Aug. 8, 1950 J. G. ALLEN 2,517,758

CONTAINER FOR ARTICLES OF JEWELRY AND THE LIKE

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Fig. 1.

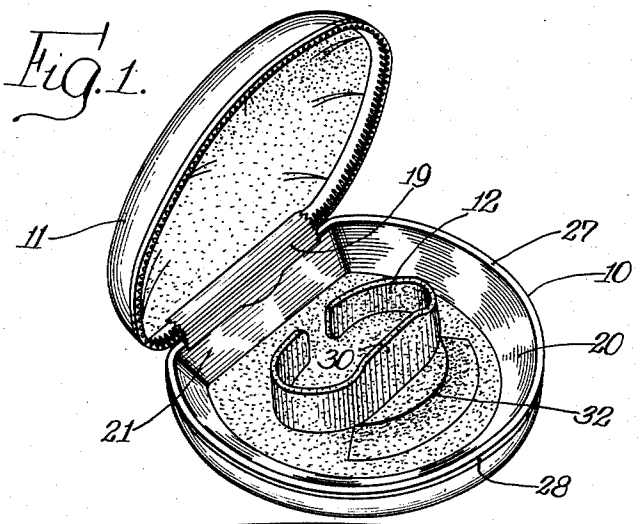


Fig. 2.

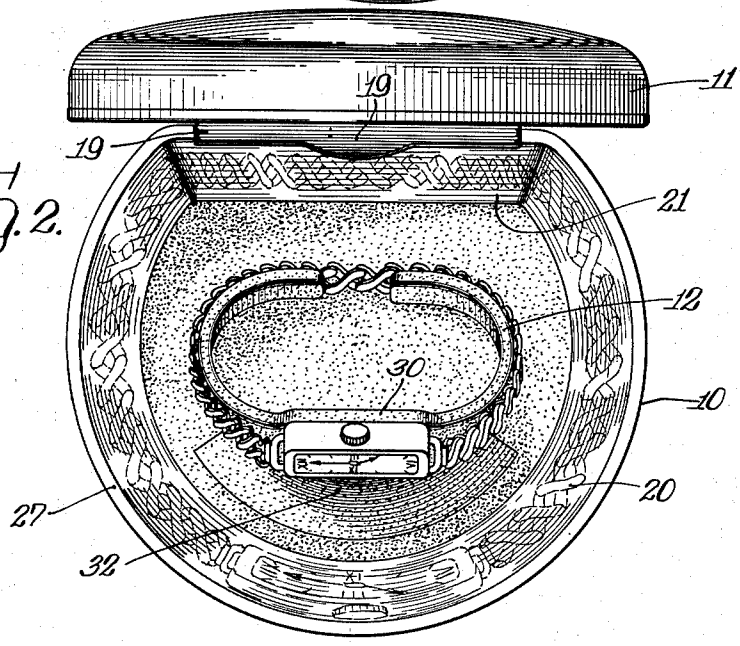
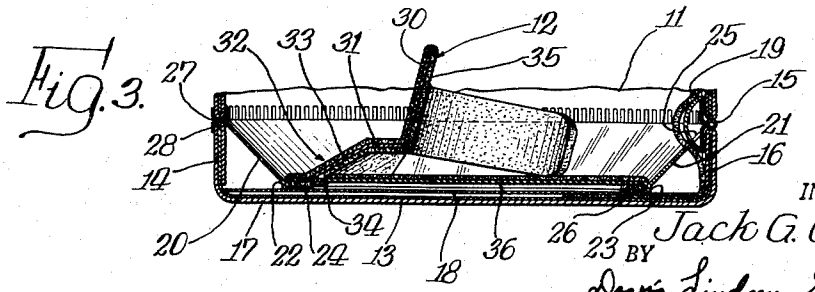


Fig. 3.



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CONTAINER FOR ARTICLES OF JEWELRY AND THE LIKE

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3 Claims. (Cl. 206—45.14)

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This invention relates to containers for articles of jewelry and the like and more particularly to a container in which articles of jewelry, including wrist watches and their attached wrist bands, may be displayed in an attractive manner.

It is well known that the salability of articles of jewelry including wrist watches is considerably increased when they are displayed in an appealing and attractive manner, and consequently, many types of ornamental display containers have been devised and used commercially. Some of these display containers, however, have become so ornate and extreme that the articles of jewelry therein are overshadowed and lose their distinctiveness, with the result that those containers failed to accomplish their intended purpose.

It is, therefore, one of the objects of the present invention to provide an improved container in which articles of jewelry including wrist watches may be displayed in an attractive and appealing manner and in which the beauty of the articles may be emphasized and amplified.

Another object of the invention is to provide an improved container comprising reflective surfaces on the interior of the side walls in which an article of jewelry on display in the area intermediate the side walls may be reflected.

Still another object of the invention is to provide an improved container for articles of jewelry and the like in which the inner surfaces of the side walls are inclined to the bottom wall thereof and to the vertical faces of a holder about which an article may be mounted, the inclined inner surfaces of the side walls having reflective qualities and the angle of inclination between the reflective surfaces and the faces of the holder being of such a degree that an article mounted on the holder will be reflected in the inclined surfaces.

Other and further objects and advantages of the invention will become apparent as this description progresses, reference being had to the accompanying drawing, in which:

Figure 1 is a perspective view of an improved display container comprising one embodiment of the present invention;

Fig. 2 is a top plan view of the display container showing a wrist watch and its attached wrist band mounted in display position and also showing the attractive manner in which the watch and band are reflected on the inclined inner surfaces of the side walls thereof; and

Fig. 3 is a vertical sectional view of the body or base portion of the display container with the cover or lid thereof broken away.

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The wrist watch display box comprising the preferred embodiment of the present invention and shown in the drawing consists generally of a lower body or base portion 10, a cover or lid 11 hinged to the base portion by a hinge member 15, and a watch holder or frame 12 mounted within the base portion and adapted to support an article of jewelry, such as a wrist watch and its attached wrist band, in display position. The cover 11 is similar in shape and outline to that of the base portion 10 and is adapted to rest upon and coincide with the outer walls of the base portion when in closed position.

The base portion 10 comprises a sheet metal plate bent into proper shape to form a bottom wall 13 and upstanding vertical exterior side walls 14 and 16. The wall 14 at the front and side of the base portion is substantially circular while the wall 16 at the rear of the container is straight across. The outer surface of the exterior body plate is enclosed by an ornamental facing or covering 17 which extends over the top edges of the walls 14 and 16 and is secured to the inner vertical faces thereof. On top of the bottom wall 13 there is a flat pad 18 of cardboard or heavy paper, under the rear portion of which is secured the lower end of a fabric hinge covering 19.

The inner sides of the side walls of the base portion 10 are inclined downwardly and inwardly and may be formed from a disc of metal or other suitable material so as to provide inclined circular wall surfaces 20 and an inclined straight wall surface 21 at the rear of the base portion. These inclined walls 20 and 21 are integrally connected at their lower ends with low vertical seating shoulders 22 and 23, respectively, from which circular and straight horizontal flanges 24 and 26, respectively, extend inwardly and rest upon the upper surface of the pad 18. At their upper ends the inclined walls 20 and 21 are integrally connected with outwardly and downwardly directed flanges or lips 27 and 28, respectively, which extend over and snugly engage the upper edges of the exterior walls 14 and 16. The metal disc forming the inclined inner walls 20 and 21 is secured to the bottom plate 13 of the base portion 10 by suitable means, such as a plurality of spaced lugs (not shown) which may be punched up from the plate 13 so as to extend upwardly through the pad 18 and through the inwardly directed flanges 24 and 26 against which they may be clamped. The inclined wall 21 is cut away at its upper central portion 25 to provide

clearance for the hinge structure 15 and the hinge covering 19.

The inclined inner walls 20 and 21 define a display area in which there is disposed a display pad and article holder 12. The holder 12 which is generally elliptical in shape and of a size substantially equivalent to that of a person's wrist, is formed from a curved vertically disposed metal strip having an enlarged article-supporting or receiving vertical face 30 at its front central portion and the free ends of which terminate short of each other forming a gap therebetween. As shown in Fig. 2 an article of jewelry such as a wrist watch and attached band may be extended around and in engagement with the outer vertical faces of the holder 12 so as to be supported in display position thereon. The holder 12 is mounted at its front central section on the upper surface of the flat top portion 31 of a raised support 32 and extends rearwardly with a slight downward tilt so as to occupy a substantially central position within the inclined walls 20 and 21. The support 32 also has an upwardly inclined face 33 and is provided with a securing lug 34 which extends through and is bent over in engagement with a horizontal metal plate 36. The holder 12, its support 32 and the plate 36 are covered with an ornamental fabric material 35 and the covered plate 36 is seated against the low vertical shoulders 22 and 23 and rests upon the inwardly directed flanges 24 and 26 at the base of the inner side walls.

The inner inclined walls 20 and 21 are provided with mirror-like reflective surfaces over their entire extent so that when an article of jewelry such as a wrist watch and its attached band is mounted in display position on the holder 12, an image thereof appears around the inner inclined walls 20 and 21 as shown in Fig. 2. Thus when a watch and its attached band are mounted on the holder 12, its beauty and lines are emphasized and amplified by the reflective surfaces and the eyes of a prospective purchaser are at once drawn to the article on display. Although the box itself possesses great ornamental beauty, it is of such nature that it in no way detracts or overshadows the article displayed therein. But on the contrary, the image of the article also appears in the reflective surfaces and a purchaser may view it from all angles. The article of jewelry rather than the display container predominates. At the same time, however, a container is provided that is highly ornamental and attractive.

The horizontal and depending flanges 27 and 28 also have highly reflective and polished surfaces so that the upper portions of the side walls present a lustrous and attractive surface. The reflective, mirror-like surfaces of the inclined walls 20 and 21 and the flanges 27 and 28 may be effected by forming the walls 20 and 21 from metal or other suitable material capable of being highly polished or by coating or plating the walls with a material that will provide a smooth lustrous surface having high reflective qualities.

It is to be noted that the angle of inclination of the reflecting walls 20 and 21 with respect to the vertical article-supporting faces of the holder 12 is of such a degree as to permit an article mounted on the holder to be reflected in said wall surfaces. This angle of inclination may, of course, be varied somewhat by changing the angle at which the inner side walls 20 and 21 and the outer article-supporting faces of the holder are disposed to the horizontal base of the container.

Although there has been illustrated in the drawings and described above a preferred embodiment of the present invention, it is to be understood that changes in details of structure and in shape may be made without departing from the spirit and scope of the appended claims.

I claim:

1. A container for articles of jewelry and the like comprising a bottom wall, side walls defining an article displaying area intermediate said side walls and an article holder in said display area having upstanding sides disposed vertically with respect to said bottom wall and about which an article may be secured, said side walls being inclined with respect to said bottom wall on their inner sides and said inclined inner sides being provided with reflective surfaces adapted to reflect an article mounted on said holder.

2. A container for articles of jewelry and the like comprising a bottom wall, side walls defining an article displaying area intermediate said side walls and an article holder in said display area having upstanding sides disposed vertically with respect to said bottom wall and about which an article may be secured, said side walls on their inner sides being inclined at an angle with respect to said bottom wall and to said vertical sides of the holder and being provided with reflective surfaces on said inclined inner sides, and the angle of inclination between said inclined inner side wall surfaces with respect to said vertical sides of the holder being of a degree sufficient to permit an article mounted on the holder to be reflected from said inclined wall surfaces.

3. A display container for a wrist watch and the like comprising a bottom wall, side walls and a holder intermediate said side walls having upstanding sides disposed vertically with respect to said bottom wall and about which a wrist watch and its attached wrist band may be extended for mounting thereon, said side walls being inclined with respect to said bottom wall on their inner sides and said inclined inner sides being provided with reflectve surfaces adapted to reflect a wrist watch and its attached wrist band.

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