

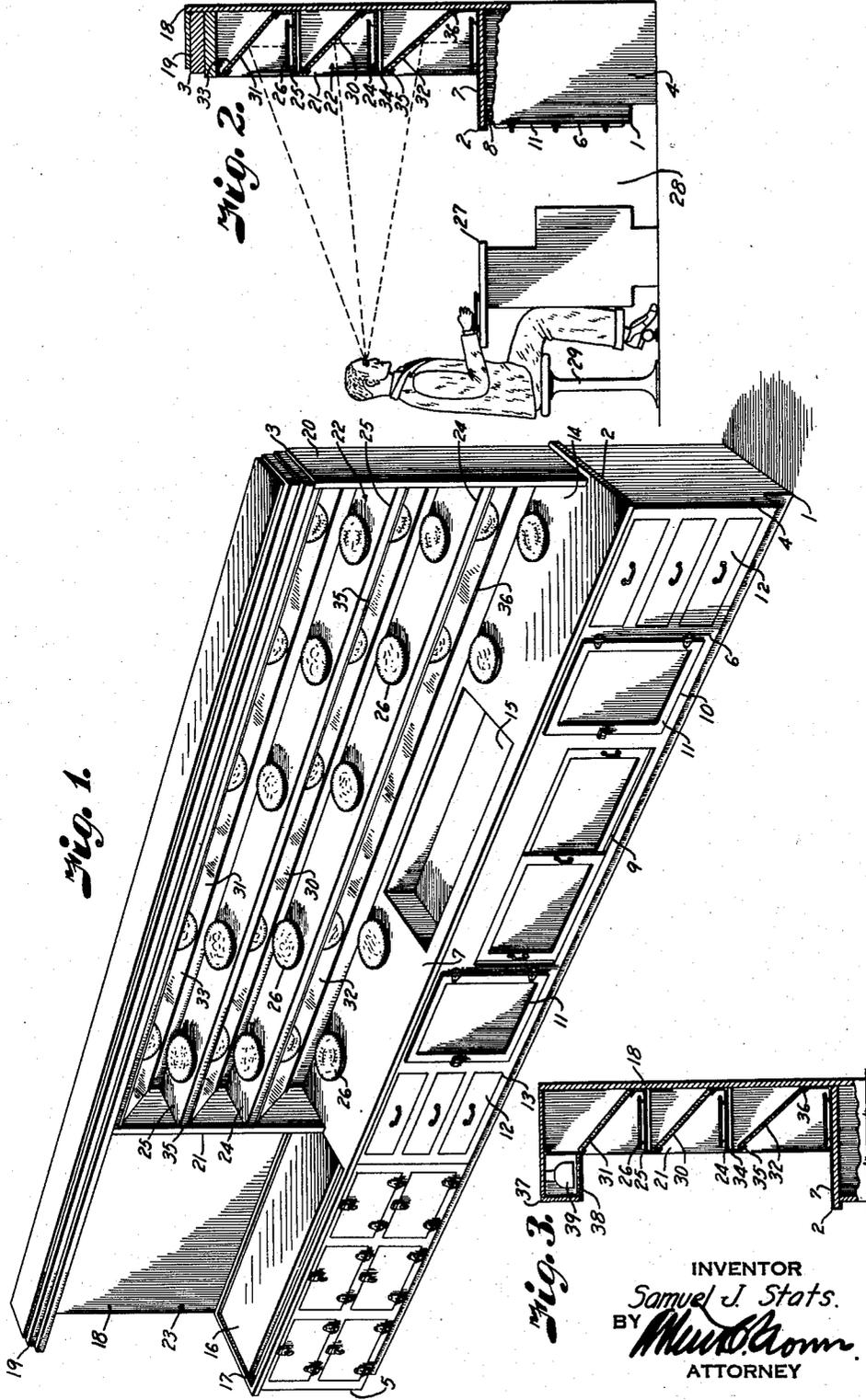
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DISPLAY FIXTURE

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DISPLAY FIXTURE

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3 Claims. (Cl. 211—134)

This invention relates to display fixtures and more particularly to those of that character for displaying relatively flat commodities, such as pies and the like, and has for its principal object to render such commodities plainly visible to customers sitting at a counter in front of the fixture.

Another important object of the invention is to make a more attractive and appetizing display of flat food commodities for enhancing and stimulating sales of such merchandise.

In accomplishing these and other objects of the invention, I have provided improved details of structure, the preferred form of which is illustrated in the accompanying drawing, wherein:

Fig. 1 is a perspective view of a display fixture embodying the feature of my invention;

Fig. 2 is a cross-section through the fixture as associated with a counter, particularly illustrating the arrangement of reflecting mirrors whereby flat commodities displayed on the shelves of the fixture are rendered visible to a customer seated at the counter; and

Fig. 3 is a sectional view through the upper portion of a modified form of display fixture equipped with a lighting arrangement whereby the shelves are illuminated.

Referring more in detail to the drawing:

1 designates a display fixture which may be of the wall type and includes a base or table portion 2 for supporting a shelf portion 3.

The base portion 2 includes end walls 4 and 5, a front wall 6 and a table top 7 forming an inner storage space 8 that may be divided into separate compartments 9.

Access to certain of the compartments may be had through suitable openings 10 in the front wall 6 that are closed by doors 11, while other of the compartments may accommodate drawers 12 that are slidable through drawer openings 13, as in standard cabinet construction. One end of the table top forms a display space 14 in the center of which may be mounted a cold pan 15, while the other end thereof forms an urn stand 16 having the usual drains 17.

Extending upwardly along the back edge of the table top is a back board 18 carrying a suitable canopy 19 that cooperates with vertical end members 20 and 21 extending upwardly from the table top at the respective ends of the display space 14 to form a shelf compartment 22 and an urn compartment 23.

Supported within the shelf compartment 22 are a plurality of horizontally positioned vertically spaced shelves, shown as two in number

and designated 24 and 25. The shelves preferably extend from one end member to the other and are of sufficient depth to amply accommodate the commodities to be displayed, for example pies 26.

The fixture thus far described is usually positioned back of a serving counter 27 and is spaced therefrom a sufficient distance to form a passageway 28 therebetween for the clerks or waiters who serve the customers that are seated on stools 29 at the opposite side of the counter.

Ordinarily flat commodities, such as pies and the like, that are positioned on the shelves 24 and 25, are out of view of the customers seated at the counter and while such commodities may be very attractive and appetizing, these characteristics are entirely concealed from the customer.

As above pointed out, it is the purpose of the present invention to impress upon the customer the desirability of the commodities by making the commodities plainly visible. This is accomplished by incorporating into the fixture at a point directly above each display shelf and above the display top, reflecting elements 30, 31, and 32, respectively. The reflecting elements may comprise glass mirrors, or polished plates, having reflecting surfaces 33 arranged at an angle to the shelves so that the object on the shelf is reflected by the mirror to the view of the customer.

In the illustrated instance, the mirrors are co-extensive with the shelves and have their upper edges 34 supported by brackets 35 depending from the forward edge of the canopy, or from the edge of the next upper shelf, as the case may be, while their rear edges are supported by brackets 36 mounted on the back board 18 at a lower elevation to give the desired tilt to the reflecting surfaces.

While for practical purposes, all of the mirrors may be supported at the same angle relatively to the shelves, to make all the images of the objects appear in the center of the mirrors, they are each preferably supported at the proper angle to give the desired effect.

In Fig. 3 is illustrated a form of the invention wherein the upper part of the fixture is extended to form a lamp housing 37 having an open lower side closed by a light diffusion plate 38 by which light rays from lamps 39 are spread over the shelves and directed back into the reflecting elements to cause a soft glow to appear therein.

From the foregoing, it is obvious that pies and other flat commodities may be attractively displayed and rendered visible to customers seated at the counter, whereby sales of otherwise hidden commodities may be stimulated.

What I claim and desire to secure by Letters Patent is:

1. A display fixture including a support, a plurality of horizontally arranged and vertically spaced shelves carried by the support, a mirror, a bracket attached to the front edge of one shelf for supporting an upper edge of the mirror, and a bracket carried by the support at a point spaced from the rear edge of the next lower shelf to position the mirror at an inclined angle over the lower shelf to reflect the image of objects carried by said shelf.

2. A display fixture including a support, a plurality of horizontally arranged superimposed shelves carried by the support, mirrors having substantially the same length as the shelves, and

means for supporting the mirrors at differential angles between the shelves for reflecting the image of flat objects displayed on the shelf below the mirror to render said objects visible at a customer's station in front of the fixture.

3. A display fixture including a support, a plurality of horizontally arranged superimposed shelves carried by the support and having depending front edges terminating in downwardly and rearwardly inclined brackets, an upwardly and forwardly inclined bracket fixed to the support above each shelf and cooperating with the first named brackets, and mirrors having their upper and lower edges respectively supported by said brackets.

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