May 17, 1949. S. RITTER 2,470,370

WATCH BAND DISPLAY PACKAGE

Filed Nov. 15, 1945

Fig. 1.

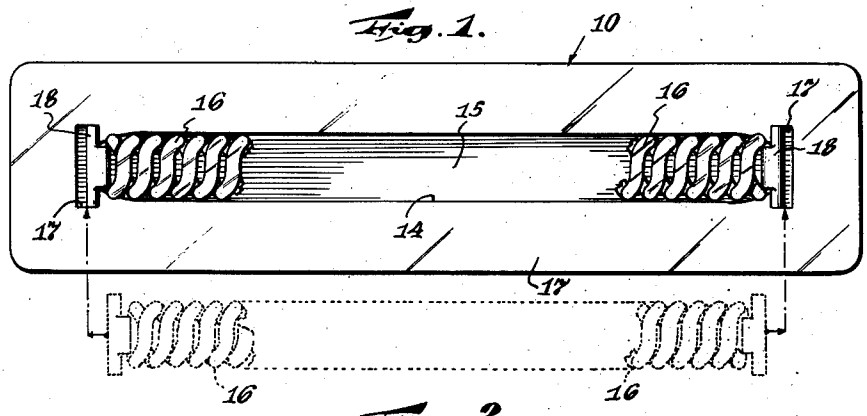


Fig. 2.

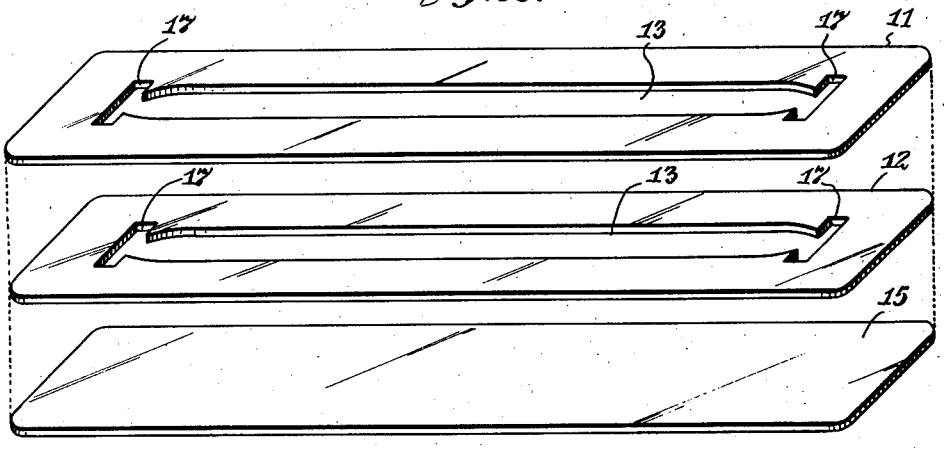


Fig. 3.

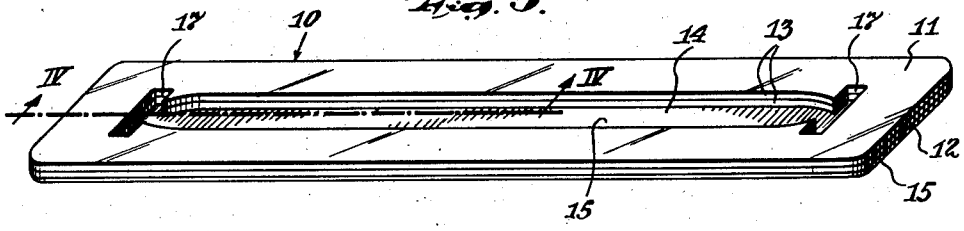
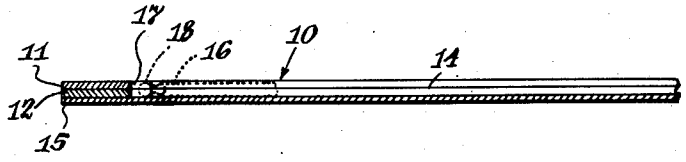


Fig. 4.



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WATCH BAND DISPLAY PACKAGE

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2 Claims. (Cl. 206—78)

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This invention relates to an improvement in a merchandise display device and relates more particularly to a combined container and display support for an expansion type bracelet.

In the art of merchandising it is necessary to provide pleasing and ornamental containers, especially in the jewelry art and it is also desirable, when possible, to combine an ornamental effect with a practical and useful construction.

When marketing jewelry such for example as expansion bracelets to be used as wrist watch straps it has been the practice to display the articles on a rack or card from which they are removed when purchased. It is then necessary to provide a suitable box or container especially when the article is purchased as a gift.

The present invention provides a novel form of display rack or card which also serves as a package or container of an ornamental and pleasing appearance satisfactory to the purchaser for presentation as a gift. This makes it unnecessary for the dealer to repack the article thereby reducing cost and effort.

In accordance with the present invention a combined container and display card is provided by forming a depression or recess in a card or sheet material to receive the article wherein it is tensionally held by reason of the cooperation between the article and the edges of the recess utilizing the expansibility and retractive action of the merchandise to retain it in position.

It is an object of the invention to provide a combined ornamental display card and container.

Another object of the invention is to provide a display card so arranged and constructed as to cooperate with an expansible product for holding the product seated in a retaining pocket or recess.

Other objects and advantages of the invention will be evident from the following description together with the accompanying drawing, in which

Fig. 1 is a plan view of the display container constructed in accordance with the present invention and showing a bracelet in dotted lines in normal retracted position;

Fig. 2 is a developed perspective view of the display container shown in Fig. 1;

Fig. 3 is a perspective view of the container ready to receive an article, and

Fig. 4 is a fragmentary view taken on line IV—IV in Fig. 3.

The present display container or card 10 may comprise a plurality of sheets 11 and 12 of any suitable material each provided with an aperture 13 of like configuration which constitute the walls

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of a recess or pocket 14 (see Fig. 3) when the sheets are face to face and when mounted on a base board 15 which serves as the bottom wall of the pocket.

The pocket or recess is formed of a configuration to conform to the shape of an article to be displayed such for example as an expansible bracelet or band 16 when the band is expanded a selected length as will be explained. When the apertured sheets 11 and 12 and bottom sheet 15 are cemented together face to face the pocket 14 thereby provided has a depth substantially equal to the thickness of the band 16 so that the surface thereof is flush with the surface of the sheet 11. The sheets from which the container is built may be cardboard or of a plastic. The container may, if desirable, be made of sheet metal in which case the pocket may be pressed in a single sheet.

As shown the pocket 14 is provided with transverse extensions or notches 17 to receive end portions 18 of the band 16. These end portions 18 are of a standard design usually of tubular form and serve to receive the spring-bars provided for attaching the band to a watch. In accordance with the present invention the ends or crosspieces 18 are utilized to cooperate with notches 17 to hold the band under tension. For this purpose the length of the pocket 14 is greater than the normal contracted length of the band 16 as shown in dotted lines in Fig. 1.

When the band is inserted into the pocket it is expanded to engage ends 18 with the notches 17 and when released the band contracts under the action of the spring members of this well known type of band.

When the band is in the pocket it is stretched sufficiently to give a pleasing appearance and is tensionally held from accidental displacement. The display container may be handled or transported without dislodging the band and may be enclosed in a cellophane envelope for general handling and inspection.

It will be evident that the present invention provides a simple and economical display package which combines utility with commercial sales advantages.

Although a preferred embodiment of the invention is shown and described herein it is to be understood that modifications may be made therein without departing from the spirit and scope of the appended claims.

What is claimed is:

1. In combination an expansible and contractible watch band having end members of greater width than the width of the intermediate portion

of the band, a solid container therefore comprised of a plurality of sheets of material consisting of a base board and an apertured sheet, the aperture in said sheet having the same general configuration as said band and having transverse notches to receive said end members, the distance between said notches being greater than the distance between said end members when said band is in normal contracted condition, said end members engaging the sides of said notches to retain the band in position in the container when the band is expanded and disposed in said recess under the contraction action of said band.

2. In combination with a solid container an expansible and contractible watch band having end members of greater width than the width of the intermediate portion of said band, said container having a recess in the surface thereof of the same general configuration as said band and of a depth substantially equal to the thickness of said band and having transverse notches to receive said end members, said notches being of a depth substantially equal to the thickness of said end members

to provide side walls to engage said members, the distance between said notches being greater than the distance between the end members of said band when the band is in normal contracted condition, the side walls of said notches serving to engage the end members of said band when expanded and disposed in said recess with the end members engaging side walls of said notches.

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