M. D. MENDLE.

DISPLAY FIXTURE.

APPLICATION FILED MAY 17, 1920.

1,430,666.

Patented Oct. 3, 1922.

4 SHEETS—SHEET 1.

Fig. 1.

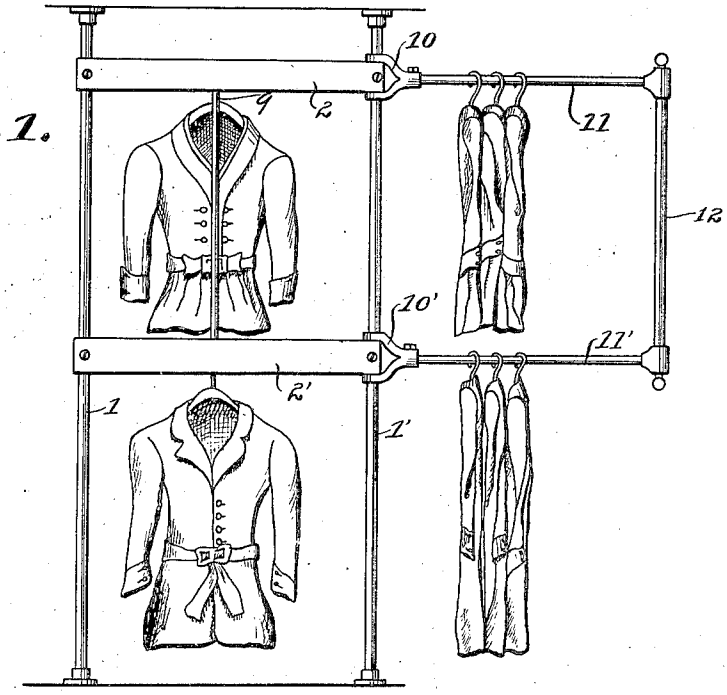
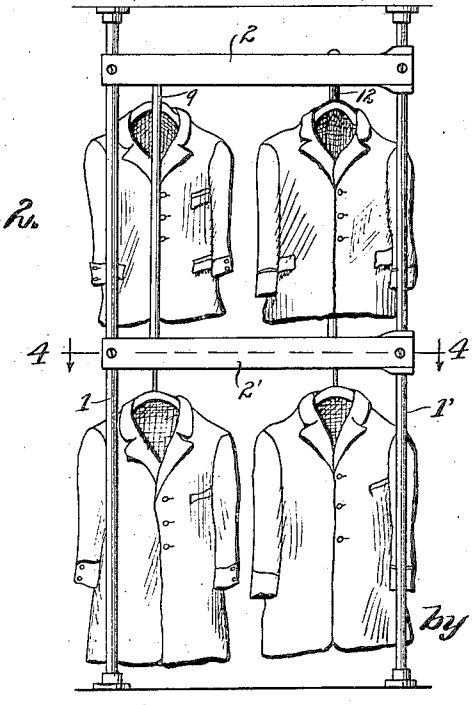


Fig. 2.



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4 SHEETS—SHEET 2.

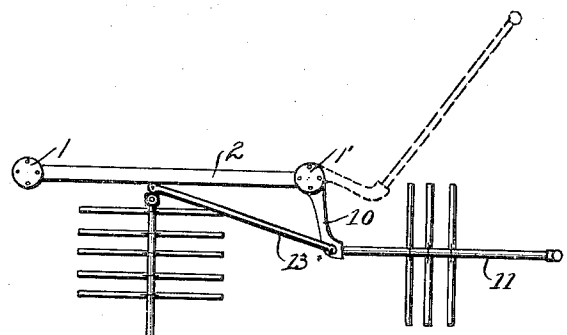
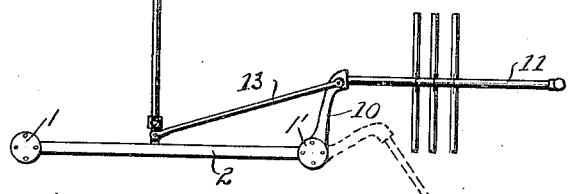


Fig. 3.



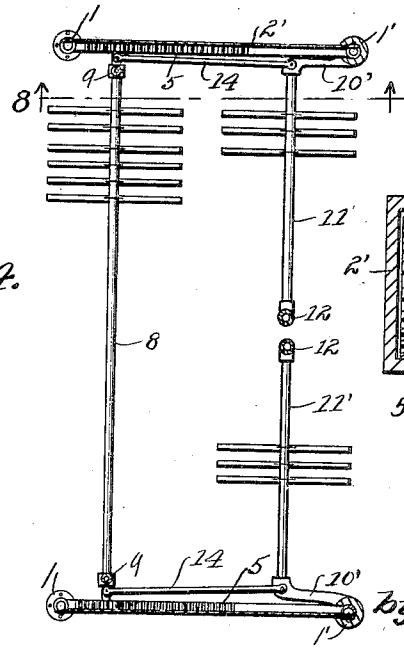


Fig. 4.

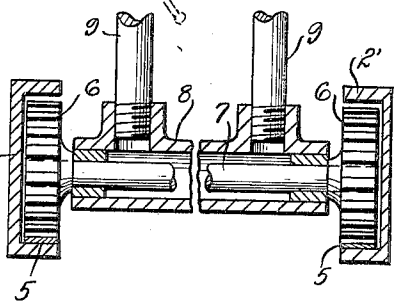


Fig. 7.

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4 SHEETS—SHEET 3.

Fig. 5.

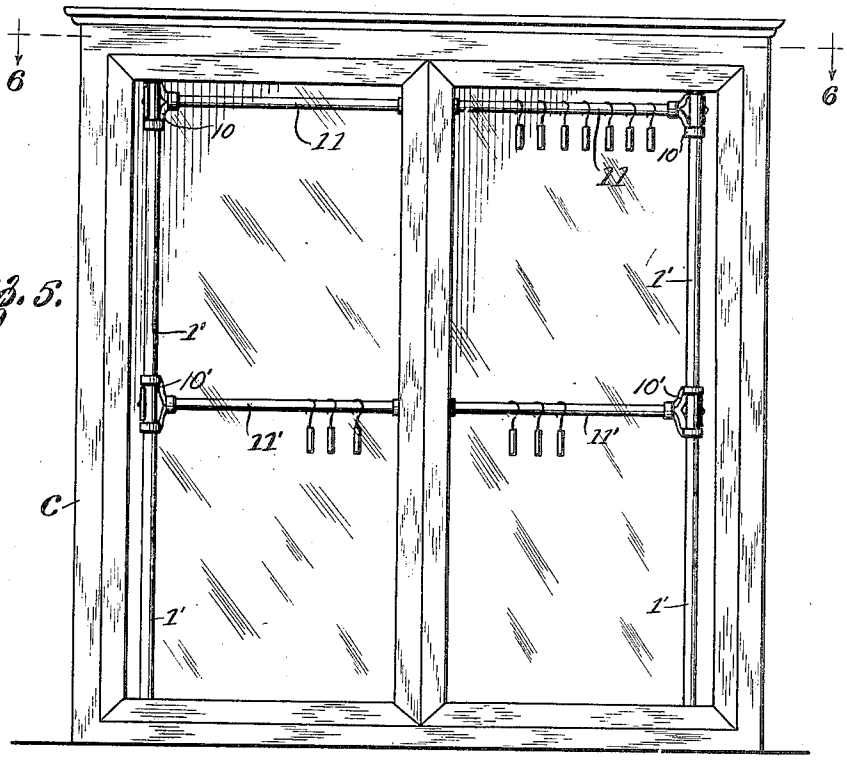
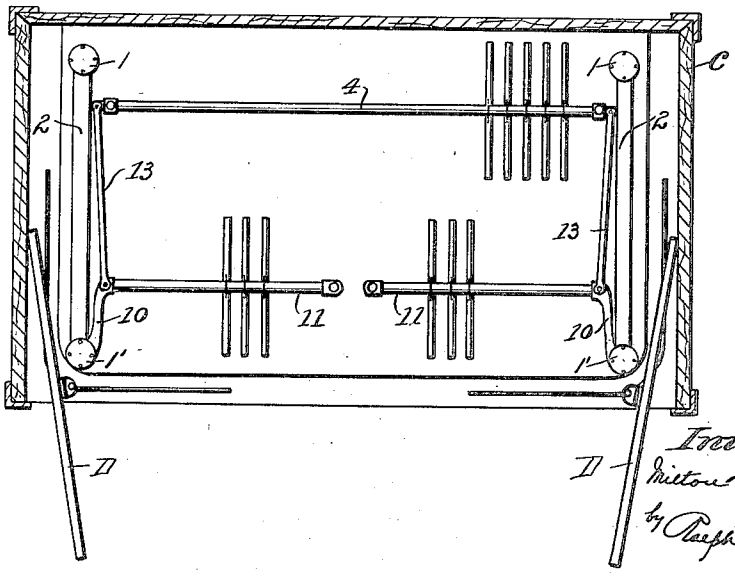


Fig. 6.



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4 SHEETS—SHEET 4.

Fig. 8.

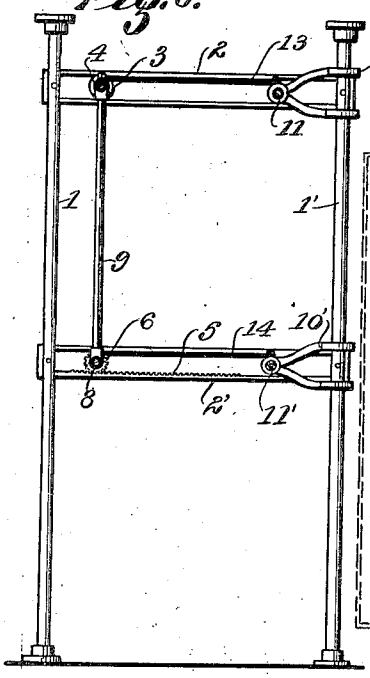


Fig. 9.

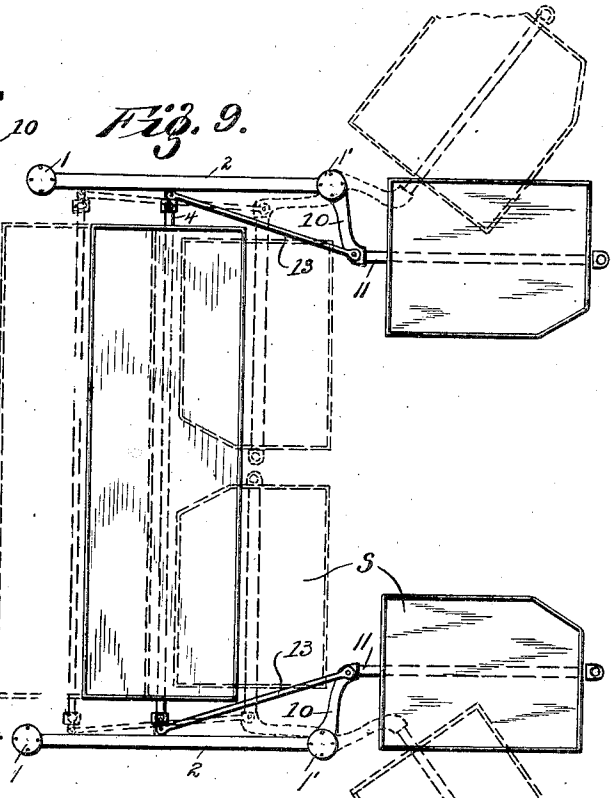
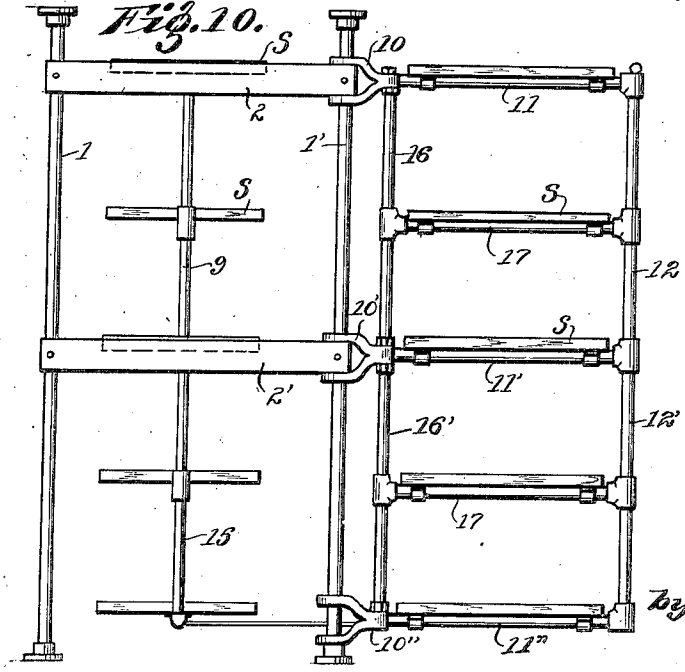


Fig. 10.



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Patented Oct. 3, 1922. 1,430,666

UNITED STATES PATENT OFFICE.

MILTON D. MENDLE, OF ST. LOUIS, MISSOURI, ASSIGNOR TO AMERICAN FIXTURE & SHOW-CASE MFG. COMPANY, OF ST. LOUIS, MISSOURI, A CORPORATION OF MISSOURI.

DISPLAY FIXTURE.

Application filed May 17, 1920. Serial No. 382,157.

To all whom it may concern:

Be it known that I, MILTON D. MENDLE, a citizen of the United States, residing at the city of St. Louis, State of Missouri, have invented a certain new and useful Improvement in Display Fixtures, of which the following is a specification, reference being had to the accompanying drawings, forming a part thereof.

This invention relates generally to display-fixtures for garments, clothing, and other wares and merchandise and, more particularly, to a certain new and useful improvement in that class of fixtures adapted especially for use in stores, show-rooms, and the like for the display of merchandise for exhibition and selling purposes.

The principal objects of my present invention are to provide an efficient fixture of the class stated so constructed as to attractively display a considerable quantity of merchandise within a relatively small, and thereby effect an economy in, floor-space, and at the same time readily permit convenient access to all the displayed merchandise for close inspection or exhibition or individual or selective removal; to provide a fixture of the class stated of comparatively simple and inexpensive, and yet durable, strong construction with a relatively great merchandise-supporting capacity; and to improve generally upon and simplify the construction of fixtures of the class mentioned.

With the above and other objects in view, my present invention resides in the novel features of form, construction, arrangement, and combination of parts hereinafter described and afterwards pointed out in the claims.

In the accompanying drawings,

Figure 1 is a side elevational view of a display-fixture embodying my invention, the fixture being shown in so-called open condition;

Figure 2 is a similar view of the fixture in so-called closed condition;

Figure 3 is a plan view of the fixture in open condition;

Figure 4 is a transverse sectional view of the fixture, taken approximately on the line 4—4, Figure 2;

Figure 5 is a front elevational view of the fixture shown in connection with or as located within an enclosing cabinet or casing;

Figure 6 is a transverse sectional view of the cabinet or casing of Figure 5, taken approximately on the line 6—6, Figure 5, showing the enclosed fixture substantially in plan view;

Figure 7 is an enlarged detail, fragmental broken view, partly in section, of the fixture;

Figure 8 is a vertical sectional view of the fixture, taken approximately on the line 8—8, Figure 4; and

Figures 9 and 10 are plan and side elevational views, respectively, of a slightly modified form of fixture also embodying my invention, the fixture being similarly shown in both views in so-called open condition.

Referring now more in detail to the said drawings, in which like reference characters refer to like parts throughout the several views, the fixture comprises a pair of side-members or standards disposed in parallel relation and suitably spaced longitudinally of the fixture, each side-member or standard including rear and front uprights 1—1′, respectively, preferably of pipe-bar construction, spaced transversely of the fixture, and upper and lower cross-bars 2—2′, respectively, preferably of channel form or construction, rigidly fixed at their ends to the uprights 1—1′. The fixture is usually as a whole enclosed within a suitable cabinet or casing, such as the cabinet or casing C shown in Figures 5 and 6, for protecting the displayed garments or other merchandise from dust and the like, in which case the uprights 1—1′ are preferably rigidly fixed at their upper and lower ends to the top and floor walls of the cabinet, although it will be understood that the cabinet or casing may be dispensed with and the uprights 1—1′ otherwise suitably fixed in operative relation upon a floor or other supporting surface preferably in rigid position.

As seen especially in Figures 1, 2, and 8, upper cross-bar 2 is disposed adjacent the upper ends of the uprights 1—1′ with its flanges presented inwardly, the lower flanges of the opposite bars 2 providing rails or track-ways for suitable rollers 3 journaled for rotation upon a garment or merchan-

dise-supporting member preferably in the form of a tubular bar 4 disposed longitudinally of the fixture between the standards.

As also seen especially in Figures 1, 2, and 8, lower cross-bar 2′ is disposed preferably approximately midway the length of the uprights 1—1′ similarly with its flanges presented inwardly, and fixed lengthwise upon the lower flanges of the opposite cross-bars 2′ are racks 5, meshing for movement with which are pinions 6—6 fixed upon the ends of a shaft 7 disposed longitudinally of the fixture between the standards. Sleeved lengthwise and suitably bearing upon the shaft 7, as seen particularly in Figure 7, is a second garment or merchandise supporting-member also preferably in the form of a tubular bar 8.

Disposed vertically of the fixture, preferably adjacent the side standards, and suitably fixed at their ends to and connecting the bars 4 and 8, so that the same may move in unison transversely of the fixture, are bars 9—9, the bars 4, 8, and 9 forming what may be described as a merchandise-supporting or displaying frame.

Having yoke-shaped rear ends adapted to straddle the cross-bars 2—2′ at, and suitably apertured to fit pivotally upon, the front uprights 1′, are swingable arms 10—10′, each such arm being suitably bent or constructed to project at its inner or forward end, when the arm is swung to closed position, or to the position thereof illustrated in Figure 4, at right angles to the vertical plane of the side standard; and rigidly fixed to the inner or forward ends of the arms 10—10′ of each standard to project in parallel relation longitudinally of the fixture when the arms are in such closed position, are additional upper and lower garment or merchandise supporting-members likewise preferably in the form of bars 11—11′. Disposed vertically of the fixture, and suitably fixed to, and connecting the free ends of, the bars 11—11′, so that the same and their supporting-arms may likewise swing in unison, is a bar 12, the bars 11, 11′, and 12 constituting what might be also described as a merchandise supporting frame. By reference particularly to Figures 4 and 6, it will be noted that the swingable displaying-frames are of such relative dimensions that the same may freely swing upon and between the standards without engaging, interfering, or contacting with each other.

Pivotally fastened at their ends to the upper arms 10 and to the upper bar 4, are links 13—13; and similarly fastened to the lower arms 10′ and to the lower bar 8, are like links 14—14, the several parts of the fixture being preferably of such relative proportion or size that, when the arms 10—10′ and their carried displaying-frame bars 11—11′ are in fully closed position, the links 13—14 will extend lengthwise closely adjacent, and approximately parallel with, the side standards, as best seen in Figures 4 and 6.

In exhibiting the displayed merchandise to a prospective customer, for instance, the several frames are preferably moved by the salesman to so-called open position or to the position thereof illustrated both in full and dotted lines in Figure 3, when all the displayed merchandise is attractively presented to the customer and selective removal of any one or more of the garments for inspection or other purpose made most convenient; and such movement of the several frames to open position is easily accomplished by a mere outward swinging of either one or the other, or both, of the front frames, the connecting links 13—14 between the several frames causing the rear frame to travel forwardly between the standards and synchronizing its travel with the movement of the swinging frames. In later or again moving the frames to so-called closed or normal position, the front frames, either one or both, are reversely swung to their longitudinal position between the standards, when the rear frame will be likewise caused to travel rearwardly between the standards to its original position. This synchronized travel or movement of the several frames is largely facilitated by the meshing engagement of the racks 5 and pinions 6, which obviate any binding or slippage at one or the other side of the rear displaying frame in its reciprocatory travel and effect an even, regular, and uniform movement of the several frames to and from open position. At the same time, it may be observed that the meshing racks 5 and pinions 6 provide more or less of a lock for holding or maintaining the several displaying-frames in either open or closed position during movement of the fixture as a whole from one location to another, a positive, even though light, pull or pressure being required in moving the several displaying-frames to overcome the friction between the racks and pinions.

In Figures 1 to 8, both inclusive, I have, for illustration, shown the fixture as displaying clothing or garments. In Figures 9 and 10, I show the fixture slightly modified to accommodate the display of a different class of merchandise, the fixture for such purpose being equipped with the merchandise-supporting shelves S, as shown. In the fixture as so modified, I preferably vertically enlarge the rear merchandise supporting-frame by additional bars 15 disposed in alignment with the bars 9 and mount upon the rear frame the vertical series of shelves, as best seen in Figure 10. I also preferably enlarge each front merchandise supporting frame by the addition of a lower swinging arm 10″ and bar 11″, the

latter being connected at its free end to the outer end of the intermediate bar 11′ by a vertically-disposed bar 12′. Disposed between, and connecting, the several arms 10, 10′, and 10″ adjacent the upright 1′, as also best seen in Figure 10, are vertically disposed bars 16—16′, and disposed between and fixed at their ends to the bars 12—12′ and 16—16′, intermediate the main bars 11, 11′, and 11″, are additional cross-bars 17—17. Arranged and fixed on the cross bars 11, 11′, 11″, and 17 of each of the front merchandising displaying-frames, is a vertically disposed series of the shelves S, as likewise best seen in Figure 10.

My new fixture may be made of any suitable size or dimensions to meet the requirements of any particular line of business or merchandise to be displayed or exhibited. In comparison to the displaying capacity of the fixture, the floor-space occupied is relatively small, whereby the merchant or exhibitor is enabled to effect a considerable economy, the several supporting frames or bars of the rack providing accommodations for conveniently displaying a considerable quantity of merchandise in compact relation and within the relatively small floor space occupied by the fixture as a whole; at the same time, the merchandise is attractively displayed, is conveniently accessible particularly when the displaying frames are in so-called open position, and sales thereof greatly promoted and facilitated. The fixture as a whole may be readily and inexpensively constructed and will withstand considerable usage without repairs or replacement of parts, and when arranged or located within an enclosing cabinet or casing, as shown in Figure 6, is protected, as is also the merchandise displayed, from dust, dirt, and the like, an opening of the doors D of the cabinet or casing readily permitting movement of the several displaying frames to open position.

It is to be understood that changes in the form, construction, arrangement, and combination of the several parts of the fixture may be made and substituted for those herein shown and described without departing from the nature and principle of my invention.

Having thus described my invention, what I claim and desire to secure by Letters Patent is:

1. A fixture of the class described including a pair of spaced standards and a merchandise-displaying member mounted upon the standards for travel back and forth therebetween, in combination with a second merchandise displaying member, means comprising an arm pivoted upon one of the standards for supporting the second displaying-member for swingable movement relatively to the standards, and a link pivotally connected to the first displaying-member and to and adjacent the free end of the arm, whereby on swingable movement of the second displaying-member, the first displaying-member will be caused to travel between the standards, the arm being angularly formed at its free end to dispose the second displaying-member substantially parallel with the first displaying-member and approximately at right angles to the vertical plane of the standards when said displaying-members are in normal closed position.

2. A fixture of the class described including a pair of spaced standards and a merchandise displaying member mounted upon the standards for travel back and forth therebetween, in combination with a pair of oppositely disposed second merchandise-displaying members, means comprising arms pivoted upon the standards for supporting the second displaying-members for swingable movement relatively to and between the standards, and links pivotally connected to the first displaying-member and to and adjacent the free ends of the arms, whereby on swingable movement of the second displaying-members, the first displaying-member will be caused to travel between the standards, said arms being angularly formed at their free ends to dispose the second displaying-members in end to end alignment substantially parallel with the first displaying-member and approximately at right angles to the vertical plane of the standards when said displaying-members are in normal closed position.

3. A fixture of the class described including a pair of spaced standards provided with track-ways and a merchandise displaying member mounted for rolling movement upon the track-ways for travel back and forth between the standards, in combination with means comprising a pair of oppositely disposed second merchandise displaying members mounted pivotally for swinging movement upon the standards and links pivotally connecting both the second displaying members with the first displaying member for causing the first displaying member to travel between the standards.

4. A fixture of the class described comprising, in combination, a pair of spaced standards, a merchandise displaying-member having rolling engagement with the standards for travel back and forth therebetween, a pair of oppositely-disposed second merchandise displaying-members mounted for swinging movement upon and between the standards, and links pivotally connected to the second members and to the first member for synchronizing the swinging movements of the second members with reciprocatory movement of the first member.

5. A fixture of the class described comprising, in combination, a pair of spaced

standards, rack-ways on the standards, a merchandise displaying-frame disposed vertically between the standards, supporting pinions for the frame having meshing engagement with the rack-ways for carrying the frame reciprocatorily back and forth between the standards, a pair of oppositely-disposed second merchandise displaying-frames mounted for swinging movement upon and also between the standards, and links pivotally connected to the second frames and to the first frame.

6. The combination with an enclosing cabinet, of a fixture including a merchandise displaying-member mounted for movement back and forth within the cabinet, arms pivoted within the cabinet for swingable movement both within and exteriorly of the cabinet, a second member adapted for the display of merchandise carried by said arms and disposed in spaced relation to, and forwardly of, the first member and comprising a pair of oppositely disposed frames adapted for movement with the arms both within and without the cabinet, said frames normally extending in alignment in advance of and obstructing access to the first member, and links pivotally connecting both said frames with the first member, the first member being movable relatively to the cabinet on swinging movement of the frames and said frames when swung apart affording access to both the first and second members.

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

MILTON D. MENDLE.