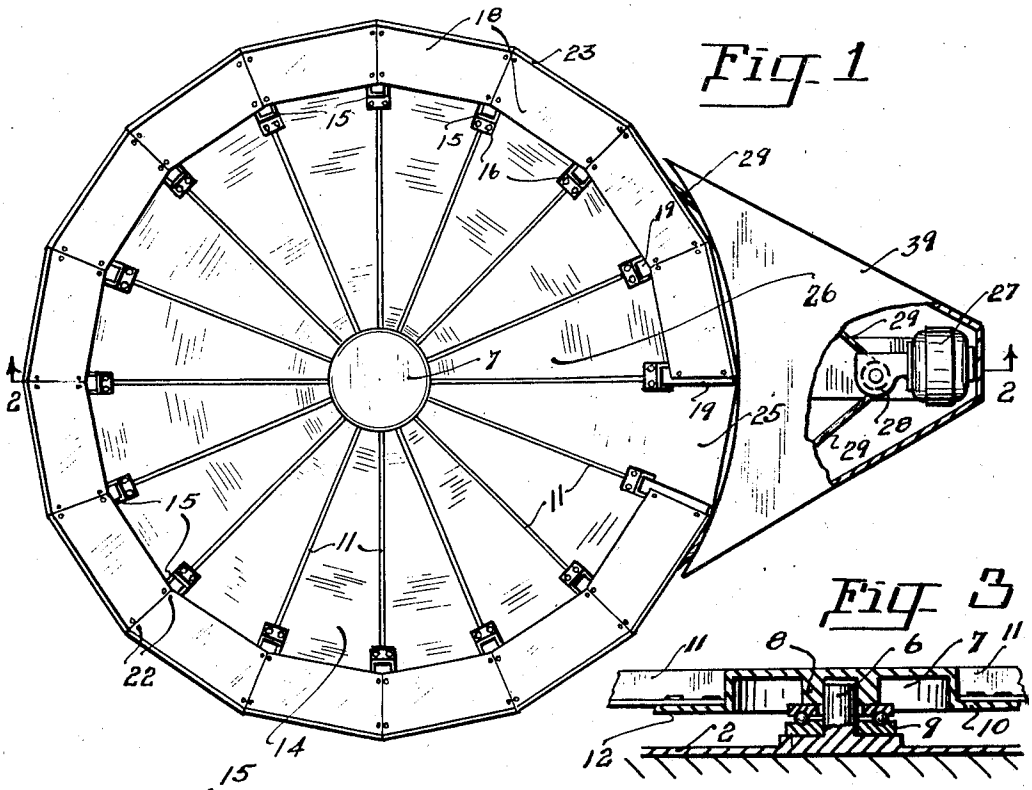
Jan. 4, 1944. R. L. FLOYD 2,338,324

ROTARY DISPLAY MERCHANDISING SYSTEM

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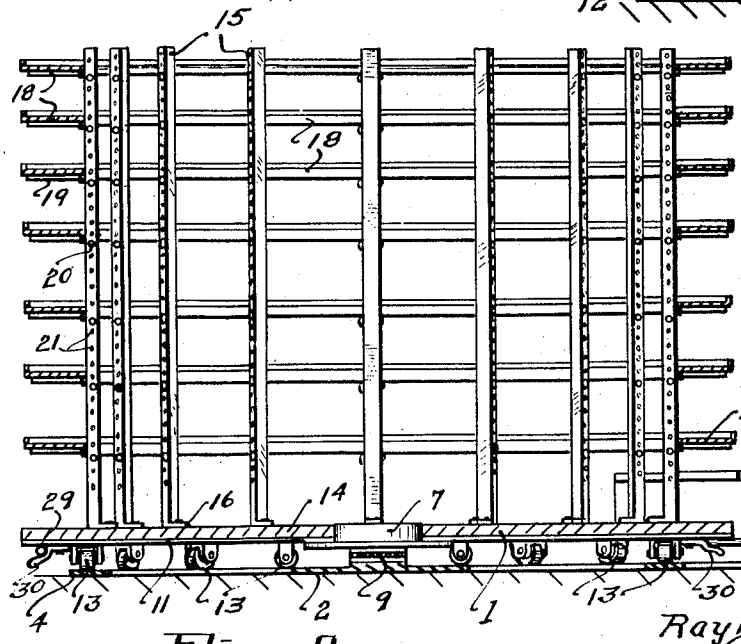
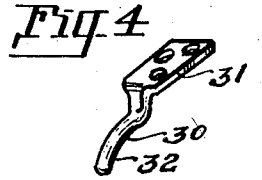
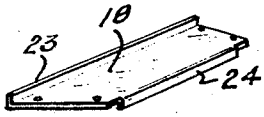
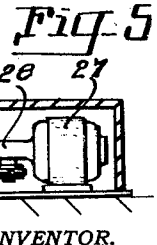


Fig 2







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ROTARY DISPLAY MERCHANDISING SYSTEM

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Fig 6

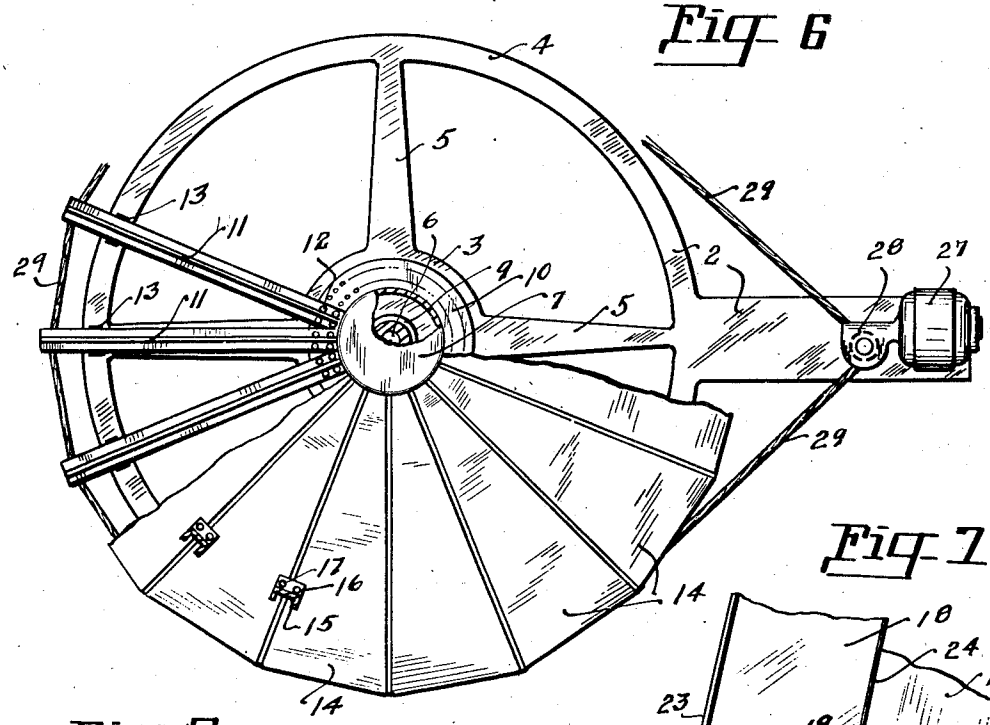


Fig 7

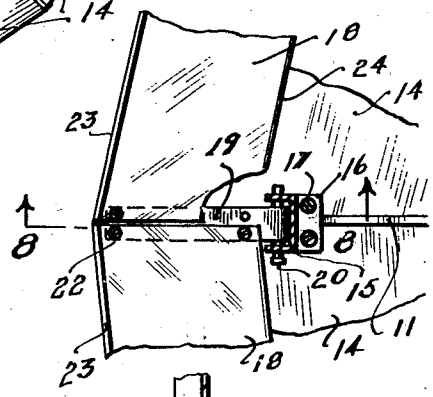


Fig 9

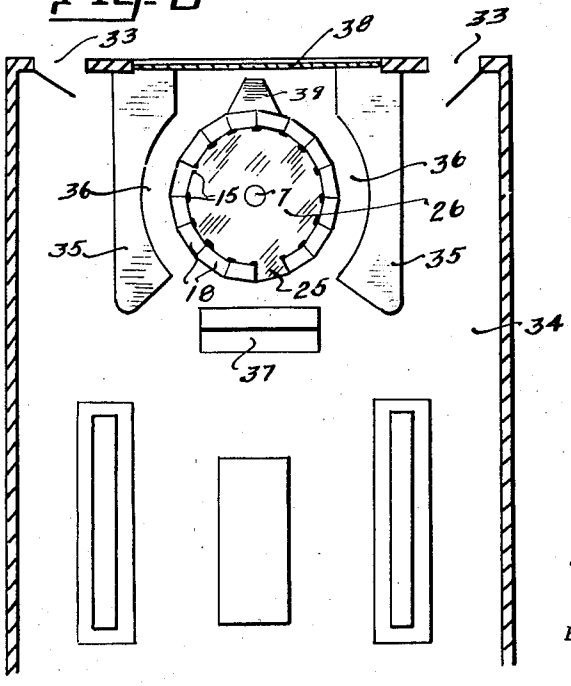
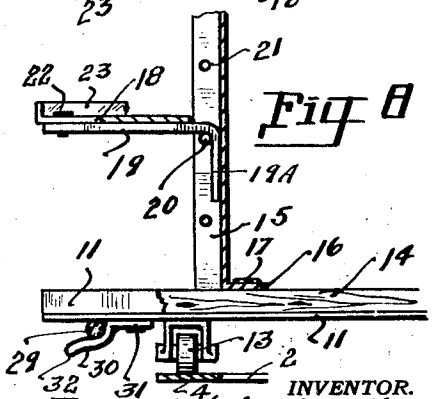


Fig 8



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UNITED STATES PATENT OFFICE

2,338,324

ROTARY DISPLAY MERCHANDISING SYSTEM

Raymond Leslie Floyd, Centralia, Wash.

Application April 6, 1943, Serial No. 482,049

2 Claims. (Cl. 211—144)

This invention relates to rotary display merchandising systems and is particularly adapted for the merchandising of groceries and the like.

The primary object of the invention is to serve the merchandise over the counter to the trade by the salesman, the merchandise being always displayed to the customer and within reach of the salesman so that all that is necessary for him to do is to turn from the counter and select the item in question from the rotary display shelving.

Another object of the invention is the displaying of the merchandise not only within the store but through the display window in front of the store.

Another object of the invention is that the goods are replenished on the shelves of the display rack from the rear of the shelving, forcing the older goods to the front edge of the shelf where it will be taken away by the salesman so that the goods is always fresh. The goods for replenishing the shelving is stored in the space behind the shelving so that it is always handy for replenishing the display.

Another object of the invention is providing adjustable shelving that can be readily adjusted to any requirement.

Another object of the invention is that the complete display mechanism is made in one unit that is self-contained and that can be moved about the store to any desired location without disassembling any part thereof.

These and other incidental objects will be apparent in the drawings, specification and claims to follow.

Referring to the drawings:

Figure 1 is a plan view of my new and improved rotary display shelving.

Figure 2 is a sectional view, taken on line 2—2 of Figure 1, looking in the direction indicated.

Figure 3 is a detail fragmentary view of the pivot point of the rotor.

Figure 4 is a perspective view of one of the details of construction.

Figure 5 is a perspective view of one of the demountable shelves.

Figure 6 is a plan view, in section, the shelving removed and parts broken away for convenience of illustration.

Figure 7 is a fragmentary detail view of the shelf assembly.

Figure 8 is a fragmentary sectional detail view, taken on line 8—8 of Figure 7.

Figure 9 is a diagrammatical lay-out of a store having my new and improved rotor display system installed therein.

In the drawings:

1 is a revolving turntable, mounted upon a base plate 2. The base plate consists of a central hub 3 and an outer track or ring 4 joined together by the spokes 5. The central base plate or hub 2 has an upwardly extending spindle 6. The center of the turntable consists of a drum 7 which is journaled to the spindle 6 by the hollow hub 8. The hub 8 rests upon suitable ball or roller bearings 9. This bearing forms an easy running support and pivot for the rotor. The drum 7 has an outwardly extending flange 10 to which the T-iron spokes 11 are secured by suitable fastening means, as bolts 12. These T-iron spokes provide the frame for the turntable. Suitable caster wheels 13 are secured to the outer ends of the spokes 11 and run on the tracks 4. Floor boards 14 are nested or laid between and on the T-iron spokes 11 and secured thereto by any suitable means. Upright supports 15, consisting of channel irons are secured to the floor boards 14 by the base plates 16 and suitable fastening screws 17.

The shelves 18 consist of segments that are supported by angle brackets 19 at each of their ends. The angle brackets 19 work within the channel supports 15 and are held in any desired position by the pins 20 passing through the holes 21 of the channel iron supports, best illustrated in Figure 8. These brackets have right angle legs 19A extending downwardly within the channel for bracing the bracket 19 behind the pin 20. The shelves are fastened to the angle brackets by suitable screws 22. The outer edge of the shelves 18 are up-turned as at 23 to prevent the goods from being pushed off when being placed on the shelves, and to strengthen the shelving. Inner edges 24 of the shelves 18 are down-turned in order to give the shelves more rigidity. An opening is provided through the shelving at 25, giving access to the space 26 for getting in and out with the merchandise to be stored or placed on the shelving.

The turntable 1 is revolved by the motor 27, having a suitable speed reduction 28 for driving the cable drive 29. The cable drive stretches between the ends of the spokes 11 on their underside and is threaded over and around the guides 30, which provide the sheave about which the cable is wrapped. These guides consist of a base plate 31 and extending fingers 32 for engaging the cable. The base plate is supported to the underside of the spokes 11.

In the operation of my new and improved rotary merchandising system, referring to Figure 9, the customer enters the doors 33 of the store 34

and deals over the counter 35 with the clerk located in the space 36. As the display revolves, the customer indicates to the clerk the articles which is desired, and the clerk removes the same from the display shelves while the turntable is slowly revolving. As the display revolves before the customer it reminds him of many items which he wishes to buy, and after he has made his purchase he pays the clerk and receives the goods directly from the counter.

One or more of my rotary displays may be located in a store, which may also have the regular equipment and displays located thereabout. The display is visible from the window 38 of the store, attracting new customers into the store. Auxiliary counters, such as a meat counter 37 may be located adjacent the turntable, affording a complete service where it is desirable to refrigerate the merchandise, or to display fresh vegetables.

Merchandise is stored on the platform behind the display shelves and when the shelves need replenishing the clerk enters the opening 25 of the turntable and selects the desired merchandise from the stock, placing it on the shelves from the rear, pushing the older stock forward for display.

I do not wish to be limited to the particular mechanical embodiment illustrated in my new and improved merchandising system, as other mechanical details of construction may be employed, still coming within the scope of my claims.

What I claim is:

1. A rotatable display unit, including a revolving platform, uprights U-shaped in cross section rising from the platform near the free edge thereof, the cavity of each upright facing outwardly relative to the center of the platform, pins secured to the side flanges of the uprights and bridging the cavity, right-angled brackets having one leg of a width to engage more or less snugly in the cavities of the uprights and fit over a pin therein and bear below the pin against the base wall of the cavity, the other leg of the bracket extending outwardly from and at right angles to the upright, and shelves supported by such outstanding legs of adjacent brackets.

2. A construction as defined in claim 1, wherein the space between one pair of adjacent uprights is maintained free of obstruction to provide an appropriate entrance to the platform by an attendant to place goods stored on the platform on selected shelves.

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