Dec. 11, 1928. 1,694,520

C. E. STURDAVANT

SHELVING

Filed March 19, 1928

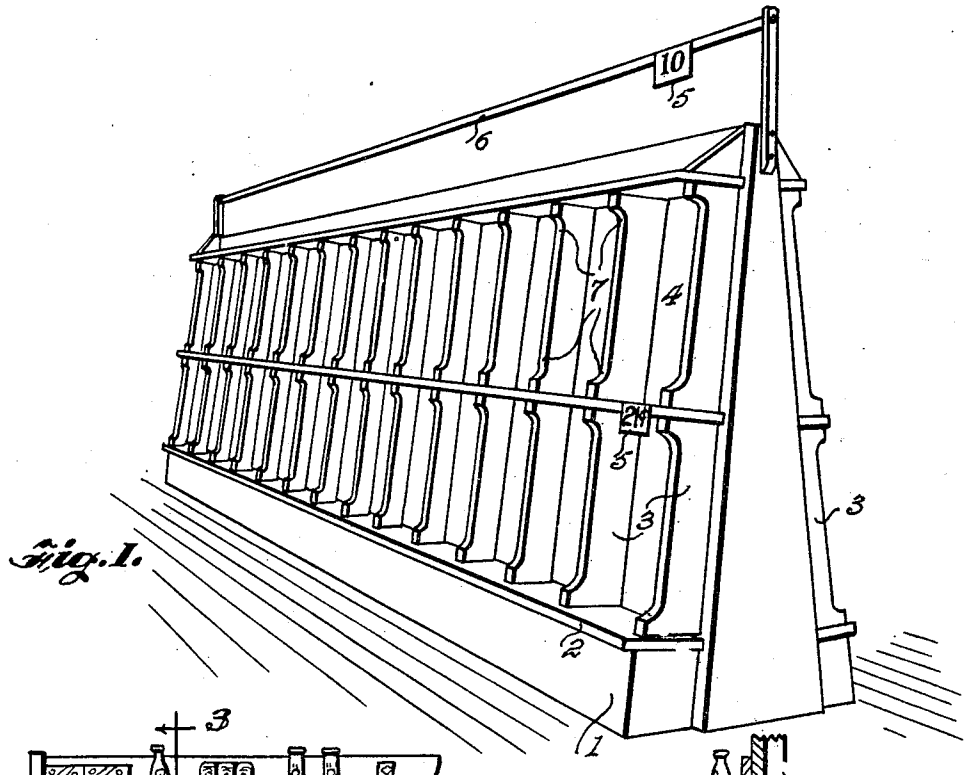


Fig. 1.

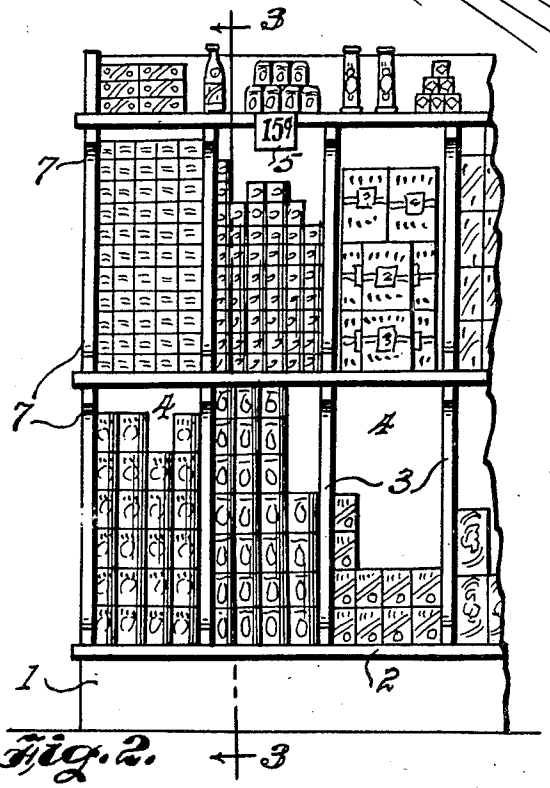


Fig. 2.

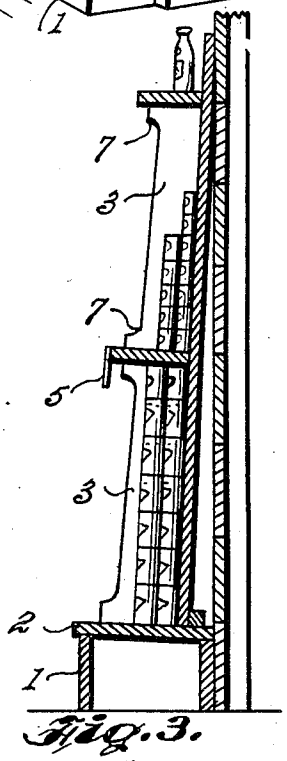


Fig. 3.

INVENTOR.
Charles E. Sturdavant,
BY John M. Spelman
ATTORNEY.

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UNITED STATES PATENT OFFICE.

CHARLES E. STURDAVANT, OF WICHITA FALLS, TEXAS.

SHELVING.

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My invention relates to new and useful improvements in store fixtures and has particular reference to shelving for self-service stores.

The principal object in view is to provide shelving of a pleasing design, and which will display the merchandise placed thereon to the best advantage and in the most convenient position to be reached by the hand of the customer who desires to select goods therefrom, and that will give the least obstruction to light which is essential to the best display and in choosing the articles by the customer.

Another object is to provide shelving with compartments extending upward rather than horizontally allowing goods to be stocked in tiers, a separate compartment for each brand, making it possible to display in large quantities thereby magnifying the suggestion to buy.

A further object of the invention is to bring the goods on the lower shelf up to a central point of vision, and making it possible to utilize all the space from the base to the full height of the shelving, and at the same time bringing the articles on each shelf within easy reach of the buyer. It is a well known fact that in self-service stores where horizontal shelving is in use the lower shelf is practically useless for the display and sale of goods, while merchandise stacked in tiers, and in separate compartments, have a display effect not to be attained in the horizontal method, as now practiced, which has a jumbled and mixed appearance when articles along the shelf are moved or disturbed.

My invention will be more fully understood from the following description, taken in connection with the accompanying drawings forming part hereof, in which—

Figure 1 is a perspective view of a section of double shelving intended to occupy a floor space where passage can be had entirely around same,

Figure 2 is a front elevation of one end of a line of shelving intended to occupy a space against the wall of a building, with merchandise displayed thereon,

Figure 3 is a sectional view taken on line 3—3, Figure 2.

Referring more particularly to the drawings, 1 represents a base on top of which is a shelf 2. Mounted upon the shelf and inclining to the perpendicular to throw the goods rearwardly and prevent their forward tilting and tendency to displacement, and also to bring the display in more direct line of vision, is the dividing partitions 3. On top of these partitions is mounted the next shelf and other partitions until the desired height is attained. The shelving is then divided into compartments 4 to admit of the goods being arranged in tiers, so as to be displayed to advantage from a remote part of the store. Each of the compartments 4 is designed for a particular line of goods, and the arrangement is such as to admit of the employment of a large sized price tag 5 which may be placed at the top of each compartment so as to be observed at a distance. For goods placed on top of the shelving a horizontal bar 6 is provided to hold said price tags. Particular attention is called to the shape of the partition or dividing walls 3, the design of which is intended to permit a free passage of light to each compartment. This result is attained by cutting out the front edge of each partition wall as indicated by the numeral 7 thus giving a pleasing bracket effect to the entire shelf and at the same time permitting light to enter each compartment freely.

Having thus described the nature and objects of my invention what I claim as new and desire to secure by Letters Patent is—

In a store shelving, the combination with spaced vertical end members, relatively high and narrow, each of said end members having substantially the shape of an inverted V with their opposite edges inclined from the perpendicular and converging upwardly, of upper, lower and intermediate shelves extending between said end members, a plurality of spaced partitions between said end members and said shelves, forming a plurality of relatively high and narrow compartments, each of said partitions between the upper shelf and intermediate shelf having its front edge cut away from a point adjacent said upper shelf to a point adjacent said intermediate shelf, and each of said partitions between said intermediate shelf and said lower shelf having its front edge cut away from a point adjacent said intermediate shelf to a point adjacent said lower shelf, to give a pleasing bracket effect to the entire shelving and at the same time to per-

mit light to enter each compartment freely to illuminate the goods throughout the entire height of each compartment, said upper, intermediate and lower shelves being substantially parallel with each other and substantially at right angles to said inclined edges of said end members, all of the said shelves being thus inclined to prevent forward tilting of the goods and also to bring the display of goods in more direct line of vision of a person passing down said passage on either side of said shelving.

In testimony whereof I affix my signature.

CHARLES E. STURDAVANT.