizontal display (not shown). Rising from said floor 20 are end walls 21 in face to face contact with and rising well above the walls 15 and 16. End walls 21 are notched as at 22 to accommodate the rear standards 12' and to facilitate positioning of the rack.

The rack has merchandise display facilities along the entire front thereof. For that purpose a display panel 23 extending the length of the rack is desirably accommodated at its ends in positioning grooves 24 in the end walls 21, its lower edge resting upon floor 20. Said panel may have a face covering 25 of suitable fabric upon which may be affixed by stitching, adhesive, tacking or in any other suitable manner, individual articles 26 of the merchandise to be displayed. Preferably a bar 23a extends horizontally along the upper edge of panel 23, and serves as a finger hold for convenient removal of the panel for changing the display thereon.

Desirably, the merchandise on the display panel 23 is covered by a glass plate 27, accommodated in corresponding grooves 28 in the end walls 21, resting upon the floor 20 and extending parallel to the display panel 23, as shown.

The rack also includes storage and dispensing compartments, preferably a set of bins B, some of which have inclined walls 29 connected by floors 30 and affixed to wall 31 against the rear of the display panel 23. One set of the bins has upright walls 32 and 33 opening to the rear of the lowermost oblique wall 29. The bins are preferably a unitary assembly with floor 20 and wall 31. The lateral walls 34 of the bins are arranged to be selectively and removably mounted in any of a series of grooves 35, so that the compartments may be made up according to the size of the articles of merchandise to be accommodated therein.

The rack also has a top shelf 36 which extends the entire length thereof, overhanging the front of the glass cover 27, and extending rearward to close the display compartment between panel 23 and glass cover 27, and with its rear rim 36' flush with the front rim of the bin structure B. Shelf 36 is preferably equipped with dowel holes 37 near the ends thereof, so that it may be removably affixed in place by dowel pins 38 rising from the upper edges of the respective end walls 21.

An auxiliary display A is desirably mounted upon shelf 36. That auxiliary display comprises a rectangular support base 40, a face plate 41 of plywood, plastic or cardboard parallel thereto,

having apertures, notches, or both, for positioning the merchandise, and a spacer 42 interposed between the base and the face plate, the three elements being secured together as, for instance, by cementing into a unitary structure. In the construction shown, the intervening spacer plate 42 has lateral molding 43 for ornamentation and the face plate has lateral notches 44 for accommodating, for instance, the mouths 46 of powder jars 45, the necks of which extend under said notches. The face plate also has rectangular holes 47 for accommodating upstanding flat cylindrical powder boxes 48. Of course, the notches or slots would be made of size or shape to be fitted by the merchandise to be displayed thereat.

It will be understood, that the invention lends itself readily for display of cosmetics, notions, costume jewelry, candy, cake, stationary, hardware, or any of the wide variety of small articles of merchandise sold in chain stores, department stores or other retail establishments.

It will be understood that the compartments on the platform would be made up, in each instance, to accommodate the particular size and shape of merchandise to be marketed, and that the upstanding display compartment could be subdivided, if desired, for most effective display of the particular merchandise to be disposed therein.

According to the present invention, the attractiveness of the display is greatly enhanced by the positioning of the added merchandise upon the upstanding display panel, as contrasted with the display on ordinary counters, upon which all of the merchandise is substantially at common level. The added sales appeal is effected not only without sacrifice, but with increase of effective display space, and there is the added advantage of the storage and dispensing bins at the rear. Articles of different color or size for which there is no room in the display, may be accommodated in such bins and thereby rendered immediately accessible in the rack behind the display panel, so that bending or stretching on the part of the sales person is avoided in reaching for the article. Expedition of service thus results. In rush hours, sales may thus be comfortably and speedily consummated, and the amount of sales is greatly enhanced without increase in overhead for service in effecting of such sales.

As many changes could be made in the above construction and many apparently widely different embodiments of this invention could be made without departing from the scope of the claims, it is intended that all matter contained in the above description or shown in the accompanying drawings shall be interpreted as illustrative and not in a limiting sense.

Having thus described my invention, what I claim as new and desire to secure by Letters Patent of the United States is:

As an article of manufacture, a combined display and storage rack comprising a floor, a rear wall and end walls rising therefrom, a merchandise-mounting display panel removably positioned between said end walls, a transparent cover in front of said panel and parallel thereto, and storage and dispensing bins between the display panel and the rear wall, said bins comprising walls extending longitudinally of the rack and obliquely rearward and upward from the region of said display panel, the uppermost of said longitudinal walls extending to substantially the level of the top of the display panel, and a cover shelf extending the length of said rack, mounted at its ends upon said end walls and attached thereto, the width of said shelf extending from a line in front of and parallel with said transparent cover to the upper edge of the uppermost of said longitudinal walls.

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