

Feb. 13, 1951

E. W. SMITH
DISPLAY DEVICE

2,541,303

Filed March 5, 1949

2 Sheets-Sheet 1

Fig. 1.

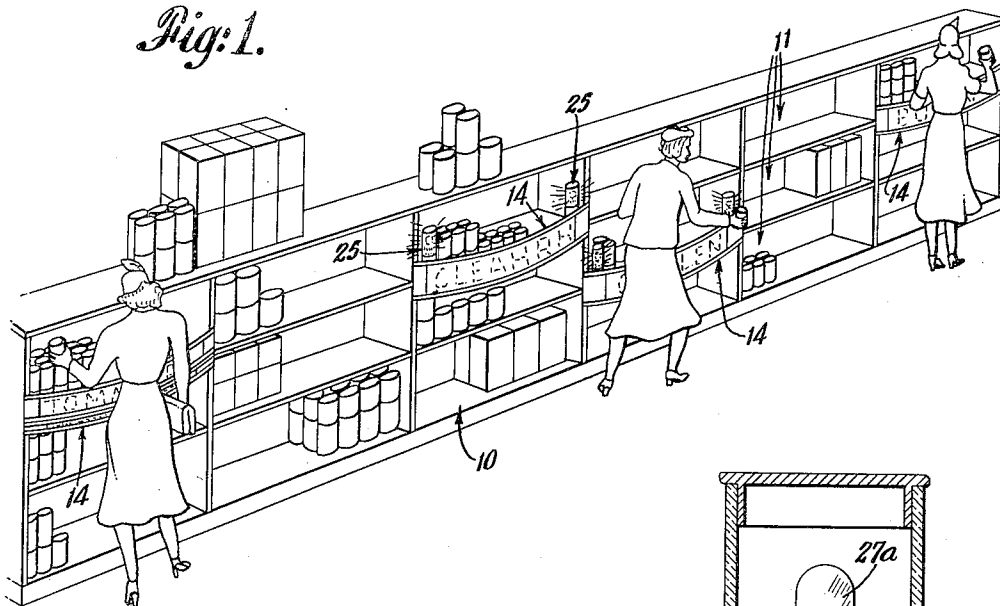


Fig. 7.

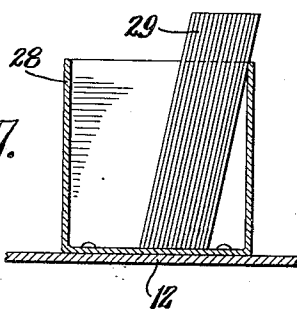


Fig. 8.

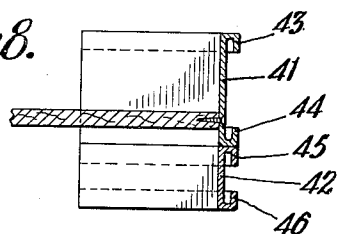
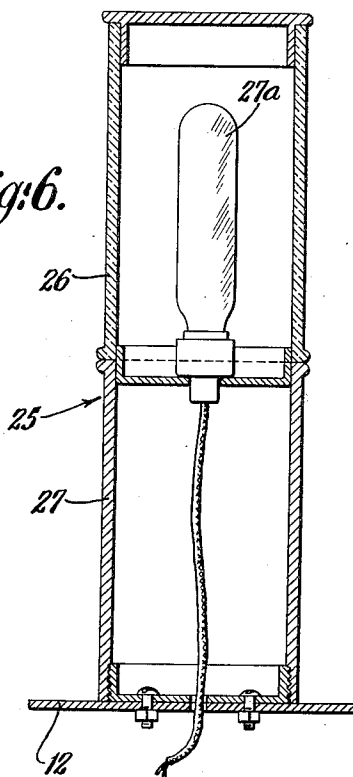


Fig. 6.



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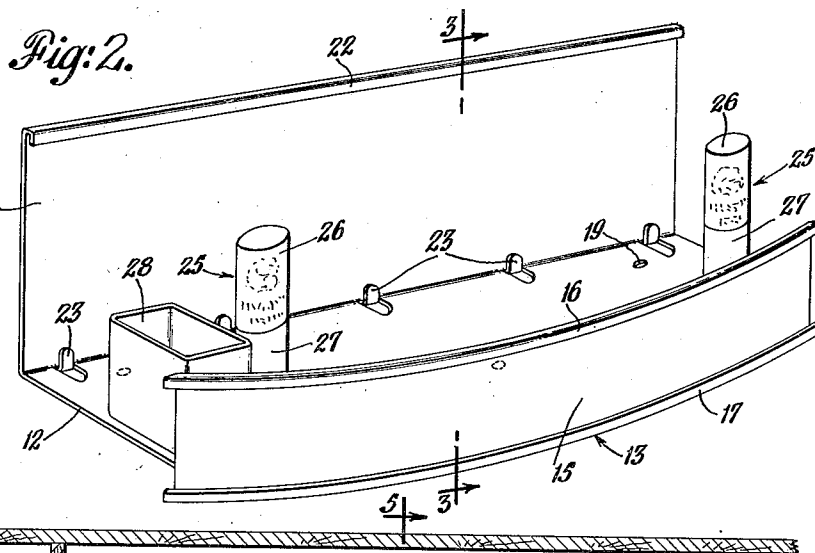
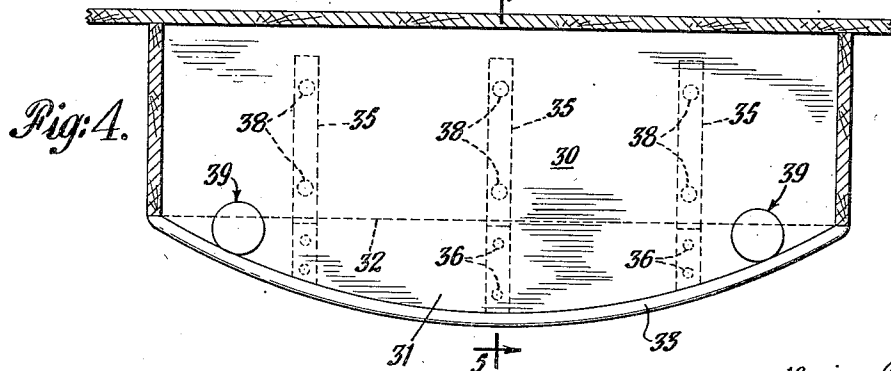
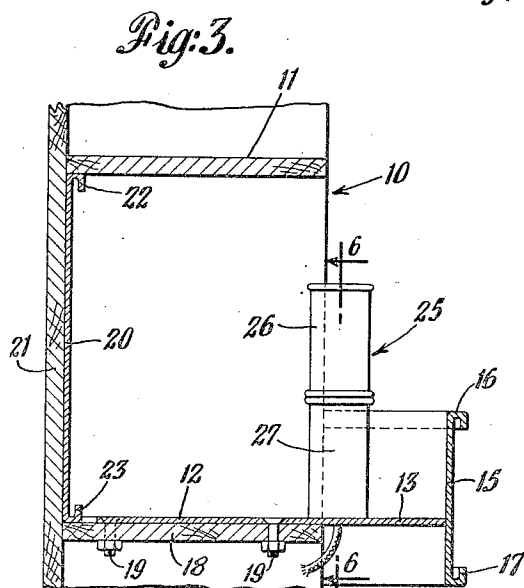
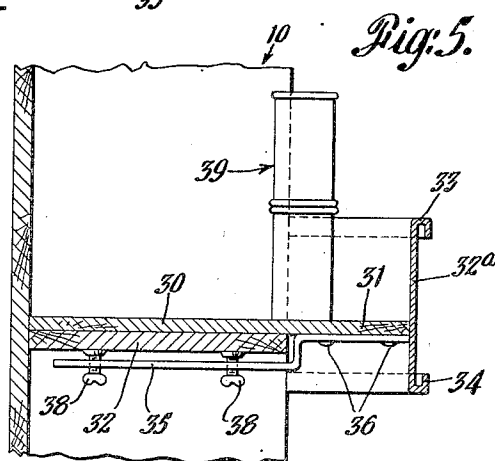
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2 Sheets-Sheet 2



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DISPLAY DEVICE

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Application March 5, 1949, Serial No. 79,809

4 Claims. (Cl. 40—126)

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This invention relates to a store display shelf, and more particularly to a display shelf for stores handling groceries or the like which makes possible an improved display of the goods and in addition extra advertising of the goods associated directly with the articles on the shelf.

Many stores today are constructed and operated on the self-service principle under which the customer circulates around the store and selects the merchandise to be purchased without assistance from a clerk or salesman. In such stores as well as in others, it is particularly important to display the goods in the most attractive manner so that they will sell themselves to the customer.

One object of my invention is to provide an attachment for a standard store shelf which provides a more attractive medium for the display of goods such as packaged or canned goods.

A further object of the invention is to provide such an attachment or display shelf which in addition has a relatively large extra space for advertising, making it possible to emphasize the merits of a given product directly at the point of sale.

Another object of the invention is to provide such an attachment or display shelf, with an upright front face which bows or extends out at its center from the front edge of the store shelf, to which it is attached, so that the face of the extended section, with the advertising it contains, will attract the attention of store customers approaching along the store aisle from either side.

A further object is to provide such a display shelf that is portable in that it may be applied to or removed from a standard store shelf at will, and that does not interfere with the storage and display of other goods on adjoining shelves.

Other objects and advantages of my invention will be apparent or will be explained in conjunction with the following description of the invention and of the accompanying drawings, in which

Fig. 1 is a perspective view of a portion of a self service store showing the shelf attachment of my invention applied to certain sections of the store shelves.

Fig. 2 is a perspective view, on a larger scale, of one form of display shelf suitable for attachment to a section of a standard store shelf.

Fig. 3 is a transverse sectional view of the shelf taken approximately on the line 3—3 of Fig. 2, and showing the display shelf mounted in place on the store shelf.

Fig. 4 is a plan view of a somewhat different form of display shelf mounted in place on a store shelf, and showing the store shelf in section.

Fig. 5 is a transverse sectional view of this alternative display shelf taken approximately on the line 5—5 of Fig. 4.

Fig. 6 is a vertical sectional view through ap-

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proximately the center of a lighted display suitable for use on this display shelf, and taken approximately on the line 6—6 of Fig. 3.

Fig. 7 is a vertical sectional view of a container for literature that may be used on the display shelf of my invention as seen in perspective in Fig. 2.

Fig. 8 is a transverse sectional view of a portion of a display shelf showing a modified construction.

Referring to the drawings, and more particularly to Figs. 1, 2 and 3, numeral 10 indicates generally an arrangement of shelves in a self service supermarket or other type of store in which various packaged and canned goods are displayed on the individual shelf sections 11.

In order to increase the sales of certain brands of goods, I propose that a false shelf 12 having a projecting front portion 13 carrying advertising be mounted in or on one or more sections of the store shelves in which such goods are to be displayed so that the advertising and goods displayed on the projecting portion will catch the eyes of customers approaching along the store aisle from either side. Such installations are indicated generally at 14 in Fig. 1.

The actual construction of the secondary or display shelf itself may vary considerably in detail although it preferably consists essentially of a shelf or supporting member 12 which fits over or on the store shelf and has a bulging or projecting front edge that comes out at the central portion substantially beyond the margin of the store shelf itself. The projecting front edge may be curved or polygonal in shape as long as its central portion juts out beyond the normal margin of the usual store shelf.

Attached to the bulging front edge of the shelf is a vertical support or front panel for advertising. This support may consist of a vertical panel or member 15 made of any suitable sheet material and attached to and conforming in shape to the projecting front edge of the shelf member 12. This panel or member 15 also preferably extends a substantial distance both above and below the upper surface of the shelf 12. Beads or grooves 16 and 17 may be provided at the top and bottom margins of this vertical front member 15 so that a display or advertising card may be slid into place and changed from time to time as the occasion demands.

This shelf assembly is preferably anchored in some fashion to the store shelf 18 as by means of the bolts and nuts 19. If desired, a back wall member 20 may also be attached to or formed integral with the shelf 12 and constructed so that it fits back flush against the back of the store shelf 21 as seen in Fig. 3. This back wall 20 may also be provided with a groove 22 at the top and a groove or punched out tabs 23 or

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other suitable means at the bottom to receive an advertising card that will lie against the back wall 20 above the shelf 12.

While this form of display shelf is illustrated in Figs. 2 and 3 as made of sheet metal, it will be apparent to those skilled in the art that the display shelf in this or other forms may be constructed of any suitable combination of wood, metal, plastics or other materials adequate for the purpose.

In order to catch the customer's eye more quickly, the shelf 12 may be fitted with one or more lighted displays as indicated at 25. See also Fig. 6. Such lighted displays may conveniently consist of a dummy can, bottle, box or jar of the goods to be displayed having translucent or partially translucent walls as shown at 26 and supported on a second dummy can or other suitable support 27 with a light 27a inside. One or more of such lighted displays may be used and a suitable box or other receptacle 28 (Figs. 2 and 7) may also be mounted on one corner of the shelf 12 to hold printed matter 29 associated with the goods to be displayed. For example, recipes, advertising pamphlets, coupons, entry blanks for contests and the like may be placed in the receptacle 28.

Referring now particularly to Figs. 4 and 5, these figures illustrate an alternative form of display shelf, in this case made of wood, as illustrated at 30, but having the same projecting or bulging front portion 31 extending out beyond the store shelf 32 as previously described. In this form the back panel is omitted and the bulging edge of the front portion 31 of the shelf is provided with a vertical panel 32a extending both above and below the shelf, and having upper and lower grooves 33, 34 for display of advertising cards or the like as described above. In this case the shelf 30 may be attached to the store shelf in a somewhat different manner. For example, the offset brackets 35 may be fixed to the projecting front portion 31 of the shelf 30 by rivets, bolts or other suitable means as indicated at 36, and the offset portions of these brackets may extend in under the store shelf 32, so that by simply tightening the thumb screws 38 the shelf 30 may be adequately anchored in place. This form of shelf may be provided with one or more lighted display cans 39 similar to the display cans 25.

As a further modification, the front panel of the display shelf may, if desired, be divided into two or more compartments (see Fig. 8). For example, this panel may be made up of two sections 41 and 42 each provided with top and bottom grooves as shown at 43, 44, 45 and 46 so that two separate cards carrying advertising or other printed matter may be separately installed and changed as needed.

By means of this device it is possible to feature certain goods or brands of goods in a very attractive appealing manner without interfering with the other stock in the store. Also, of course, these featured goods, the advertising associated therewith and the locations of the portable display shelves may be quickly and easily changed from time to time as the occasion demands.

The terms and expressions which I have employed are used as terms of description and not of limitation, and I have no intention, in the use of such terms and expressions, of excluding any

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equivalents of the features shown and described or portions thereof, but recognize that various modifications are possible within the scope of the invention claimed.

I claim:

1. A portable display shelf for grocery stores and the like which comprises a shelf member constructed to fit over a standard store shelf, said member having a front portion to support goods and shaped to project out beyond the store shelf with its central portion projecting out substantially further than its marginal portions, and an upright panel secured to the edge of said projecting portion, said panel extending above the shelf a distance substantially less than the distance between adjacent store shelves and having means to receive and hold an advertising card.

2. A portable display shelf for grocery stores and the like which comprises a shelf member constructed to fit over a standard store shelf and support goods thereon, said member having a curved front portion shaped to project out substantially beyond the store shelf, and an upright panel secured to the edge of said projecting portion, said panel extending above and below the level of said shelf member for a distance substantially less than the distance between store shelves and being constructed to receive and hold an advertising card.

3. A portable display shelf for use on the store shelves of grocery stores and the like which comprises a shelf member adapted to fit over the store shelf and support a number of articles of merchandise with a portion of said article supporting member extending beyond the forward edge of the store shelf, said member being formed with a convex forward edge the center of which projects a substantial distance beyond the forward edge of the store shelf, and means secured to said convex forward edge for holding a sheet of advertising matter in a vertical position along said convex edge so that it can easily be read from the side as well as from the front, said means being substantially less in height than the distance between adjacent store shelves.

4. A portable display shelf for grocery stores or the like having a shelf portion, means for removably attaching said shelf portion to a store shelf, said shelf portion extending at its center a substantial distance beyond the forward edge of the store shelf and an upright front panel secured to the forwardly extending part of said shelf portion and conforming generally to the shape thereof, said panel having a height less than the distance between shelves and extending from above the level of said shelf portion to a point below the level thereof, and said panel having means for holding an advertising card.

ELMER WARREN SMITH.

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