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DISPLAY STAND FOR SUNGLASSES

Filed July 30, 1958

3 Sheets-Sheet 1

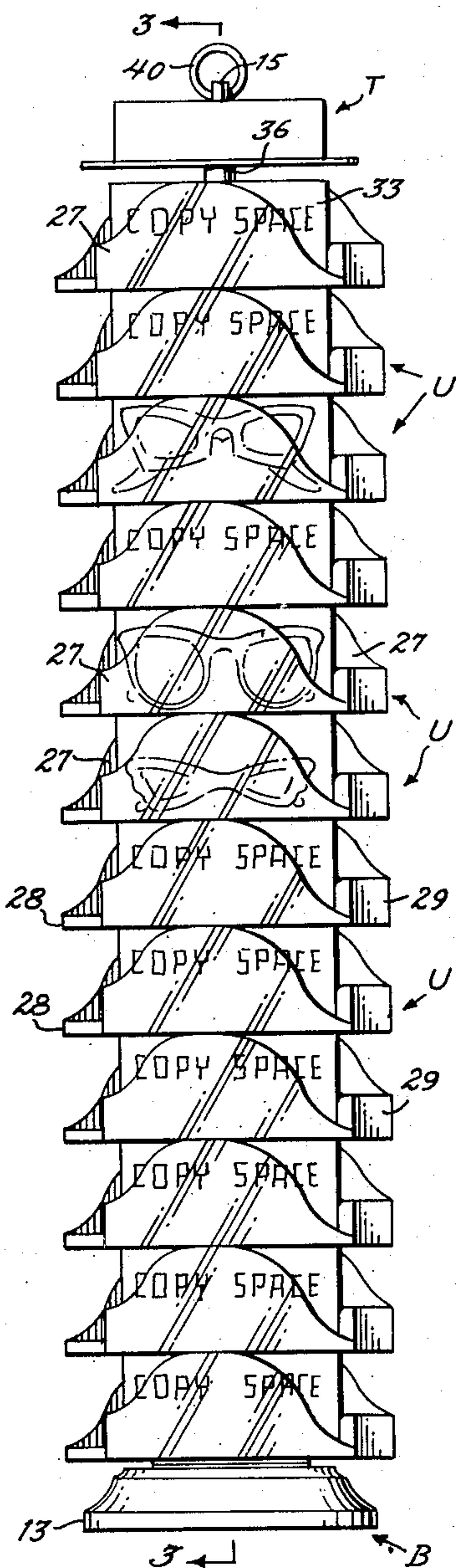


Fig. 1.

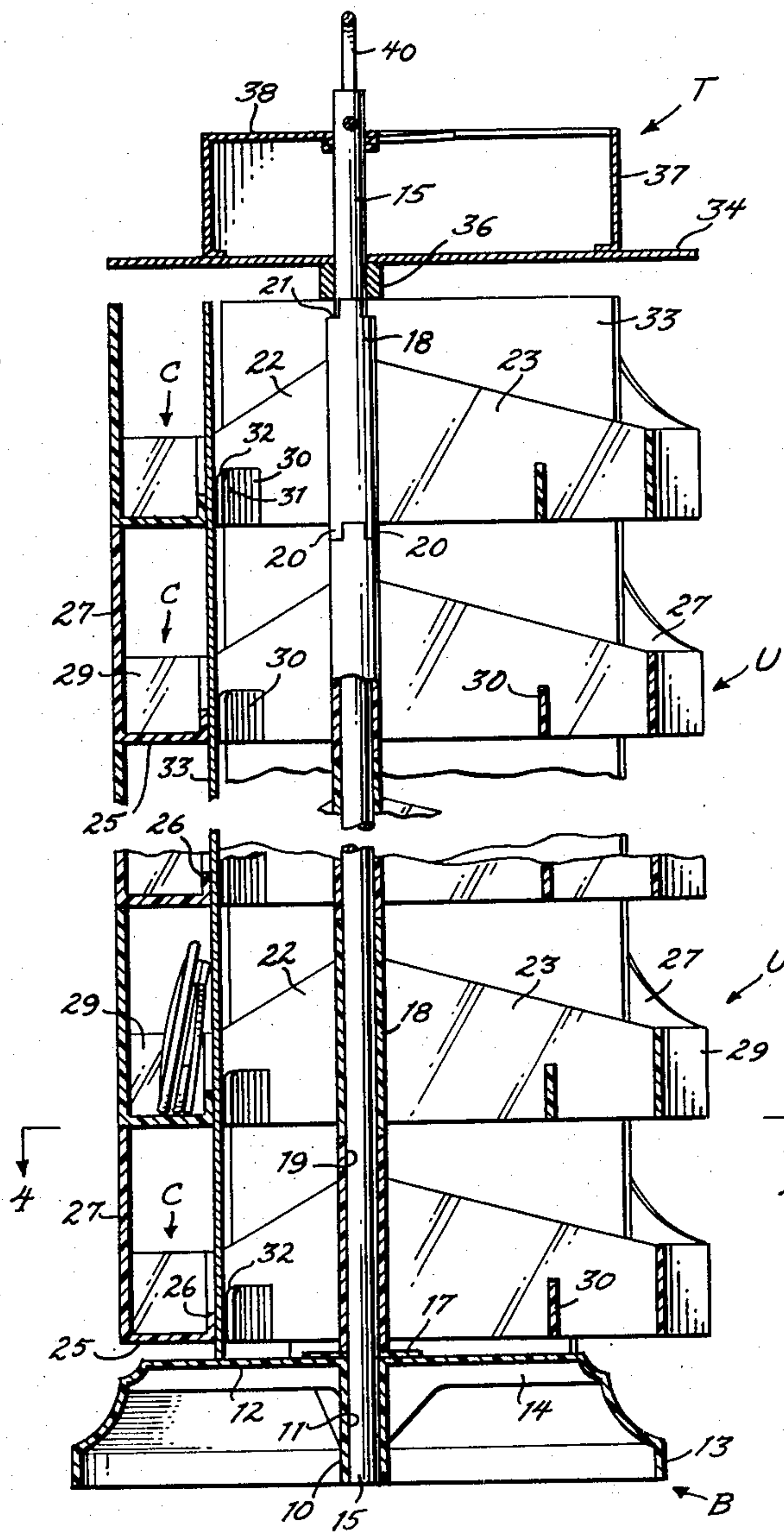


Fig. 3.

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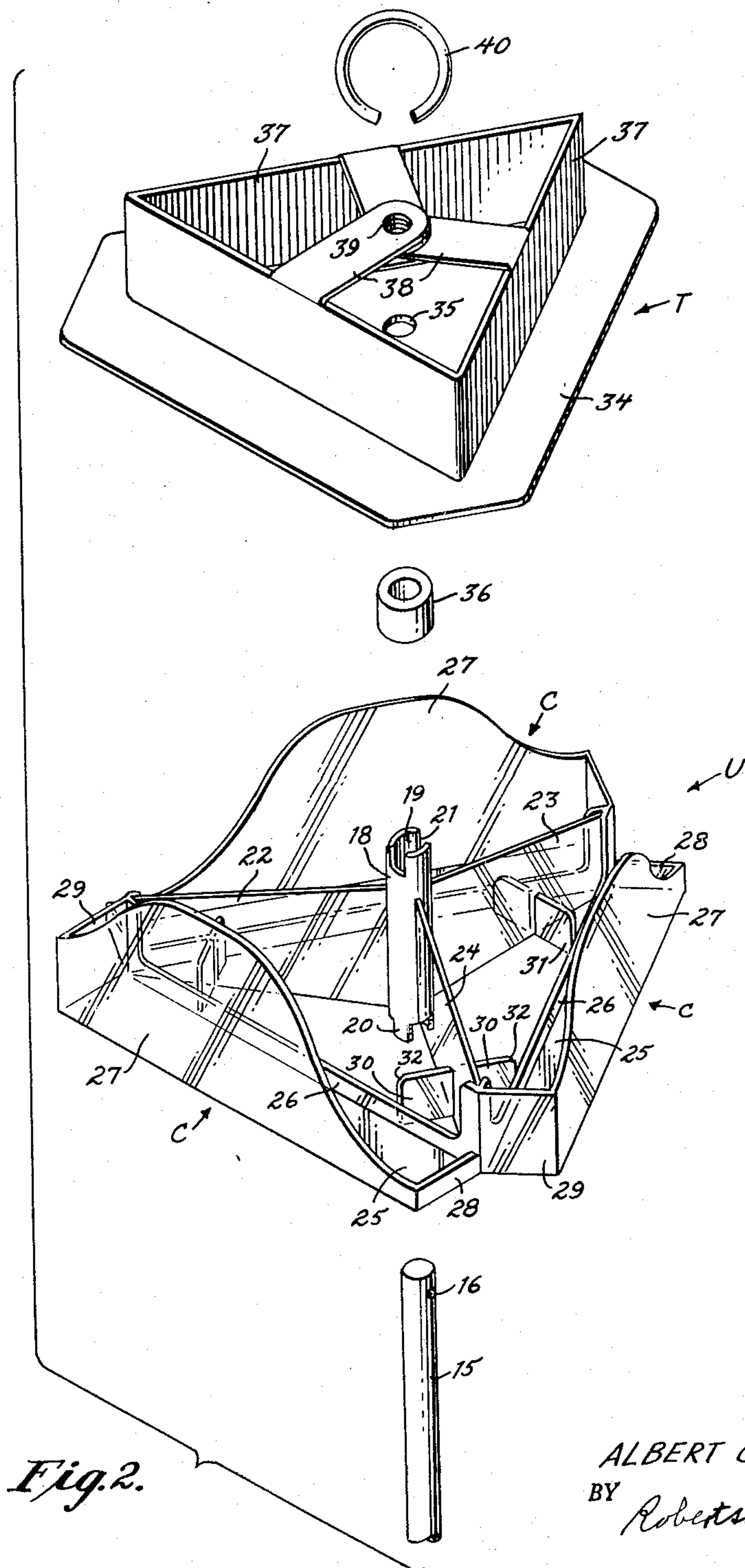
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DISPLAY STAND FOR SUNGLASSES

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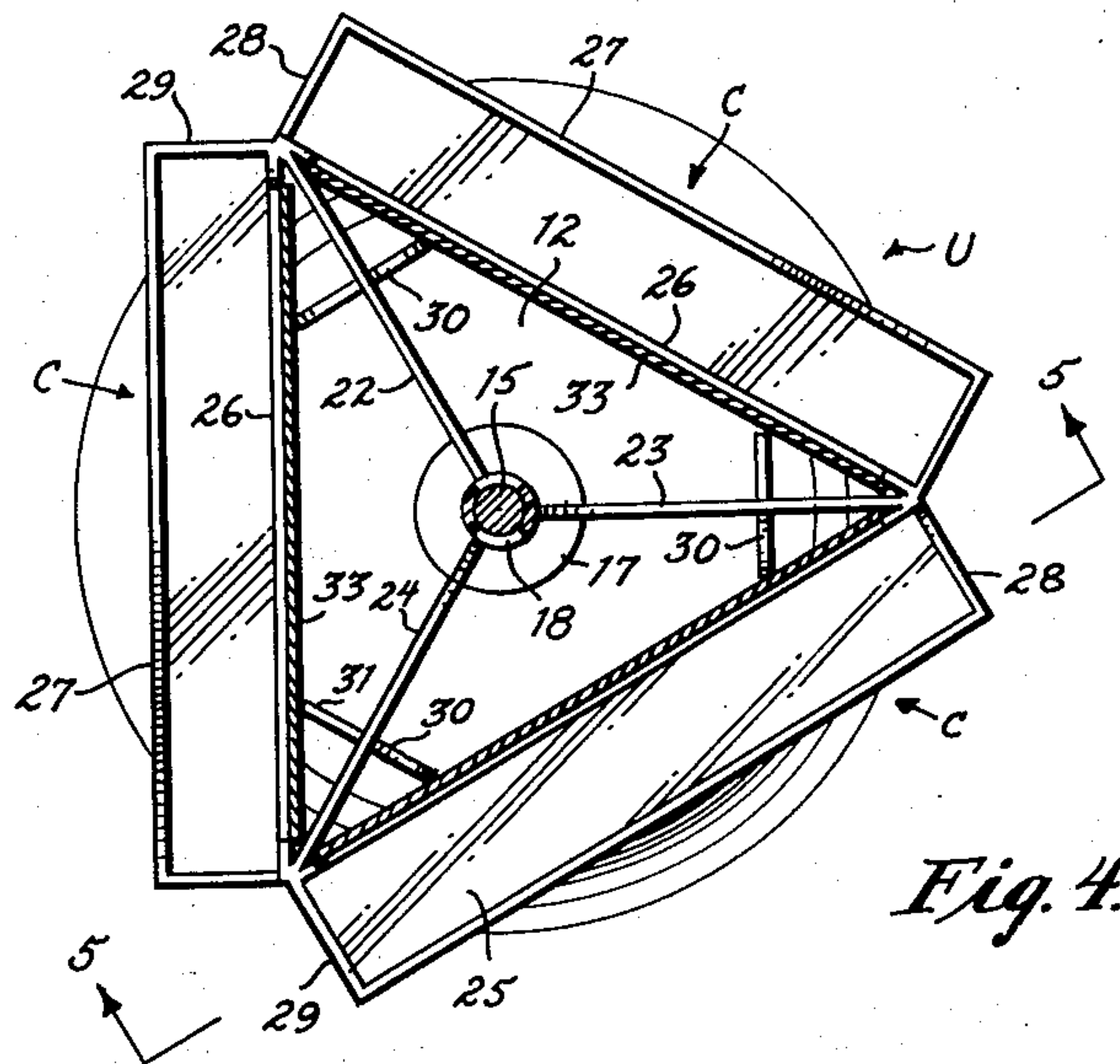


Fig. 4.

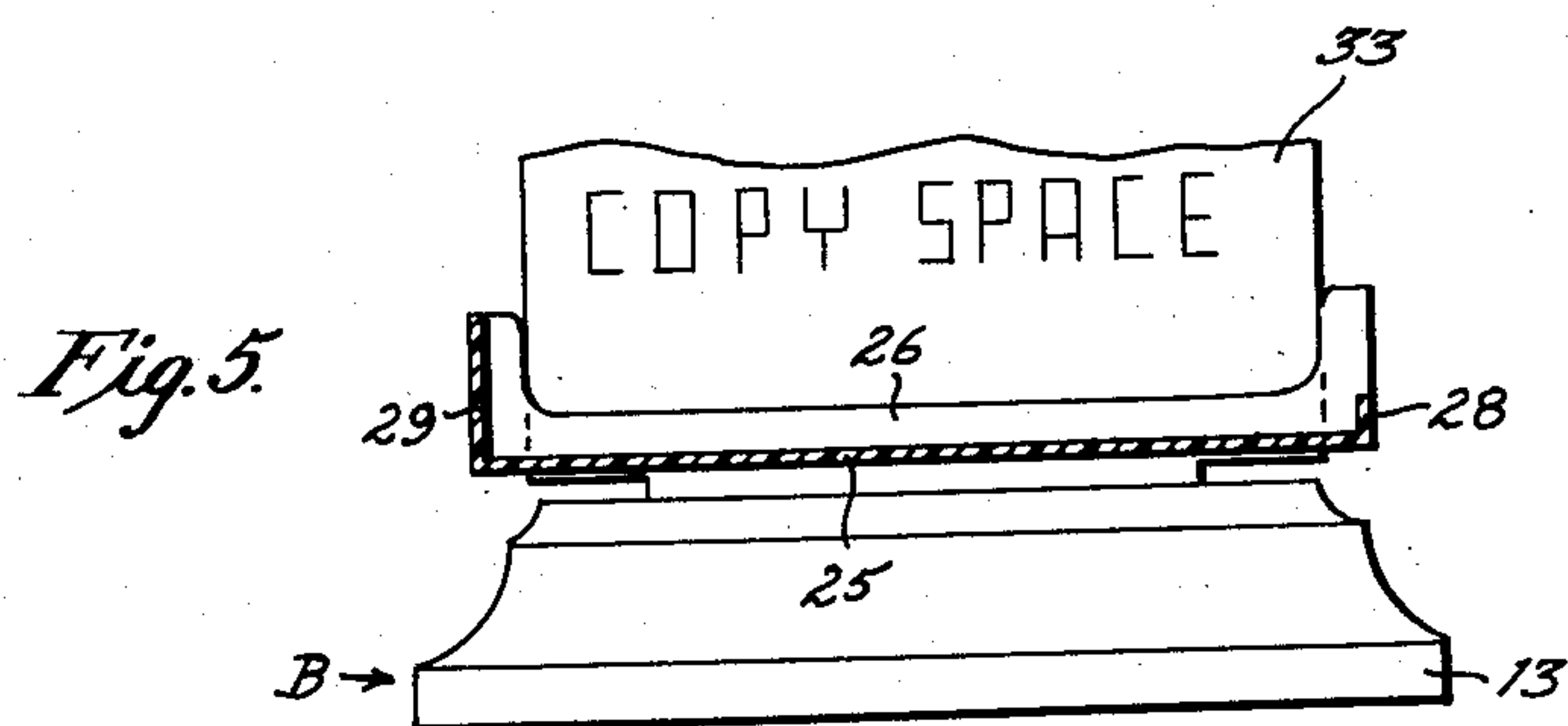


Fig. 5.

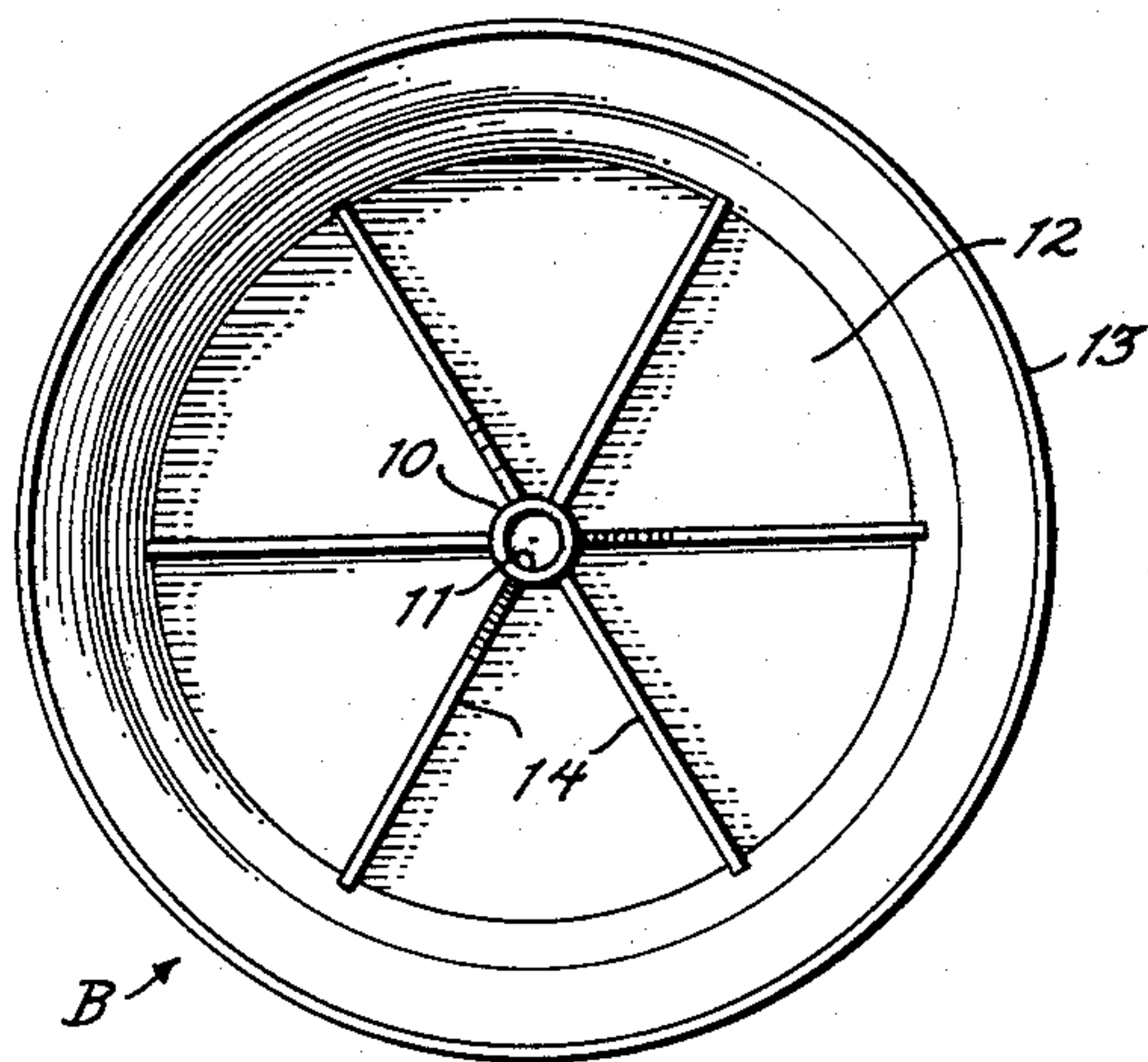


Fig. 6.

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DISPLAY STAND FOR SUNGLASSES

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8 Claims. (Cl. 211-131)

The present invention relates to display stands that are employed in the retail merchandising of sunglasses and is concerned primarily with such a stand which is made up of a plurality of units that are interlocked into assembled relation. While the instant device has been primarily developed and employed for use in conjunction with sunglasses, and is illustrated and described hereinafter with particular reference thereto, it is understood that the device is well adapted for the merchandising and display of a wide variety of articles, all of which uses are intended to be comprehended herein.

At the present time, it is the common practice for the manufacturer of sunglasses to provide the retailer with display stands that are placed on the counters of retail establishments and which carry a display of sunglasses of various styles and shapes. These sunglasses are detachably secured in position on the stand so that a prospective purchaser may remove one therefrom, inspect it, and try it on. Obviously, if the customer is not desirous of purchasing any particular sunglass which has been removed from the stand, it must be replaced. The now known devices of this type have proven to be inadequate and unsatisfactory largely because of the difficulty experienced by the customer in replacing unwanted sunglasses.

With the foregoing conditions in mind, the present invention has in view as its foremost objective the provision of a display stand for sunglasses which is characterized by the following properties and characteristics:

- (1) The sunglasses are held in positions in which they are visible to a maximum degree.
- (2) They are accessible for easy removal by a customer.
- (3) They are easily replaceable in the stand.
- (4) The stand itself is compact so as to require only a minimum of counter space.

In carrying out the above noted ideas in a practical embodiment, a stand is provided which consists essentially of a base, a central column or post upstanding from the base, and a plurality of units which are rotatably mounted on the post and interlocked together with each unit, including at least three transparent compartments, each of which is adapted to removably receive a pair of sunglasses.

An important object of the invention is to provide, in a display stand of the character indicated, a unit which is integrally cast from an appropriate transparent plastic with each unit comprising a central hub, supporting arms radially outstanding from the hub, and compartments carried at the ends of the arms. Each of said compartments has an open side or end through which sunglasses are introduced thereinto, or removed therefrom, as occasion demands.

It is highly important that the several units be interlocked together so that the entire assembly of units may rotate as one, thus, another object is to provide, in a stand of the type noted, a plurality of units, each of which includes means for interlocking with the next ad-

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jacent unit. In achieving this end the central hub of each unit is formed with a pair of projecting lugs at one end and a pair of complementary recesses on the other end. The lugs on one unit are received in the recesses of an adjacent unit to establish the interlock.

Still another object in view is to provide in a display stand of the type aforesaid a plurality of units of the character above noted in which a pair of backing arms extend outwardly from each supporting arm towards each compartment, but terminate a short distance therefrom. This provides a space through several aligned units which receives a backing card. This backing card is slid downwardly behind each row of compartments after the units are assembled and performs three functions. In the first instance, the card itself constitutes the main part of the rear wall of each compartment. In the second instance, the card supplements the interlocking means aforesaid in maintaining the assembled relation of the units. And, finally, the outer face of each card is available to display merchandising copy.

Still another object of the invention is to provide, in a display stand of the character aforesaid, a top piece or cap which is mounted on the column above the uppermost unit and which cap finishes off the stand and also provides space for advertising copy.

Various other more detailed objects and advantages of the invention, such as arise in connection with carrying out the above-noted ideas in a practical embodiment, will in part become apparent and will in part be hereinafter stated as the description of the invention proceeds.

The invention therefore comprises a display stand for sunglasses which consists essentially of a base, a central column upstanding from the base, together with a plurality of units assembled in interlocked relation on the column with each unit presenting three compartments, each adapted to removably receive a pair of sunglasses and with each compartment having a transparent front wall and an open side or end edge.

For a full and more complete understanding of the invention, reference may be had to the following description and accompanying drawings, wherein:

Figure 1 is a view in front elevation of a display stand for sunglasses designed in accordance with the precepts of this invention;

Figure 2 is a perspective taken on an enlarged scale depicting the elements at the top of the stand in exploded relation;

Figure 3 is a section taken on an enlarged scale through a plurality of the units being taken about on the plane represented by the line 3-3 of Figure 1;

Figure 4 is a horizontal section taken about on the plane represented by the line 4-4 of Figure 3;

Figure 5 is a detail partly in section and partly in elevation of the lower end of the stand being taken about on the plane represented by the line 5-5 of Figure 4; and

Figure 6 is a bottom plan view of the base.

Referring now to the drawings wherein like reference characters denote corresponding parts, a base is shown in Figures 1, 3, 5 and 6, and is referred to in its entirety by the reference character B. The base B is preferably cast from an appropriate plastic and comprises a central sleeve 10 presenting a bore 11 and to the upper end of which is integrally joined a top wall 12. Integrally joined to the peripheral edge of the top wall 12 and depending downwardly therefrom is a skirt which terminates in a lower cylindrical wall 13. Extending between this skirt 13 and the sleeve 10 are a plurality of radial bracing ribs 14. The lower edge of the skirt 13 lies in the same plane as the lower end of the sleeve 10 which imparts to the base stability when placed on a counter.

A column is shown at 15. This column may be of

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any appropriate material, but is preferably solid metal. The lower end of this column 15 is received in the bore 11 of the sleeve 10 preferably with a pressed fit so that the column is assembled in fixed relation with respect to the base. The column 15 extends upwardly above the top wall 12 of the base a required distance and adjacent to its upper end is formed with a transverse opening 16 for a purpose to be later described.

Rotatably mounted on the column 15 are a plurality of units, each of which is referred to in its entirety by the reference character U. A washer shown at 17 may be placed about the column 15 immediately over the top wall 12 of the base and is engaged by lowermost unit U as shown in Figure 3.

Referring now more particularly to Figures 2, 3 and 4, it will be noted that each unit U is a one piece integral affair that is cast or molded from an appropriate transparent plastic such as polystyrene. Each unit U includes a central hub member 18 of tubular formation providing a bore 19 which receives the column 15. The lower end of the hub 18 carries a pair of downwardly projecting lugs 20 while the upper end is formed with a pair of diametrically opposed recesses 21. It is evident that the lugs 20 on the hub of one unit are adapted to be received in the recesses 21 of the hub of the unit immediately therebeneath to establish an interlock between these two units.

Extending radially outwardly from the hub 18 to which they are integrally joined are three arms 22, 23 and 24. A compartment C is integrally joined to the outer ends of the arms 22 and 23. A second compartment of identical construction is integrally attached to the outer ends of the arms 23 and 24, and a third compartment C is carried by the outer ends of the arms 22 and 24.

Referring now more particularly to Figures 3 and 4, each compartment C comprises a bottom wall 25 from the rear edge of which upstands a comparatively short rear wall 26 while a front wall 27 upstands from the front edge of the bottom wall 25. This front wall 27 is of the configuration more clearly shown in Figure 2 which provides a cutaway or recess at the right-hand side which facilitates grasping of a pair of sunglasses received in the compartment.

Upstanding from the right-hand side or end edge of the bottom wall 25 is a lip 28 which functions as a retainer for holding a pair of sunglasses in position. At the opposite side or end, which is the left-hand side as shown in Figure 2, is a higher end wall 29.

Extending outwardly from each of arms 22, 23, and 24 to which they are integrally secured are three pairs of backing arms 30. Each of these arms has a free end which is spaced from this rear wall a slight distance. The upper corner of the free end 31 is rounded off as shown at 32 for a purpose now to be described.

After a desired number of the units U have been assembled in interlocked relation on the column 15 in the manner shown in Figures 1 and 3, a backing card 33 is slid down behind each row of the rear walls 26 of the several compartments. Thus, there are three of these backing cards 33, with each backing card being positioned between the aligned rear walls 26 and the free ends 31 of the arms 30. The upper rounded corners 32 facilitate insertion of the cards. These cards preferably are of cardboard and in addition to constituting the main part of the rear wall of each compartment C function to supplement the interlock provided by lugs 20 and recesses 21, and also present outer surfaces for receiving merchandising copy.

A top piece is shown in Figures 1 and 2 and is referred to in its entirety by the reference character T. The top piece T is preferably made of cardboard and comprises a bottom 34 of generally triangular formation, formed with a central opening 35 which receives the column 15. Before the top piece T is positioned on the

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column 15 a speed nut 36 is positioned on the column 15 above the uppermost unit U and serves to maintain the assembled relation of the units U on the column 15.

Upstanding from the bottom 34 are three walls 37 which define a triangle and extending radially inwardly from the upper edge of each wall 37 and centrally thereof are three supporting arms 38, each of which is formed at its free end with an opening 39, several openings 39 being in alignment so as to receive column 15. After the top piece T is positioned on the column 15 by having the latter received in the openings 35 and 39 a retaining ring 40 is positioned in the opening 16 in a well known manner to keep and maintain the assembled relation.

Operation

While the manner of assembling the display stand of this invention and its mode of usage is believed to be obvious from the illustrations of the drawings and the description of parts given, they may be briefly outlined as follows:

The column 15 is, of course, assembled with the base B by having its lower end fitted in the bore 11 of sleeve 10. The several units U are then positioned on the column 15 with the hub of each unit being interlocked with the hub of the unit immediately therebeneath. The three backing cards 33 are now slid downwardly behind the aligned rear walls 26. The speed nut 36 is then positioned on the column against the top end of the hub of the uppermost unit, whereupon the top piece T is positioned on the column and the retaining ring 40 engaged with the hole 16. A pair of sunglasses are now positioned in each of the compartments C by being inserted through the open right hand end or side of the compartment. Each pair of sunglasses is retained in its respective compartment by the rear wall which is constituted by the backing cards 33 and the front wall 27, end wall 29 and lip 28. Obviously, it is supported by the bottom 25.

When a customer is desirous of inspecting and trying on the sunglasses, the several units may be rotated together on the column 15 to bring each row of the compartments C into visible position. As the front walls 27 are transparent, the purchaser can readily see each pair of sunglasses. Moreover, each pair may be removed from its compartment by simply raising it high enough to clear the lip 28 and withdrawing it from the open side. Obviously, each pair may be readily replaced if the customer does not want that particular pair.

After a pair of sunglasses has been sold that particular compartment is empty and other customers may look through the transparent front wall 27 and see the advertising copy displayed on the backing card 33.

While a preferred specific embodiment of the invention is hereinbefore set forth, it is to be clearly understood that the invention is not to be limited to the exact constructions, mechanisms and designs illustrated and described, because various modifications of these details may be provided in putting the invention into practice within the purview of the appended claims.

What is claimed is:

1. In a display stand for sunglasses, a one piece integral unit made of transparent plastic and comprising a central hub, a plurality of supporting arms radially outstanding from said hub and a plurality of compartments carried at the free ends of said supporting arms, each of said compartments having a bottom, a rear wall, a front wall, an end wall, and an open end opposite to said end wall.

2. In a display stand for sunglasses, a one piece integral unit made of transparent plastic and comprising a central tubular hub having a lug projecting from one end and formed with a complemental recess at its opposite end, three equiangularly spaced arms radially outstanding from said hub, three compartments integrally joined

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to the outer ends of said arms with one compartment being positioned between each adjacent pair of arms, each of said compartments having a bottom, a short rear wall, a high front wall, an end wall, and an open end opposite to said end wall.

3. In a display stand for sunglasses, a one piece integral unit made of transparent plastic and comprising a central tubular hub having a lug projecting from one end and formed with a complemental recess at its opposite end, three equiangularly spaced arms radially outstanding from said hub, three compartments integrally joined to the outer ends of said arms with one compartment being positioned between each adjacent pair of arms, each of said compartments having a bottom, a short rear wall, a high front wall, an end wall, and an open end opposite to said end wall, and a pair of backing arms outstanding from each of said first-mentioned arms with each backing arm being spaced from the rear wall of the respective compartment.

4. A display stand for sunglasses, a base, a column upstanding from said base, a plurality of units rotatably mounted on said column, one above the other, means formed on said units for interlocking each unit with the next adjacent unit, each of said units including a central hub, three equiangularly spaced arms radially outstanding from the hub and three compartments carried at the free ends of said arms, the compartments of each unit aligning with the compartments of other units, a nut on said column above the uppermost of said units, a top piece on said column above said nut and means carried by said column for maintaining said top piece in assembled position on said column.

5. In a display stand, a base, a column upstanding centrally from said base and secured thereto, a plurality of units rotatably mounted on said column, one above the other, each of said units comprising a tubular hub receiving the column and having a pair of lugs projecting from one end and formed with a pair of recesses at its opposite end, the lugs of the hub of one unit being received in the recesses of the hub of the next adjacent unit to establish an interlock by the said units, three equiangularly spaced arms radially outstanding from the hub of each unit, three compartments integrally joined to the outer ends of said arms with each compartment comprising a bottom, a short rear wall, a high front wall,

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a high end wall, and an open end opposite to said end wall, having a lip at the end of the bottom, a pair of backing arms outstanding from each of said first-mentioned arms and having a free end spaced from said rear wall, and three backing cards with each backing card being positioned between each series of the rear walls of aligned compartments and the free ends of said backing arms, a top piece on said column over the uppermost of said units, and retaining means of said columns for holding said top piece in position thereon.

6. In a display stand for sunglasses, a one-piece integral unit made of transparent plastic and comprising a central hub, a plurality of supporting arms radially outstanding from said hub, and a plurality of compartments carried at the free ends of said supporting arms, each of said compartments having a bottom, a rear wall, a front wall, an end wall, and an open end opposite to said end wall, said rear wall being configured on its rear side for receiving a generally vertically disposed display card.

7. In a display stand for sunglasses according to claim 6, in combination with complemental formations on opposite ends of said hub, whereby like units are adapted to be superposed one upon the other with their complemental formations in interfitting engagement.

8. In a display stand for sunglasses, a one-piece integral unit made of transparent plastic and comprising a central tubular hub having a lug projecting from one end and formed with a complemental recess at its opposite end, a plurality of angularly spaced arms radially outstanding from said hub, a plurality of compartments each integrally joined to the outer ends of a pair of said arms, each of said compartments having a bottom, a rear wall, a high front wall, an end wall, and an open end opposite to said end wall.

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