Dec. 4, 1928.

1,693,980

C. W. GALE

SHOW CASE

Filed April 2, 1927

3 Sheets-Sheet 1

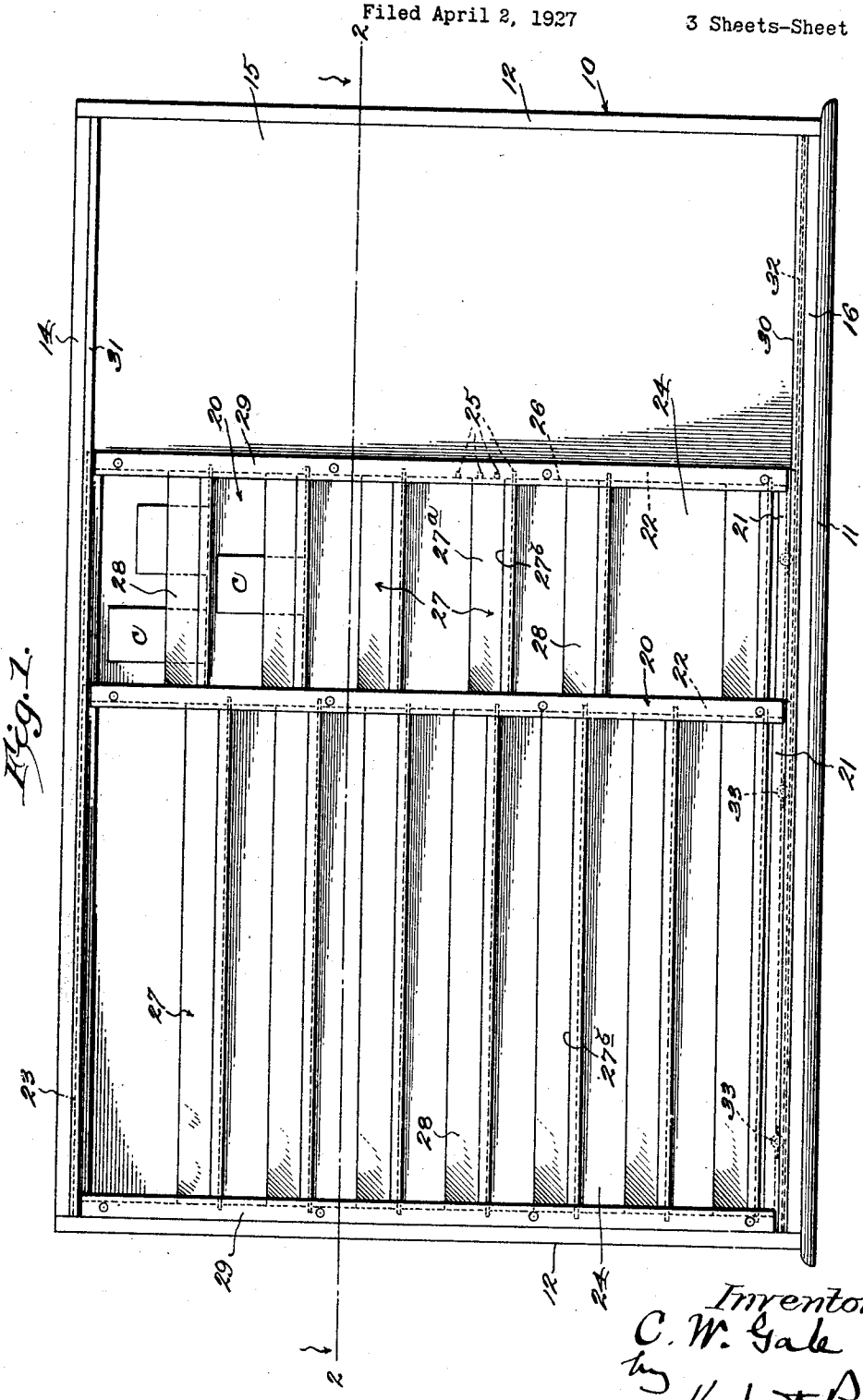


Fig. 1.

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3 Sheets-Sheet 2

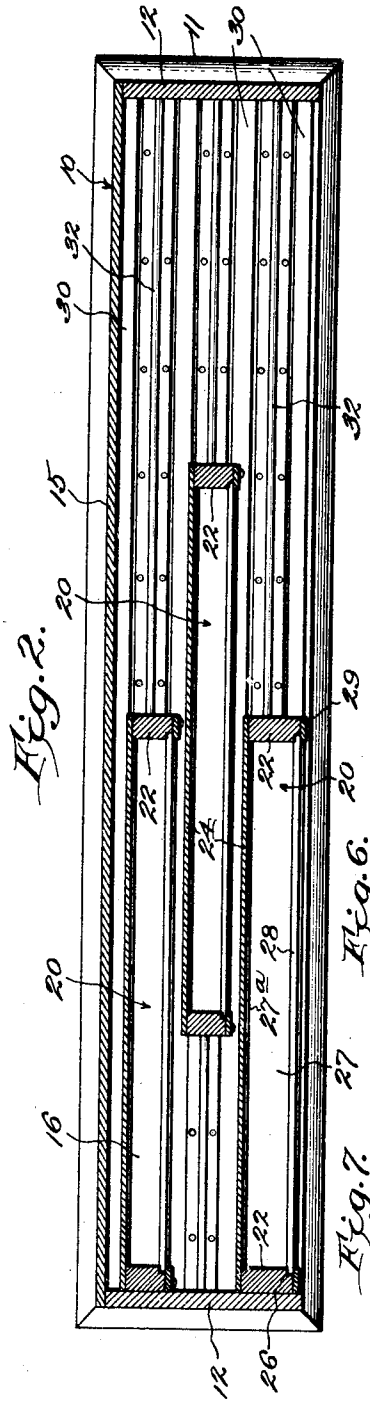


Fig. 2.

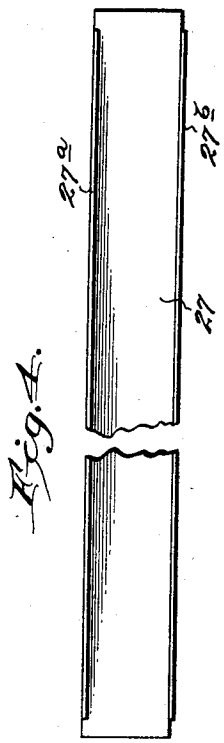


Fig. 4.

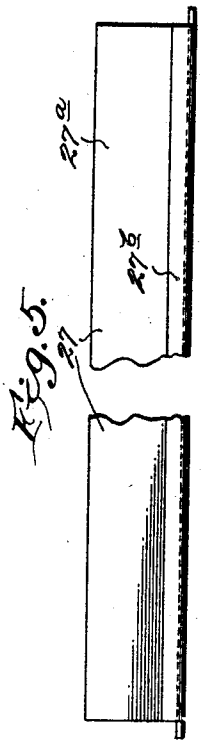


Fig. 5.

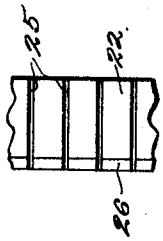


Fig. 6.

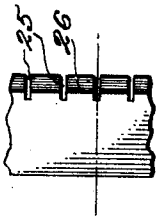


Fig. 7.

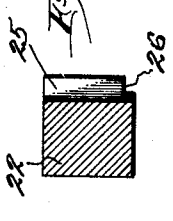


Fig. 8.

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Dec. 4, 1928.

1,693,980

C. W. GALE

SHOW CASE

Filed April 2, 1927

3 Sheets-Sheet 3

Fig. 3.

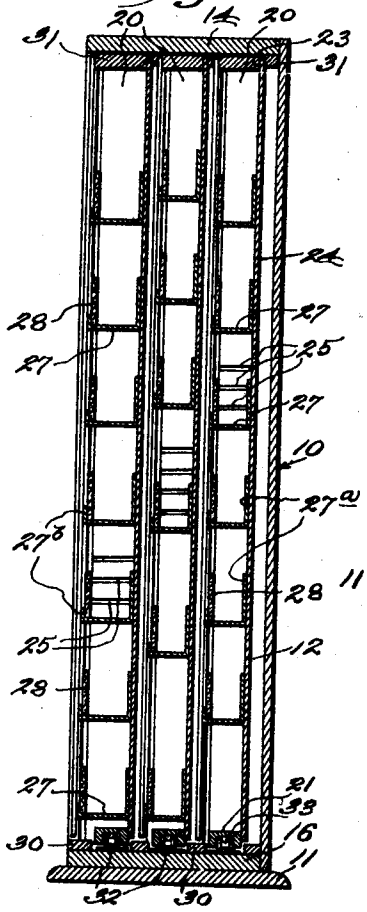


Fig. 9.

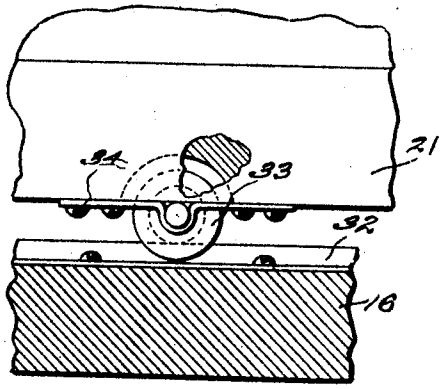


Fig. 10.

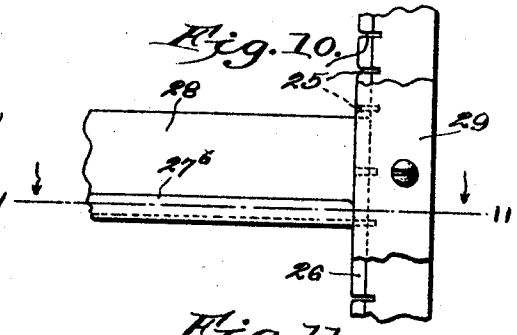


Fig. 11.

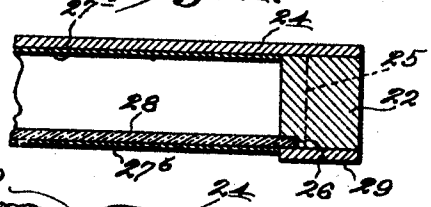
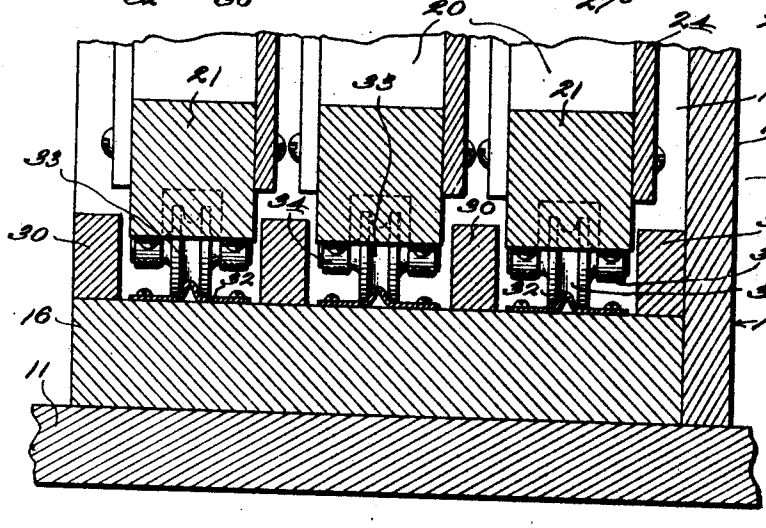


Fig. 12.



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Patented Dec. 4, 1928. 1,693,980

UNITED STATES PATENT OFFICE.

CLARENCE W. GALE, OF BEATRICE, NEBRASKA.

SHOW CASE.

Application filed April 2, 1927. Serial No. 180,491.

This invention relates to certain improvements in show cases; and the nature and objects of the invention will be readily recognized and understood by those skilled in the art in the light of the following explanation and detailed description of the accompanying drawings illustrating what I at present consider to be the preferred embodiments or mechanical expressions of the invention from among various other forms, arrangements, combinations and constructions of which the invention is capable within the spirit and the scope thereof.

The invention deals with those general types of show or display cases for receiving and displaying merchandise while permitting inspection, selection and removal of the merchandise therefrom by the customer or purchaser, and is more particularly directed to such show cases or display racks employed and utilized in the holding and display of printed cards, such as greeting cards, or of pictures, printed matter and other merchandise of such like general characteristics, although the invention is not limited to show cases or racks for any particular merchandise, as will be readily apparent from the hereinafter appearing explanation of the invention.

With those types of merchandise or articles, such as greeting cards and such like, of which a large and varied stock must be carried to provide the desired wide range of selection, it is necessary to display the articles in such a manner that the different styles, designs, types, species, etc., are separately viewed by a purchaser or customer. Such separate display of a large and varied stock of articles requires and occupies large space to care for and receive the extensive display or show racks or cases, and one of the main and fundamental objects of the present invention is the reduction of the show or display cases required to receive and display a large number of articles, while permitting of separate display of the different types or species of the articles for selection by a purchaser and removal from the cases.

Another object of the invention is to provide a show or display case with a series of vertically disposed and longitudinally movable merchandise receiving and displaying sections therein, so mounted and arranged as to permit of any one section being moved to position for display and removal of merchandise independently of the other sections of the series, through the front of the case.

Another object of the invention resides in the provision of a show or display case in which a series of vertically disposed longitudinally movable merchandise receiving and displaying sections are mounted therein, with the case of a length less than the total length of the movable sections, but at least equal to the length of two of the sections, so that any section can be moved independently of the others to position for display and removal of articles therefrom through the front of the case.

Another object of the invention is to provide the movable sections of such a case with vertically adjustable shelves to accommodate articles of varying sizes, and further to provide these shelves with front article retaining walls so that the lower ends or portions of the articles or merchandise on the shelves are visible through these walls.

A further object of the invention is to provide a show or display case embodying the foregoing general features and characteristics, which is of simple but efficient design and construction, durable in use and of unobjectionable design lending itself readily to installment and use in various surroundings.

With the foregoing general objects, and certain other objects and results in view which will be readily recognized from the following explanation, the invention consists in certain novel features in construction and in combinations and arrangements of parts, as will be more fully and particularly referred to and specified hereinafter.

Referring to the accompanying drawings, in which similar reference characters refer to corresponding parts throughout the several figures thereof—

Fig. 1, is a view in front elevation of a show or display case embodying the principles of the invention.

Fig. 2, is a longitudinal horizontal section taken on the line 2—2, of Fig. 1.

Fig. 3 is a view in end elevation of the show case partly in vertical section.

Fig. 4 is a view in top plan of one of the section shelves.

Fig. 5 is a view in front elevation of one of the shelves.

Fig. 6, is a detail fragmentary view of a section side member showing the shelf receiving grooves.

Figs. 7 and 8 are detail views showing the arrangement of grooves in the section side pieces.

Fig. 9, is a fragmentary detail view showing the roller and track mounting for the sections.

Fig. 10, is a detail fragmentary view in front elevation of the adjustable mounting of a shelf end in a section side piece.

Fig. 11, is a sectional view on the line 11—11 of Fig. 10.

Fig. 12, is a detail view in vertical transverse section through the lower end of a show case showing the arrangement of sections therein and the roller and track mounting therefor.

A possible form and embodiment of which the invention is capable is shown in the accompanying drawings and described herewith purely by way of example and not of limitation, as providing a show or display case having three movable article displaying sections, designed and arranged for receiving, and displaying greeting cards and like articles, for selection and removal from the sections by a customer or purchaser. This embodiment of the invention designed for use with greeting cards and like articles, was selected as an example of the invention because the problems overcome and the disadvantages eliminated are encountered with such classes of articles in a high degree, and hence such example serves to more clearly illustrate and bring forth the principles and various features of the invention. While in the example hereof a show case with three sections is shown, it is to be understood as will be evident that the invention is in no way limited to such number of sections, but any desired number can be employed, as will be more fully dealt with hereinafter.

In the examples of the invention illustrated herewith, the show or display case includes the frame, cabinet or case 10, formed of the base 11, side walls 12, top 14, and the back wall 15 closing the case, with a bottom member 16 mounted on base 11 extending between sides 12 and back wall 15. The case 10 is thus formed with the entirely open front and is mounted and disposed in the desired position supported on any suitable element, such for example as a store counter, table or the like, in elevated position with the open front thereof readily accessible.

In accordance with the invention, and the particular example thereof disclosed herewith, a series of sections or units 20 are mounted in the case or cabinet 10, in vertically disposed position for independent movement past each other longitudinally of the cabinet from side to side thereof, and in the particular example hereof, these sections or units 20 are of the same length, which length is substantially equal to one-half the length of the cabinet. Each section or unit 20 is formed and constructed of a frame embodying the bottom member 21, the vertically disposed side members 22, and the upper or top member 23, assembled and suitably secured together to form the rigid frame. The rear of each section or unit 20 is provided with a rear or back wall 24 closing the rear of the frame, while the front thereof remains open for access thereinto. The end or side members 22 of each section 20 are formed on the inner sides thereof with the horizontally disposed, transverse and parallel grooves 25 spaced therealong from and between the ends thereof, while the forward inner edge of each side member 22 is formed with the vertical groove 26 extending vertically of the member from end to end thereof and intersecting the transverse grooves 25.

A series of shelves 27 having the vertically disposed upwardly extending rear flanges 27^a and the relatively short upstanding front flanges 27^b, disposed longitudinally of the shelves but terminating short of the ends thereof, are mounted in vertically spaced relation between the side members 22 with the ends of the shelves disposed and received in the transverse grooves 25 of the opposite side members. By this arrangement the shelves 27 can be adjusted vertically to the desired positions spaced the desired distance from each other to permit of articles of different sizes and heights being received and supported thereon, as will be readily understood. Each shelf 27 is provided with a glass front 28 mounted thereon in vertically disposed position back of and extending upwardly from the shelf front flange 27^b, with the ends of this glass front received in the vertical grooves 26 on the forward inner edges of the opposite side members 22, and a retaining strip or member 29 is removably secured over each front edge of member 22, across and over the grooves 26 and the ends of glass fronts 28 and the ends of shelves 27 to retain and hold the shelves with their glass fronts in mounted position. The shelves 27 of a section 20 can be readily adjusted as to position by removing retaining strips 29 and sliding shelves 27 outwardly from the section, and then inserting the shelves in the grooves 26 at the desired positions, after which retaining strips 29 can be again mounted in position.

The movable mounting of the sections or units 20 in case or cabinet 10, is accomplished in this instance, by dividing or forming parallel, longitudinal guideways along the bottom 16 and top 14 of the case 10, in vertical alinement, respectively, through the medium of the parallel, spaced guide strips 30 secured longitudinally on the bottom 16 within the cabinet between side walls 12, and the

similar guide strips 31 secured to the lower side of cabinet upper wall or member 14, within the cabinet or case 10. Centrally and longitudinally of the guideways formed by and between the lower guide strips 30 on the case bottom 16, the tracks 32 are mounted on bottom 16 at the lower ends of the guideways. Each section or unit 20, is provided with the spaced, grooved rollers 33 mounted on axes transverse of the lower member 21 on the under side thereof and supported and journaled in suitable hangers 34, the lower member 21 being grooved or slotted above the rollers 33 which extend upwardly thereinto and are received thereby, as will be clear by reference to the accompanying drawings.

The shelved sections or units 20, so constructed and having the rollers 33 on the under or lower sides thereof, are each mounted with their lower sides in the guideways between guide strips 30 on the bottom 16 of the case, respectively, movably supported on rollers 33 upon the tracks 32, and with their upper sides or members 23 slidably disposed and confined in the guideways between the upper guide strips 31, respectively. In this manner, the sections or units 20 are mounted vertically disposed and confined in the cabinet or case 10 in parallel relation, and independently slidable or movable on tracks 32 longitudinally of the case, back and forth between the opposite end or side walls 22 thereof. Due to the length of the case with respect to the length of each section, that is in this particular example twice the length of a section, it follows that any two of sections 20 can be moved in opposite directions to position fully exposed across and through the open forward side of the cabinet, the third section being disposed back of the exposed extended sections.

Now, with the show case installed in position, and the shelves 27 in the desired adjusted positions in the sections 20, the articles to be displayed, such as the greeting or the like cards C indicated in Fig. 1 of the drawings, are arranged on these shelves supported thereby between the rear flanges 27^a and the glass fronts 28 thereof, with the lower supported ends of the cards visible through the glass fronts and when exposed by the positioning of the sections, accessible for removal through the open fronts of the sections and the case or cabinet 10. With the desired stock of cards C distributed and arranged between and on the movable sections or units 20, when a customer desires to inspect the cards and make his selections therefrom, two of the sections 20, say for example the outer and intermediate sections, are moved in opposite directions toward the opposite ends of the case to fully exposed position, with the inner section covered by these sections. After inspection of the exposed sections, either one of them can be moved to position back, or in front of the other as the case may be, and the inner section 20 then moved to occupy the space left vacant thereby, for exposure of the cards of the inner section, as will be readily understood. Thus, by "shuttling" or moving the sections 20 back and forth to various positions within the case or cabinet, all of the sections with the articles on the shelves thereof can be inspected. The cards C, or other articles on the shelves of the sections are accessible through the open front of the cabinet and the open fronts of the sections for removal, so that customers or purchasers can readily inspect the articles, make their selections, and serve themselves.

The display or show case of the form shown herewith having three sections, permits of materially reducing the required space for displaying the cards or articles in the sections, by making the case or cabinet one-third less length than necessary for the sections if placed and mounted end to end. The saving in space can be further greatly increased if desired, by providing the closed back 15 of the case with display shelves (not shown) similar to the arrangement of section shelves 27, as will be clear by reference to the drawings from the foregoing explanation and the invention contemplates and includes such arrangement. Further, any number of sections can be employed, and as examples of arrangements of the invention employing more than the three sections here shown for purposes of explanation, the following are referred to. A show or display case of the invention if built six feet long with ten movable sections, and the rear fixed display shelving, will provide for thirty-six feet of wall or show case space, as with the fixed back shelving equal to two sections, and the ten movable sections, there will be a total of twelve sections, or thirty-six feet of wall space or show case length. Again, a case of the invention can be designed so that two sets of sections can be set up and mounted in a case of only three times the length of one section, to thereby double the display room by only adding fifty percent to the length of the case. The principles and features of the invention can be set forth in a variety of designs and arrangements, and the invention contemplates and includes such other arrangements.

It is also evident that various other changes, modifications, variations and substitutions might be resorted to without departing from the spirit and scope of my invention, and hence I do not desire to limit myself to the exact and specific disclosures hereof.

Desiring to protect my invention in the broadest manner legally possible, what I claim is:

1. The combination in a show case having permanently closed ends and an open front, of a series of more than two relatively narrow vertically disposed merchandise receiv-

ing and displaying sections therein, each of said sections provided with vertically spaced horizontal shelves, and means whereby each of said sections may be shifted lengthwise the interior of said case, the combined length of any two of said sections being substantially equal to the interior length of said case.

2. The combination in a show case having permanently closed ends and an open front, of a series of more than two relatively narrow vertically disposed merchandise receiving and displaying sections, each of said sections provided with vertically spaced horizontal shelves, and tracks in the case on which said sections are movably mounted whereby each section may be shifted lengthwise of the interior of the case independently of the other sections, the combined length of any two of said sections being substantially equal to the interior length of said case.

Signed at Beatrice, county of Gage, State of Nebraska, this 29th day of March, 1927.

CLARENCE W. GALE.