March 25, 1930. L. FLIER 1,752,246

DISPLAY HOLDER

Filed April 11, 1928

Fig. 1.

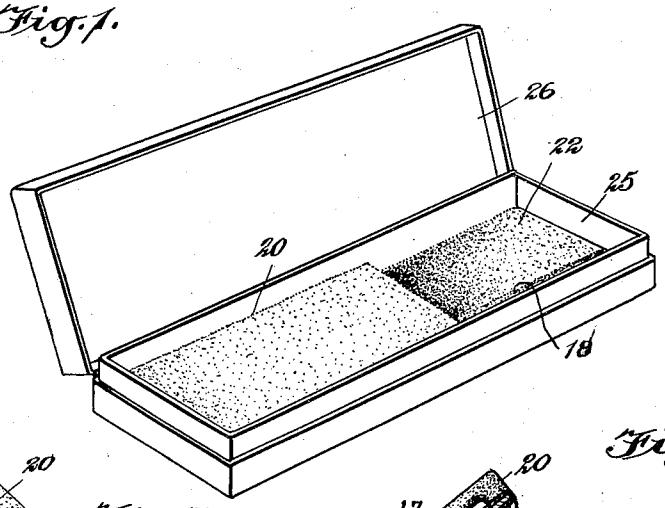


Fig. 3.

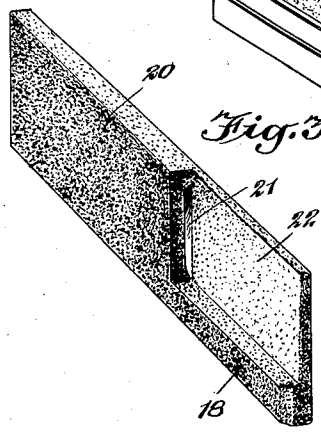


Fig. 2.

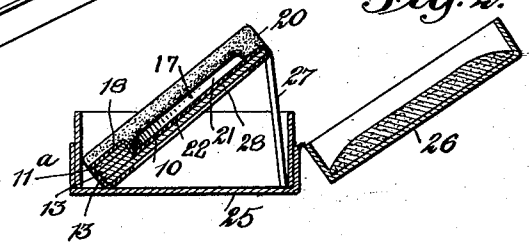


Fig. 4.

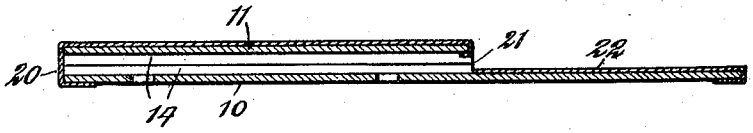
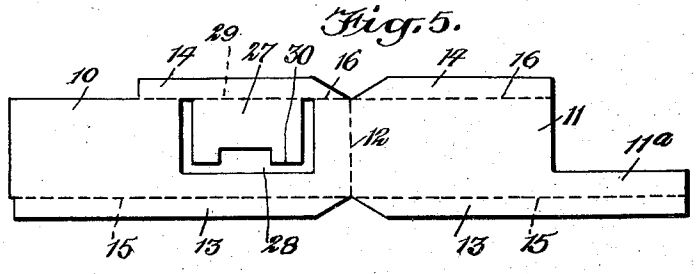


Fig. 5.



WITNESSES

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Patented Mar. 25, 1930 1,752,246

UNITED STATES PATENT OFFICE

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DISPLAY HOLDER

Application filed April 11, 1928. Serial No. 269,163.

The present invention is concerned with the provision of a display holder which may have a wide range of utility, but which finds one of its preferred embodiments as a display holder for strap watches or the like.

Men's wrist-watches or strap-watches as they are known to the trade are rather difficult to artistically display, and it has been customary to display them in boxes or on blocks so arranged that the watch and one strap overlies the face of the block, and the other strap is concealed beneath the block, or inserted in a pocket in the block.

Display holders of this type as heretofore manufactured have been unsatisfactory in several respects. In the first place, the attempt to define a pocket for the concealed strap end between a pair of relatively stiff pocket forming members, has resulted in the provision of a stiff-walled pocket into which it is difficult to introduce the strap, and has furthermore necessitated the use of a considerable amount of velvet or other facing material secured to the face of both pocket forming members.

In accordance with the present invention, I eliminate these difficulties by the provision of a strap-watch holder in which a single piece of velvet is used, and considerable economy of material is thus effected.

The pocket which is provided, while fairly stiff, is sufficiently capacious so that a strap may be very conveniently inserted therein; the pocket being defined by a pair of integrally connected plate members, one of which terminates short of the other, the plate members being spaced from each other, so that a pocket is formed between them.

I thus may utilize a single cardboard blank to form the body of the device and face the blank with a single sheet of fabric.

Another feature of the invention is the use of a blank provided with an integral easel, so that the display block may be conveniently supported in tilted position by the easel for attractive display of the watch which it holds.

Other and more general objects of the invention are to provide a strap-watch holder of simple, practical construction, which will be rugged, durable and efficient in use, neat and attractive in appearance, and well suited to facilitate the application of strap watches thereto.

With the above noted and other objects in view, the invention consists in certain novel features of construction and combinations and arrangements of parts, as will be more fully hereinafter set forth and pointed out in the claims. The invention may be more fully understood from the following description in connection with the accompanying drawings, wherein—

Fig. 1 is a perspective view of one of my improved display holders mounted in a box.

Fig. 2 is a transverse sectional view through the box and holder, but showing the holder supported in inclined position by its easel.

Fig. 3 is a perspective view of the fabric-covered display block removed from the box.

Fig. 4 is a longitudinal sectional view therethrough.

Fig. 5 is a plan view of the blank from which the block is formed.

The display holder of the present invention includes a pair of sheets 10 and 11 of cardboard or other similar material, the ends of which are connected together along a fold line 12. Both edges of both sheets are provided with spacer flanges 13 and 14 connected to the sheets by fold lines 15 and 16. When these flanges are folded inwardly and the sheets folded upon one another, the sheets are spaced a substantial distance from each other as seen in Fig. 4 and a pocket 17 as defined between them, which pocket is provided with an open end due to the fact that the main body portion of the sheet 11 terminates short of the sheet 10.

At one side however, the sheet 11 is provided with an extension 11^a extending the full length of the sheet 10, so that when the two sheets are folded one upon the other, with the spacer flanges 13 between them, the extension 11^a and the spacer flanges under it will define a longitudinally extending rib 18 at one side of the block.

Having folded the blank of Fig. 5 as suggested above, the blank is covered by a single sheet of a fabric, such for instance as the felt 20, the edges of this fabric being folded

around and pasted to the under side of the sheet 10. The fabric is also pasted down to follow along the edge of the shoulder 18 and over the end of the plate 11, and is slitted as at 21 in registry with the mouth of the pocket 17.

By virtue of this arrangement, a strap-watch may be conveniently laid on the depressed portion 22 of the finished block with one strap overlying the main portion thereof, and the other strap lying in the pocket between the two plates 10 and 11. The mouth of this pocket is quite spacious due to the spacing afforded by the flanges 13 and 14, and a strap even with a buckle thereon may be very readily moved into concealed position through the slit 21.

The finished blocks are adapted to be used in ordinary display boxes such as 25 provided with covers 26, and a feature of the invention is the use of an easel member, so that if desired, the display blocks may be conveniently tilted to the position of Fig. 2 with the easel 27 resting against the rear corner of the box 25, and the forward edge of the block resting against the forward corner of the box. With the parts in this position, the rib 18 is functionally important in that it prevents the watch displayed from sliding all the way down to the front of the inclined block, and serves as an abutment for such watch.

The easel 27 is preferably formed as an integral part of the blank of Fig. 5, the plate 10 being cut out as at 28 to define the easel which is connected by a fold line 29 to the spacer flange 14 of the block.

When the block is to be laid flat in the bottom of the box, the easel folds back into its recess 28, but is spaced from the walls of such recess and provided with tongues so that it may be readily grasped and moved to the block supporting position of Fig. 2 when desired.

Obviously, various changes and alterations might be made in the general form and arrangement of the parts described without departing from the invention. Hence I do not wish to limit myself to the details set forth, but shall consider myself at liberty to make such changes and alterations as fairly fall within the spirit and scope of the appended claims.

I claim:

1. A display holder for strap-watches or the like including a pair of relatively stiff spaced plates cooperatively forming a body and defining a pocket between them, a portion of the upper plate terminating short of the corresponding portion of the lower plate to provide a mouth through which one strap of a watch laid on the extended end of the lower plate may be inserted, the means for spacing the plates apart comprising integral spacer flanges folded inwardly between the edges of the plates.

2. A display holder for strap-watches or the like including a pair of relatively stiff spaced plates cooperatively forming a body and defining a pocket between them, a portion of the upper plate terminating short of the corresponding portion of the lower plate to provide a mouth through which one strap of a watch laid on the exended end of the lower plate may be inserted, and a bendable easel integrally connected to the lower plate.

3. A display holder for strap-watches or the like including a pair of relatively stiff spaced plates cooperatively forming a body and defining a pocket between them, a portion of the upper plate terminating short of the corresponding portion of the lower plate to provide a mouth through which one strap of a watch laid on the extended end of the lower plate may be inserted, and a bendable easel integrally connected to the lower plate and accommodated in an opening therein when not in use, one end of the upper plate forming a rib to limit downward sliding movement of the watch when the easel is set up.

4. A display holder for strap watches or the like, including an upper plate and a lower plate, the upper plate having one corner thereof cut away, relatively narrow spacing members interposing the plates respectively along the adjacent side edges thereof, to form a longitudinal pocket between the plates having a mouth through which one strap of a watch laid on the lower plate in the space afforded by the cut-away may be inserted.

Signed at Brooklyn, N. Y., in the county of Kings and State of New York this 20th day of February, A. D. 1928.

LEO FLIER.