Feb. 12, 1935. H. B. HYAMS 1,991,216

DISPLAY DEVICE

Filed Sept. 25, 1930 3 Sheets-Sheet 1

Fig. 1

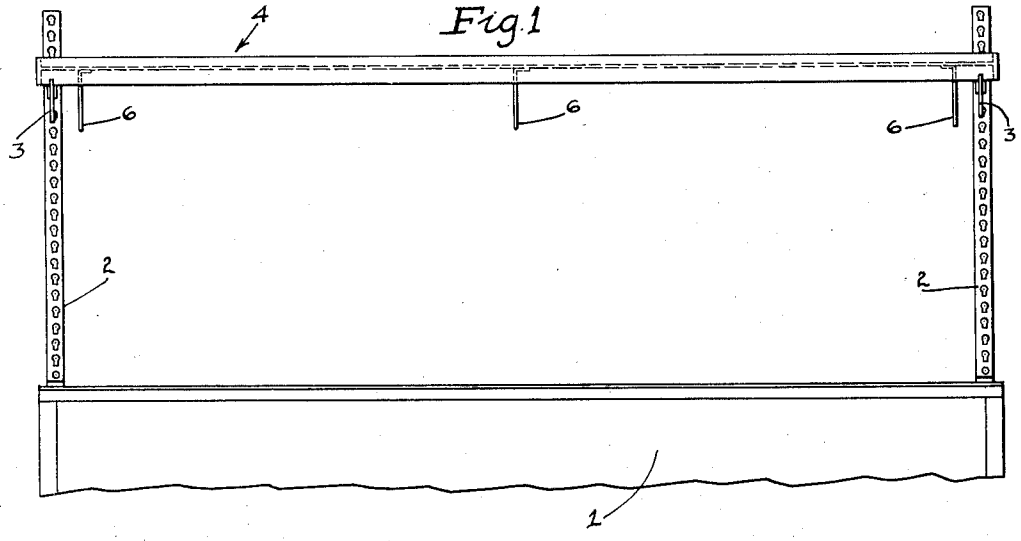
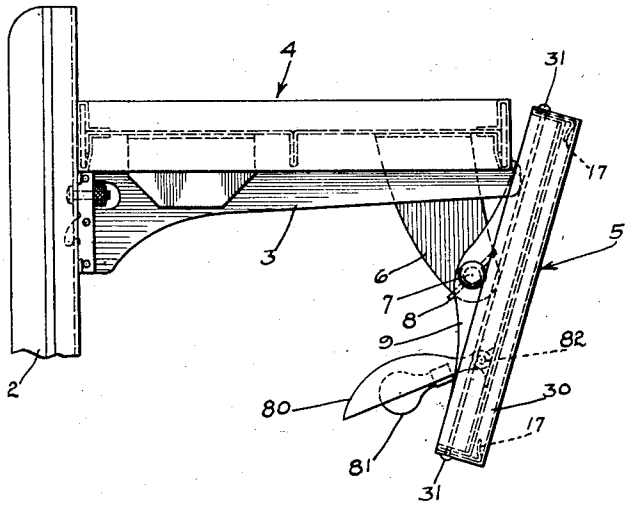


Fig. 2



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Fig. 3

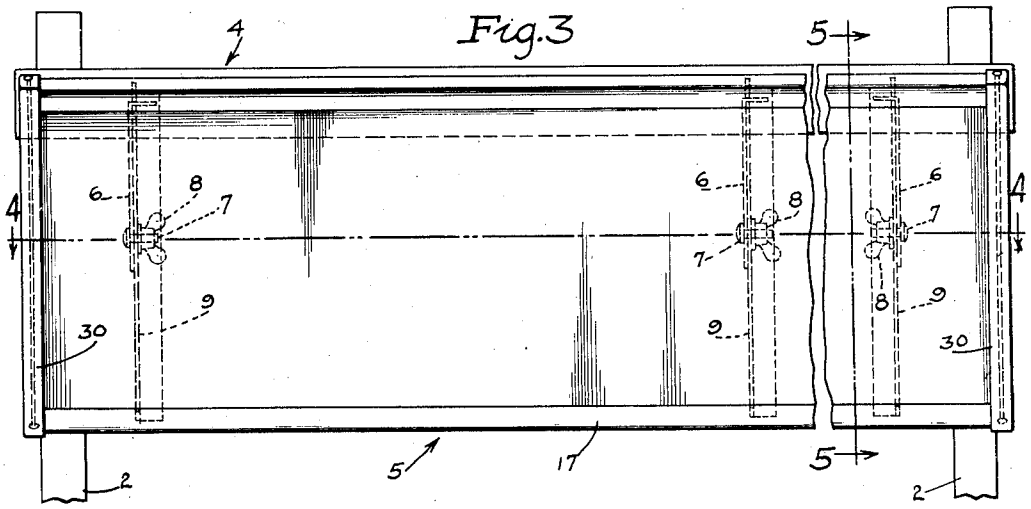
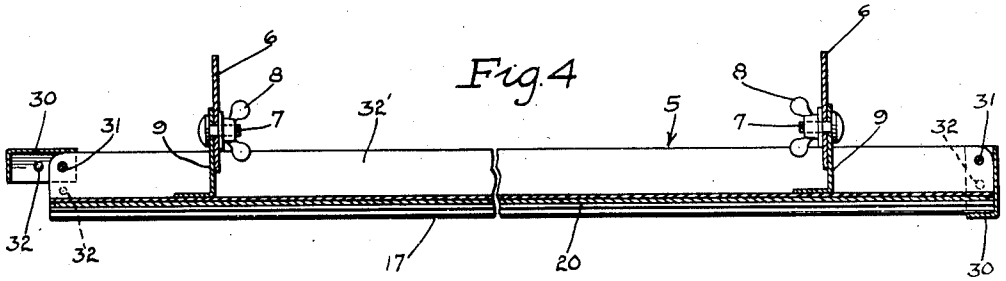


Fig. 4



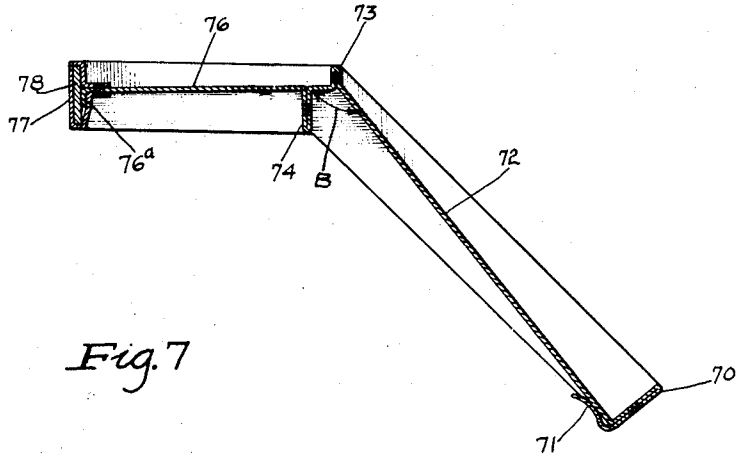


Fig. 7

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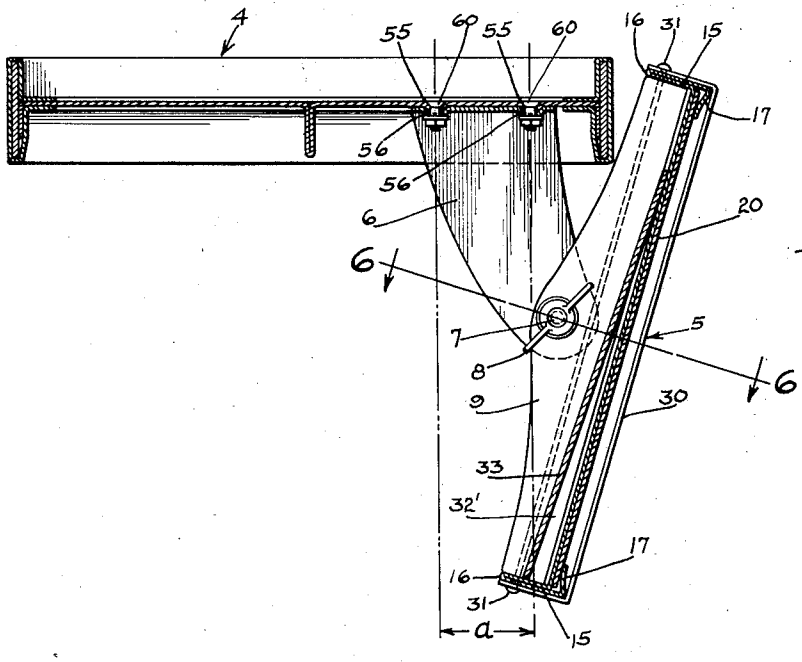


Fig. 5

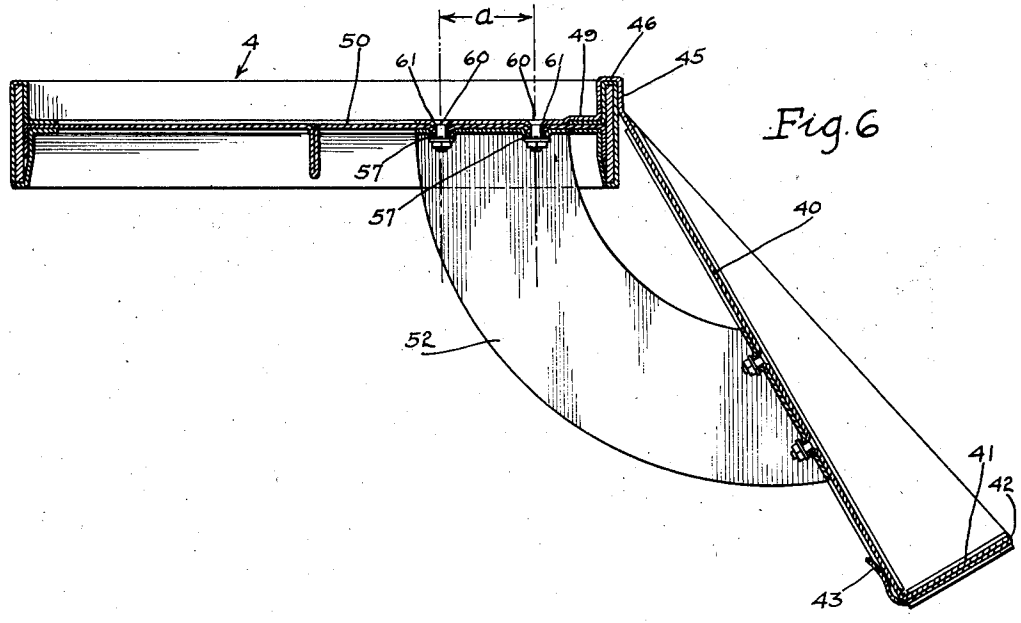


Fig. 6

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UNITED STATES PATENT OFFICE

1,991,216

DISPLAY DEVICE

Herbert B. Hyams, St. Paul, Minn.

Application September 25, 1930, Serial No. 484,364

11 Claims. (Cl. 211—134)

This invention relates to improvements in display devices and is particularly concerned with a device which can be applied to a counter or showcase. The invention is an improvement over my Patent No. 1,941,838 for Display devices, issued January 2, 1934, and has, among its objects, to provide means for displaying goods, which means can be arranged at the back of a showcase and supported thereabove to permit access to goods on the shelves from both sides of the case, with the shelves arranged to form a kind of window or open space below the shelf and above the counter through which the clerk and customer can have unobstructed view of one another; to provide a knock-down shelf structure, and goods-supporting attachment; to provide a show card and goods-display unit which is arranged along one longitudinal edge of the shelf and which is angularly disposed for inspection of the goods thereon by the customer; to provide such a display unit having means for supporting goods on both sides of it, that is on the side of the clerk and on the side of the customer; to provide interchangeable display-supporting units, one of which is adapted to be fixed to the shelf and engaged with the front edge thereof and another of which is to be adjustably arranged lengthwise of the front edge of the shelf and forwardly of the same, along with means for interchangeably attaching respective units in operative position; to provide a display device having means for supporting and displaying goods at opposite sides of it; and generally to provide a cheap, strong goods-display attachment which has a relatively large display and goods attachment area, angularly adjustable to suit the visual angle of customer and/or clerk.

Features of the invention include all details of construction shown, along with the broader ideas of means.

Objects, advantages, and features of the invention will be pointed out in the description of the drawings forming a part of this application, and in said drawings:

Figure 1 is a front view of a showcase or counter showing the invention applied thereto, and illustrating the manner of forming the window-like opening, but with the auxiliary goods support removed;

Figure 2 is a fragmentary detail side elevation of Figure 1, but with the adjustable form of auxiliary goods-support, operably attached;

Figure 3 is a front view corresponding to Figure 1, showing the auxiliary device in operative position;

Figure 4 is a longitudinal section on line 4—4 of Figure 3;

Figure 5 is a vertical transverse section on line 5—5 of Figure 3, illustrating the attachment of the adjustable auxiliary goods support;

Figure 6 is a view similar to Figure 5, illustrating the attachment of the fixed auxiliary goods support; and

Figure 7 is a section illustrating a shelf formed by folding sheet metal and having angularly related goods-supporting portions.

Numeral 1 indicates the show case or counter, numeral 2 indicates uprights or standards attached to the back of the case and extending thereabove and having means with which shelf-supporting arms 3 are engageable. Supported by the arms 3 is a shelf, generally indicated at 4, and of a construction substantially similar to that illustrated in my patent for Article of manufacture and process of making it, Patent Number 1,864,907.

The shelf 4 bridges the elements 3 and is supported at such a height above the counter that goods thereon are both visible and accessible from opposite sides of the counter and shelf, and in such manner that the clerk and customer can, when on opposite sides of the counter and shelf, have unobstructed view of one another across the counter and beneath the shelf.

A feature of the invention includes interchangeable goods display units attachable to the shelf. One of said units is generally indicated by the numeral 4, and is arranged adjacent that long side of the shelf which is nearest the customer and, in this instance, with its upper edge substantially at the level of the shelf and with the greater portion of its area extending below the shelf. The device 5 is adapted for angular adjustment so that goods or cards attached thereto may be arranged at the proper visual angle. To this end, the device is supported by means of a bracket 6 attached to the lower side of the shelf as best shown in Figure 5, in a manner described below. The goods-support 5 is adapted to be adjusted on an axis parallel with the long axis of the shelf, and the axis in this instance comprises a bolt 7 passing through the element 6 and having a thumb nut 8 cooperable therewith to clamp the extension or extensions 9 of display element 5 (see Figure 4), against element 6. The support 5 is of pan-like configuration and has its open side facing towards the shelf. The details of construction of this device are features of this invention. It is made from a piece of sheet metal bent upon itself at opposite ends as at 15 and then rebent

as at 16 and having its terminal portion bent to form a clip 17 which extends the full length of the device and which is adapted to receive a show card or goods-supporting card, indicated at 20. It is the practice to attach articles to these show cards and therefore the device is adapted to support goods on that side which faces the customer. After the cards are introduced by sliding them in an endwise direction between the clips 17, the ends of the device are capped by swing elements indicated at 30, see Figure 4, pivoted at 31. Suitable friction devices, the elements of which are generally indicated at 32 are adapted to releasably secure the cap elements 30 in capping position.

In Figure 6, a modified form of goods support has been shown, which is shelf-like and which is also constructed by folding sheet metal to provide an upright back wall 40, provided at its lower end with a right-angularly bent shelf-forming portion 41 reinforced by bending the metal at 42 upon itself. The terminal portion is bent against the rear surface 40 and is bent upwardly to form a clip 43 which, in this instance, extends substantially the full length of the surface 40 but stops short of the ends thereof. This clip 43 is adapted to hold a price or instruction card, which is viewable by the clerk from behind the counter, and which may also have a list of the character of goods which are disposed on the front of the shelf. At the opposite end of the wall 40, the metal is bent to form a kind of hook generally indicated 45 which is arranged over the upper edge 46 of the shelf 40. This hook portion has a plate-like extension 49 which is adapted to be flatly clamped against the upper surface 50 of the shelf.

A feature of this invention is the combination of the shelf 4 with the interchangeable goods display units 5 and 40. As best shown in Figures 5 and 6, one of these units is adapted to be clamped against the shelf and when so clamped to extend lengthwise thereof and be disposed in front of the shelf and to extend therebelow, and the other is adapted to be disposed substantially in the same manner but not to be clamped against the shelf. Separate unit-supporting means are provided and are adapted to secure the units respectively in fixed, and adjustable, relations to the shelf. The shelf 5 is supported in a manner previously described by the element 6, and the shelf 40 is secured in operative relation by the element 52. As before stated, a feature of this invention is that these units are interchangeably attachable to the shelf and to this end the shelf has openings 55 and the unit-supporting elements have openings adapted to interchangeably register with the openings 55. These openings are respectively designated 56—57. Fastening devices 60 are adapted to pass through the registered openings to secure the supports. The portion 49 of unit 40, which is adapted to be clamped against the top of the shelf, has openings 61 through which said fastening devices also pass, to perform this clamping function. In all cases, the distance between the axes of the openings of the shelf, the supports, and portion 49 of the unit 40 is the same as indicated by letter *a*.

Figure 7 shows a modified construction also formed by folding sheet metal. The horizontal shelf portion is indicated at 76, its rear edge being formed from a tubular piece 77 bent as shown, and attached by a series of spot-welds to the portion 76. Element 76 has an angularly related portion 76ª which lies within the tube 77 and a stiffening piece 78 clampingly engages the tongue 76ª. The plate 76 is bent and re-bent to form a longitudinal stiffening element 74 which is perpendicular to the surface of the element 76 and the metal is again bent and re-bent to form a raised side 73 for the shelf, and then the metal is bent at an obtuse angle B to provide a slanting shelf portion 72. At the bottom of this shelf portion, the metal is bent upon itself as at 70 to support goods which lie against the portion 72. Rows of spot-welds secure re-bent portions of elements 70, 73 and 74. The terminal portion is bent as at 71 to provide a clip for holding a price or instruction card which may be viewed by the clerk from the rear of the counter. In the forms of the invention shown in Figures 5, 6 and 7, two goods-supporting surfaces or elements are provided one occupying substantially a horizontal position and the other a position at some angle thereto so that goods will be faced toward the customer. When the construction is applied as shown in Figure 1, the goods are accessible by the customer from his side of the case or counter, and by reference to the card held in the clip, the clerk can give the price of any article selected. This is a valuable feature of the invention, because the goods are viewable and accessible by the customer from one side of the case, and a list showing the character of the goods and their price is supported on the goods support to be viewed by the clerk from the opposite side of the case.

Again referring to Figures 1, 3, 4 and 5, it is evident that the goods-display support 5 can be angularly adjusted, and that articles may be supported on both sides of it.

Another feature relates to the use of a reflector indicated at 80, having associated therewith a lamp socket and lamp generally indicated at 81. This light is suitably adjustably attached to the rear side of element 5, as shown at 82, and can be swung at such an angle as to light goods on the counter or within the case. A plurality of these lights may be used arranged at different positions along the adjustable goods-supporting element 5, or the reflectors may be attached to and beneath the shelf 4, or beneath and to elements 40—76 of Figures 6 and 7. This arrangement has been found a valuable feature of the invention.

I claim as my invention:

1. A goods display device having a shelf and means for attaching the same to a counter to have the shelf and its attaching means form with the counter a window-like opening, a hollow merchandising display support attached to the shelf and arranged at the forward edge of and below the shelf, and having its opposite face sides of greatest area disposed to respectively face clerk and customer when the device is attached to the counter.

2. A shelf, a merchindising display support, and means securing said support to the shelf to be angularly and reversibly adjustable on an axis substantially parallel with the long axis of the shelf, said support having means on each of two opposite faces of greatest area by which material can be supported for display.

3. A device of the class described comprising a shelf, a bracket, fastening means detachably securing shelf and bracket together, a merchandising display support and means detachably securing said support to said bracket, and said support having a portion which flatly engages the shelf and is detachably secured thereto by said fastening means.

4. A shelf, a support arranged adjacent alongside of the shelf and parallel therewith, means

connecting the support to the shelf to be angularly adjusted on an axis parallel with the long axis of the shelf, the parts being so related that when the support is in upright position its upper edge is substantially at the level of the top of the shelf, said support having means on each of two opposite sides of greatest area by which material can be supported for display.

5. A goods display shelf and means adapting it to be attached to a counter lengthwise thereof and thereabove at such height that goods are both visible and accessible from opposite sides of the counter, a merchandising display support having means on each opposite face of greatest area by which material can be supported for display, said support being arranged adjacent and lengthwise of that side of the shelf which is nearest the customer when the device is attached and means for adjustably securing said support to the shelf to be angularly and reversibly adjusted on an axis substantially parallel with the long dimension of the shelf.

6. A goods display device having a shelf and means for attaching the same to a counter to have the shelf and its attaching means form with the counter a window-like opening, and a hollow merchandising display support attached to the shelf and arranged at the forward edge of and below the shelf, with its upper edge substantially at the level of the top of the shelf and having its opposite face sides of greatest area disposed to respectively face clerk and customer when the device is attached to the counter.

7. A device of the class described comprising a shelf, a bracket and means detachably securing it to the bottom of the shelf, said bracket slanting downwardly and forwardly toward one longitudinal edge of the shelf, a merchandising display support, and means securing it to the lower part of the bracket in angular relation to the shelf.

8. A goods display device having a shelf and means for attaching the same to a counter to have the shelf and its attaching means form with the counter a window-like opening, a hollow merchandising display support and means attaching it to the shelf for reversal and on an axis which is parallel with the long dimension of the shelf, said support being arranged adjacent the forward edge of and below the shelf.

9. A shelf, a merchandising display support, means securing said support to the shelf adjacent the forward side thereof, to adapt the support for reverse adjustment on an axis substantially parallel with the long side of the shelf, the support being so arranged that it can occupy substantially a vertical position in either of its adjusted positions, and with its upper edge substantially at the level of the top of the shelf.

10. A device of the class described comprising a shelf, a bracket extending downwardly from the lower side of the shelf, a merchandising display support having a portion engaging the upper side of the shelf, and means passing through said last mentioned portion, said shelf and a portion of the bracket to detachably secure the parts in operative relation.

11. A device of the class described comprising a shelf, a bracket extending downwardly from the lower side of the shelf, a merchandising display support having a portion engaging the upper side of the shelf, and means passing through said last mentioned portion, said shelf and a portion of the bracket to detachably secure the parts in operative relation, said display support being substantially entirely below the shelf.

HERBERT B. HYAMS.