To all whom it may concern:

Be it known that I, HENRY ROBERT McCLEARY, a subject of the King of Great Britain, residing at New York city, in the county and State of New York, have invented certain new and useful Improvements in Advertising and Display Cases, of which the following is a specification.

My invention relates to display cases, and particularly to a case for the sales display of articles such as loose-leaf binders of various sizes, and filler sheets therefor. The object of my invention is to provide a display case which houses a large number of binders of different sizes and quality, in attractive and compact arrangement, all of the binders being visible for inspection, while the variously ruled filler sheets of corresponding sizes are not only protected against dirt and dust, but are conveniently classified and charted for identification.

In the accompanying drawings—

Fig. 1 is a perspective view of a display case in which my invention is embodied in one form;

Fig. 2 is a vertical section therethrough;

Fig. 3 is a cross section;

Fig. 4 is a perspective of the stationary top display cover;

Fig. 5 is a top plan of the case with the cover removed;

Fig. 6 is a broken plan of one of the drawers;

Fig. 7 is a perspective of one of the vertical compartments of the revolving portion of the case;

Fig. 8 is an enlarged side elevation of one of the shelf bottoms; and

Fig. 9 is an enlarged section of the bottom corner of one of the drawers and its associated draw-out support.

The present case is particularly designed for the sales display of loose-leaf binders. These binders are made of various sizes and shapes, and of various grades of material. The case is designed to hold six groups of binders, each group being of different grade of material, and each group comprising a series of ten different sizes of binders with six binders of each size. The total capacity of the case therefore is 360 binders. The associated drawers carry fillers in appropriate sizes for the various binders, and also different types of ruling. The case forms a structural unit occupying but very small floor space, yet affording a complete display of all of the binders, with means for ready access thereto and to the associated filler sheets. It presents a combined advertising, demonstrating and sales device of marked novelty and practical value—far more compact and efficient than the usual shelf display now commonly employed.

As here shown, the case comprises a sheet metal structure suitably reinforced by angle irons and divided into a lower body portion accommodating the two drawers 11, 12, and preferably raised by short legs 13 from the floor. Above the body portion is a display chamber 14, which accommodates the rotary carrier 15 for the several groups of binders of different grades and sizes. Above the chamber 14 is a pyramidal display shelf 16, topped by the removable cover 17. The latter carries an electric light globe 18, which not only serves for illumination, but also to attract attention to the display. The chamber 14 which houses the rotary carrier 15 is provided with glass sides 19, through which all the binders in the case may be viewed, while the top 17 is provided with glass panels 20, through which the open binders laid upon the four inclined sides of the pyramidal display shelf 16 may be viewed. A glass door 21 affords access to the interior of the chamber 14, and preferably operates a door switch 22 which automatically closes the circuit through the lamps 23 within the chamber 14 when the door is opened.

The rotary carrier 15 comprises top and bottom discs 24 and 25 having central bearing sockets 26 and 27 in which are engaged top and bottom studs 28 and 29 carried by cross channels 30 and 31 suitably secured to the side members of the casing frame. Extending between the top and bottom discs 24 and 25 are stiffener rods 32, which are arranged between the walls of adjacent vertical unit sections hereinafter described.

Adjacent their offset peripheral margins the discs 24 and 25 are pierced at appropriate points to receive section rods 33, which not only locate the section units in proper position, but also serve to further strengthen and add rigidity to the rotary carrier.

As before stated, the present case is designed to accommodate six like groups each
comprising a series of binders of different sizes, and a plurality of binders of each size. Some binders are of greater height than depth, and others are of greater depth than height, etc. To arrange these binders of different dimensions in the most compact fashion, I have found it advantageous to sub-divide the rotary carrier into upper and lower tiers of three like groups each. I have found it advantageous to utilize for the shelf structure, vertical shelf units of different radial depth, each of general wedge shape, and having a uniform peripheral arcuate extent but different radial depths. Thus, as will be seen by reference to Fig. 3, there are three shelf units 34, a like number of units 35 of slightly less radial depth, and similar numbers of units 36 and 37 also of different radial depth. It will also be noted that the units 36 and 37 of less radial depth alternate with the units 34 and 35 of greater radial depth. Each unit is formed from sheet metal, with its vertical edges rolled at 38 to receive the rods 39 which are passed therethrough and angled over the top and bottom discs 24 and 25 respectively. Each shelf unit thus presents an unbroken front edge from top to bottom. Each unit is also sub-divided by vertically spaced shelves of different radial depth to accommodate binders of different depth, while presenting the binder backs uniformly at the periphery of the rotary carrier.

The shelf unit indicated in Fig. 7 is subdivided into four shelf spaces by the shelves 39, 40 and 41. Each of these shelves comprises a sheet metal bottom upwardly offset by back and front flanges 42 and 43, respectively. They are secured in position in any suitable way, thus, the shelf 39 has marginal lugs 44 passed through holes in the sides of the shelf unit and turned down on the exterior of the latter. The back flange 42 is provided with a top lug 45 passed through the back of the shelf unit and similarly turned down in clamping engagement therewith. The shelves 40 and 41 are provided with lateral flanges 44 similar to those of shelf 39, while the backs 42 thereof are provided with lateral lugs 46 also passing through the sides of the shelf unit and offset. The front marginal flange of each shelf is bent over to form a lip 47 which cooperates with a supplemental plate 48 riveted to the bottom of the shelf and, having a front flange 49 extending outwardly of the lip 47 to form a channel which receives a legend strip 50 upon which may be written the size of the binder resting on the shelf. The front flange 49 of the different units is formed to facilitate the assembly of the shelves in each unit. The shelf construction and mounting in the unit is substantially identical in each case, however.

The practical value of a unit construction of this character will be readily appreciated by any one skilled in the art, since the various units and the shelves may be blanked out and performed so that the assembly of the shelves in each unit, and the mounting of the units in the rotary carrier, may be very readily and economically accomplished. The removable top member 16 is also preferably formed from sheet metal and comprises a rib 51 formed by folding the metal at a predetermined point to constitute a rest for the display of an open binder 32. Upon the flattened apex 53 of the top 16 is mounted an electric lamp socket 54 which projects through the top frame 55 of the case into the shade holder 56 which carries the globe 18. Since the top is preferably removable by merely lifting it from the flanges 57 upon which it rests, the wires leading to the lamp socket 54 are provided with a connector 58 which may be readily disengaged from a cooperating member 59. The wires 60 to the main are led from the connector 58 down one corner 61 of the case to a bottom outlet and thence to the main 65. The wires 62 are led through the switch 22 to the lamps 23 in any suitable manner, which will be readily understood by any one familiar with electric wiring.

The drawers 11 and 12 are identical in structure and are provided with suitable partitions 63, including false bottoms 64, where necessary to maintain the backs of the filler sheets of different sizes at uniform level in the drawer. A compartment 65 may be afforded at the front of the drawer to receive order memoranda, etc., for the convenience of the dealer. Above the filler sheets I provide a cover 66 hinged at 67 at the back of the drawer, so that it may be swung up to display the filler sheets. If desired, the face of the cover which is displayed when lifted may be provided with a chart identifying the contents of each of the compartments of the drawer to enable the dealer to locate without difficulty the sheets appropriate for each of the different sizes of binder in the rotary carrier, and also identifying the nature of the ruling applied to the sheets in each group of compartments.

To support the drawers I provide a pull-out support 68 underlying each drawer and comprising a rectangular frame having downwardly extending lugs 69 adapted to be engaged by cleats 70 on the bottom of the drawer when the latter is pulled out, and to be returned to normal position by the bottom flange 71 of the drawer when the latter is closed.
I claim:

1. A sales display case comprising a lower body section adapted to contain filing drawers, corner elements for said body section forming upwardly extending corner risers, a display chamber bounded by said risers, and having glass panels between said risers through which the interior of said chamber may be inspected, a rotary display carrier arranged on a vertical axis within said chamber and a door for one side of the latter through which access to said carrier may be obtained.

2. In a sales display case, a rotary display carrier comprising vertically arranged V-shaped sectional units of different radial depth, units of greater radial depth alternating with those of less radial depth, together with vertically spaced shelves in each unit sub-dividing the same into a series of shelf compartments.

3. In a sales display case, a rotary display carrier comprising vertically arranged V-shaped sectional units of different radial depth, units of greater radial depth alternating with those of less radial depth, together with vertically spaced shelves in each unit sub-dividing the same into a series of shelf compartments, top and bottom plates between which said shelf units are interposed, and stiffener rods uniting said top and bottom plates and arranged between adjacent units.

4. In a sales display case, a rotary display carrier comprising a series of V-shaped sectional units of different radial depth, units of greater radial depth alternating with those of less radial depth, together with vertically spaced shelves in each unit sub-dividing the same into a series of compartments, said units having their vertical margins rolled to afford channels, top and bottom plates for said carrier, and rods passing through said channels and engaged with said top and bottom plates to hold the shelf units in position.

5. In a sales display case of the character described, a V-shaped shelf unit and a shelf therefor, comprising a sheet metal plate offset at its opposite ends to afford back and front stops.

6. In a rotary display case of the character described, a V-shaped shelf unit and a shelf therefor, comprising a sheet metal plate offset at its opposite ends to afford back and front stops, the front stop having a bent-over lip, in combination with a plate secured beneath the shelf bottom and having at its front margin a lip opposed to the lip on the front shelf stop, and cooperating therewith to afford a channel for the reception of a legend strip.

7. In a sales display case, a lower body portion, a superposed glass sided display chamber, a rotary display carrier mounted in the latter, a pyramidal top for said display chamber, said pyramidal top being formed of sheet metal and having rib folds in its sides to form rests for the support of a book displayed thereon, together with a glass panelled cover above said top through which the book supported on said top piece may be observed.

In testimony whereof I have signed my name to this specification.

HENRY R. McCLEARY.