Dec. 27, 1960 M. R. NADEL 2,966,271

DISPLAY DEVICE

Filed Sept. 18, 1959

FIG. 1

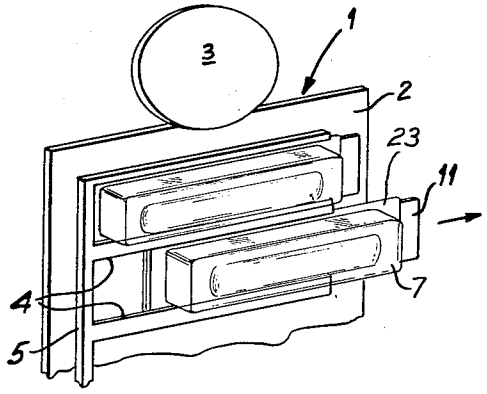
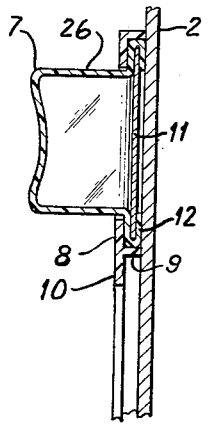


FIG. 2



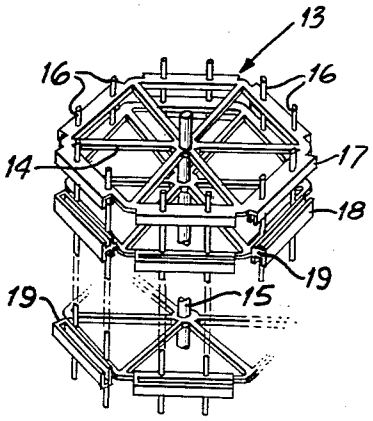


FIG. 3

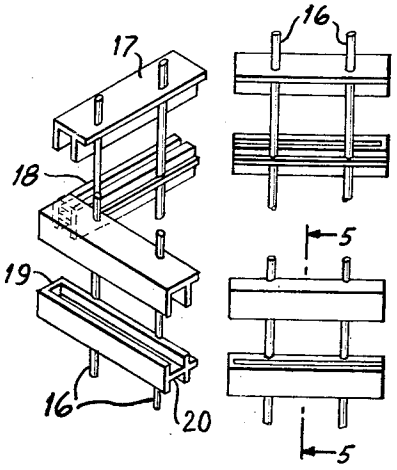


FIG. 4

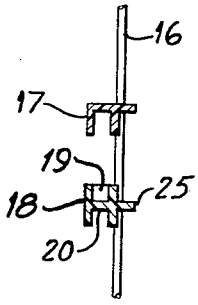


FIG. 5

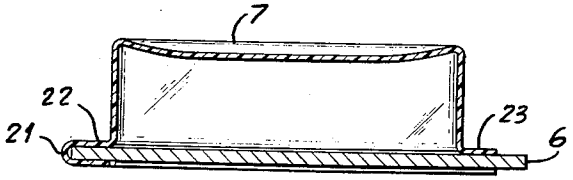


FIG. 6

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DISPLAY DEVICE

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3 Claims. (Cl. 211—13)

The present invention is directed to improvements in the field of display devices, more specifically relating to display stands and the like for small articles such as sun glasses.

In the past, it has been common to display such articles as sun glasses on a cardboard backing carrying a plurality of items. One of the difficulties with the devices of the prior art is that the articles are open to dust, dirt and the like, and in addition are easily handled and hence marked with finger prints and the like.

In addition, the means of mounting the articles on the display card has been such as to virtually preclude the possibility of replacing the item once it has been removed from the card.

In view of the foregoing, it is among the objects of this invention to provide a display device for small articles, which permits the articles to be viewed without removing them from the device.

It is also among the objects of this invention to provide a display device for small articles which comprises a substantially enclosed container.

It is further among the objects of this invention to provide a display device for small articles which is dust-proof in nature.

It is still further among the objects of this invention to provide a display device for small articles wherein the articles are readily accessible for removal and handling, if desired.

It is still further among the objects of this invention to provide a display device for small articles wherein the articles may be readily replaced in the device after having been removed and examined.

It is still further among the objects of this invention to provide a display device for small articles which is capable of carrying a substantial number of articles and of presenting them to view readily.

It is still further among the objects of this invention to provide a display device for small articles which also has substantial space for advertising purposes.

In practicing this invention, there is provided a holder carrying one or more pairs of spaced apart parallel guides. The guides have recesses facing each other and are preferably provided with a stop member on one end thereof.

There is also provided a receptacle having a front face and depending sides and ends, the back face being open. The rearmost edges of the depending sides are folded over to form a pair of opposed tracks and a back cover is slidably retained therein. The side edges of the tracks are in turn slidably mounted in a pair of the spaced apart parallel guides.

The back cover extends beyond the adjacent end of the receptacle and the receptacle itself has a tongue which covers a part of the extended portion of the back cover. Alternatively the end of the back cover may extend beyond the tongue formed on the adjacent end of the receptacle. To prevent the back cover from sliding too far into the tracks, a stop member comprising the folded over rearmost edge of one end of the receptacle is provided.

As a further refinement of this invention, the holder may be constructed of a plurality of superposed spiders in spaced apart relationship. The spiders are retained in their positions by an axle connecting the central portions thereof and also by a plurality of reinforcing rods connecting the spiders at points spaced apart from their centers.

The spiders are polygonal in shape and consequently present a series of substantially flat faces to the external view. The guides are fixed to the peripheries of the spiders and the receptacles are retained therein as in the principal form of this invention. There is thus achieved a series of faces each carrying a plurality of receptacles, and which may be rotated about the axle so as to present the entire selection to the view of the prospective purchaser.

The guides are provided with a barrier at one end in order to prevent the receptacles from sliding through the guides and out the opposite end.

In the accompanying drawings constituting a part hereof, in which like reference characters indicate like parts:

Fig. 1 is a perspective view of one form of this invention showing the receptacles on the holder;

Fig. 2 is a transverse cross-section of one of the receptacles in place on the holder;

Fig. 3 is a perspective view of the further refinement of this invention, partially broken away;

Fig. 4 is an enlarged perspective view of a portion of Fig. 3 with certain parts omitted for clarity;

Fig. 5 is a section along lines 5—5 of Fig. 4, and

Fig. 6 is a longitudinal cross-section of the receptacle.

Referring more specifically to Figs. 1, 2 and 6, there is provided a display device **1** comprising a holder **2**, receptacle **7**, guides **4** and advertising space **3**. Guides **4** are affixed to holder **2** in parallel pairs and are provided with barrier **5** to prevent receptacle **7** from sliding in too far.

Receptacle **7** has tracks **12** formed by folding over the rearmost edges of sides **26**. Back cover **11** is slidably retained in tracks **12** and is prevented from sliding too far in by stop member **21** on end **22** of receptacle **7**.

The entire assembly including receptacle **7**, back cover **11** and tracks **12** is retained in guides **4** as shown in Figs. 1 and 2.

As shown in Fig. 2, certain of the guides are positioned intermediate the uppermost and lowermost guides and consequently have a dual function. Such an intermediate guide **8** comprises a flange **10** with a member **9** placed intermediate the ends of the flange. This provides two recesses **27**, one acting as the upper guide for the lower receptacle and the other acting as the lower guide for the upper receptacle. Thus it can be seen that the intermediate guides are roughly H-shaped in cross-section, while the uppermost and lowermost guides need only be U-shaped in cross-section.

Turning now to the embodiment shown in Figs. 3 and 4, the display device **13** consists of a holder comprising a series of superposed spiders **14** mounted on an axle **15** and interconnected by reinforcing rods **16**. Mounted on the peripheries of superposed spiders **14** are guides **17** and **18** having stop members **19**.

As shown in Fig. 5, the uppermost guide **17** is U-shaped in cross-section while intermediate guides **18** have recesses **20** and are provided with barriers **19**. Although only one barrier for each pair of opposed guides is necessary, there may also be provided an additional barrier so that each guide has such a member.

In operation, a prospective purchaser, after viewing the articles as retained on display devices **1** or **13**, may remove the receptacle from the holder by grasping tongue

23 and sliding it in the direction of the arrow shown in Fig. 1. After taking a closer look, if the prospective customer desires to examine the article itself, extended portion 6 of back cover 11 is grasped in one hand while receptacle 7 is retained in the other. It is then an easy matter for the customer to slide the back cover out of tracks 12, exposing the article for still closer examination.

If the merchandise is to be replaced in the display device it is simply placed in receptacle 7 and cover 11 is slid into tracks 12 until the cover contacts stop 21. The receptacle assembly is then similarly sildably inserted in guides 4 until stop member 21 contacts barrier 5.

It can readily be seen that the operation of the embodiment as shown in Fig. 3 is substantially the same as that of the form shown in Fig. 1. With regard to display device 13, however, there is the additional factor of several rows of receptacles which may be presented to view by rotation of axle 15 if desired.

The receptacle 7 should, of course, be constructed of a transparent material to enable easy viewing of the article contained therein without the necessity of removing the article from the receptacle. Instead of providing cover 11 with an extended portion 6, it is also practical to have tongue 23 and extended portion 6 of substantially the same length but providing a cut-out portion of tongue 23 so that cover 6 may be gripped and removed from tracks 12. These and other changes may be made without departing from the spirit of this invention.

While only two specific embodiments of this invention have been described, it is nevertheless to be broadly construed and not to be limited except by the character of the claims appended hereto.

I claim:

1. A display device comprising a holder, a pair of spaced apart parallel guides having recesses facing each other, said guides mounted on said holder, a receptacle having a front face and depending sides and ends, the back face being open, the outside edges of said depending sides being bent outwardly into a plane passing through both bent edges, the extreme portions of both of said bent edges being bent inwardly into a plane parallel to said first plane with a sufficient space between said edges to form a pair of opposed tracks, a back cover slidably retained in said tracks, the side edges of said tracks being slidably mounted in said guides, a stop member for said back cover on one end of said receptacle, said stop being formed by an outwardly bent portion of the outside edge of said one end, said other end of said back cover extends beyond the adjacent end of said receptacle when said cover is in contact with said stop.

2. A display device according to claim 1 in which said receptacle has a tongue at said other end adapted to cover a part only of the extended portion of said back cover.

3. A display device according to claim 1 in which said receptacle has a tongue at said other end adapted to cover a part only of the extended portion of said back cover, said tongue being bent outwardly from the outside edge of said other end.

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