Jan. 28, 1969 H. J. FEIBELMAN 3,424,313

DISPLAY STAND

Filed Aug. 22, 1966

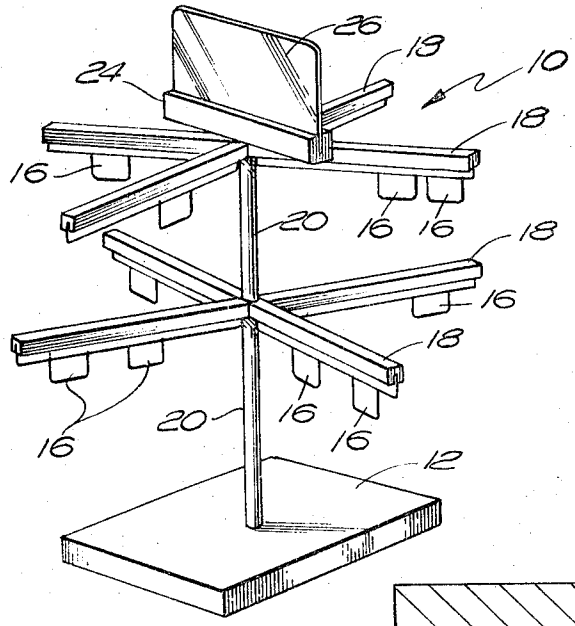


FIG. 1

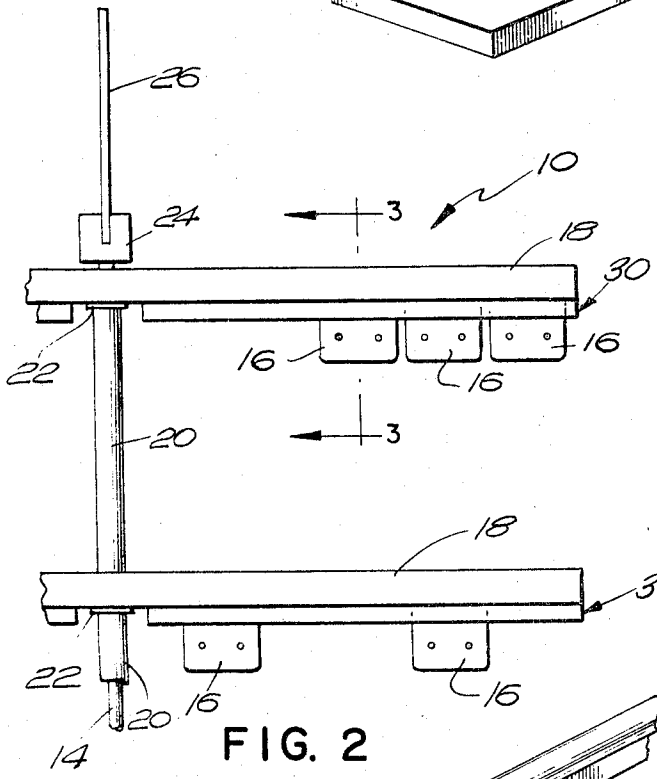


FIG. 2

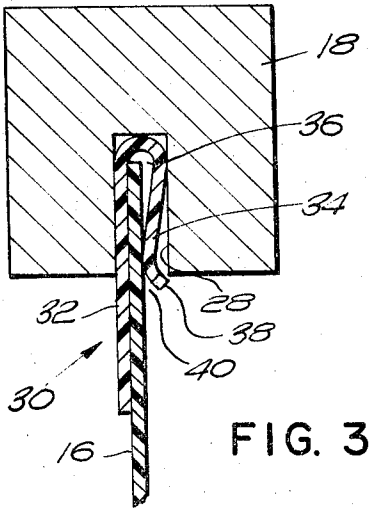


FIG. 3

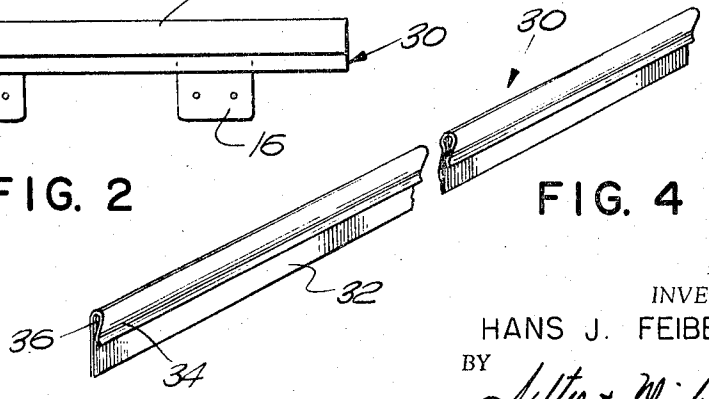


FIG. 4

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DISPLAY STAND

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ABSTRACT OF THE DISCLOSURE

A display stand for displaying ornamental articles that are mounted on cards, the cards being removably mounted on display arms that are formed as part of the stand, each of the arms including a plurality of mounting elements that depend therefrom and that are adapted to receive the cards in frictional relation therein.

The present invention relates to a jewelry display stand. More particularly, the present invention relates to a stand for displaying ornamental articles that are affixed to cards, the cards being removably mounted in a display position on the stand.

In the display of ornamental jewelry articles, it is sometimes desirable to mount the articles on a card or the like on which may be imprinted advertising material and the price of the article. This is particularly true in the display of jewelry articles, such as earrings, which are sold in pairs and require locating the earring pairs in a manner that prevents the separation thereof. Prior to the instant invention, ornamental articles such as earrings have usually been packaged in boxes and displayed on counters or on display stands to which the card on which the articles were mounted was secured in some manner. These prior known display fixtuers adequately displayed the goods mounted thereon, but in most instances they were constructed in such a manner that removal of the jewelry articles therefrom was inconvenient to accomplish; or, if the prior stand was constructed to provide for convenient removal of the jewelry article therefrom, then it was either expensive to manufacture or was not decorative in appearance.

The present invention is not only decorative in appearance but includes a structural arrangement of parts that provides for a simple removal of the articles mounted for display thereon. In this connection, the display stand of the present invention is adapted to display articles that are affixed to cards and includes a base on which a support member is mounted. A plurality of display arms are disposed on the support member, each of the display arms having a mounting element secured thereto to which the cards are adapted to be removably secured. The mounting elements include a plate portion and a jaw integrally joined thereto that define a pocket or channel therebetween and into which the cards are frictionally inserted in removable relation. When it is desired to remove a card containing the jewelry article from the display stand, it is only necessary to exert an outward force on the card to provide for easy removal thereof from the pocket or channel of the mounting element.

Accordingly, it is an object of the present invention to provide a display stand that includes a base and a support member mounted on the base, a plurality of display arms being mounted on the support member and receiving a plurality of mounting elements in frictional relation therein, each of the mounting elements having a jaw that is separable for receiving a display card in a channel formed therein for the display of the cards in a mounted position on the arms in depending relation.

Another object of the present invention is to provide a display stand for ornamental articles that includes a

plurality of mounting elements that are secured to arms of the stand, each of the mounting elements being defined by a plate and an integrally formed jaw that cooperate to receive a jewelry carrying card in frictional engagement therewith.

Still another object is to provide a display stand having a vertical rod located thereon on which a plurality of arms are mounted, mounting elements being fixed to the arms and radiating outwardly from the vertical rod for receiving cards on which ornamental articles are secured for the display thereof.

Other objects, features and advantages of the invention will become apparent as the description thereof proceeds when considered in connection with the accompanying illustrative drawings.

In the drawings which illustrate the best mode presently contemplated for carrying out the invetnion:

FIG. 1 is a perspective view of the display stand embodied in the present invention;

FIG. 2 is an enlarged elevational view of a portion of the display stand illustrating the location of the display arms and the mounting elements secured thereto;

FIG. 3 is an enlarged sectional view taken along lines 3—3 in FIG. 2; and

FIG. 4 is a perspective view of one of the mounting elements that is secured to a display arm.

Referring now to the drawing and particularly to FIG. 1, the display stand embodied in the present invention is generally indicated at **10** and includes a base **12** to which a vertical rod **14** is secured in central relation with respect thereto. The display stand **10** is adapted to display ornamental articles, such as atricles of jewelry, thereon and has particular application in the display of earrings of the piercing type. In this connection, the earrings to be displayed are mounted in pairs on cards indicated at **16**, the cards **16** being removably secured to the display stand in a manner to be described hereinafter. Although the cards **16** as indicated are adapted to receive pierced earrings thereon for the display on the stand **10**, it is understood that other forms of earrings or other ornamental articles may be attached to a card of the type illustrated at **16** without departing from the spirit of the invention.

In order to mount the card **16** in a display position, a plurality of horizontal arms **18** are provided, the arms **18** being located in pairs in interlocking relation, and each pair of arms being disposed in perpendicular relation with respect to each other. For this purpose, each of the arms **18** is notched at the center thereof and interfitted with the companion arm, the interfitting arms **18** having an opening extending therethrough through which the rod **14** projects. In order to locate the pairs of interfitting arms in vertically spaced relation as illustrated in FIGS. 1 and 2, tubular spacers **20** are provided and are disposed between the interlocking arms in coaxial enveloping relation around the rod **14**. As illustrated in FIG. 1, the lower spacer **20** is dimensioned to locate the lower interlocked arms in vertically spaced relation from the base **12**. The upper spacer **20** locates the upper interlocked arms **18** in spaced relation from the lower arms **18**. It is understood that the height of the stand **10** may be varied as desired, and additional pairs of interlocked arms **18** may be incorporated in the stand by providing a longer rod **14** than that illustrated and additional spacers **20** thereon. It is understood that the openings that extend through the pairs of interlocked arms **18** are sufficiently large enough to provide for rotating movement of the arms on the rod **14**, and if necessary, washers indicated at **22** in FIG. 2 may be provided so as to promote the rotating movement of the interlocking arms **18** on the rod **14**. If desired, a block **24** may be fixed to the uppermost end of the rod **14** for the purpose of receiving a sign indi-

cated at **26** in a groove formed in the upper surface of the block **24**.

In order to mount the cards **16** on the arms **18** and on opposite sides of the central rod **14** of the display stand, each of the arms **18** is formed with a longitudinally extending groove **28** therein. Each of the grooves **28** is formed on the underside of its arm **18** and receives mounting elements, generally indicated at **30**, therein on opposed sides of the rods **14**. Thus, two of the mounting elements **30** are mounted on each of the arms **18** on the underside thereof. As illustrated more clearly in FIGS. 3 and 4, each of the mounting elements **30** is formed with a flat plate portion **32** to which a jaw portion **34** is integrally joined. The jaw portion **34** is spaced from the flat plate portion **32** to define a pocket or channel **36** therebetween. Joined to the jaw portion **34** is an outwardly flared lip **38** that cooperates with the portion of the plate portion **32** adjacent thereto to define a mouth **40**. As shown in FIG. 3, the lateral dimension of the groove **28** is such as to receive the curved uppermost portion of the mounting element **30** in frictional engagement with the side walls thereof.

As mounted in the groove **28** of the arm **18**, the jaw **34** is adapted to be flexed in response to the movement of a card **16** into the pocket or channel **36**. In this connection, the mounting element **30** is preferably formed of a material that has some resiliency, and for this purpose, the mounting element may be molded or fabricated of a plastic material or the like. When one of the cards **16** with a pair of earrings mounted thereon is to be located in a display position, the leading edge thereof is moved into the mouth **40** of the mounting element **30** and pushed upwardly to force the lip **38** away from the plate portion **32**. The resilient characteristics of the material from which the mounting element **30** is formed provides for the flexing movement of the lip **38**, and the jaw **34** then engages the adjacent surface of the card **16** to force it into intimate contact with the inside wall of the plate portion **32**. The card **16** is thus firmly retained in a display position on the display rack. It is understood that the card **16** may be longitudinally moved within the channel **36** to any position along the length of its display arm **18** as required. When it is necessary to remove the card **16** from the display stand **10**, the bottommost edge thereof is grasped by the user and pulled downwardly. A force sufficient to extract the card **16** from between the jaw **34** and inside wall of the plate portion **32** is exerted, and the card **16** is then free from engagement with the mounting element **32** for use as desired.

It is seen that the present invention provides a simple yet effective manner of mounting ornamental articles in a display position without the requirement of unfastening or disconnecting the ornamental article from its display card. The card, which may contain any descriptive material, may be formed as a permanent part of the ornamental article in the display thereof and will be dispensed with the article in the sale thereof. When it is necessary to place the article in the display position on the display stand **10**, the card is mounted on an arm **18** by pushing the leading edge of the card between the jaw **34** and the plate portion **32** of the mounting element **30** until the leading edge of the card is received at the uppermost end of the channel or pocket **36**.

While there is shown and described herein certain specific structure embodying the invention, it will be mainfest to those skilled in the art that various modifications and rearrangements of the parts may be made without departing from the spirit and scope of the underlying inventive concept and that the same is not limited to the particular forms herein shown and described except insofar as indicated by the scope of the appended claims.

What is claimed is:

1. In a stand for displaying ornamental articles that are affixed to cards, a base, a support member mounted on said base, and a plurality of display arms mounted on said support member, each of said arms having a longitudinally extending groove formed in the underside thereof, and a plurality of mounting elements frictionally mounted in the grooves of said display arms and depending below the bottommost edges of the display arms in which they are mounted, each of said mounting elements including a plate portion to which a jaw is integrally joined, said jaw being spaced from said plate to define a channel therebetween and said jaw including a flared lip that cooperates with the plate to define a mouth therebetween, each of said mounting elements being located in a groove such that the channel therein is substantially concealed in said groove, the mouth of each mounting element being exposed adjacent to the underside of the arm in which the groove is formed and the jaw of each mounting element being flexibly movable relative to the plate thereof wherein the leading edge of a card is received between said jaw and plate and retained therein by the frictional engagement of the jaw thereagainst, the remaining portion of said card depending from the channel into which the card extends and projecting below the plate for display of the ornamental articles thereon.

2. In a stand as set forth in claim **1**, said support member being defined by a vertical rod and said display arms beig rotatably mounted on said vertical rod in interfitted pairs that are spaced apart vertically, each of said arms having a central opening therein through which the rod extends and having a pair of said mounting elements secured thereto on opposed sides of said rod, wherein said mounting elements are spaced apart at 90° intervals for each pair of interfitted arms.

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