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JEWELRY DISPLAY BLOCK

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Fig. 1

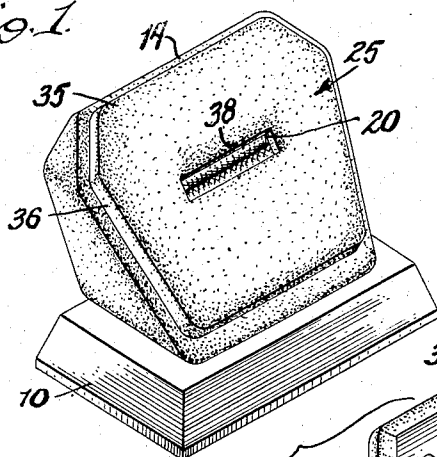


Fig. 2

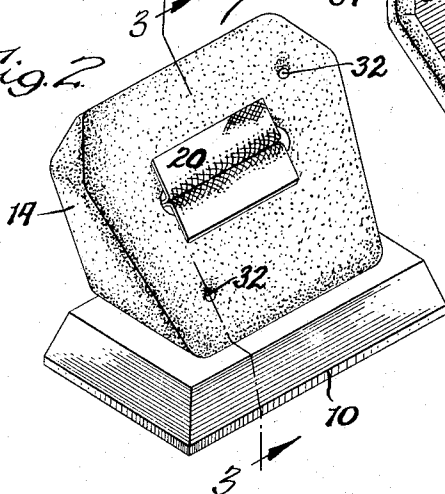
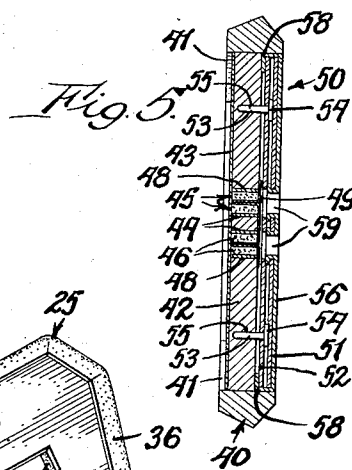
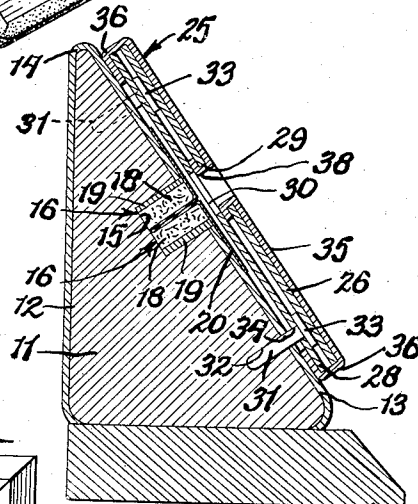


Fig. 4

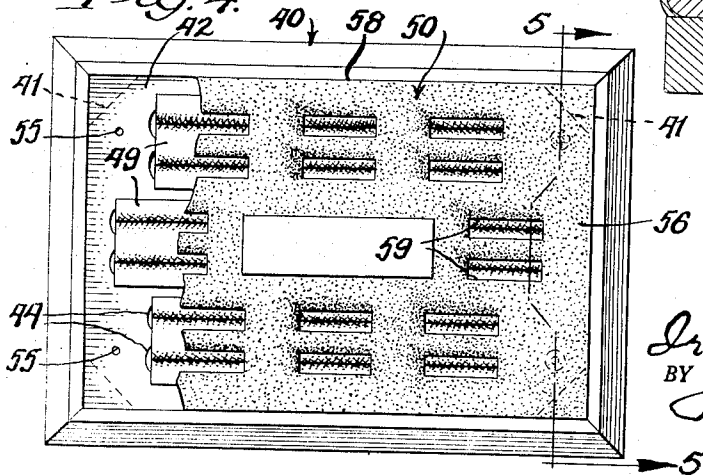


Fig. 3

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JEWELRY DISPLAY BLOCK

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1 Claim. (Cl. 248—33)

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This invention relates to a jewelry display block and more particularly to such blocks that are used by jewelers to display rings and which provide both a support and attractively colored background for the ring or rings.

With such blocks it is desirable that the color of the background for the ring or rings be changed from time to time both better to display the stone of the particular ring being displayed and also to permit of seasonal color changes of the entire window display.

It is the principal object of the present invention to provide such a jewelry display block in which the face of the block can readily be removed and replaced with a face having a different color.

Another most important object is to provide such a block in which the major part of the block remains unchanged and in which only an inexpensive face plate need be changed to alter the effective color of the block and the background for the ring or rings.

Another object is to provide such a block which is very attractive in appearance and provides a desirable setting for jewelry display.

Other objects and advantages of the invention will be apparent from the following description and drawings in which:

Fig. 1 is a perspective view of a jewelry display block embodying my invention.

Fig. 2 is a similar view showing the face plate thereof removed and arranged in reverse to one side.

Fig. 3 is a vertical section taken on the line 3—3, Fig. 2.

Fig. 4 is a front elevational view of a modified form of the invention designed to display a plurality of rings.

Fig. 5 is a vertical section taken on line 5—5, Fig. 4.

In the preferred form of the invention shown in Figs. 1 through 3, the jewelry display block comprises a base 10 which can be made of wood and of any suitable form. On this base is secured, as by glue, a backing block 11 which can also be made of wood and can be secured to the base 10 by glue. This backing block 11 can be of any suitable configuration and is shown as being of triangular shape in fore-and-aft section so as to present a straight back face 12 and an inclined front face 13. The backing block 11 is shown as being covered over all of its exposed faces with a facing cloth 14 such as velvet. This velvet 14 can be secured in any suitable manner and is preferably of a neutral tone so as to be compatible with various shades and colors of fac-

ing plates which are subsequently applied to the backing block 11 as hereinafter described.

The backing block 11 is shown as provided at the approximate center of its front inclined face 13 with a horizontal slot or recess 15 which extends perpendicularly to the face 13 part way through the backing block 11. In the slot are inserted a pair of horizontal cushions 16. Each of these cushions 16 is composed of a felt pad 18 adhesively secured to a cardboard backing strip 19, and the cushions are arranged with these backing strips engaging the top and bottom of the slot 15 and with the felt pads 18 in opposing relation to each other.

A cloth strip 20 of silk or the like has its central part folded upon itself and inserted between the cushions 16 and has its ends arranged against the forward face of the cloth facing 14 adjacent the slot. The ring (not shown) has its band part inserted into the slot 15 between the folds of the cloth strip 20 so that its setting is displayed at the front of the block, the felt pads 18 removably holding the ring in position.

The invention is directed to a removable face plate, indicated generally at 25, for the jewelry display block. This facing plate is shown as comprising a pair of cardboard plates 26 and 28 arranged one in front of the other and both being of the same shape and generally conforming to the outline of the front face 13 of the backing block 11.

Both of these cardboard plates 26 and 28 are provided with central horizontal slots 29, 30 which align with each other and also with the ring receiving grooves formed between the folds of the cloth strip 20 in the recess between the cushions 16. A pair of pins 31 are secured to the face plate 25 to project rearwardly therefrom into holes 32 provided in the backing block 11. For this purpose each pin 31 is provided with a flat head 33, this head being interposed between the two cardboard sheets 26, 28 and extending through a hole 34 provided in the rear cardboard sheet 28.

The removable face plate 25 is covered with a facing 35 of velvet or the like. This velvet facing 35 has its edge part 36 extending around the edges of the two cardboard sheets 26, 28, and secured, as by glue, to the marginal part of the rear face of the rear cardboard sheet 28. At its center this facing 35 is provided with a hole 38 and the material around the margin of this hole 38 is inserted between the two cardboard sheets 26 and 28 to provide a finished frame for the ring to be displayed.

In use, the jeweler is supplied with a single dis-

play block having its backing block 11 provided with a velvet covering 14 of neutral tone or color. He is also provided with a plurality of face plates 25, each having a velvet covering 23 of a different color or tone from the coverings 23 of the other face plates 25. For his window display the jeweler selects the face plates 25 of a color or tone suited to the season, to his background, or individually to the color of the stone which he is currently displaying. He then applies these face plates 25 to the backing blocks 11 by inserting their pins 31 in the holes 32. He thereupon inserts the band portion of his rings through the central slot of his face plates 25 and into the felt backed grooves provided between the folds of cloth strip 29.

When he changes his display the jeweler can remove the face plates 25 of all of his display blocks and substitute them with face plates 25 of another color better to display the new rings being shown or to suit a changed background.

The form of the invention shown in Figs. 4 and 5 illustrate the manner in which the invention can be applied where a plurality of rings are to be displayed on the same display block.

This form of the invention is shown as comprising a rectangular wooden frame 46 made up of horizontal and vertical frame bars and is reinforced at its corners by triangular wooden corner pieces 41 at the rear of the frame. A wooden backing block 42, corresponding to the wooden backing block 11 in the form of the invention shown in Figs. 1 through 3, is set into the frame 46 against the triangular corner pieces 41 and this wooden block can be backed by a sheet 43 of ornamental paper or the like. The wooden backing block 42 has a plurality of horizontal slots 44 in any desired number or arrangement extending therethrough. In each of these slots is arranged a pair of horizontal felt cushions 45, these cushions each comprising a felt pad 48 backed by a piece of cardboard 43 adhesively secured thereto and the felt cushions 45 being inserted in the slots 44 with the felt pads 48 in opposing relation to each other.

As with the form of the invention shown in Figs. 1 through 4, a cloth strip 49 of silk or the like has its central part folded upon itself and inserted into the crevice between each of the felt cushions 45. The ends of these strips 49 lie against the front face of the back block 42.

The display block is provided with a removable face plate indicated generally at 50. As with the form of the invention shown in Figs. 1-3, this face plate is composed of two sheets 51 and 52 arranged in face to face relation and each of rectangular outline to fit within the frame 46. A plurality of pins 53 secure the face plate 50 to the backing block 42, each of these pins having a flat head 54 confined within the space between the two sheets 51 and 52 of cardboard and its stem projecting through a hole in the rear of the cardboard sheet 52 and into the hole 55 provided in the backing block 42.

The face plate 50 is covered with a facing 56 of velvet or the like, the edges 58 of which are turned around the edges of the cardboard plates

51, 52 and can be adhesively secured to the marginal part of the rear face of the rear cardboard sheet 52. In register with each slot 44, the cardboard sheets 51 and 52 are provided with registering slots 59. At each of these slots 59 the material forming the cloth facing 58 is slit and is turned around the edge of the slot through the outer cardboard plate 51 and the marginal part of the material 58 at the slit is inserted between the two cardboard plates 51 and 52.

From the foregoing it will be seen that the present invention provides a very simple and inexpensive replaceable facing plate for jewelry display blocks which can be made of a wide variety of materials and in any desired colors to suit jewelry display purposes. It will further be seen that these face plates are very inexpensive so that at little cost a jeweler can keep a supply of them for dressing his window to suit changes in season, background, and the particular stones being displayed.

I claim:

In a jewelry display block having a backing block provided with a slot opening to the front face thereof and containing opposed resilient cushions arranged to receive and hold a part of a piece of jewelry inserted in said slot; the combination therewith of a removable face plate for said front face of said backing block and comprising a pair of sheets of material arranged in fore and aft face-to-face relation and having slots registering with each other and with said slot in said backing block, a plurality of flat headed pins each having its head arranged between said sheets of material and having its stem projecting through an opening in the rear sheet of material and rearwardly from the rear face of said rear sheet of material and fitted in holes provided in said backing block from the front face thereof, and means securing said sheets of material together, comprising an ornamental fabric facing disposed over the front face of the front sheet of material and having its marginal portions embracing and secured to the marginal portions of the rear face of said rear sheet of material, said fabric facing being provided with a slot registering with the other of said slots, the marginal portions of said fabric facing around the slot in said fabric facing being interposed between said two sheets of material around the marginal parts of the slots through these two sheets of material.

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