Aug. 30, 1949. E. C. DIMLING 2,480,637

DISPLAY FIXTURE

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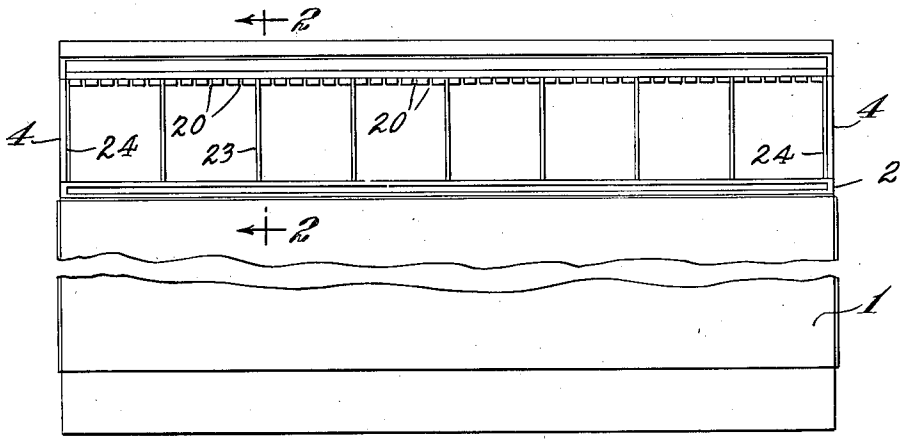


Fig. 1

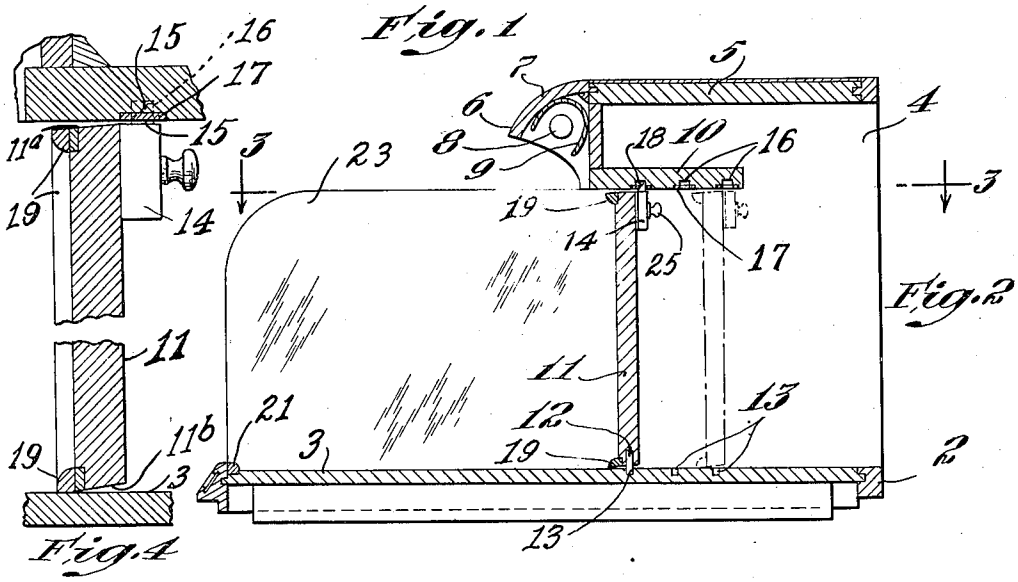


Fig. 2

Fig. 4

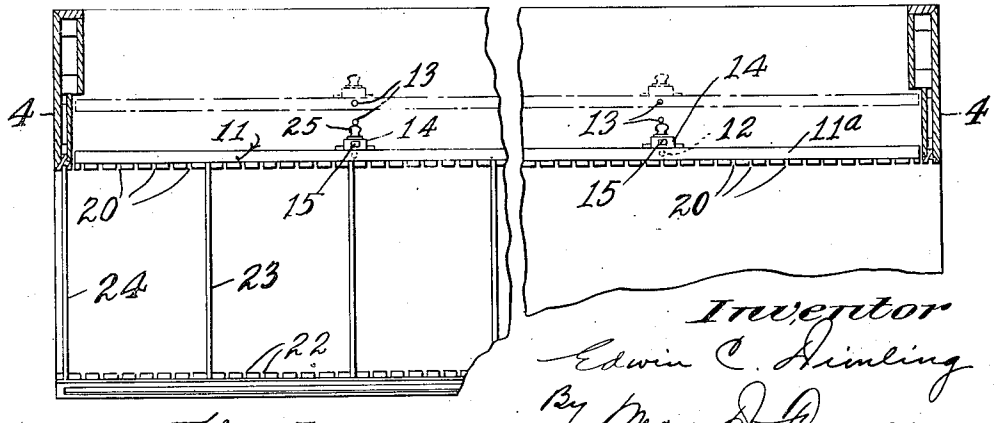


Fig. 3

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DISPLAY FIXTURE

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3 Claims. (Cl. 312—117)

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This invention relates to store fixtures and particularly to those having forwardly and upwardly opening display bins for articles of merchandise. The merchant having such a display fixture may from time to time wish to change the kind of articles on display in said bins, and hence it is desirable to be able to change the width and depth of the bins from time to time for this purpose.

An object of this invention is to provide an improved store display fixture having forwardly and upwardly opening display bins; with which the depth and width of the bins may each be selectively varied from time to time in a simple and practical manner, by simple manipulations of the display structure; with which unused space will be available for storage of additional merchandise at the rear of the bins; which will always be attractive in appearance and adjustable without the use of tools; and which will be relatively simple, compact, practical and inexpensive.

Various other objects and advantages will be apparent from the following description of one embodiment of the invention, and the novel features will be particularly pointed out hereinafter in connection with the appended claims.

In the accompanying drawing:

Fig. 1 is a front elevation, on a reduced scale, of a display fixture constructed in accordance with this invention;

Fig. 2 is a transverse, sectional elevation of the upper part of the structure shown in Fig. 1, the section being taken approximately along the line 2—2 of Fig. 1;

Fig. 3 is a sectional plan of the same, the section being taken approximately along the line 3—3 of Fig. 2; and

Fig. 4 is a sectional elevation of part of the same, on a scale larger than in Fig. 2.

In the illustrated embodiment of the invention, the fixture includes a suitable base section 1, on which is disposed a superstructure 2, having a base member 3 with a relatively flat upper face or surface, and end walls 4 extending upwardly from the ends of the base member and supporting a top member 5 in spaced relation to the base member 3, but with the rear edge of the top member aligned approximately vertically with the rear edge of the bottom member 2, and with the forward edge 6 of the top member disposed at a substantial distance rearwardly from a vertical plane through the forward edge of the base member 3. The top member has a cowl part 7, facing downwardly and forwardly in which is disposed an electric light 8, backed by a reflector 9,

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for directing light downwardly and forwardly upon the base member 2. The under face of the top member 5 is defined by a flat wall 10, which is parallel with the upper face 3 of the base member 2.

An upright back wall 11 extends between the end walls 4, and also between the upper face of the base member 3 and the wall 10 of the top member 5, see Fig. 2. As shown clearly in Fig. 4, both of the upper and lower edges 11*a* and 11*b* of the wall 11 are generally parallel and beveled, that is, their edge faces are beveled or made oblique to the planes of the front and rear faces of the wall 11. The lower edge 11*b* of the wall 11 is so beveled that its forward corner will be lower than its rearward corner when the wall 11 is upright, and the upper edge 11*a* of wall 11 is also so beveled that its forward corner is lower than its rearward corner. In other words, both upper and lower edges 11*a* and 11*b* of the wall 11 are beveled to extend upwardly and rearwardly when wall 11 is upright.

The lower edge 11*b* of the wall 11 is provided with a plurality of depending dowel pins 12, arranged at spaced intervals along the wall 11, as shown in Figs. 2 and 3. The upper face 3 of the base member 3 is provided with a plurality of small recesses 13, arranged in rows extending in a direction from front to rear, and those in each row being aligned with a pin 12, so that when the wall 11 is adjusted forwardly or rearwardly, each of the dowel pins 12 may be received in any of the recesses 13 in the row. There is a row of recesses 13 for each dowel pin 12, and the corresponding recesses in the different rows will be aligned in directions lengthwise of the wall 11.

Secured upon the rear face of the wall 11, adjacent its upper edge, are spring latches or catches 14 (two being shown), which have movable members 15 that are spring projected upwardly beyond the upper edge 11*a* of the wall 11. The lower face of plate 10 is provided with a plurality of recesses 16, also arranged in parallel rows extending forwardly and rearwardly, the recesses of each row being aligned with a member 15, and spaced apart in the row the same distances as the recesses 13. Thus when the dowel pins 12 are in some of the recesses 13 of the base member 2, the movable member 15 of each catch 14 may enter a recess 16 in its related row, in plate 10, and thus hold the wall 11 from tilting forwardly and rearwardly. The entrance into each of the recesses 16 may be faced with a countersunk strike plate 17. The catch 14 is similar to that on doors, having a movable

member with a forwardly facing, beveled strike face 18 by which it may be cammed aside until a recess 16 is reached. A spring, usual in such catches, snaps the movable latch member upwardly into any recess 16 aligned therewith.

A quarter-round molding strip 19 is provided along the marginal edges of the front face of plate 11, and the upper and lower stretches of this molding are provided with notches 20, as shown in Figures 2 and 3. A strip of similar quarter-round molding 21 is also provided along the forward edge of the upper face 3 of the base member 2, and it also carries notches 22, that are aligned, in a direction from front to the rear, with the notches 20. Partition plates 23, preferably of transparent material such as glass or translucent, synthetic plastic material, are formed of a size to fit the space forwardly of the wall 11, between the wall 10 and the base member 3, and are arranged in parallel but spaced relation along the wall 11, to divide the display space into a plurality of forwardly and upwardly opening bins. The edges of plates 23 are received in the notches 20 of molding 19, and in the notches 22 of molding strip 21, which serves to support the plates 23 in upright positions.

By adjusting the plates 23 along the wall 11 into any of the different aligned notches 20 and 22, one may vary the widths of the bins in any manner desired. Similar plates 24 are permanently disposed to extend forwardly from the end walls 4 to the molding strip 11, and form the outside walls of the end bins. When the wall 11 is adjusted forwardly or rearwardly one substitutes a new set of plates 23, which have the proper length from front to rear, so as to extend from the forward molding strip 21 to the wall 11 in each particular position into which it may be adjusted.

When one desires to adjust the wall 11 forwardly or rearwardly, the partition plates 23 are first removed, to avoid breakage, then the movable members 15 of the catches, which are attached to knobs 25, are retracted from the recesses 16, whereupon the upper edge of the wall 11 may then be pulled rearwardly, using the knobs 25 as handles. The beveled or oblique upper edge of the wall 11 gives sufficient clearance for the wall to tilt rearwardly, and the oblique lower edge of the wall 11 also allows this rearward tilting of the wall 11. After the wall 11 has been tilted rearwardly to a substantial angle, it may be lifted sufficiently to remove the dowel pins 12 from recesses 13, after which the wall 11 may be moved forwardly or rearwardly to the new desired position where the dowel pins 12 are placed in different recesses 13. The wall 11 is then tilted forwardly at its upper edge, and when it swings into the proper upright position, the movable members 15 of the latches will snap into the recesses 16 and thus hold the wall 11 in the upright position.

It will be noted that when the wall 11 is in its upright position, the forward corner of the lower edge will be lowermost and resting upon the upper face of the base member 3, thus avoiding any substantial crack along the lower edge of the wall 11. There will be a slight crack along the upper edge of the wall 11, but this is concealed beneath the plate 10, so as to be invisible to a person standing in front of this display fixture and looking into the bins. The space behind wall 11 is always available for storing additional articles of the type on display in the bins.

It will be understood that various changes in the details, materials and arrangements of parts, which have been herein described and illustrated in order to explain the nature of the invention, may be made by those skilled in the art within the principle and scope of the invention as expressed in the appended claims.

I claim:

1. In a display fixture for stores, a base member, a top member having a depth from front to rear substantially less than the corresponding depth of the base member, vertical walls connecting the top and base members in vertically spaced relation, with the forward edge of the top member disposed rearwardly of the forward edge of the base member, a back wall disposed approximately vertically between said members, extending between said vertical walls, and adjustable forwardly and rearwardly into a plurality of different positions, the planes of the upper and lower edges of said back wall being oblique to the faces of that wall, the lower edge having its forward corner lowermost, the upper edge having its rear corner uppermost, said back wall having a depending pin and the base member having, in its upper face, a plurality of spaced recesses in a row extending in a direction forwardly and rearwardly, and into any one of which said pin may be loosely received, means carried by the back wall, adjacent its upper edge and on the rear face thereof, having detachable interengagement with the underface of said top member to secure the upper edge of said back wall against movement forwardly and rearwardly in any of a plurality of different positions, and approximately upright partitions spaced apart along said back wall, between said members and forwardly of the back wall to provide with said members and walls a plurality of forwardly and upwardly opening display bins.

2. In a display fixture for stores, a base member, a top member, end walls supporting the top member from the base member in a spaced relation thereto, the top member having less depth from front to rear than the base member, and the forward edge of the top member being disposed rearwardly of a vertical plane through the forward edge of the base member, an upright wall extending between the end walls, and between the top and base members and having its upper and lower edges in planes oblique to the forward and rear faces of the upright wall, with the forward corner of the lower edge lower than the rear corner of that edge, and the forward corner of the upper edge lower than the rear corner of that edge, an element depending from the lower part of the upright wall and the base member having a forwardly and rearwardly extending row of recesses each of which may receive said element for holding the lower edge of the upright wall against forward and rearward lineal displacement, while in any of a plurality of locations, forwardly and rearwardly, and means interacting between the top member and the upper part of said upright wall for releaseably limiting the forward and rearward rocking of said upright wall on said base member while the upright wall is in any of a plurality of different locations forwardly and rearwardly.

3. In a display fixture for stores, a base member, a top member, end walls supporting the top member from the base member in a spaced relation thereto, the top member having less depth from front to rear than the base member, and the forward edge of the top member being disposed rearwardly of a vertical plane through the for-

ward edge of the base member, an upright wall extending between the end walls, and between the top and base members, the forward corner of the lower edge of the upright wall being lower than the remainder of that edge, and the forward corner of the upper edge of the upright wall being lower than the remainder of that edge, an element depending from the lower part of the upright wall and the base member having a forwardly and rearwardly extending row of recesses in its upper face, each of which may receive said element for holding the lower edge of the upright wall against forward and rearward lineal displacement while in any of a plurality of different locations forwardly and rearwardly, and means interacting between said upright wall and

said top member for releaseably limiting the forward and rearward rocking of said upright wall on said base member while said upright wall is in any of a plurality of said different locations forwardly and rearwardly.

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