July 10, 1962 E. G. LOCKIE 3,043,437

GOLF CLUB DISPLAY

Filed Dec. 12, 1960

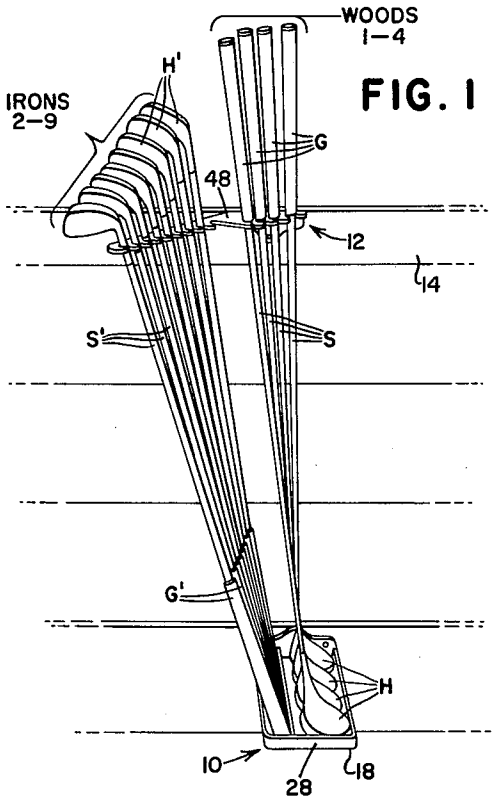
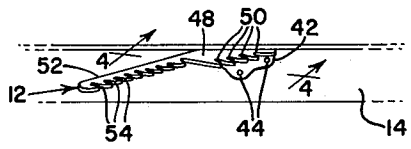


FIG. 1

FIG. 2



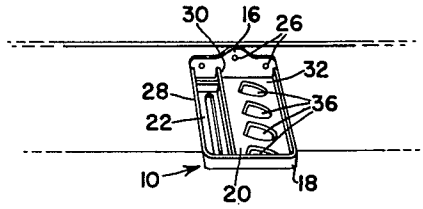


FIG. 4

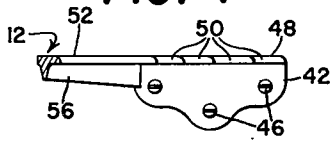


FIG. 3

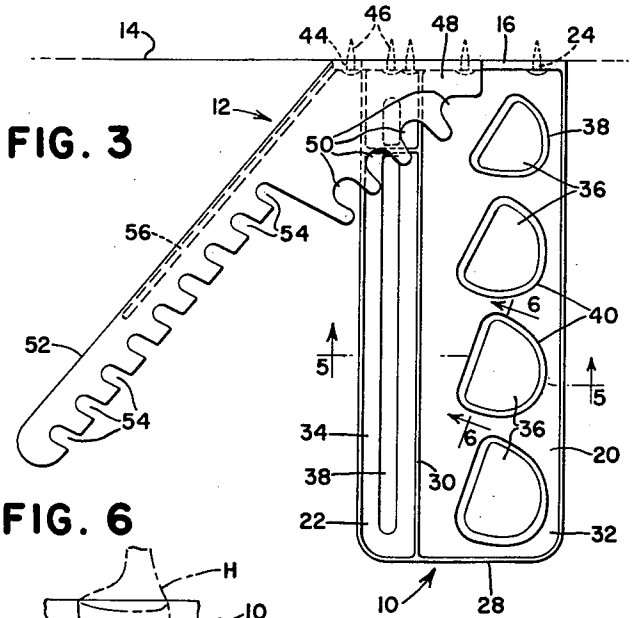


FIG. 5

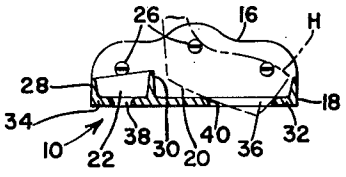
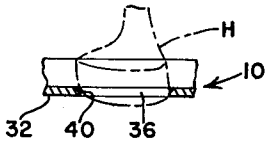


FIG. 6



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GOLF CLUB DISPLAY

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This invention relates to improvements of golf club display primarily as a merchandising or advertising aid and has for a principal object the provision of simple and effective means for showing in side-by-side relation a golf club outfit consisting of a set of woods and a set of irons.

It is a feature of the invention to display the clubs in such fashion that the woods are arranged heads down and shafts up and the irons are heads up and shafts down. An object of the invention in this respect is to provide a lower support or carrier which receives the heads of the woods in one row and the ends of the shafts or grips of the iron in another and parallel row and further to provide an upper support or carrier which has one part adapted to receive the shafts of the woods and another part adapted to receive the shanks of the irons short of the heads thereof, said parts having club-reciving notches so arranged as to cause the upper portions of the clubs to fan out, thereby improving the attractiveness of the display as well as facilitating removal of individual clubs. It is a still further object of the invention to provide the upper and lower supports or carriers as simple one-piece separate parts which may be readily mounted on any suitable supporting medium.

The foregoing and other important objects and desirable features inherent in and encompassed by the invention will become apparent to those versed in the art as a preferred embodiment thereof is disclosed, by way of example, in the ensuing description and accompanying drawing, the figures of which are described below.

FIGURE 1 is a perspective of a tyical display of clubs.

FIGURE 2 shows the display means without the clubs.

FIGURE 3 is an enlarged plan of the means shown in FIGURE 2.

FIGURE 4 is an enlarged section on the line 4—4 of FIGURE 2.

FIGURE 5 is a section on the line 5—5 of FIGURE 3.

FIGURE 6 is a section on the line 6—6 of FIGURE 3.

In the preferred embodiment of the invention chosen for purposes of illustration, lower and upper supports or carriers **10** and **12**, respectively, are shown as fastened in vertically spaced relation and in substantially vertical alinement to a wall **14**, in which respect it should be observed that any other supporting medium could be used in place of the wall, such as a post, panel or the like. For the purposes of simplicity, economy and ready commercial acceptance, each carrier is in the form of a one piece casting, here aluminum; although any other material, of course, could be used.

The lower support or carrier **10** may be regarded as a bracket having an upright mounting flange **16** at its rear and an integral tray portion or means **18** extending horizontally forwardly therefrom and provided with first and second, side-by-side open-top compartments or portions **20** and **22**, respectively. The flange **16** is provided with a plurality of holes **24** through which fasteners, such as screws **26**, may be passed to mount the carrier to the supporting medium. In the example shown, the carrier is spaced slightly above the floor, but this again is a matter of choice, for the carrier could rest on the floor if desired or could be spaced above the floor at a height other than that shown.

The two compartments **20** and **22** are established by a peripheral upright wall **28** and a fore-and-aft or lengthwise wall or rib **30**, and the compartments respectively have floors or bottoms **32** and **34**. The compartment **20**

is relatively long and has a lateral dimension smaller than its length and its floor **32** has therein a plurality of D-shaped apertures or openings **36**. The floor **34** of the compartment **22** is shown as having a narrow slot **38** therein for the purpose of minimizing weight, but this floor may be imperforate if desired.

The width and length of the compartment **20** are chosen here on the basis of the function of this compartment to receive the heads H of a set of woods, here shown as a group or matched set containing Nos. 1–4 woods and accordingly there are four of the D-shaped openings **36** in the compartment floor **32**. The woods are arranged heads down and shafts or grips up and preferably 1-2-3-4 in front-to-rear order. Each opening **36** is sized, positioned and shaped to receive the sole and toe portion of its respective head, and, as seen, each opening is beveled or equivalently shaped about its marginal edge **40** so as to locate its respective head. Thus the openings **36** serve as means to locate and space the heads of the woods in a single row confined to the first compartment **20**, and the shafts of the woods extend upwardly adjacent to but vertically beyond the upper carrier **12**, which, like the lower carrier or support, has a vertical mounting flange **42** provided with openings **44** to receive screws **46** for mounting same on the support medium **14**.

The upper carrier has a first part in the form of a shelf-like element **48** projecting forwardly in partially overhanging but laterally offset relation to the head compartment or portion **20**, and this part has therein a plurality of notches **50**, here four in number to respectively receive the shafts S of the four woods just below the grips G of these woods. As best shown in FIGURE 3, the notches **50** are arranged in laterally spaced apart relation along a line diagonal to the length of the compartment **20** so that the shafts of the woods are caused to fan out as depicted in FIGURE 1. Thus, the heads of the woods are in a fore-and-aft row and the upper ends of the shafts are in a diagonal row. This not only displays the woods to best advantage but makes it easy to remove and replace a single club without disturbing the others.

In the preferred form of the one-piece upper support or bracket **12**, there is provided a second part **52** in the form of an integral diagonal extension of the first part **48**, and this second part is even more laterally offset relative to the lower support **10**, especially as respects the lower support narrow compartment **22** which receives and sustains the terminal ends of the shafts S′ of a set of irons, here Nos. 2–8, having their heads H′ uppermost. The width of the compartment **22** is such that the ends of grips G′ of the irons are confined to a single fore-and-aft row paralleling the row of heads H of the woods. Obviously, the slot **38** is narrow enough to prevent the clubs from dropping through.

The forward or outer edge of the second upper carrier part **52** is provided with eight notches **54** for respectively receiving the shafts S′ of the irons just short of the heads H′. The diagonal disposition of the part **52** and the spacing of the notches **54** therein causes the heads H′ of the irons to fan out in a distinctive pattern emphasized by the fact that the irons are arranged in descending order (Nos. 8–2) from front to rear, so that the shortest club is foremost etc., and further by the fact that these clubs are caused to incline to one side (to the left as seen here) so that the weight of each club swings the club about the axis of its shaft to present its back face to the front. In the overall pattern, the back faces of the clubs occupy what may be regarded as a "shingled" relationship.

One advantage here, in addition to enabling ready removal and replacement of the individual clubs, is that the manufacturer's name, trademark, model number etc. appear on the back face and these are thus readily visible

to the prospective customer. The same is true of the woods in the sense that the manufacturer's name appears on the top of the head and this is likewise readily visible since the woods are displayed as aforesaid. Moreover, the customer can also easily estimate the lengths of the clubs.

In the particular design shown, the carrier 12 has an integral depending rib 56 running below and therefore adding strength to the integral support parts 48 and 52.

It will be seen from the description and drawings that the display provides means in the form of the compartments or portions 20 and 22 for supporting the sets of clubs at their lower ends in two rows and further means in the form of the notched parts 48 and 52 for supporting the upper portions of the clubs in rows angled to the lower rows, whereby to produce the advantages and features already outlined. The angling of the openings 36, in addition to the shapes thereof as "fitting" the respective heads, assures the proper placement of the woods in the display arrangement, especially in combination with the diagonal or angled notched part 48. Of course, fewer or more clubs could be displayed by the same means, as could one set without the other, for example.

Further benefits will readily suggest themselves to those versed in the art, as will various modifications in the preferred structure disclosed, all without departure from the spirit and scope of the invention.

What is claimed is:

1. Means for displaying golf clubs as a set of woods arranged heads down and grips up and a set of irons arranged heads up and grips down, comprising: a lower support adapted to be affixed to a wall or the like and including a generally horizontal outwardly projecting tray means having first and second side-by-side open-top and generally parallel compartments, said first compartment being elongated in an outward direction and of such lateral dimension as to receive and support therein the heads of the woods in a single row and said second compartment being similarly elongated in said direction but relatively narrower to receive and support the terminal ends of the grips of the irons in another row generally parallel to the row of woods; and an upper support positionable on such wall or the like in spaced relation above and partly overhanging the lower support and including first and second outwardly projecting parts respectively cooperative with said first and second compartments, said first part projecting outwardly a lesser distance than and being latterally offset from vertical alinement with said first compartment and having therein a plurality of outwardly opening notches for respectively receiving the grips of the woods so that the shafts of the woods incline both inwardly and laterally, and said second part being further laterally offset beyond both the first part and the second compartment and having therein a plurality of outwardly opening notches for respectively receiving the shanks of the irons, with the heads of the irons above said second part so that the shafts of the irons incline both inwardly and also laterally of the shafts of the woods.

2. The invention defined in claim 1, in which: the notches in the first part are arranged in a row generally horizontally diagonally to the length of the first compartment so as to cause the grips of the woods to line up in a row diagonal to the row of heads of said woods, and the notches in the second part are greater in number than those in the first part and are also arranged in a row generally horizontally diagonally to the length of the second compartment and substantially as a continuation of the row of notches in the first to cause the heads of the irons to line up substantially with the row of grips of the woods.

3. Means for displaying golf clubs as a set of woods arranged heads down and grips up and a set of irons arranged heads up and grips down, comprising: a generally horizontal lower support adapted to be affixed to a wall or the like and having first and second side-by-side and generally parallel support portions, said first portion being elongated outwardly from such wall or the like and of such lateral dimension as to receive and support therein the heads of the woods in a single row and said second portion being similarly elongated in the same direction but relatively narrower to receive and support the terminal ends of the grips of the irons in another row generally parallel to the row of woods; and an upper support positionable on such wall or the like in spaced relation above the lower support and including first and second parts respectively cooperative with said first and second portions, said first part being laterally offset to one side from a position of vertical alinement with said first portion and having therein a plurality of outwardly opening notches for respectively receiving the grips of the woods, and said second part being laterally offset to the same side as and beyond the first part and having therein a plurality of outwardly opening notches for respectively receiving the shanks of the irons, with the heads of the irons above said second part.

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