

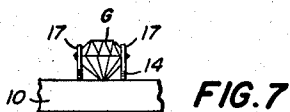
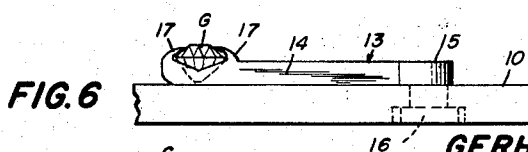
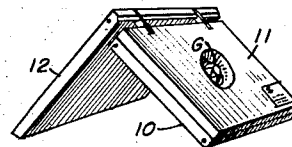
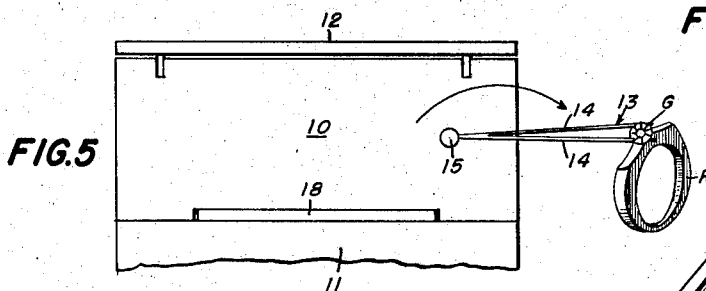
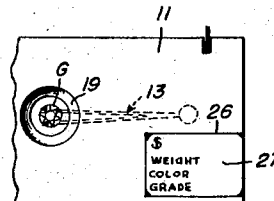
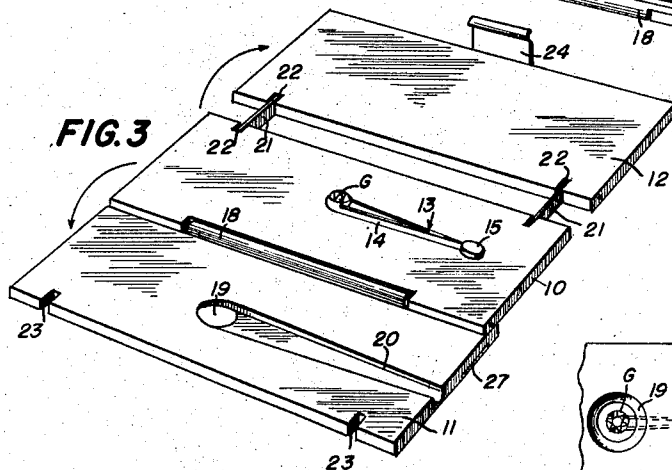
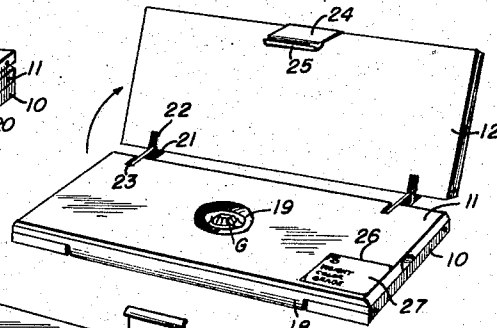
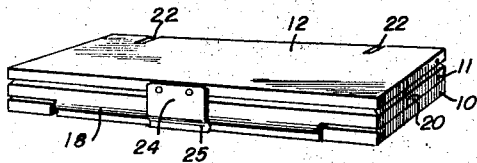
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2,874,828

LOOSE GEM MERCHANDISING DISPLAY DEVICE

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2,874,828

LOOSE GEM MERCHANDISING DISPLAY DEVICE

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9 Claims. (Cl. 206—45.15)

This invention relates to a loose gem merchandising display device and consists more particularly in new and useful improvements in a combined loose gem container, display and demonstrating folder for use in jewelry stores and the like. The present invention is an improvement on that shown and described in my co-pending application Serial No. 576,078, filed April 4, 1956, now Patent No. 2,847,121, granted August 12, 1958.

As explained in my said co-pending application, in the merchandising of loose stones or unset gems, these items are rarely on display for ready visibility, for the simple reason that being unmounted, they are easily misplaced and difficult to handle. For many years it has been customary to individually wrap the loose gems in folds of suitable paper marked with indicia for identifying the gem and indicating its price and when displaying them to a prospective customer, it has been necessary to unfold the paper as each gem is displayed, using the fingers or conventional tweezers or the like in handling the gem. This is not only a time-consuming and troublesome practice but there is always the danger of dropping and misplacing the gem.

The device disclosed in my said co-pending application comprises a gem supporting clip adapted to be attached to a pillow like bed or foundation, formed of a material selected as most suitable for the attractive and esthetic display of the particular gem involved, the pillow like bed being shiftable with respect to the supporting clip so that by proper manipulation the entire gem may be freely viewed from various angles and held over various settings in making a selection.

It is the object of the present invention to provide a display device embodying the same basic principles of display and handling as disclosed in said copending application but embodying a sectional folder adapted to serve as a closable container for a loose gem, the sections of the folder being hinged in a manner to facilitate either window or gem tray display of the gems.

Another object of the present invention is to provide a gem display folder of this character which is so designed that the gem can be displayed without exposing the gem holding clip which detracts from the overall appearance of the display.

A further object of the invention is to provide a gem display folder wherein the gem holding clip is pivotally mounted to permit the gem to be swung outwardly away from the supporting section of the folder for demonstrating the gem in association with various settings in making a selection, while it is still held in the clip.

Still another object of the invention is to provide a gem display folder, the sections of which are adjustable to form a display easel for displaying loose gems in jewelry store windows and the like.

With the above and other objects in view, which will appear as the description proceeds, the invention consists in the novel features herein set forth illustrated in the accompanying drawings and more particularly pointed out in the appended claims.

Referring to the drawings in which numerals of like character designate similar parts through the several views,

Figure 1 is a perspective view of the gem display folder in closed position.

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Figure 2 is a similar view showing the folder with the closure section in open position to expose the gem.

Figure 3 is a perspective view showing the gem folder with all three of the sections in open position.

Figure 4 is a fragmentary top plan view showing the gem exposing opening with the gem clip partially in dotted lines.

Figure 5 is a fragmentary plan view showing the gem holding clip swung outwardly from the supporting section of the folder in demonstrating the gem in proximity to a selected setting.

Figure 6 is an enlarged edge view of the supporting section of the folder showing the method of pivotally mounting the gem holding clip.

Figure 7 is a fragmentary view at right angles to Figure 6, showing the gem in place in the gem clip, and

Figure 8 is a perspective showing the folder adjusted to serve as a display easel.

In the drawings, referring first to Figure 3, the display folder is formed of three rectangular sections 10, 11 and 12, of rigid material such as plastic, each section being hingedly connected to the adjacent section at its longitudinal edge so as to be foldable upon one another. The intermediate section 10 carries a gem supporting clip generally indicated by the numeral 13, which consists of a pair of resilient tweezer-like arms 14, anchored at one end to a pivot member 15 which extends through an opening in the body of section 10 (see Fig. 6) where it is secured by a nut member 16 inset on the under side of section 10, so as to provide for rotary movement of the gem supporting clip over the upper face of the section. The free ends of the arms 14 project from the pivot member 15 in opposed relation and in the form shown in Figures 6 and 7, are respectively provided on one edge with opposed notches 17 to facilitate their engagement with the bezel of a loose gem G, which is held in place under the normal spring tension of the arms 14. It is preferred that the notches 17 be cut and flared from the upper edge of the clip arms 14 so as to engage beneath the loose gem and at opposed edges of the bezel, presenting the face of the gem without obstruction.

The pivotal mounting of the gem supporting clip 13 is located toward one end of the section 10 so that in normal displaying position, the gem engaging ends of the arms and the gem supported thereby, are presented in overlying relation to the central portion of section 10 as shown in Figure 3 and when the gem supporting clip is swung on its pivot to a position 90° from the normal position, the free ends of the clip and the gem are extended beyond the longitudinal extremity of section 10 so that the gem may be freely demonstrated in the selection of a setting as shown in Figure 5 and hereinafter explained more in detail.

Hinged to one of the longitudinal edges of the intermediate or supporting section 10 is an overlying or window section 11, the hinge 18 thereof being so arranged that when folded inwardly the section 11 is flush with section 10 along all of its edges as shown in Figure 2. The central portion of the overlying section 11 is cut out as at 19 to provide a window which is preferably circular in shape and provided with beveled bordering edges. A recess 20 is provided on the underside of the section 11 which extends from the periphery of the window 19 a sufficient distance longitudinally of section 11 to accommodate the gem supporting clip 13 and its pivotal mounting 15 when section 11 is folded inwardly as shown in Figure 2. Thus, the window 19 frames the gem G and receives it within the periphery of the window.

A closure section 12 is hinged to the opposite longitudinal edge of the intermediate section 10 by means of extended hinge strips 21 which are inset in opposed

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slots 22 in the respective edges of the sections 10 and 12 as shown in Figure 3. The extended hinge strips 21 provide for a sufficient spacing between the adjacent edges of the sections 10 and 12 to permit the latter to be folded over the window section 11 so that the edges of all three sections are vertically flush as shown in Figure 1, the slots 22 accommodating the pivotal movement of the hinge strips.

The outer edge of the window section 11 is slotted as at 23 to accommodate the bridging hinge strips 21 when the three sections are completely folded and a spring clip 24 of any suitable design is provided on the outer edge of the closure section 12 to retain the device in folded condition. As shown in the drawings, this spring clip 24 extends downwardly from the edge of the closure section 12 and is under a normal spring tension which causes its offset lip 25 to engage beneath the edge of the lowermost section 10 of the folded device as shown in Figure 1.

Preferably, the upper face of the window section 11 is recessed at one corner as at 26, to receive an identification and price card 27 which is best seen in Figure 4. The size of the recess 26 is such as to receive the card 27 with a pressed fit so that it can easily be removed and replaced with another card. This card bears suitable indicia as to the color, grade, weight and price of the gem displayed.

The sections 10, 11 and 12 of the folder may be a dull black or any color selected for its suitability in the esthetic display of various gems and while I have specified plastic as the material of which these sections are composed, they may be formed of any suitable material serving the desired purpose.

When in closed position as shown in Figure 1, the folder of the present invention forms a complete container for the loose gem, avoiding possibility of displacement and facilitating ease of handling. When a gem is to be displayed and demonstrated to a prospective customer, the closure section 12 is swung outwardly as shown in Figure 2, exposing the gem framed in the window 19 and obscuring the gem supporting clips 13. The identification and price of the displayed gem are shown on the card 27. In order to demonstrate a selected gem in proximity to various settings, the window section 11 is swung outwardly on its hinge 18 and the gem supporting clip 13 is rotated on its pivotal mounting 15 to the position shown in Figure 5. Thus, by grasping the folder the gem G while still retained in the clip 13, may be held over various settings in making a selection.

Gems may be displayed by simply arranging the folders in a showcase in the position shown in Figure 2 with closure section 12 open or, if desired, by swinging the closure section rearwardly on its extended hinge strips 21, the folder may be made to assume the position of an easel as shown in Figure 8. This particular adjustment is highly adaptable for window displays.

While I have shown the invention as provided with a single gem supporting clip 13 and a single framing window 19, it is also contemplated that in some instances the window section 11 may be provided with a plurality of windows 19 and a corresponding number of gem supporting clips, thus enabling the display of two or more loose gems in a single display folder.

From the foregoing it is believed that the invention may be readily understood by those skilled in the art without further description, it being borne in mind that numerous changes may be made in the details of construction without departing from the spirit of the invention as set forth in the following claims.

I claim:

1. A loose gem display device comprising a supporting member, an elongated gem holding clip pivotally mounted at one end on said supporting member, its free end provided with loose gem gripping means and being rotatable

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in a plane parallel with that of said supporting member, from a position overlying said supporting member to a position clear of the boundaries of the latter, to display a gem in proximity to a selected setting.

2. A loose gem display folder comprising a main section formed of a strip of rigid material, a loose gem supporting clip pivotally mounted at one end on the upper face of said section with its free end swingable in a plane parallel with that of said main section, about an arc from a position within the confines of said main section to a position in said parallel plane, beyond said confines, a second section hingedly connected to one edge of said main section and adapted to overlie the latter, and a window in said second section adapted to register with a gem supported in the free end of said gem clip when the latter is disposed within the confines of said main section.

3. A loose gem display device comprising a sectional folder formed of strips of rigid material, hingedly connected along adjacent edges, a first section forming a support, an elongated gem clip pivotally mounted at one end on said support with its free, gem embracing end normally overlying an intermediate point on the upper face of said support and swingable in a plane parallel with that of said support, outwardly beyond the confines of said support to display an embraced gem in proximity to a selected setting, a second section foldable over the upper face of said first section, and a window in said second section adapted to expose an embraced gem when said clip is in its normal inward position.

4. A loose gem display device as claimed in claim 3, wherein the under face of said second section is recessed to accommodate said gem clip when the latter is in its inward position.

5. A loose gem display device as claimed in claim 4, including a third section hingedly connected to the opposite edge of said first section and foldable over the folded second section to provide a closure for said device.

6. A loose gem display device comprising a sectional folder formed of strips of rigid material, hingedly connected along adjacent edges, a first section forming a support, an elongated gem clip pivotally mounted at one end on said support with its free, gem embracing end normally overlying an intermediate point on the upper face of said support and swingable in a plane parallel with that of said support, outwardly beyond the confines of said support to display an embraced gem in proximity to a selected setting, a second section foldable over the upper face of said first section, a window in said second section adapted to expose an embraced gem when said clip is in its normal inward position, the under face of said second section being recessed to accommodate said gem clip when in said inward position, and a closure section hingedly connected to the opposite edge of said support and adapted to overlie said second section when the latter is folded inwardly.

7. A loose gem display device as claimed in claim 6, including a spring clip on said closure section for retaining the latter in closed position.

8. A loose gem display device as claimed in claim 6, wherein said closure section is connected by reversible hinge means, whereby said closure section may be folded rearwardly at a downward angle to serve as an easel support.

9. A loose gem display device as claimed in claim 6, wherein said closure section is connected by means of extended hinge strips adapted to bridge said second section when the three sections are folded.

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