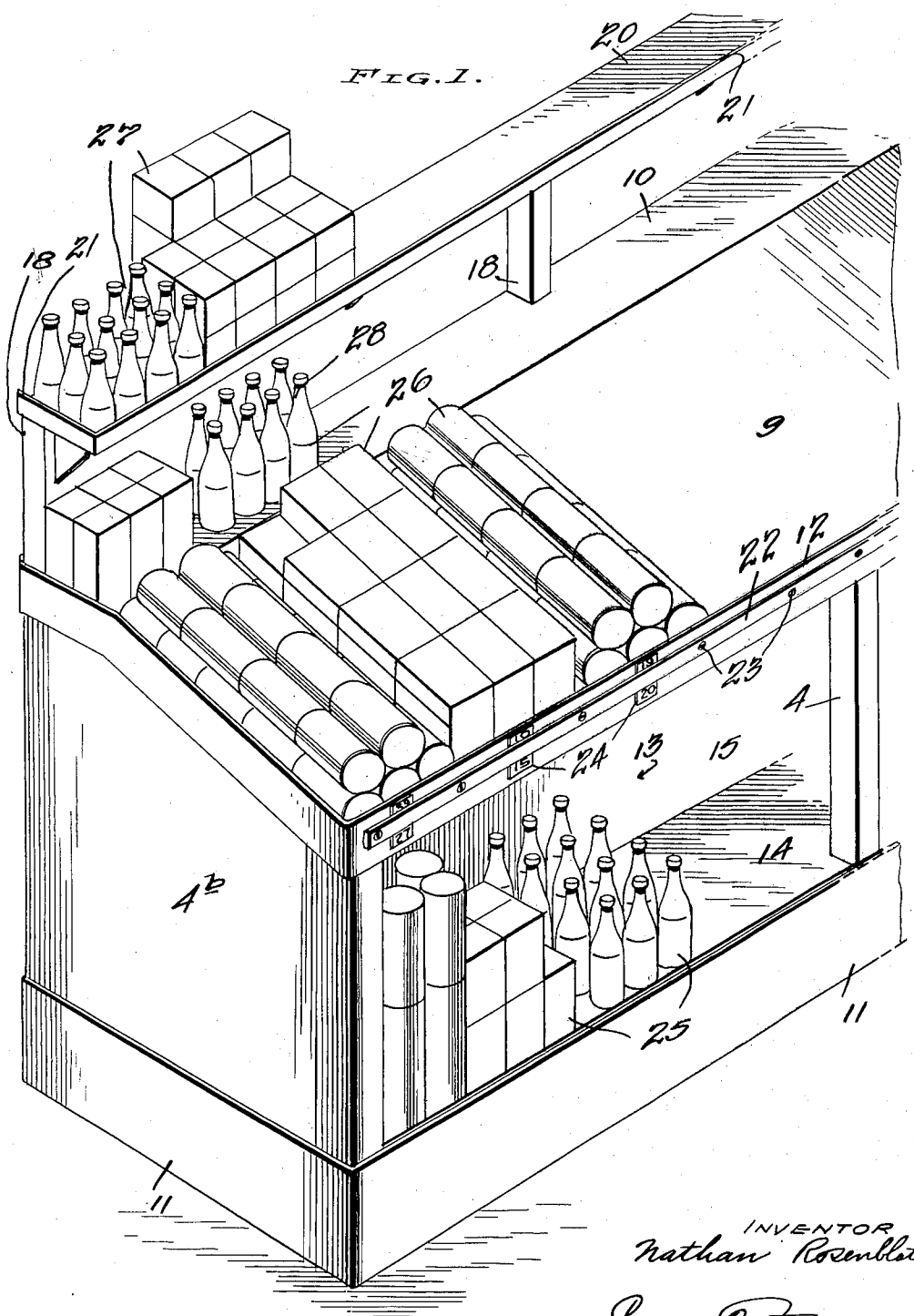
May 30, 1933. N. ROSENBLATT 1,911,467

MERCHANDISE DISPLAY APPARATUS

Filed Nov. 12, 1930 2 Sheets-Sheet 1

FIG. 1.



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FIG. 2.

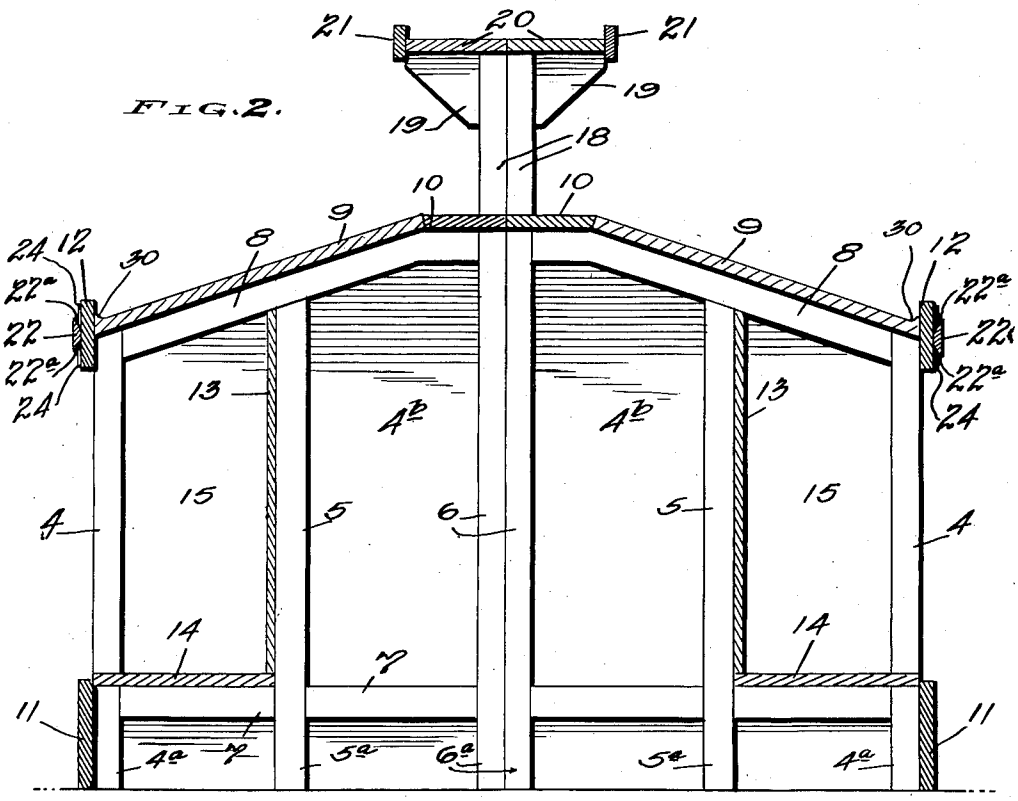
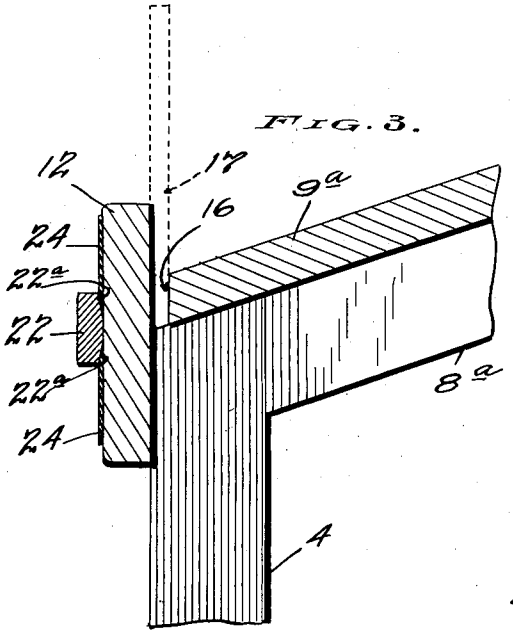


FIG. 3.



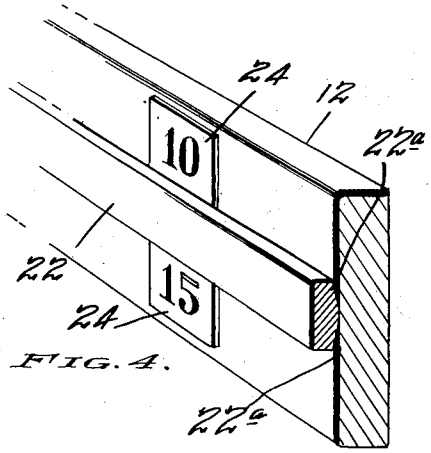


FIG. 4.

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Patented May 30, 1933 1,911,467

UNITED STATES PATENT OFFICE

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MERCHANDISE DISPLAY APPARATUS

Application filed November 12, 1930. Serial No. 495,204.

My invention relates to improvements in store furniture and has particular reference to a novel display counter.

Briefly stated, the invention has for its primary object to provide a display counter which is particularly adapted for self service stores, in that the entire merchandise display is disposed within easy reach and clear view of even the shortest shoppers, thus making it possible to eliminate shelving.

A further object of the invention is to provide a counter type display unit, as a substitute for store shelving, which incorporates a readily accessible reserve stock storage space in combination with a display surface (or surfaces) so arranged that inventory of the display and reserve stock may be taken from the same side of the counter; the display surfaces, when used in multiple, being below the eye of the purchaser and so arranged that the entire display area of each will be disclosed to view,—and this without necessitating any head movement on the part of the customer.

Another object of the invention is to furnish a device for the purpose specified which incorporates a novel price tag holding means.

Still another object of the invention is to provide in connection with an inclined display shelf of a display counter, a novel merchandise supporting means, which may comprehend a primary stop formed in (or upon) said shelf adjacent its lower edge with a secondary merchandise support and price tag carrying means secured to and rising from the frontal or lower edge of the shelf.

The invention also resides in certain novel features of construction, combination and arrangement of the various parts, and in modes of use. The foregoing and other objects of the invention will be readily accomplished by the now preferred example of my inventive concept which is illustrated in the accompanying drawings.

It is to be understood, however, that the drawings referred to, and the detailed description to follow, are to be taken as illustrative rather than limitative,—and that I reserve the right to make such changes and modifications in my mechanical expressions of the invention as fairly fall within the spirit and scope of the subject matter claimed hereinafter.

In the drawings, wherein the same reference characters have been used to designate the same parts in all views,—

Figure 1 is a perspective view illustrating a display counter embodying my invention;

Figure 2 is a cross sectional view through duplicate units;

Figure 3 is a fragmentary cross-sectional view drawn to enlarged scale and showing a slight modification in the support of the merchandise at the lower edge of the major shelf; and

Figure 4 is a detail perspective view, partly in section, of the combined merchandise and price tag support of Figures 1 and 2.

Referring specifically to the drawings, by reference characters, the counter comprehends a frame including frontal, intermediate, and rear vertical supports 4, 5, 6, respectively, arranged in lineal series and providing the supporting feet 4*a*, 5*a*, and 6*a*, respectively. The end supports of each series carry the end wall 4*b*.

Connecting the vertical supports or posts 4, 5, 6 transversely of the frame are the upper and lower cross members 7, 8. The upper cross members 8 are angular, as shown, so as to support the wide outer sloping shelf 9 and the relatively narrow rear shelf 10.

From an inspection of Figure 1 it will be readily apparent that the outer or forwardly sloping shelf 9 enables a wide variety of articles to be attractively displayed in prone position so that the reading matter on the labels will be disposed for ready examination by the customer. Also, it is noted that corresponding articles may be arranged in standing position upon shelf 10, the entire area of both of shelves 9, 10 being below the eye of the customer and fully exposed to view with their contents within easy reach without necessitating the raising of the arm above the shoulder.

A panel board 11 conceals the supporting

feet 4*a*, 5*a*, 6*a*, at the front and sides as shown in Figure 1, while at the ends of shelves 9, 10 and at the lower edge of shelf 9 rim panels 12 are shown. These serve to confine the goods on the shelves without substantially interfering with the display, since it will be observed that such rim panels 12 are of relatively short height.

Figures 1 and 2 illustrate the novel storage chamber 15 for reserve stock, located below shelf 9 and provided by the horizontal shelf 14,—which is secured upon frame cross members 7 between vertical members 4, 5,—in combination with the wall member 13 secured to the vertical members 5 between cross members 7, 8.

It is very important to observe that the storage chamber 15 is continuous throughout the length of the frame, and also that the shelf 14 and rear wall 13 thereof serve to rigidify the structure of the frame through connection of the posts 5.

The fact should not escape, that every lineal element of the frame, namely 11, 12, 14, and 13 has an important merchandising function,—which in the case of the lower panel 11 is to prevent merchandise from rolling under the counter from the front.

The functions of the other members have been stated.

At this point attention is invited to Figure 3 wherein the invention is shown modified to the extent that a cutout 16 is provided between the end of the shelf 9*a* and the merchandise-confining rim panel 12. This cutout 16 furnishes a seat for a glass panel 17, which is adapted to extend well above the top of the rim 12 so as to enable a larger quantity of goods to be displayed. Since glass 17 is transparent the display will in no wise be concealed.

In addition to the display shelves 9, 10 already referred to, I preferably provide the elevated shelf 20 extending the full length of the counter unit and supported upon upright posts 18 which may be, and preferably are, extensions of the rear posts 6 of the frame. Forwardly extending braces 19 are carried by the posts 18 and disposed beneath shelf 20. It is also noted that shelf 20 is provided with an outer rim 21 for confining the goods.

In connection with the shelf 20, it is significant to note that there is no rim 21 at the rear edge thereof. The reason for this omission is that in actual practice the counter unit will either be arranged back to a wall or two counter units will be disposed back to back as illustrated in Figure 2.

In Figure 2 it will be evident that the display on shelves 10, 10 and 20, 20 may be continuous in a transverse direction without regard for the crack between the two units. Also, since the storage chambers 15 are at the front access may be readily had thereto when the units are arranged back to back as in Figure 2.

Since my novel unit is primarily adapted for self service merchandising, it is of primary importance that the prices of the various articles on display be prominently displayed. With this in mind, I provide the frontal rim panel 12 with a relatively narrow and intermediately positioned tag confining bar 22. The back of this bar 22 is beveled from its central portion toward each edge as indicated at 22*a* so as to provide a wedge shaped space for the reception of the price tags 24 at both edges of the bar 22 and between the same and the rim panel 12. The tag bar 22 is secured to the rim panel 12 by means of the screws or other fasteners 23 shown in Figure 1.

In the case of canned goods, a further support therefor is shown in Figure 2, wherein each unit there shown is formed with a lip 30 at the lower edge of its shelf 10 to engage the lateral flange of the conventional metal can universally used for vegetables and the like.

An inspection of Figure 1 will give a vivid conception of the ease with which customers may shop with the entire area of all shelves exposed to view and well below the eye of even the shortest of them. All articles are within ready reach as has been heretofore pointed out. By the same token the taking of an inventory is a simple matter inasmuch as the storage chamber is exposed to view and the articles 25, 26, 28, 27 of the chamber 15 and the respective shelves may be grouped in approximately the same lineal area of the counter.

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

A merchandise display unit comprising a counterlike frame having a frontally and downwardly sloping shelf providing a display surface occupying the major portion of said frame at the top thereof, a second shelf providing a display surface rearwardly of said first shelf and being disposed in a horizontal plane at approximately the level of the rear portion of said first shelf, said frame including vertical posts-providing legs and certain of the legs at the rear of said frame extending above said last mentioned shelf, and a third shelf carried by the upper ends of said legs at the rear of said frame and disposed above said second mentioned shelf, and said third shelf having an upstanding rim at its front and side edges only whereby two counter units may be placed back to back to provide an enclosed rectangular display shelf formed by the third mentioned display shelves of said units.

In testimony whereof I affix my signature.

NATHAN ROSENBLATT.