Aug. 8, 1950 M. S. BAUSCH 2,517,963

VEGETABLE DISPLAY RACK

Filed Jan. 22, 1946

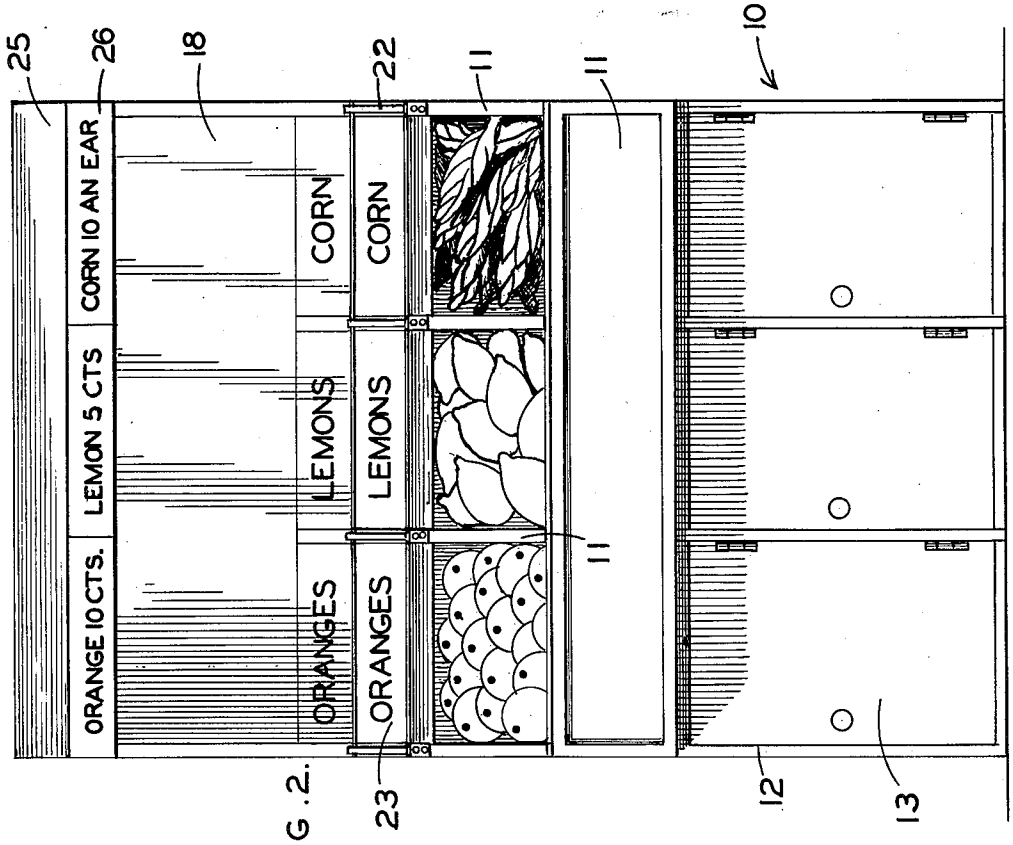


FIG. 2.

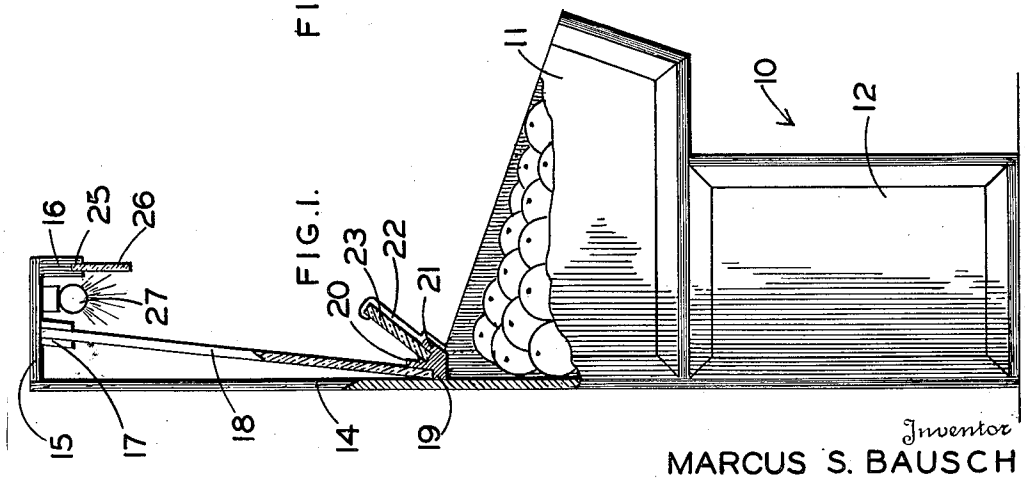


FIG. 1.

Inventor

MARCUS S. BAUSCH

By Mc Morrow, Berman and Davidson

Attorneys

Patented Aug. 8, 1950 2,517,963

UNITED STATES PATENT OFFICE

2,517,963

VEGETABLE DISPLAY RACK

Marcus S. Bausch, Cascade, Mont.

Application January 22, 1946, Serial No. 642,762

1 Claim. (Cl. 40—130)

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This invention relates to a vegetable display rack, and more particularly to such a rack, or bin, providing means for displaying the names and prices of commodities in easily visible position thereupon.

A primary object of this invention is the provision of an improved vegetable display rack or bin provided with means whereby the prices and names of commodities contained therein may be readily displayed in such manner as to be visible at a plurality of heights.

An additional object of the invention is the provision of such a device wherein means are provided for readily interchanging the names and prices of the commodities contained therein in accordance with the use to which the bin is put.

Still another object of the invention is the provision of such a device of highly ornamental appearance, wherein the markings on the commodities contained therein are highly legible, and wherein such markings occupy space normally not utilized by the device in the accommodation of vegetables and fruit or the like.

Still other objects reside in the combinations of elements, arrangements of parts, and features of construction, all as will be more fully pointed out hereinafter and disclosed in the accompanying drawing wherein there is shown a preferred embodiment of the inventive concept.

In the drawing:

Figure 1 is a side view, partly in elevation and partly in section disclosing features of the instant inventive concept.

Figure 2 is a front elevation view of the device of Figure 1 showing the assembled effect thereof.

Similar reference characters refer to similar parts throughout the several views of the drawing.

Having reference now to the accompanying drawing, there is generally indicated at 10 a display receptacle, including a plurality of any desired number of storage bins 11, for the retention of fruit, vegetables and similar commodities. Beneath the bins 11 are positioned a plurality of storage compartments 12, each provided with a door 13, which may be hingedly or otherwise secured thereto for retention of additional quantities of the commodities displayed in the bins 11.

The entire device, as previously mentioned, comprises any number of sections, is provided with an upwardly extending backplate 14, having at its upper extremity a horizontally forwardly extending portion 15, provided with a depending flange 16. The portion 16 contains suitable transparent brackets 17 at properly spaced intervals, adapted to retain the upper extremity of an

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angularly disposed mirror 18, the lower extremity of which is set in a recess 19 formed by a flange 20 at the upper extremity of the bin 11. The bracket 19 also contains an angularly offset portion 21, provided with angularly extending transparent brackets 22, adapted for retention in angular relation to the mirror 18 of transparent name and price plates 23, for a purpose to be more fully described hereinafter.

The depending flange 16 is adapted for the retention, as by means of a groove 25, and suitable securing means, of translucent plates 26 also provided with lettering.

Between the bracket 17 and the shield or flange 16 suitable illuminating means 27, as for example neon lights or the like, are adapted to be provided.

Referring back now to the translucent members 26, each is adapted to have the name and price of the appropriate commodity in the associated bin imprinted on the exterior surface thereof. By virtue of the translucency of the material, it will be readily understood that the lettering will be visible from the exterior of the device and at a relatively high altitude, in such position as to be readily viewed by an adult as desired.

It will be equally apparent that the lettering on the outside of the transparent members 23, due to their relatively angular position, will be visible from a low angle, substantially in alignment with the front of the bins 11. Correspondingly, the reflection of such lettering, which will obviously be of the rear or obverse sides of the transparent plates, and accordingly in appropriate position to be read when reflected on the mirror 18, will be visible from an intermediate portion of the device. Thus it will be seen that the appropriate markings of the contents and prices of the bin may be readily determined from a plurality of angles, thus providing complete visibility to persons of very small stature, such as children, or adults, as may be necessary.

From the foregoing it will now be seen that there is herein provided an improved commodity bin and display device therefor, which accomplishes all the objects of this invention, and others, including many advantages of great practical utility and commercial importance.

As many embodiments may be made of this inventive concept, and as many modifications may be made in the embodiment hereinbefore shown and described, it is to be understood that all matter herein is to be interpreted merely as illustrative and not in a limiting sense.

I claim:

In a display rack comprising a commodity bin,

a forwardly inclined mirror extending upwardly and forwardly over the rear portion of the bin, and a transparent flat member bearing indicia angularly disposed adjacent to the forward surface of the mirror, a frame member located between the lower edges of the transparent flat member and the mirror, disposing the transparent flat member with the lower edge thereof adjacent to the lower edge of said mirror in an upwardly and forwardly extended position making an acute angle with said forward surface of the mirror in effective position to display said indicia normally erect on said transparent flat member and simultaneously display a normal erect reflection of said indicia in said mirror above said transparent flat member, means disposed forwardly of the upper edge of said mirror in effective position to illuminate the bin from above and simultaneously illuminate the transparent flat member upon the rear side thereof forwardly of said mirror, and depending shield means fixed forwardly of said illuminating means to conceal the latter from view and depending translucent indicia bearing means secured to the lower end of said shield means forwardly of said illuminating means and said mirror in effective position for illumination from the rear thereof by said illuminating means simultaneously with the illumination of the rear portion of the first mentioned transparent flat member and illumination of said bin from above.

MARCUS S. BAUSCH.

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