Oct. 26, 1954 A. H. MARSH 2,692,808

DISPLAY CASE PUMP TOP

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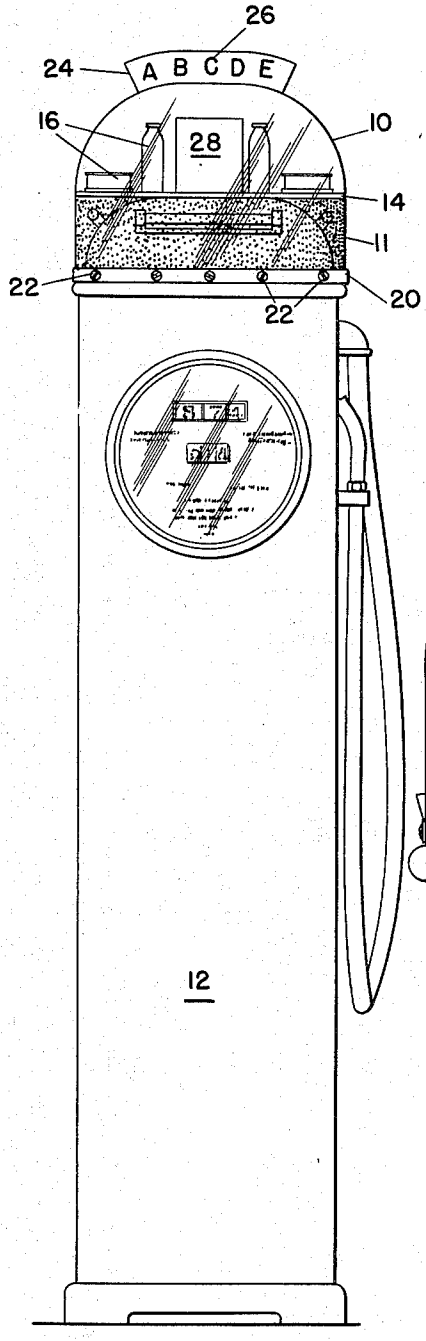
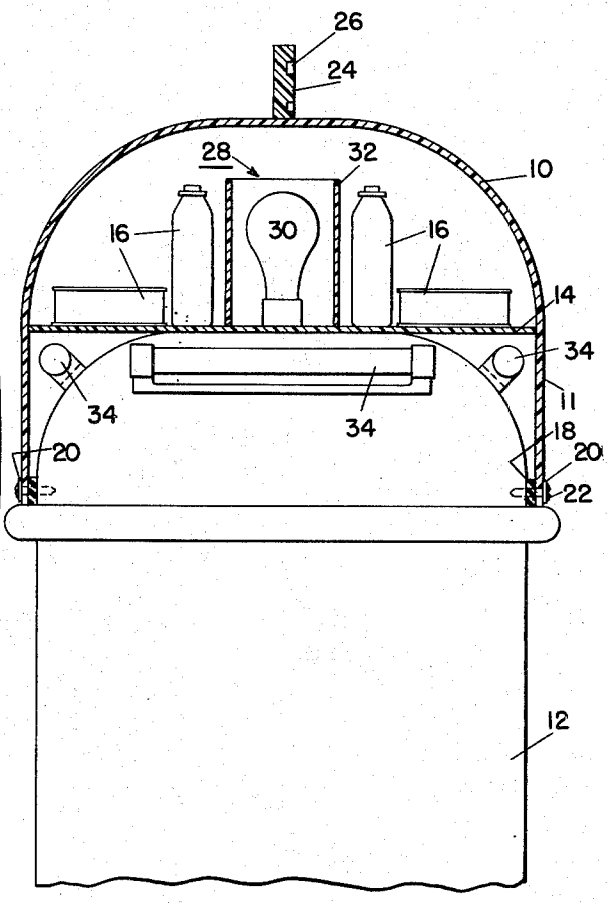


Fig. 1

Fig. 2



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DISPLAY CASE PUMP TOP

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1 Claim. (Cl. 312—117)

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This invention relates to improvements in merchandizing displays and more particularly to illuminated display cabinets to be mounted on structures such as gasoline dispensers and the like.

One of the objects of the invention is to provide a receptacle for advantageously displaying articles of merchandise protected from inclement weather and theft. Another object is to provide the receptacle with illuminated advertising media to further attract public attention. Other objects and advantages of the invention will appear in the following description.

In accordance with the present invention a seamless display case of transparent material is constructed to conform to the configuration of an existing pedestal structure such as a gasoline dispenser. A translucent plate with advertising indicia is mounted vertically on top of the display case and a directional lighting system arranged within the case to illuminate the displayed articles and the advertising. The case is then securely mounted on the top of a gasoline dispenser, or pump casing, in a manner to withstand weather and thievery and attract maximum consumer attention.

In order that a better understanding of the invention may be had, reference is made to the accompanying drawings in which:

Figure 1 is an elevation of a gasoline dispenser and the display device.

Figure 2 is a detail of Figure 1 in sectional elevation.

The present service station equipped to retail gasoline and lubricating oils to public consumers is ordinarily stocked with other items intended for sale. Very few purchasers are acquainted with the stock on hand, and only limited opportunity is afforded to display these wares. Normally a motorist remains in his automobile during the servicing of the vehicle and does not see the display of goods in the station building. It is to display goods under these conditions that the present invention is intended.

In the drawings, Figure 1 illustrates the display case of the invention generally denoted by the numeral 10 mounted on a gasoline dispensing pump 12. The preferred material of the display case 10 is a transparent plastic such as Plexiglas or Lucite but it may be made of shatter-proof or tempered glass. The case 10 is molded as a dome or otherwise shaped to form a seamless transparent case attractively and artistically fashioned to complete the top surface of the pump casing for which it is intended. A shelf 14 is placed within the case 10 flush with the top of

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the pump structure 12 and levelled to hold displayed merchandise generally denoted by 16. This may be simply a metal shelf or, as shown in the preferred embodiment is made of translucent material for the diffusion of light upwardly into the case. The transparent, seamless case 10 comprises a lower cylindrical member 11 depending from its dome-shaped top which is permanently held in place on a gasket 18 of flexible material such as rubber or neoprene mounted inside the case. A metal band 20 through which metal screws 22 are driven, anchors the case firmly to the pedestal 12. In the preferred form, the lower section of the transparent case 10 between the shelf and the fastening band is etched, painted, or otherwise made translucent to conceal the top of the pump extending into it.

On the top of the transparent display case 10, a flat indicia plate 24 is mounted vertically to present the face to the viewing public. The plate 24 is fashioned from transparent or translucent light reflecting material and may be tinted for display purposes. Insignia such as a trade name or slogan 26 is fashioned in the plate in colored letters distinctive from the tint of the plate and is arranged to reflect or absorb light to form a distinctive display.

A light source 28 which in the preferred embodiment includes an electric bulb 30 and a cylindrical tube 32 made of light diffusing material such as ground glass or translucent plastic is mounted in the center of the display case as shown. The cylindrical tube 32 is open at the top directing an uninterrupted beam of light at the exposed bottom of the previously described flat plate 24 with the insignia 26. The light reflecting qualities of this plate with the colored insignia definitely outlines the advertising slogan. Additional lights 34 shown as the familiar tubular type are mounted beneath the translucent shelf 14, concealed by the translucent lower section of the case 10, to add to the display.

The display advantages of the described structure will be immediately evident to those versed in the art. A well lighted display case with insignia spelling a trade name is adapted for mounting on an existing outdoor gasoline dispenser in the path of customer traffic. Under ordinary circumstances it is the customer's purpose to stop for gasoline, and the pump being his destination receives his undivided attention. The seamless display case fabricated from a single sheet of transparent material which is securely fastened to the mounting pedestal insures a weatherproof and theft proof display. Advantageously placed

on a gasoline dispensing pump, it demonstrates saleable goods to the public which is ordinarily not displayed. The lighting arrangement is combined with the interior of the display case and the insignia or trade name reflecting plate to increase the customer attraction.

Having described and illustrated one form of the invention, it is to be undertsood that the invention is not to be limited to the specific form or arrangement of parts herein described and shown, except so far as such limitations are specified in the appended claim.

I claim:

A display case top mountable on a gasoline pump comprising a case of transparent material of dome shape extended downwardly to an engaging edge for mounting, an indicia plate mounted on the top of said case, weather tight fastening means around the engaging edge of said case, a horizontal translucent shelf supported in said case above the mounting edge dividing the case into an upper and a lower chamber, peripherally disposed lights in the lower chamber below the translucent shelf sending vertically and obliquely directed light rays into the upper chamber, a

vertically arranged lighting means centrally disposed on said translucent shelf in the upper chamber below the indicia plate, a light diffusing cylinder of translucent material enclosing said central light, said cylinder being open at the top to direct light rays vertically at the base of the indicia plate and horizontally directing diffused rays through the diffusing cylinder above the translucent shelf.

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