May 28, 1968 C. L. ANDERSON 3,385,451

DISPLAY FIXTURE

Filed June 23, 1966 2 Sheets-Sheet 1

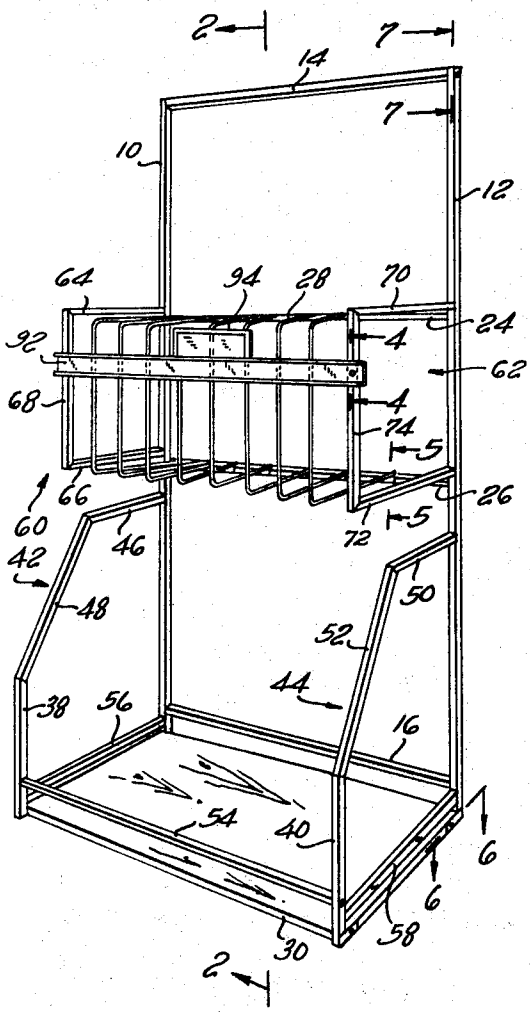


FIG. 1

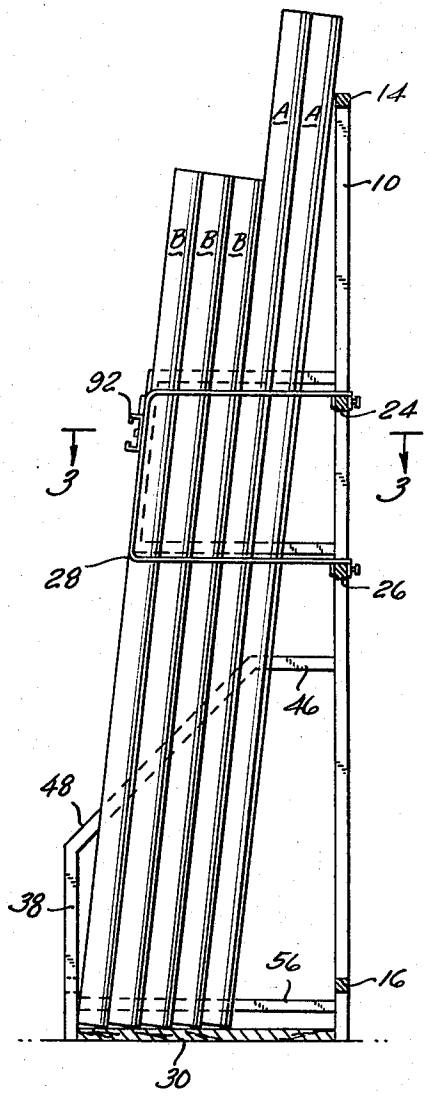


FIG. 2

INVENTOR
CARL L. ANDERSON
BY
Kane, Dalsimer, Kane & Smith
ATTORNEYS

May 28, 1968 C. L. ANDERSON 3,385,451

DISPLAY FIXTURE

Filed June 23, 1966 2 Sheets-Sheet 2

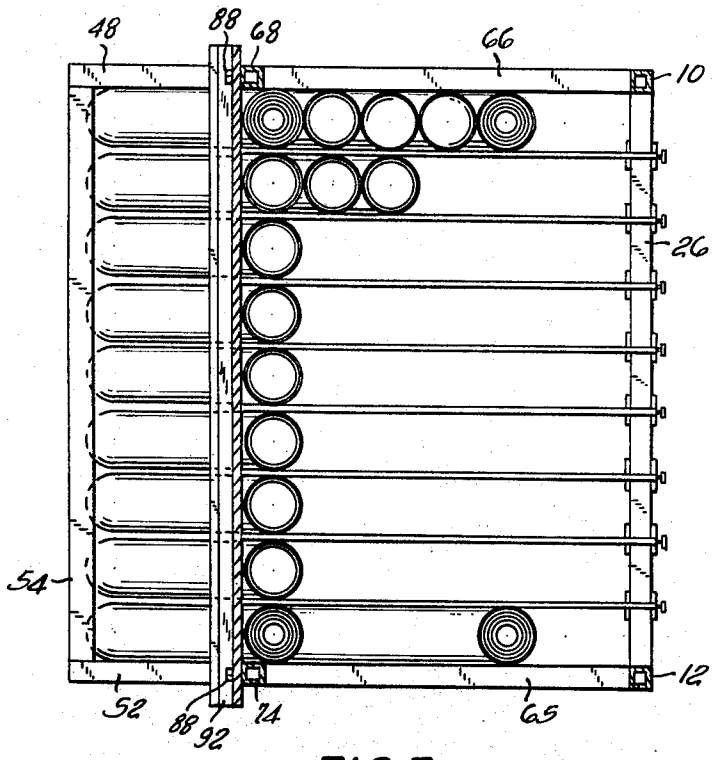


FIG. 3

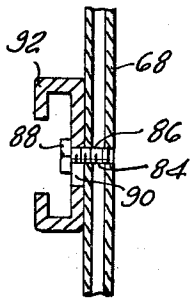


FIG. 4

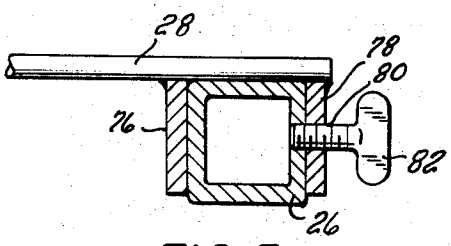


FIG. 5

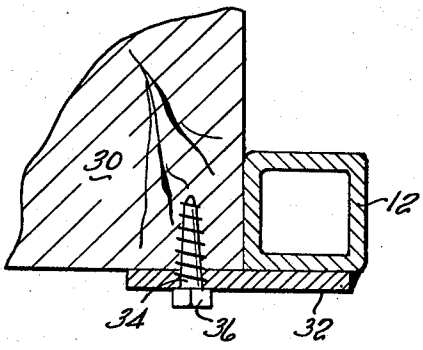


FIG. 6

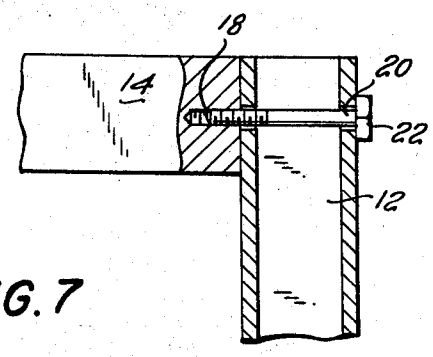


FIG. 7

INVENTOR
CARL L. ANDERSON
BY
Kane, Dalsimer, Kane & Smith
ATTORNEYS

United States Patent Office 3,385,451 Patented May 28, 1968

3,385,451

DISPLAY FIXTURE

Carl L. Anderson, New London, Conn., assignor to New London Mills, Inc., New London, Conn., a corporation of New York

Filed June 23, 1966, Ser. No. 559,914
2 Claims. (Cl. 211—60)

This invention relates generally to a display fixture and more particularly to a display fixture of the type which is designed to set upon the floor and contain therein in a substantially fully visible condition lengthy tubular items.

Display fixtures are utilized in stores to contain items for sale in a visible condition so that persons passing the display fixture will be able to observe the items therein.

It is a principal object of this invention to provide a display fixture which can contain a large number of items while occupying a minimum of floor space.

It is a further object of this invention to provide a display fixture which can easily be assembled at the point of display by unskilled persons without special tools.

It is a further object of this invention to provide a display fixture which when disassembled can be readily transported and one which is relatively inexpensive.

A display fixture embodying the invention and the method of utilizing the same is described herein with references to the drawings in which:

FIG. 1 is a perspective view of the front and one side of a display fixture constructed in accordance with the teachings of the invention;

FIG. 2 is a sectional view of the display fixture which is shown in FIG. 1 taken along the line 2—2 in the direction of the arrows as seen in FIG. 1 with items being displayed shown therein;

FIG. 3 is an enlarged sectional view taken along the line 3—3 in the direction of the arrows as seen in FIG. 2;

FIG. 4 is an enlarged sectional view taken along the line 4—4 in the direction of the arrows as seen in FIG. 1 showing the connection of the moulding strip to the vertical member of the upper side frame;

FIG. 5 is an enlarged sectional view taken along the line 5—5 in the direction of the arrows as seen in FIG. 1 showing the connection of one end of a divider rod to a mid span cross bar;

FIG. 6 is an enlarged sectional view taken along the line 6—6 in the direction of the arrows as seen in FIG. 1 showing the connection of one corner of the floor board to a vertical support; and

FIG. 7 is an enlarged sectional view taken along the line 7—7 in the direction of the arrows as seen in FIG. 1 showing the connection of the vertical support and top cross bar.

The display fixture which is the subject of this invention and which is illustrated in the figures includes a rear member in the form of a vertically disposed plane provided by vertical supports 10 and 12 and top cross bar 14 and rail member 16 which are disposed horizontally and parallel to one another. These members are fastened together in any suitable manner and in the preferred form each of the cross bars is provided at its end with a threaded recess such as the recess 18 in cross bar 14 as shown in FIG. 7 and the vertical bar is provided with a slot such as slot 20 shown in vertical member 12 in FIG. 7 so that a screw such as screw 22 in FIG. 7 can pass through slot 20 and engage the threads in the recess 18.

Horizontal mid span cross bars 24 and 26 are also provided and fastened to the vertical members in like manner in order to strengthen the rear member and to

provide support means for the divider rods 28 which are described below.

A bottom member in the form of a horizontally disposed plane forming a right angle with the rear member is provided by a solid rectangular board 30 designed to rest with one surface on the floor. The board is fastened at two corners to the vertical supports 10 and 12 by means of brackets 32 welded to the support members as shown in FIG. 6 and wood screw 36 which passes through cylindrical slot 34 in bracket 32 to engage the floor board.

The remaining two corners of floor board 30 are attached in like manner to the vertical members 38 and 40 of lower side frames 42 and 44. Lower side frame 42 consists of vertical member 38, horizontal member 46 which is fastened at one end to vertical support 10 and intermediate diagonal 48 which is fastened at one end to the remaining end of member 46 and at the other end to the uppermost end of vertical member 38. The lower end of vertical member 38 is fastened to the floor board by means of bracket 32 and a screw 36, an example of which is illustrated in FIG. 6. Lower side frame 44 is identical to lower side frame 42 consisting of a vertical member 40 which is attached at its lower end to the floor board in the manner of vertical member 38, horizontal member 50 and diagonal 52 with the horizontal being attached at one end to vertical support 12 and the diagonal being attached at its respective ends to vertical member 40 and horizontal member 50. Rail members 16, 54, 56 and 58 are attached at their ends as shown in FIG. 1 to respective vertical members 10, 12, 38 and 40 along the periphery of floor board 30 and spaced slightly therefrom.

Oppositely disposed side frames 60 and 62 project from vertical members 10 and 12, respectively, and overlie the floor board above the lower side frames 42 and 44, respectively. Each of the upper side frames 60 and 62 consists of two horizontal members and a vertical member. Hence, upper side frame 60 consists of upper horizontal member 64, lower horizontal member 66 and vertical member 68 while upper side frame 62 consists of upper horizontal member 70, lower horizontal member 72 and vertical member 74.

A plurality of divider rods 28 are attached to mid span cross bars 24 and 26 between the side frames 60 and 62 with each divider rod being spaced from adjacent divider rods whereby items to be displayed can be supported therebetween. Each divider rod is removably attached at one of its ends to mid span cross bar 24 and at the remaining end to mid span cross bar 26 in a manner which is illustrated in FIG. 5. In FIG. 5, which is typical for each end of each of the divider rods 28, the end of a divider rod 28 is provided with two depending brackets 76 and 78 which are spaced from each other a distance equal to the width of the mid span cross bar. Bracket 78 is also provided with a threaded slot 80 which supports screw 82 therein. When the divider rod has been properly positioned on the mid span cross bar screw 82 is tightened so that the end thereof abuts the cross bar maintaining that end of the divider rod in the desired position.

Each of the vertical members of the upper side frames 60 and 62 is provided with a fastening means 84 as shown in FIG. 4 having a reduced diameter shank 86 with enlarged head 88 which can be received in opening 90 of tag moulding 92 to support the same in horizontal position. Tag moulding 92 is a typical tag moulding which is provided to receive within the opposed channels provided thereby a tag having indicia thereon.

A name or other advertising bracket can be fastened to the tag moulding in a suitable manner such as the name bracket 94 illustrated in the figures.

The display device can be readily assembled for use and set up in an appropriate position. The moulding is

removed when items to be displayed are inserted such as the rolls of floor covering shown in the figures and indicated by the letters A and B. The letters A indicate longer rolls than the letter B as shown and these rolls are inserted in the display device upon removal of the tag moulding and adjustment of the various divider rods. Each of the rolls rests at an end on floor board **30** within the rails and the rearwardmost roll rests at its upper end on the top cross bar **14** with the remaining rolls being supported by leaning against the next adjacent roll. After all the rolls have been inserted the tag moulding is again placed in position and the items are quite evident as persons pass the display device. When it is desired to remove an item from the display device the tag moulding is easily removed so that the item can be removed from the display device and the tag moulding set back in position. The display fixture occupies a minimum of floor space.

Thus, among others, the several objects of the invention, as specifically aforenoted, are achieved. Obviously, numerous changes and rearrangement of parts might be resorted to without departing from the spirit of the invention as defined by the claims.

I claim:

1. A display fixture for supporting and displaying items therein including in combination a rear member in the form of a vertically disposed frame, a bottom member of a horizontally disposed plane forming a right angle with said rear member, first and second oppositely disposed side frames projecting from said rear member at the side edges thereof and overlying said bottom member, a plurality of divider rods attached to said rear member between said side frames, each divider rod of said plurality being spaced from adjacent divider rods whereby items to be displayed can be supported therebetween, a tag molding, openings formed at each end of said tag molding, and fastening members projecting from said side frames to be received within said openings and supporting said tag molding, said fastening members having shanks with enlarged heads.

2. A display fixture for supporting and displaying a plurality of tubular members including in combination a rear member provided by parallel vertically disposed members and parallel horizontally disposed members, a bottom member in the form of a horizontally disposed plane provided by a substantially rectangular solid member fastened to said rear member and forming a right angle therewith for supporting the ends of said rolls, first and second oppositely disposed upper side frames projecting from said rear member at the side edges thereof and overlying said bottom member, first and second oppositely disposed lower side frames projecting from said rear member at the side edges thereof beneath said first and second upper side members, respectively, said rolls being disposed between said respective opposite side frames, a plurality of divider rods, clamping means attached to each of said divider rods for clamping said divider rod to said rear member, each divider rod of said plurality being spaced from adjacent divider rods whereby rolls to be displayed can be supported therebetween, and a tag molding removably attached to said upper side frames.

References Cited

UNITED STATES PATENTS

1,636,608	7/1927	Kenyon	211—60
2,070,507	2/1937	Bishop	211—60 XR
2,516,122	7/1950	Hughes	211—184
2,972,421	2/1961	Frick	211—184
3,227,503	1/1966	Fletcher et al.	211—60 XR
3,323,657	6/1967	Robbins	211—178

FOREIGN PATENTS

869,195	5/1961	Great Britain.

ROY D. FRAZIER, *Primary Examiner.*

W. D. LOULAN, *Assistant Examiner.*