Sept. 28, 1965 R. EICHHORN ETAL 3,208,713

RING DISPLAY STAND

Filed July 29, 1963

FIG. 1

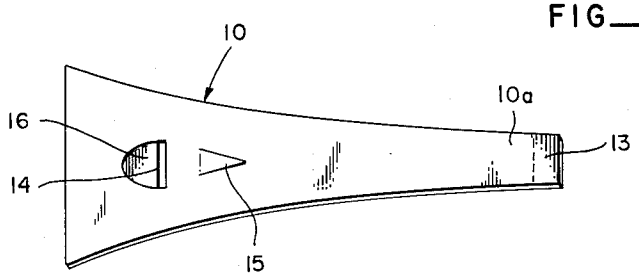


FIG. 2



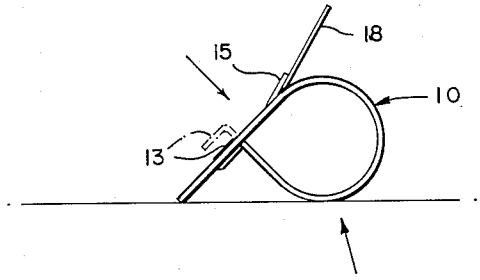


FIG. 3

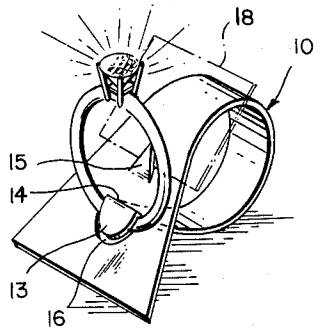


FIG. 4

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RING DISPLAY STAND

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This invention relates to what may be a jewelry store item and is herein designated as a "ring display holder." More particularly, it has to do with the formation of a holder for a ring whereby the ring may be held in the most advantageous position for its display in a show case for viewing by customers.

It is the principal object of this invention to provide a special form of spring tensioned clip by which a finger ring, or various other articles, may be releasably gripped and held in a suitable display position; which clip is designed to add attractiveness to the display; which is relatively simple in its formation and is readily yieldingly adjustable to accommodate a ring or other selected article.

Still further objects and advantages of the invention reside in the design of the blank from which the clip is formed, and in the shaping of the blank and inter-engaging of opposite end portions thereof to adapt the article to serve its intended purposes.

In accomplishing the above mentioned and other objects of the invention, I have provided the improved details of design of the blank and its formation into a holding, spring clip, the presently preferred form of which is shown in the accompanying drawings wherein—

FIGURE 1 is a flat view of the blank from which the present ring holding clip is to be formed.

FIGURE 2 is a side edge view of the blank shown in FIGURE 1.

FIGURE 3 is a side view of the clip as shaped, with its opposite end portions inter-engaged, as for holding an article for display.

FIGURE 4 is a perspective view of the present ring holder, illustrating its principal use for ring display.

Referring more in detail to the drawings.

The device of this invention, in a presently preferred formation and use, is as shown in FIGURE 4. It is formed from a single blank **10** that would ordinarily be stamped from a thin sheet of resilient material, which may be metal or any other suitable material, such as plastic, or cardboard that has the resiliency and characteristics of sheet metal that are required for this article.

The blank **10** is in strip form; of relatively narrow width at one end, as at **10***a* in FIGURE 1, and which is symetrically flared toward its opposite end thus to give it sufficient width, at that end to give the stand or holder to be formed therefrom, the desired stability in its use as presently explained. Approximate dimensions of the blank, as seen in FIGURE 1, as generally formed, are as follows: Length 4 inches; width at its narrower end, ⅜ inch; width at its wider end, 1¼". However, these dimensions may be changed to meet requirements for various displays or desires, without requiring change in use of the device. At its narrower end, the blank **10** is formed with an upturned end flange **13**, and across its wider end portion at a location somewhat spaced from that end edge, it is formed with a transverse slot **14**. Also, at a location slightly spaced from the slot in the direction of its narrower end, it has a V-shaped prong **15** struck upwardly therefrom at a slight angle as best shown in FIGURES 2, 3 and 4.

The material of the blank **10**, that is immediately below the transverse slot **14** is slightly downwardly depressed or offset, as at **16** in FIGURE 1 to form a pocket for a purpose presently apparent.

To form the hold or display stand, from this blank **10** as above described, its narrower end portion is bent downwardly and then forwardly, to give it the substantially circular loop formation of FIGURE 3. Then the angularly and laterally directed flange or toe portion **13** is projected through the transverse slot **14** in the wider end portion of the blank and is seated in the pocket **16**, thus to hold the device in the loop formation of FIGURES 3 and 4. Then, by holding the loop forming portion between thumb and fingers, and pressing there against in the directions indicated by the arrows shown in FIGURE 3, it may be so depressed as to unseat the toe portion **13** to space it upwardly from the pocket **16** and the lower arcuate portion of the ring that is to be displayed may then be engaged between the pocket formed seat **16** and toe **13** as illustrated in FIGURE A where it is yieldingly held in an upright, position for display and viewing. The stand **10** with ring so held, may then be placed on a display surface with the wider end portion of the blank coacting with the base of the looped portion to provide three points of support for the stand that effectively and adequately hold it in functional position as will be understood by viewing FIGURE 4.

The prong **15** as pressed upwardly from the blank may then be used, to coact with the material of the blank that is immediately above and at its opposite edges, for the holding of a price card, or the like, as indicated in dash lines **18** in FIGURE 4.

The blanks **10** from which these articles are made, whether they be of metal, plastic or selected cardboard, may be of ornamental colors to add to the attractiveness of the display. Also they may be made in various sizes and shapes to accommodate articles of various kinds, without departing from the spirit of the invention. Decorating the formed blanks with flocking or fabric overlays is quite effective.

What I claim to be new is:

An article display stand comprising a flat strip of resilient sheet material of substantial width across one end and tapered to a relatively narrow width across its opposite end; said strip being formed across its wider end portion and inwardly spaced from that end edge, with a transverse slot and a depressed pocket adjoining said slot; said strip being sprung between said slot and its narrower end edge into an open loop formation and its narrower end portion projected through said slot and then bent to overlie said pocket as a loop retaining tongue, whereby said tongue is adapted to function both as a loop retainer and as a clamp for an article disposed in said pocket.

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