

W. B. MORTON.
STORE CASE.
APPLICATION FILED JULY 19, 1919.

1,328,185.

Patented Jan. 13, 1920.

2 SHEETS—SHEET 1.

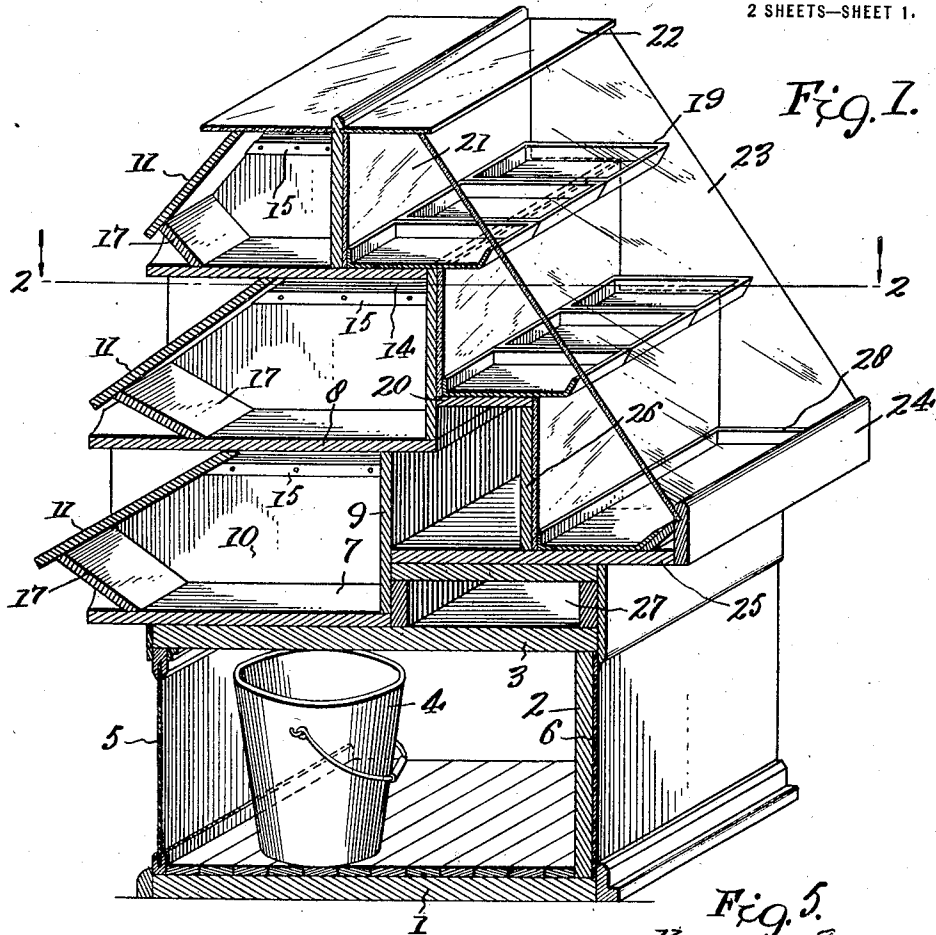


Fig. 4.

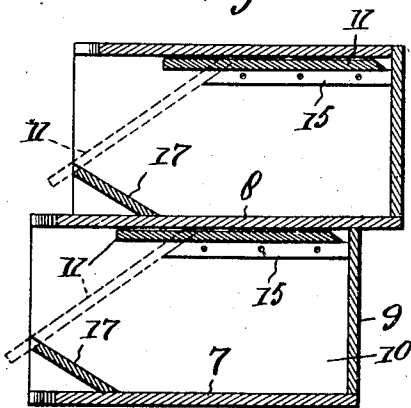


Fig. 5.

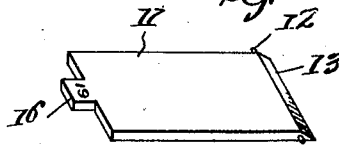


Fig. 6.

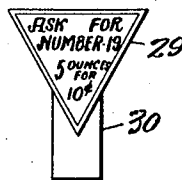
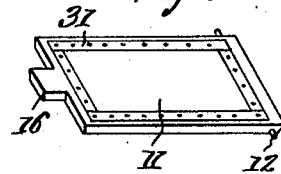


Fig. 7.



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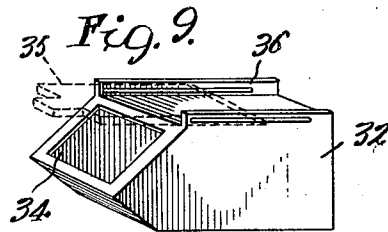
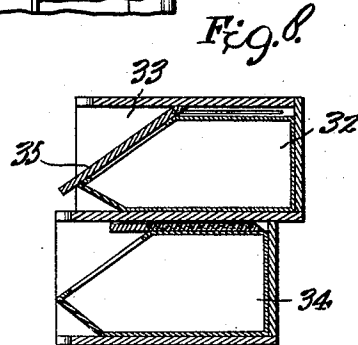
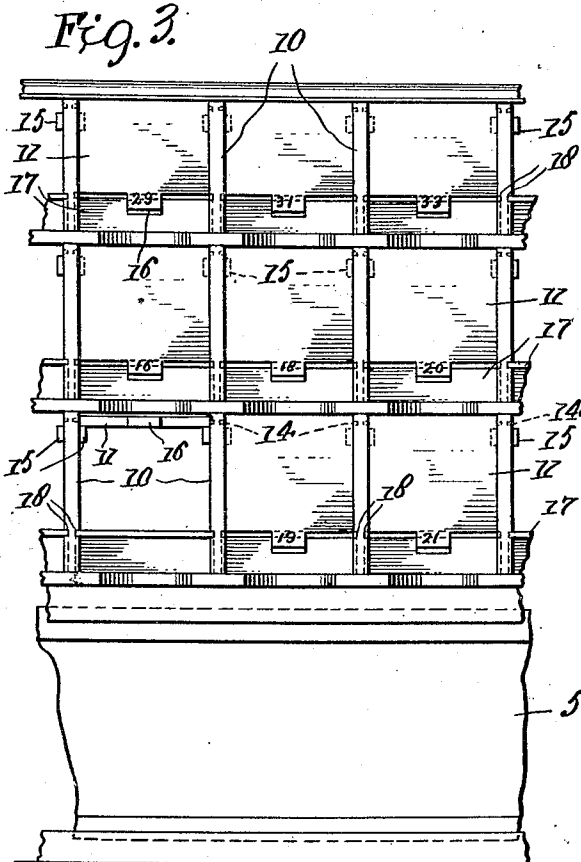
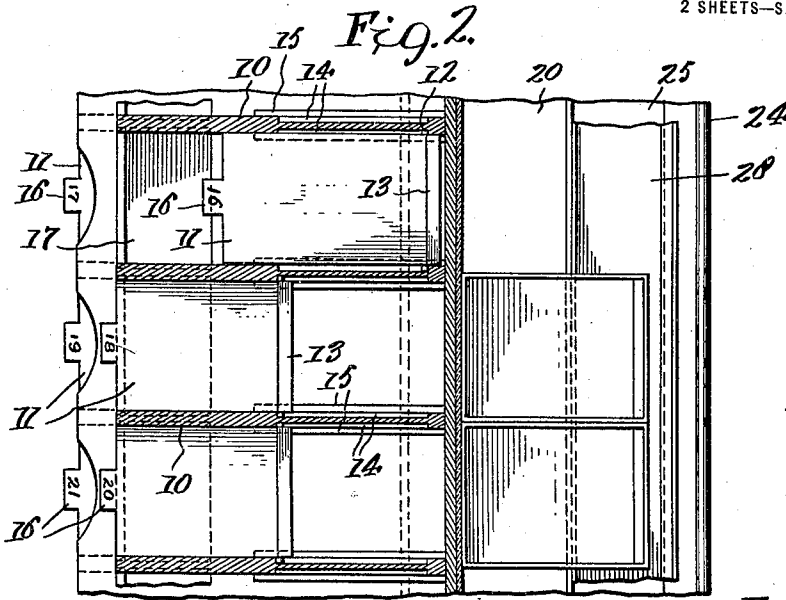
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UNITED STATES PATENT OFFICE.

WILLIAM B. MORTON, OF BEATRICE, NEBRASKA.

STORE-CASE.

1,328,185.

Specification of Letters Patent.

Patented Jan. 13, 1920.

Application filed July 19, 1919. Serial No. 312,020.

To all whom it may concern:

Be it known that I, WILLIAM B. MORTON, a citizen of the United States, residing at Beatrice, in the county of Gage and State of Nebraska, have invented certain new and useful Improvements in Store-Cases; and I do hereby declare the following to be a full, clear, and exact description of the invention, such as will enable others skilled in the art to which it appertains to make and use the same.

The present invention relates to improvements in store cases, and has for an object to provide an improved case constructed in such manner as to provide display compartments in combination with selling bins and a storage space, with the idea of creating a complete department in one counter, especially designed for the use of department stores and variety dealers, for the display and sale of confections of all kinds, sweetmeats, dried fruits, bakery goods, and other similar lines requiring sanitary fixtures to exclude dirt, dust, insects, and air. The new and peculiar arrangement of the several special features in the improved case causes a great saving in floor space over ordinary methods of handling the above mentioned lines of goods.

It is another object of the present invention to provide an improved case of the above described character in which the selling bins will be provided with disappearing doors capable of quick and convenient operation by the clerk.

A further object of the present invention resides in providing an improved case in which the goods will be amply protected against the deteriorating influence of dust, air and light, and which, for this reason, is designed to cut the usual shrinkage of bulk goods to a minimum, and preserve the confections in better shape than has been heretofore possible.

It is a still further object of the present invention to provide an improved case which will be unique in appearance, and of a highly sanitary construction, which will add greatly to the advertising of this department and has been found to greatly increase the volume of sales over ordinary methods. The usual candy displays in the ordinary cases appear very unsightly owing to the fact that the candy is heaped in next to the glass and sales are made directly from

the display. In accordance with the present invention the display remains intact and sales are made from separate bins in the rear of the display compartments.

A still further object of the present invention resides in building up the construction of the improved case so as to include refrigerating features, if desired, in order that the displays may be kept at a proper temperature.

In the accompanying drawings forming a part of this application, and in which similar reference symbols indicate corresponding parts in the several views:

Figure 1 is a sectional perspective view showing an improved case constructed in accordance with the present invention.

Fig. 2 is a horizontal sectional view taken on the line 2—2 in Fig. 1.

Fig. 3 is a rear elevation of a portion of the improved case.

Fig. 4 is a vertical sectional view taken through two of the selling bins, showing the doors in the open position.

Fig. 5 is a perspective view of one of the bin doors;

Fig. 6 is an elevational view of one of the price tags used.

Fig. 7 is a perspective view showing a slightly modified form of bin door.

Fig. 8 is a vertical sectional view showing a slightly modified form of selling bin; and

Fig. 9 is a perspective view of one of the liners or cartridges shown in Fig. 8.

Referring more particularly to the drawings, the improved case consists of a base 1 resting on the floor of the store where used, and 2 designates a front wall, which together with a top 3, forms a storage space in the lower part of the case for containing buckets 4 of candy or other goods in connection with the sale of which the case is being employed. The storage space is accessible through a door 5 from the back of the counter so as to allow the clerk to replenish any particular selling bin from the buckets 4 in the storage space.

At 6 is shown a panel or ornamental facing for the front wall 2. Above the storage space and supported on the top 3 thereof is arranged at the back of the counter a number of selling bins, each of such bins being comprised of horizontal bottom and top walls 7 and 8, longitudinally extending

partitions 9, and transverse division plates 10. The bins are arranged in horizontal rows one above the other, and the case may be built to any desired proportions to accommodate the requisite number of such bins. The case is preferably made in standard sections including a definite number of bins to a section, so that the sections can be added to from time to time as business increases, and the uniformity of the fixtures preserved.

As shown in Fig. 1, the rear ends of the bins are arranged in stepped relation so as to be more easily accessible to the clerks and to enable the doors 11, which close these bins, to be more readily grasped and operated.

The doors 11 are shown more particularly in Fig. 5, wherein 12 designates trunnions, one of which extends from each side of the door, and 13 a beveled or inclined upper edge for the door which enables the door to swing down in closing and occupy the position shown in Fig. 1, while making a tight fit against the upper walls 8 of the bins.

The trunnions 12 are fitted to slide in ways 14 provided in the upper parts of the bins and carried by the division plates 10 so that the doors 11 may have a sliding movement in opening as, for instance, shown in Fig. 4. When opened in the manner here shown the doors rest on rails or guides 15 which are also shown in Fig. 3. The doors furthermore are provided with extensions or thumb pieces 16 at their lower free ends which are inscribed with numbers to distinguish the various bins and the commodities contained there within.

Scoop boards 17 are mounted to slide in slots 18 in the division plates 10 and occupy the positions shown in Figs. 1 and 4, and such scoop boards provide rests for the lower portions of the disappearing doors 11. The closed position of the doors 11 is shown in Fig. 1, and the same form light and air-tight contact with the scoop boards 17 and upper walls 8 of the bins. The disappearing doors 11 are opened after the fashion of sectional bookcase doors, and their inclined closed position, resting on the scoop boards 17, allows them to be quickly and easily opened by a slight upward and rearward pressure of the clerk's hand.

The longitudinal partitions 9 divide the selling bins from the displays which are carried in trays 19 supported on shelves that may be provided by the upper walls 8 of the bins extended in front of the partitions 9 or separate shelves 20, as shown supporting the intermediate tier of candy trays 19. The trays 19 may be of any suitable size to hold the different varieties of the commodities displayed, and it is preferable to place behind the trays mirrors 21 in order that but few pieces may be required to be placed

in each tray 19, but which when reflected in the mirrors 21 will give the customer the illusion of a great many articles and a profuse display.

The displays are confined by an upper glass top 22 and a sloping or inclined front glass wall 23 which rests at its lower end in a front piece 24. The glass top 22 and front wall 23 are arranged to be removable so that the displays in the trays 19 may be changed from the front of the counter, the construction of the case being such that such display spaces are inaccessible in the rear. The front piece 24 is carried by an extension of a lower wall 25 which, together with the shelf 20, lowermost partition 9, and a vertical wall 26 forms a dead air space below the second tier of displays and acts as an insulation to prevent changes of temperature affecting the candy or other commodities in the trays.

A similar dead air space 27 is formed beneath the above mentioned space and also partially beneath the lowermost tray 28, which may be an enlarged continuous tray adapted to hold ice for cooling the display portion of the case. In like manner the dead air spaces may provide for receiving refrigerating pipes, if desired. Of course where it is not necessary to use a refrigerant, the lowermost enlarged tray 28 may be replaced by a number of smaller trays for the display of goods.

In Fig. 6 is shown a price tag for use in connection with the several trays 19, the tag having preferably a triangular or other ornamental body portion 29 and a foot piece 30 by which it is supported on the trays. The body portion 29 of the price tag bears a suitable inscription such, for instance, as shown in Fig. 6, which indicates the number of the display and the price of same.

Each tray 19 containing a separate display carries a price tag such as shown in Fig. 6, with various numbers thereon relating to numbers on doors 11 of the bins in the rear which are under the observation of and accessible to the clerks, and the various bins containing commodities corresponding to those displayed in the trays 19, so that the customer after inspecting the various displays and selecting a particular commodity, will ask the clerk behind the counter, who is unable to see the displays, for the amount of goods required, giving the number of the display. This number indicates to the clerk the particular bin in which the goods required is contained, and such clerk then serves the necessary quantity from the bin thus ascertained.

Referring to Fig. 7, the doors, where made of wood or other material likely to warp, are provided with metal strips 31 fastened to the under side of the door in any suitable manner, and these strips act to hold the

doors rigid and for the further effect to tightly close the opening of the bins when the doors are closed, as these metal strips form the joint about the door openings.

Referring now more particularly to Figs. 8 and 9, the various selling bins may be provided with removable liners or cartridges 32 which are of a size to fit within the bins 33, and when empty these cartridges 32 are removed to the store room where they are again filled, after which they are returned to the bins 33. One of these removable liners or cartridges is shown in Fig. 9, and it is approximately the shape of the bin and has an opening 34 in which to admit the hand of the clerk in serving the articles. This opening 34 is closed by a door 35 similar to the door shown in Fig. 5, and at 36 are shown slotted flanges or guides on the top of the liner or cartridge in which the trunnions of the door 35 are slidable.

Fig. 8 shows the open and closed positions of the door, and the use of this device is substantially the same as heretofore described except that the use of such liners or cartridges avoids the necessity of filling the bins from the buckets 4 shown in Fig. 1, and enables the filling of the bins in the store room away from the case and out of sight of customers. This liner or cartridge 32 is preferably formed of metal, although it might be made of other material if desired or found necessary.

It will also be understood that the case itself and its various parts may be made of wood, metal, or other suitable material, and I do not restrict myself to any particular material, as it will be evident that a great variety of materials may be used for this purpose.

It will be understood from the foregoing description that the display compartments are for display purposes only, and are only opened when the display is to be charged. Each display section is as nearly air tight as practicable, keeping the display candy free from air, flies and dust, and thus preserving the appearance of the same. The selling stock is also kept in the bins in the rear which are air and light tight, coated with wax and closed with the disappearing doors; and this method of selling the candy has been found by actual test to keep the candy in better condition than the original

shipping cartons. The selling stock is also kept in the dark, which cuts the usual shrinkage of candy to a minimum.

Most candy cases appear unsightly because the display is heaped in next to the glass. With the present case no candy touches the glass and none is ever sold from the display. The displays are arranged in tiers one above the other and at the proper height and angle, and backed with mirrors to give the appearance of a great quantity of candy where there is only a small amount on display. This arrangement has been shown by actual test to give a very unusual illusion.

It is obvious that those skilled in the art may vary the details of construction and arrangements of parts without departing from the spirit of my invention, and therefore I do not wish to be limited to such features except as may be required by the claims.

I claim:

1. An improved store case including a base having a storage space therein for holding buckets of the commodities to be sold, vertical partitions arranged longitudinally above the base and disposed in staggered relation, tiers of selling bins behind each of the staggered partitions adapted to be replenished from the buckets in the storage space, a shelf in front of each of the partitions adapted to contain trays for holding on display the various articles to be sold, each tray having a corresponding selling bin, substantially as described.

2. An improved store case including a base forming a storage space, a number of longitudinally extending partitions dividing the case lengthwise, a series of shelves in front of said partitions adapted to receive trays containing various commodities on display, one of said trays adapted to receive and hold a refrigerant, dead air spaces formed in the base beneath certain of said trays, transparent walls inclosing said shelves, upper and lower walls at the upper and lower ends of said longitudinally extending partitions, vertical transverse division plates extending between said upper and lower walls and said partitions and adapted to divide the rear portion of the case into a number of selling bins, and disappearing doors for the bins accessible from the rear of the case, substantially as described.

WILLIAM B. MORTON.