

Sept. 5, 1967

N. H. SUGERMAN
JEWELRY DISPLAY RACK

3,339,745

Filed April 12, 1965

2 Sheets-Sheet 1

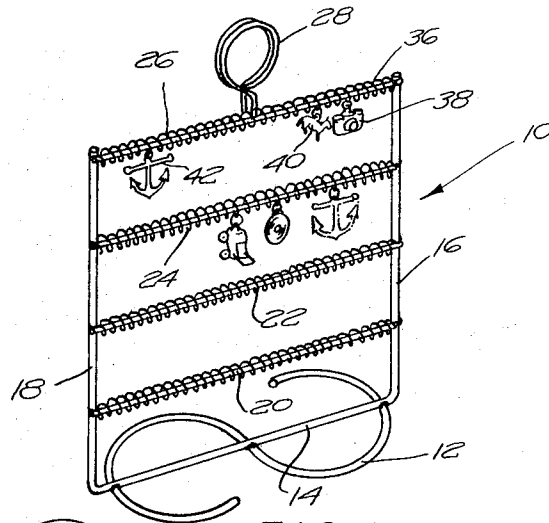


FIG. 1

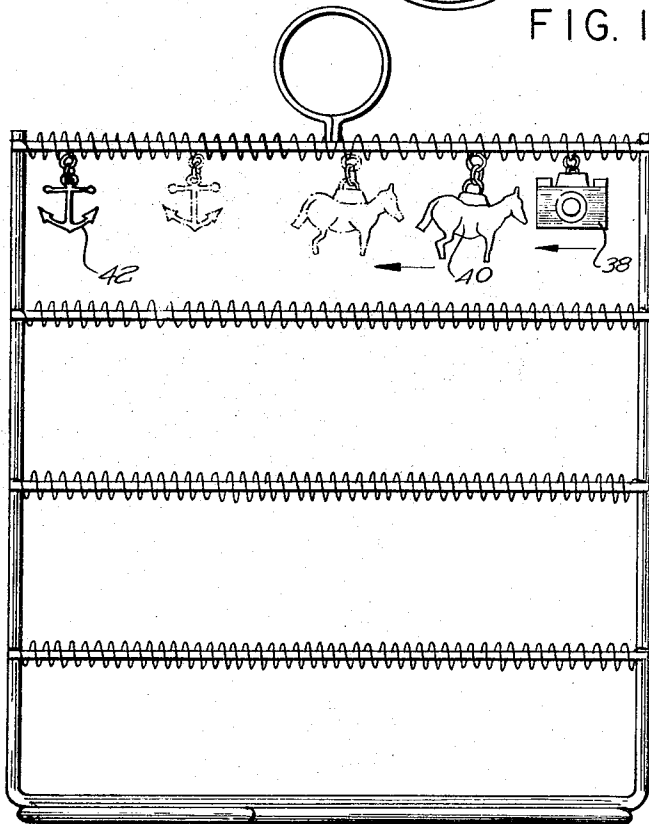


FIG. 2

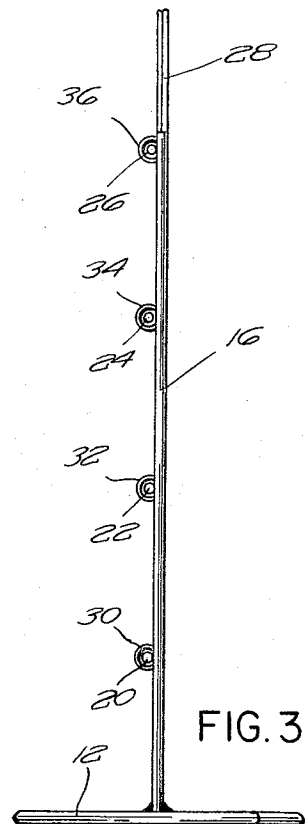


FIG. 3

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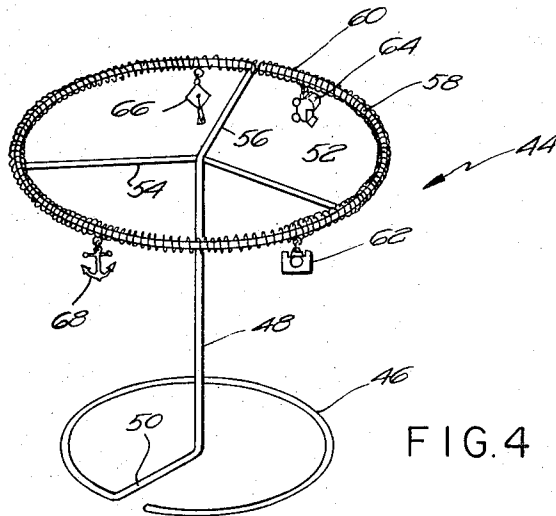


FIG. 4

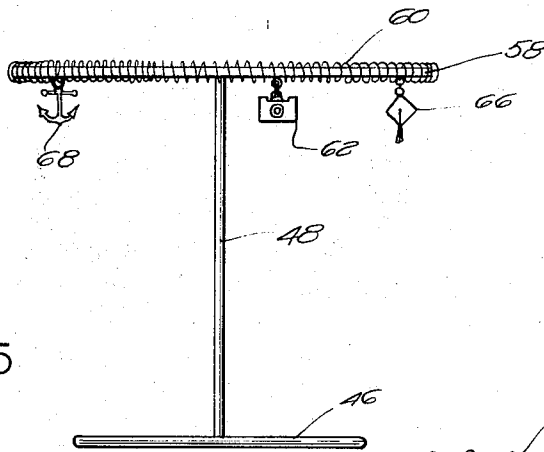


FIG. 5

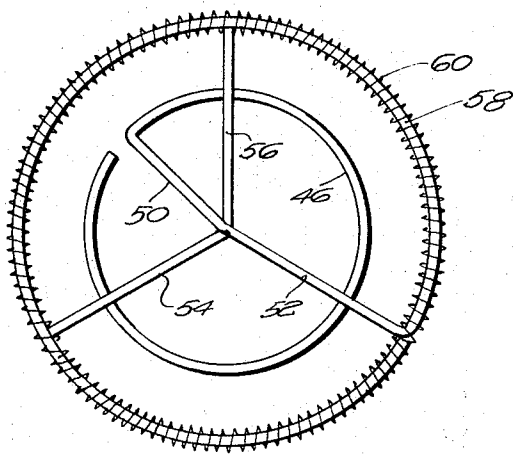


FIG. 6

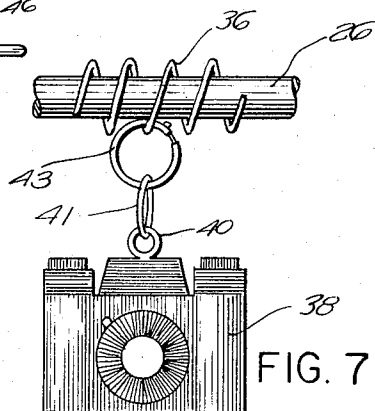


FIG. 7

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JEWELRY DISPLAY RACK

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ABSTRACT OF THE DISCLOSURE

A jewelry display rack having a horizontal support bar on which a helically extending wire element is mounted, jewelry articles being suspended from said wire element and being axially adjustable thereon for location in various display positions.

The present invention relates to a jewelry display rack. More particularly the present invention relates to a rack for displaying articles of jewelry thereon, wherein the articles are movable on a support element of the rack without the detachment therefrom and in accordance with the display requirements thereof.

The display rack embodied in the present invention has particular application for the display of small jewelry articles such as bracelet charms and is adapted to be used on a counter or the like in a retail establishment. Prior to the instant invention, small jewelry articles such as charms, pins and other ornamental jewelry articles have normally been displayed on a counter by the mounting thereof in fixed position on a card, or have been secured in place on a display plaque or easel type display device. As each individual article was sold, it was removed from its fixed position and unless other articles were mounted on the card, plaque or the like to take the place of the article that was sold, the resulting spaces detracted from the ornamental presentation of the remaining articles being displayed. The present invention provides for a unique, yet simple arrangement of mounting elements that enables the ornamental jewelry articles to be effectively displayed, and further provides for rearrangement of the position of the articles on the display rack in accordance with display requirements after the removal of several of the articles from the rack. In carrying out the concept of the invention, a spirally or helically extending wire mounting coil or element is fixed in a relatively horizontal position and is adapted to receive the small articles of jewelry thereon. In most instances, the small articles of jewelry such as bracelet charms are provided with jump rings with spring operated catches. Thus each of the articles may be simply mounted in place on the helically extending coil by fastening the jump ring to the coil at any position along the length thereof. After the sale and removal of any of the charms from the coil, gaps occur between the remaining articles of jewelry. These articles can then be repositioned on the coil by a simple rotating movement thereof that causes the article to follow the helical conformation of the coil. The articles of jewelry can thus be repositioned or rearranged on the mounting elements or coils of the rack as required and thus avoids the gaps that detract from the appearance of the rack. Further, the rearrangement of the articles in ornamental array avoids the requirement of mounting additional articles on the rack which may not be in stock.

Accordingly, it is an object of the present invention to provide a rack for displaying articles of jewelry thereon, wherein the articles may be mounted for relative movement on a mounting element of the rack in accordance with the display requirements thereof.

Another object of the invention is to provide a helically

extending coil for use in a display rack that provides for movement of display articles thereon, the movement of the articles providing for repositioning of the articles as required for the display thereof in an ornamental array.

Still another object is to provide an article display rack for displaying articles of jewelry thereon, wherein the articles may be moved on a supporting element of the rack without the detachment thereof and in accordance with the display requirements thereof.

Still another object is to provide a helically extending coil for use in a jewelry display rack on which small articles of jewelry are mounted for movement with respect thereto, the articles being movable along the length of the helically extending coil for the repositioning thereof in accordance with the display requirements of the articles.

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 instant invention:

FIG. 1 is a perspective view of one form of the jewelry display rack embodied in the present invention;

FIG. 2 is an enlarged front elevational view of the display rack illustrated in FIG. 1;

FIG. 3 is an end elevational view of the display rack;

FIG. 4 is a perspective view of a modified form of the display rack;

FIG. 5 is an elevational view of the modified rack illustrated in FIG. 4;

FIG. 6 is a top plan view of the modified display rack; and

FIG. 7 is an enlarged fragmentary view of a portion of the supporting element of the display rack embodied in the present invention showing the manner in which an article of jewelry is secured thereto.

Referring now to the drawings and particularly FIGS. 1, 2 and 3, one form of the present invention is illustrated and includes a display rack generally indicated at 10. As shown, the display rack 10 has particular application in the display of small jewelry articles such as charms for use with charm bracelets. However, it is understood that other articles may be mounted for display on the display rack 10 and therefore the invention is not limited to just the display of bracelet charms as will be described hereinafter.

The display rack 10 includes a base construction that is defined by a curved rod 12 that is formed in a generally figure 8 configuration. Secured to the rod 12 and formed as part of the base is a bar 14 that extends outwardly of the endmost portions of the rod 12 and has joined thereto at the outermost ends vertically extending standards 16 and 18. Located in vertically spaced relation and secured to the standards 16 and 18 along the length thereof are horizontal support bars 20, 22, 24 and 26. A spring clip 28 is joined to the uppermost support bar 26 intermediate the ends thereof and is of that type that is adapted to receive a card therein on which advertising and other descriptive material may be imprinted.

As seen in FIG. 3, the support bars 20, 22, 24 and 26 are fixed to an outer surface of the standards 16 and 18 and may be secured in place by welding, soldering or the like. In order to mount the articles to be displayed in place, each of the support bars is provided with a helically extending coil or support element thereon indicated at 30, 32, 34 and 36 respectively. The endmost portions of the helically extending support elements are secured around the vertical standards 16 and 18 and below their respective support bars, the support elements thus being locked in position on the support bars on which they are mounted.

As shown in FIG. 7, the helically extending support elements have portions thereof that project below the support bar on which each of the elements is mounted. These depending portions of the helically extending elements provide sufficient space for the mounting of the articles of jewelry, which as shown are charms that are to be mounted in place on a charm bracelet or the like. The charm as illustrated in FIG. 7 is a miniature camera indicated at 38 and includes a fixed ring 40 to which a jump ring 41 is secured. The jump ring 41 is of the type that includes a spring catch 43 that provides for the mounting of the charm on a bracelet or the like. Thus the catch 43 may be similarly mounted in place on a helically extending connecting element which, in FIG. 7 is indicated as the element 36. With the charms located in the position as shown in FIGS. 1 and 2, they are suspended for display from the helically extending element 36, and as will be described are also movable relative thereto.

Since the helically extending element 36 is formed in a coil configuration, it has a certain amount of resilience and thus provides for movement of the charms thereon even though the support bar 26 extends through the coils of the element 36. It is seen that the articles displayed on the rack 10 may be moved in a longitudinal direction with respect to the coiled element 36 and the support bar 26 on which the coiled element 36 is mounted. Referring to FIGS. 1 and 2 again, several of the jewelry articles are shown mounted in a display position thereon. Located on the uppermost coiled element 36 is the camera 38, a miniature horse and rider indicated at 40 and an anchor indicated at 42. These articles of jewelry which are represented as charms are located in a relative spaced apart relation and are disposed in that position which results after several of the other charms that were located on the element 36 were removed therefrom. Referring now to FIG. 2, it is seen that the horse and rider charm 40 and the anchor charm 42 may be moved to the positions illustrated in dotted lines therein, the camera 38 also being movable (indicated by the arrow) so as to balance the relative positions of these articles with respect to the coiled element on which they are mounted. The charms are thus rotated for repositioning on the coiled element 36 in balanced relation for improving the ornamental characteristics of the display rack and without removing the charms from the element 36. The gaps that had occurred as the outer articles of jewelry were removed from the display rack are thus eliminated and the remaining articles of jewelry are assembled in balanced relation on the helically extending coiled element. It is understood that articles located on the other coiled elements 30, 32 and 34 may be similarly repositioned thereon as the need arises without removing the articles from these elements. It is further understood that each of the articles of jewelry is individually moved on the coil on which it is mounted by the simple rotation thereof and because of the helical configuration of the coil, each article will be translated with respect to the bar on which the coil is mounted for the repositioning thereof in accordance with the display requirements.

Referring now to FIGS. 4, 5 and 6 a modified form of the invention is illustrated, and as shown includes a substantially circular display rack generally indicated at 44. The display rack 44 includes a circular base 46 formed of a wire material to which a vertical standard 48 is integrally joined. As shown, the vertical standard 48 is connected to a connecting portion 50 of the circular base 46 and is located substantially coaxial with respect to the axis of the circular base. Joined to the vertical standard 48 at the uppermost end thereof and radiating outwardly with respect thereto in horizontal position are arms 52, 54 and 56. Secured to the outermost ends of the arms 52, 54 and 56 is a circular support member 58 on which is mounted a helically or spirally extending jewelry support element 60. The helically extending jewelry support element 60 is formed of a wire material and is similar to

the support elements 30, 32, 34 and 36 as described hereinabove. The support member or bar 58 extends through the coils of the support element 60 and acts to locate the support element in the proper position for displaying a plurality of jewelry articles such as charms 62, 64, 66 and 68. The jewelry charms 62, 64, 66 and 68 are all provided with a jump ring that includes a spring catch for mounting the charm on a bracelet or the like. As described above the spring catch of the jump ring is also utilized to connect the charms to a coil of the jewelry support element 60. With the charms located in suspended position from a coil of the jewelry support element 60, each of the charms may be positioned on the element 60 in accordance with the display requirements thereof. This positioning of the jewelry charms is carried out in the manner as described above in connection with the display rack 10 and thus the charms may be rotated on the helical coils to follow the configuration thereof. It is seen that as the jewelry charms are removed from the jewelry support element 60, the space created thereby may be filled or varied in accordance with the number of charms remaining on the jewelry rack. This is accomplished by rotating the charms that remain on the support element 60 to cause them to follow the configuration of the helically extending coil. The charms are thus moved with respect to each other to vary the gap created by the charms that have been removed from the rack, wherein a more ornamental array of the remaining articles is achieved.

Although the jewelry display rack embodied in the present invention is simple in construction, the concept thereof is unique in the display of small jewelry articles. The present invention thus provides a simple solution to eliminating spaces that are created in a jewelry display device when articles are removed therefrom. In the present invention these spaces are quickly and easily filled by rotating the charms remaining on the helical coil to reposition these charms with respect to each other. The repositioning of the charms or jewelry articles consolidates these articles for presenting a more compact and ornamental display. The articles as thus arrayed on the rack are disposed in a more ornamental manner and provide an attractive display without the requirement of supplying additional jewelry articles for those that have been removed from the rack. The rack may be maintained with a neat appearance at all times, and the articles remaining on the rack may be rearranged to compensate for any lack of articles that may not be available in stock for mounting on the rack.

While there is shown and described herein certain specific structure embodying the invention, it will be manifested 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 rack for displaying articles of jewelry thereon, a base, a vertical standard joined to said base, a plurality of horizontal arms joined to said standard at the upper end thereof and radiating outwardly with respect thereto, a circular supporting rod joined to said arms, and a helical coil mounted on said supporting rod and conforming to the circular configuration thereof, said jewelry articles being suspended from said helical coil and being movable thereon by rotation on said coil and with respect to the supporting rod on which said coil is mounted.

2. In a rack for displaying articles of jewelry, means for suspending a plurality of jewelry articles therefrom including a spirally extending coil, means for supporting said suspending means in a generally horizontal position, said articles being suspended from said spirally extending coil and being movable thereon by rotation on said coil and with respect to said supporting means, a base, vertical

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support means mounted on said base, horizontal support means interconnected to said vertical support means, said spirally extending coil being mounted on said horizontal support means in the horizontal position thereof, said vertical support means including an axially extending standard and said horizontal support means including a circular rod that is interconnected to said standard, said spirally extending coil being mounted on said circular rod and conforming to the circular configuration thereof.

3. In a rack for displaying articles of jewelry, a base, a vertical standard joined to said base, a horizontally extending support bar interconnected to said standard, and a wire element mounted on said support bar, said wire element being formed in a continuous helical coil, the coils of said wire element being permanently distended with respect to each other, said articles of jewelry being mounted on said wire element and being freely movable along the length of said extended coils, wherein said

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articles are adjustable in an axial direction on said wire element in accordance with the display requirements thereof.

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