Aug. 13, 1940. K. W. HALL 2,211,113

DISPLAY COUNTER

Filed July 9, 1938 2 Sheets-Sheet 1

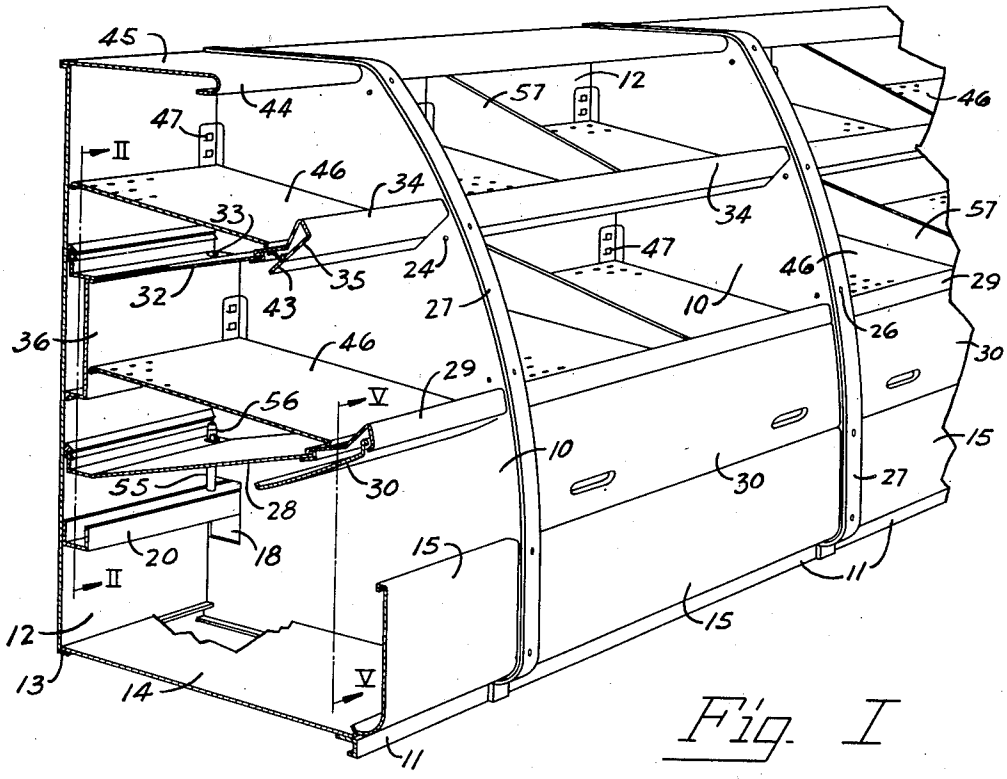


Fig. I

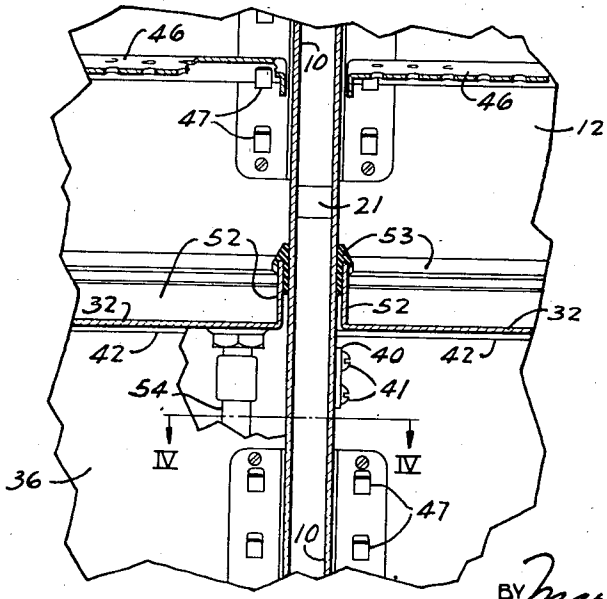


Fig. III

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DISPLAY COUNTER

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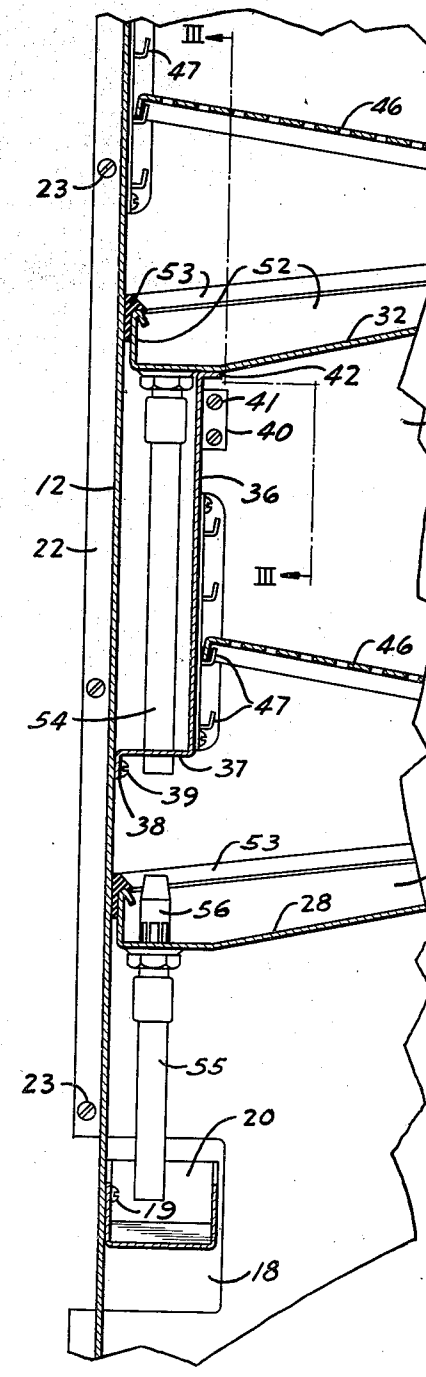


Fig. II

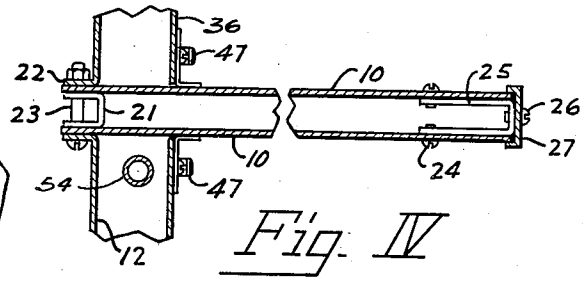


Fig. IV

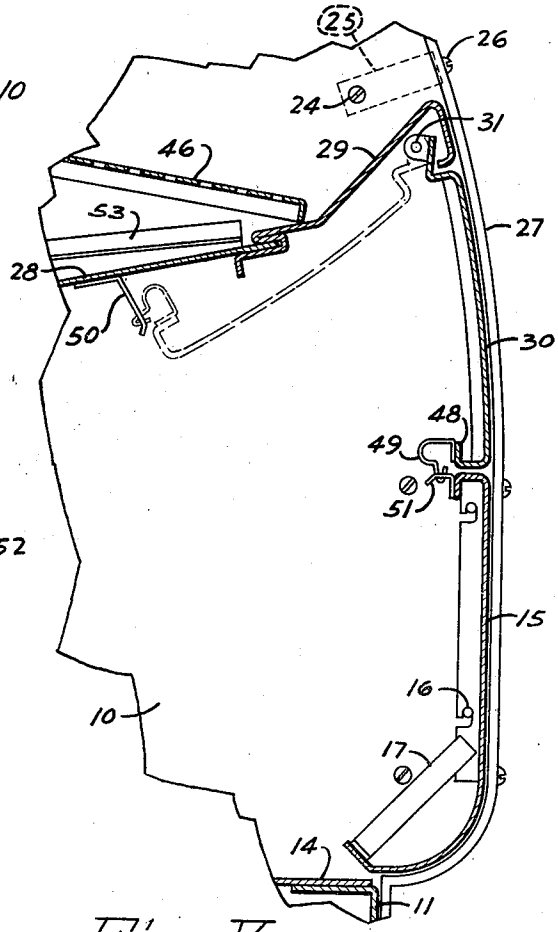


Fig. V

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UNITED STATES PATENT OFFICE

2,211,113

DISPLAY COUNTER

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Application July 9, 1938, Serial No. 218,467

1 Claim. (Cl. 312—171)

Displays of fruit, vegetables, and like products in retail stores are most effective when large masses of the products are employed. A massive display makes the customer feel that he is being given the opportunity to make a selection from a fresh batch of products, and a meager display always appears to be made up of the last remnants of the merchant's stock. Consequently, a merchant who displays large masses of products makes greater sales than a merchant who presents a meager display.

A wall or bank of vegetables or other products does not afford a convenient display, because the products at the bottom cannot be removed without disturbing the whole bank. It has, therefore, been customary heretofore to display products on the flat or moderately sloping top of a counter. Although display counters containing two or more tiers of compartments have more capacity for the same floor space than counters with display compartments only on top, it has not been thought possible to display products effectively in the lower display compartments of counters having more than one tier of compartments.

The principal object of the invention is to provide a construction for a display counter having more than one tier of compartments, such as to produce a highly effective display of the products in all the compartments. More specific objects and advantages are apparent from the description, in which reference is had to the accompanying drawings illustrating a preferred embodiment of the invention.

Fig. I of the drawings is a perspective of a display counter embodying the invention, with portions broken away to show the interior construction.

Fig. II is a fragmentary vertical section taken on the line II—II of Fig. I.

Fig. III is a fragmentary vertical section taken on the line III—III of Fig. II.

Fig. IV is a fragmentary horizontal section taken on the line IV—IV of Fig. III.

Fig. V is a fragmentary vertical section taken on the line V—V of Fig. I.

These specific drawings and the specific description that follows merely disclose and illustrate the invention and are not intended to impose limitations upon the claims.

The most effective display is attained in accordance with the invention by means of a display counter having its front inclined backward from the vertical. Preferably the ledge at the front of each display compartment is inclined forward from the vertical, and the floor of the compartment slopes at such an angle that the front of the floor is lower than the rear. Produce arranged in the compartments of such a display counter appears to a person standing in front of the counter to be a substantially solid bank of produce, so that an effective, massive display is presented.

Fig. I shows a portion of a counter made up of identical sections, one entire section and a portion of each of the two adjacent sections being shown. Although the drawings, for the sake of simplicity, show a counter made up of similar sections, the sections of a counter do not all need to be of a similar type. For example, one or more of the sections in a counter may be so constructed as to serve as a wrapping or weighing table instead of a display section.

The main supporting members of each section are its two side panels **10**, which rest upon the floor of the room and are tied together at the front by means of a reinforcing bar **11**. The rear wall **12** of each section is secured to the side panels **10** and has its lower edge turned inward to form a flange **13**. Resting upon the flange **13** and the reinforcing bar **11** is a plate **14** closing the bottom of the section.

Upon the plate **14** may be placed baskets containing a reserve supply of the products to be displayed. The masses of products in the display compartments become depleted as the products are sold and it is desirable to have the reserve supply of products handy, so that an attractive, massive display can be maintained by continuously replenishing the display compartments.

In front of the baskets stored in the lower portion of the section is a removable front panel **15** which is held in place by a bayonet slot connection with pins **16** fixed in the side panels **10**. (See Fig. V.) The lower edge of each of the front panels **15** curves inward to provide a toe space at the front of the counter, and the curved portion of the front panel is reinforced by two struts **17**.

A rectangular opening or notch **18** is cut into the rear edge of each of the side panels **10**. (See Fig. II.) Secured to the rear wall **12** of each section by means of screws **19** is a drain trough **20** that extends from section to section through the rectangular openings **18** and leads to a suitable drain connection.

Fig. IV shows how the sections are joined together. Between the rear edges of each pair of adjacent side panels **10** are arranged rear spacers **21**. The side panels **10**, as well as the overlying flanges **22** of the rear walls **12** of the two adjacent sections, are drawn together by means of bolts

23. Screws 24 are used to secure front spacers 25 between the front edges of the two adjacent side panels 10. These screws serve chiefly for locating the spacers. Secured to the spacers by additional screws 26 is a decorative strip 27 that locks the side panels together at the front. The lower end of the decorative strip 27 extends down to the floor and covers the space between the adjacent ends of the two reinforcing bars 11. (See Fig. I.)

The side panels 10 of each section support a pan 28 that forms the cover or top wall of the bottom compartment in which the reserve supply of products is stored. Dovetailing with the front edge of the pan 28 is a ledge 29 inclined forward from the vertical, beneath which is a swinging door 30 hinged upon pins 31 fixed in the side panels 10. Some distance above the lower pan 28 is an upper pan 32 of similar shape. The pans are provided with similar drain openings 33. Dovetailing with the upper pan 32 is a forwardly inclined upper ledge 34 which is similar to the lower ledge 29 except that the upper ledge is provided with an inturned flange 35.

The upper pan 32 forms the top wall of the middle compartment. At the rear of the compartment is a false back 36, the lower portion 37 of which is turned backward and terminates in a flange 38 secured to the rear wall 12 of the section by means of screws 39. (See Fig II.) At each end of the false back near the top, tongues 40 are turned forward and secured to the side panels 10 by means of screws 41. The upper edge of the false back 36 terminates in a flange 42 that bears against the bottom of the upper pan 32.

In order to illuminate the middle compartment, an electric light fixture may be provided behind a shield 43 secured to the upper ledge 34. (See Fig. I.) A light fixture for illuminating the upper compartment may be concealed behind a curved shield 44 formed at the front edge of the cover plate 45 at the top of the section.

Products in the middle and upper compartments are supported upon perforated plates 46, the front edges of which rest upon the upper ledge 34 and the lower ledge 29. The rear edge of each perforated plate 46 is higher than the front edge and is supported upon hooks 47 at any one of several various levels.

Although the bottom compartment of the section serves primarily as a storage compartment for holding the reserve supply of products used to replenish the two display compartments above, the apparatus in the drawings is so constructed that the reserve supply of products may also be displayed. A customer who sees a mass of products displayed in the two upper compartments and also sees a reserve supply of the products in the bottom compartment knows that he is being afforded an opportunity to make a selection from a fresh batch of products. The bottom compartment in each section is provided with means for holding the swinging door 30 in its inward position. (Shown in dotted lines in Fig. V.) Attached to a flange 48 at the lower edge of the swinging door 30 is a spring catch 49. (See Fig. V.) The nose of the catch engages a recess in a bracket 50, secured to the lower pan 28, when the door is open, and engages a recess in a bracket 51, secured to the removable front panel 15, when the door is closed.

Although the swinging door 30 should be in its open position when the reserve supply of products in the baskets is to be displayed, the removable front panel 15 should be left in place except while the baskets are being inserted or removed. The panel 15 conceals the fronts of rough baskets. When the baskets are full and the swinging door 30 is in its open position about all that can be seen in the bottom compartment is the mass of products, no part of the baskets being visible except their rims. The swinging door 30 can be closed when the baskets become depleted.

The pans 28 and 32 have upturned rear and side edges 52 compressing rubber gaskets 53 against the rear wall 12 and the side panels 10 of the section. (See Fig. II.) Thus the display compartments are watertight at the bottom and are easy to flush out and clean. An upper drain spout 54 receives water from the drain opening 33 in the upper pan 32 and leads it into the lower pan 28. Water from the lower pan is led into the drain trough 20 through a lower drain spout 55, and the drain opening 33 of the lower pan is protected by a drain guard 56.

Each of the display compartments is divided into two parts by means of a partition 57. (See Fig. 1.) The apparatus may be finished in porcelain enamel or any other suitable resistant finish. It should be noted that the display compartments need not be open at the front. If desired, they may be closed in front by slidable glass partitions.

The construction illustrated in the drawings may be modified and various embodiments of the invention may be devised to meet various requirements.

Having described my invention, I claim:

A display counter comprising, in combination, two superimposed display compartments, a false floor in each compartment sloping at such an angle that the front of the floor is lower than the rear, a sloping drain pan below each false floor the rear of which is lower than the front, and a false back for the lower compartment, the upper drain pan having an opening for discharging water behind said false back into the lower drain pan.

KEITH W. HALL.