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STORE FIXTURE

Filed May 2, 1945

2 Sheets-Sheet 1

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FIG. 2.

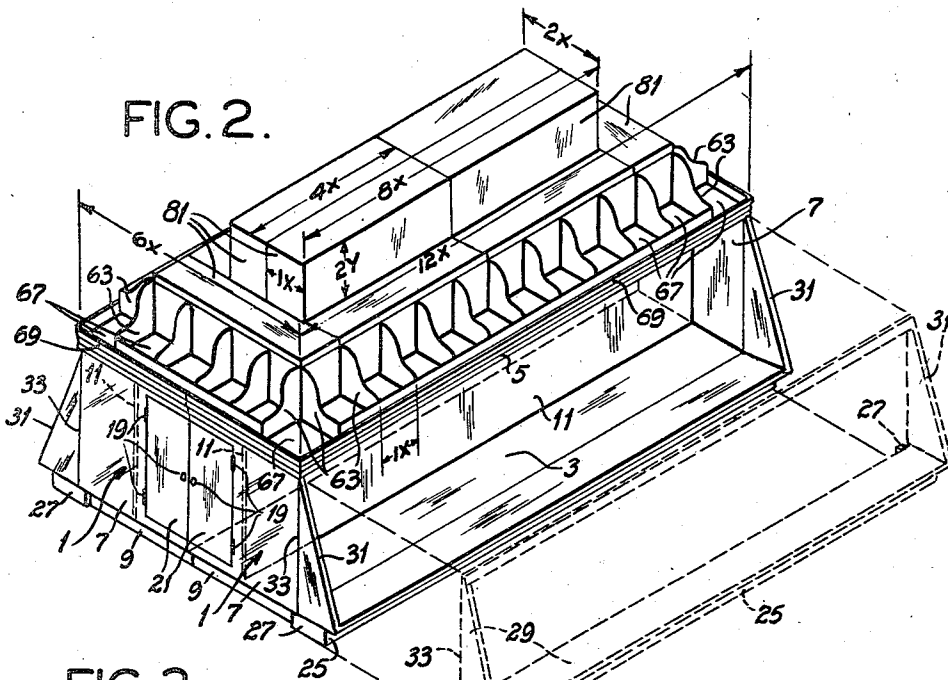


FIG. 3.

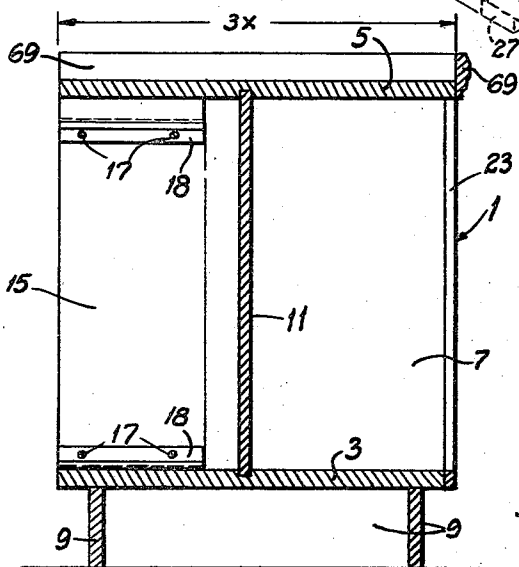


FIG. 4.

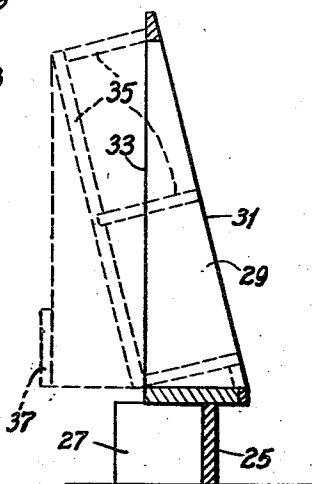
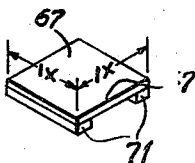


FIG. 5.



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UNITED STATES PATENT OFFICE

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STORE FIXTURE

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7 Claims. (Cl. 312-107)

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This invention relates to store fixtures, and with regard to certain more specific features, to interchangeable fixtures of this type.

Among the several objects of the invention may be noted the provision of a systematic fixture arrangement whereby display counters may be arranged singly or in multiple in various ways to produce quickly changeable service areas, islands and the like; the provision of means of the class described having elemental units arranged for interchangeable organization whereby special fabrication of material for each location is reduced to the minimum; the provision of means of the class described which will provide a maximum degree of variation in ultimate appearance so as to provide for individuality in various locations; and the provision of means of this class which is economical and simple in construction. Other objects will be in part obvious and in part pointed out hereinafter.

The invention accordingly comprises the elements and combinations of elements, features of construction, and arrangements of parts which will be exemplified in the structures hereinafter described, and the scope of the application of which will be indicated in the following claims.

In the accompanying drawings, in which several of various possible arrangements of the invention are illustrated,

Fig. 1 is an isometric view showing one arrangement;

Fig. 2 is an isometric view showing another arrangement;

Fig. 3 is a cross section of a basic counter;

Fig. 4 is a cross section of a basic counter insert, the dotted lines indicating one of various structures that may be associated therewith;

Fig. 5 is an isometric detail view of a sham support;

Fig. 6 is an isometric view of a terracing block; and,

Fig. 7 is an enlarged cross section taken on line 7-7 of Fig. 6.

Similar reference characters indicate corresponding parts throughout the several views of the drawings.

The present invention employs various units for building up displays. These include counters, terracing blocks, shams, trays, bins, show cases and superstructures of various types. These various elements are preferably made up in widths and lengths which are various whole multiples of a fixed unit X. Their heights are various whole multiples of another unit Y.

Referring now more particularly to Fig. 1, there

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is shown at numeral 1 a counter which for example is 3X wide and 12X long. This counter has a bottom 3, a top 5 and enclosing ends 7. The front and back may be open, or closed by suitable sliding doors if desired. The counter rests upon and overhangs a base 9 to provide foot room. It includes a longitudinal divider 11. A cross section of the counter is shown in Fig. 3. Shelves such as shown in dotted lines 13 in Fig. 1 may be used therein, or these may be omitted under circumstances to be described. Instead of shelves, racks or drawers may be included. Suitable holding means (not shown) are used when these devices are employed.

For island use, the counter is left open at the rear so that when abutted against the rear of another counter, as indicated in Fig. 2, there will be storage space left between the dividers 11. The ends of each counter are provided with removable panels 15, held in place by screws 17 extending from inside cleats 18. These panels may be left in place when said storage space is not required. When it is needed, the panels 15 may be removed and by means of suitable hardware 19 swinging doors such as shown at 21 in Fig. 2 may be installed.

The front openings 23 (when glass fronts are used) may appear as shown in Fig. 1. Fig. 1 shows the counter used between clerks and customers as a service area across which sales are transacted. In this case its vertical front is an asset in allowing a customer a close approach to the service area.

When several of the counters are to be abutted back to back to form an island as shown in Fig. 2, or in similar circumstances, the vertical front is not required. The counters then do not function as service areas but more in the nature of storage and display means. In this case a sloping front is often desirable and permissible. In this case removable counter inserts such as shown in Fig. 4 are used. One insert is shown in cross section in Fig. 4 and comprises a baseboard 25 having end parts 27 adapted to slip under the counter and cooperate endwise with the supports 9. On this base is a frame 29. This frame has a sloping front 31 and a vertical rear 33 which fits the open front of the counter. This frame may be moved from a position such as shown in dotted lines in Fig. 2 to the position shown in solid lines wherein it cooperatively engages the front of the counter. One counter insert may be used on the front of each counter abutted rearwardly to form an island (Fig. 2). In this case the doors 21 are

employed since the space under the island within the dividing walls 11 is useful for storage.

When the frame 29 is employed, the shelves such as 13 or the like may be left in the counter. Preferably, however, these are removed and built-in holder means, such as indicated in dotted lines at numeral 35 in Fig. 4, are attached to the frame 29. It is to be understood that instead of the shelf-like members 35, other elements may be built on the frame such as horizontal shelves, bins, drawers, etc. In any case, as in the example shown in Fig. 4, the structure associated with the frame extends into the space within the counter 1 and is partially supported inside the counter as by the framing brace 37 once the frame has been positioned against the counter 1. Thus the assembly of Fig. 4 becomes an attachable counter insert.

In view of the above it will be seen that the counter per se may be used with a vertical front as shown in Fig. 1, or the sloping-front counter insert as shown in Fig. 2.

Returning to Fig. 1, the top of the counter is provided with various merchandising elements, all made up in lengths and widths which are fixed or whole multiples of X so as to be arranged flush in various ways on the counter. The arrangement of Fig. 1 includes two large terracing blocks 39. One of these is detailed in Figs. 6 and 7. Each block has ends 41, a front 43 and a top 45, the bottom and the back being open. Across the bottom is a reinforcing strip 47 which includes holes 49 for suitable dowel pins whereby the block may be held in position on whatever substructures it rests. Each block 39 is provided across its front face just below its upper edge with a groove 53 in which is sprung a spring metal or plastic price strip 55. Suitable printed tabs or strips may be slipped into the strip 55 for reference to materials in adjacent bins, holders or the like. At 73 are shown smaller terracing blocks which are only one-half as high and wide as blocks 39.

In Fig. 1 two of the terracing blocks 39 are shown at the ends of the counter taking up two-thirds of the depth of the counter, thus leaving one-third of the depth of the counter at the front bin sections 57. These bin sections are made up of separate insertable divider walls 63 and insertable front rails 65. Sham base elements 67, with counter edge rails 69, serve to hold up the divider walls 63. Each sham 67 consists of a square piece supported upon rails 71. The lateral dimensions of a sham are X.

The additional terracing blocks 73 which are half as wide as blocks 39 and half as high, support superstructures 75 and 77 for display purposes. The superstructure 75 is of the open display type having shelves, and superstructure 77 is of the type for display fountain pens and the like. Other types of superstructures may be employed.

On the fronts of the terracing blocks 39 and ahead of the blocks 73 may be placed four-section trays 79, the dimensions of which are coordinated for interchangeability as above described. The backs of these are open, the front walls of the blocks 73 forming back enclosures for the trays.

The blocks 39 take up two-thirds of the length of the counter at the rear, leaving one-third of the counter length open for the reception of a show case unit 61 forming a service area upon which money and parcels may be exchanged. The show case unit is of a depth equal to the depth of the terracing blocks 39. In front of it and between the divider sections 57 is a sectional tray 58.

In Fig. 2 is shown how two of the counters set back to back may form an island. In this case the sloping counter inserts are used. Terracing blocks 81 are also used, each of which is 1X wide, 2Y high and 4X long, that is, each is like the block shown in Fig. 6 except that the block in Fig. 6 may be imagined to be split lengthwise. It is to be understood that each terracing block is made structurally along the lines of the block shown in Fig. 6.

In Fig. 2 two terracing blocks 81 are used laterally across the counter and twelve longitudinally to form a rectangular terrace as indicated. Around the lower blocks are divider walls 63 held in place by rails 69 and shams 67. Any parallel paired blocks 81 could have substituted therefor, one of the blocks 39 of Fig. 1.

While Figs. 1 and 2 show examples of different arrangements which may be employed, it will be understood that many others are possible.

In view of the above, it will be seen that the several objects of the invention are achieved and other advantageous results attained.

As many changes could be made in the above constructions without departing from the scope of the invention, it is intended that all matter contained in the above description or shown in the accompanying drawings shall be interpreted as illustrative and not in a limiting sense.

I claim:

1. A counter comprising a unit having a bottom, closed ends and a top, a longitudinal divider in the counter, removable end panels within said ends flush with the backs of the counter and covering openings in the ends to which a cooperating pair of doors may be applied to form common unobstructed entry means into the space between two dividers when two counters are used back to back.

2. A counter comprising a unit having a bottom, closed ends, a top and a vertical front, a longitudinal divider in the counter, removable end panels within said ends flush with the backs of the counter and covering openings in the ends to which a cooperating pair of doors may be applied to form common unobstructed entry means into the space between two dividers when two counters are used back to back and a removable frame for the vertical front of the counter, said frame having a sloping front and a vertical back for cooperation with the vertical front of the counter, and a structure attached to the frame adapted to be inserted into the front of the counter.

3. In combination, a counter having a bottom, ends and a top and a front access opening, a separable frame having a rear portion movable into engagement with said opening and having a sloping front, and means carried by said frame and extending into the counter through said access opening, said last-named means being adapted to support goods within the counter below its top.

4. A system of counter units for use singly or in combination as islands, each comprising a bottom, ends and a top and each having a front and a rear opening, a longitudinal divider in each counter, means providing for access within the counter from an end and behind said divider, and attachable counter insert means for the fronts of the counters, said insert means having respectively sloping fronts and supporting means extending into respective fronts of the counters.

5. A system of the class described comprising counters made in lengths and widths which are

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fixed multiples of a given unit, a system of items consisting in terrace blocks supporting trays, dividers, show cases, superstructures and the like, said blocks being made in lengths and widths which are multiples of said unit and in heights which are multiples of another unit, each counter comprising a bottom, ends and a top and each having access opening means at the rear and at the front, a longitudinal divider in each counter, means providing for access within the counter from an end behind said divider, and attachable counter inserts for the fronts of the counters, said inserts being adapted to extend into the counters from their fronts.

6. A system of the class described comprising counters made in lengths and widths which are fixed multiples of a given unit, a system of items consisting in terrace blocks supporting trays, dividers, show cases, superstructures and the like, said blocks being made in lengths and widths which are multiples of said unit and in heights which are multiples of another unit, each coun-

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ter comprising a bottom, ends and a top and each having access opening means at the rear and at the front, and attachable counter inserts for the fronts of the counters, said inserts being adapted to extend into the counters from their fronts.

7. A system of counter units for use singly or in combination as islands, each comprising a bottom, ends and a top and each having access opening means at the rear and at the front, a longitudinal divider in each counter, each providing for access within the counter from an end and behind said divider, detachable counter inserts for the fronts of the counters and having sloping fronts and supporting means extensible into the counters, the widths and lengths of the counters being whole multiples of a basic length, and a system of auxiliary units carried on the counter, each of which has a length and width which is a multiple of said basic unit and a height which is a multiple of another unit.

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