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J. WARNER

1,980,776

DISPLAY BOX

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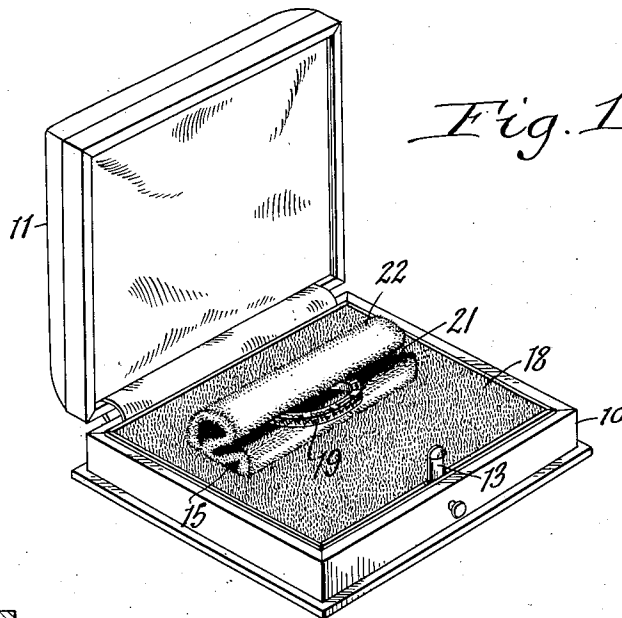


Fig. 1.

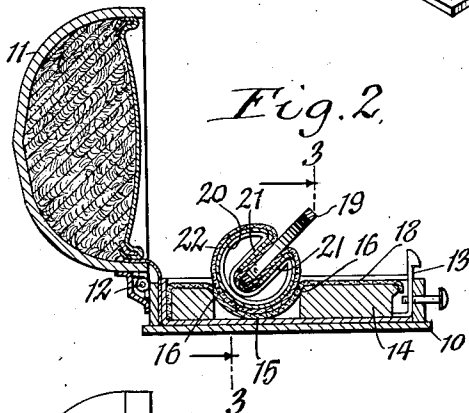


Fig. 2.

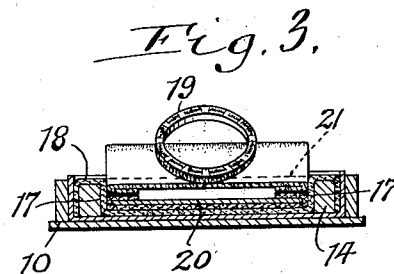


Fig. 3.

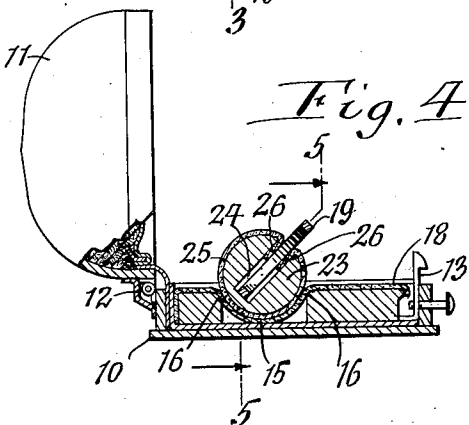


Fig. 4.

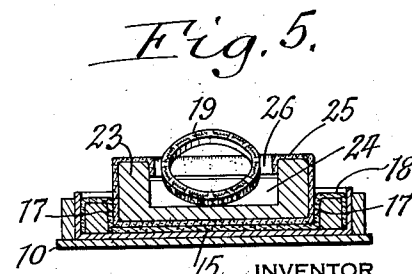


Fig. 5.

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DISPLAY BOX

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5 Claims. (Cl. 206—75)

This invention relates to a box or casing which is more particularly intended for use by jewelers for displaying jewelry, although the same may also be advantageously used for displaying other articles of a similar character.

As is well known, it is customary at the present time for jewelers to display jewelry either in a low show case or counter which requires the customer to look downwardly in order to inspect the goods, or the box containing the jewelry may be located on an elevated shelf or high show case which necessitates looking upwardly more or less in order to observe the goods.

In jewelry display boxes as heretofore constructed the jewels were usually capable of being arranged in only one definite position in the box which is objectionable inasmuch as such a construction only enabled a prospective purchaser to inspect the goods properly at one particular angle so that a box which advantageously displayed the goods in a low show case or counter would be incapable of displaying it equally well in a high show case or counter or on a shelf which was arranged higher than the low show case.

It is the object of this invention to provide a display box for jewelry and similar articles having means whereby the article to be displayed may be presented at different angles to the viewpoint of the observer or prospective purchaser, and thereby enable the goods to be inspected fully and completely regardless of whether the display box is arranged at a high or low elevation, and permit of a more satisfactory presentation of the goods to the customer and also promoting the sale of the same.

In the accompanying drawing:

Figure 1 is a perspective view of one form of display box embodying my invention and showing the same in an open position.

Figure 2 is a vertical cross section of the same.

Figure 3 is a vertical longitudinal section thereof, taken on line 3—3 Fig. 2.

Figure 4 is a vertical cross section similar to Fig. 2, showing a modified form of this invention.

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

In the following description similar characters of reference indicate like parts in the several figures of the drawing:

The casing of the display box may be of any suitable and well-known construction and that which is shown in the drawing, as an example of one suitable for this purpose, comprises a lower section or hollow body 10 and a vertically swinging cover or upper section 11 which is pivotally

connected at its rear edge by means of a hinge 12 with the rear edge of the body, while the corresponding front ends of these casing sections may be detachably connected with each other by means of a catch or fastening 13 of any suitable form.

Within the hollow body is arranged a bed 14 which is provided on its upper side with a recess 15 of rectangular form and opening upwardly. This recess in its preferred construction comprises two longitudinal walls 16 and two end walls 17 arranged at opposite ends of the longitudinal walls. For the purpose of finishing the exposed upper side of this bed and the walls of the recess therein this side of the bed and the walls of its recess are preferably covered with a facing 18 of plush or other finishing material of the desired color and pattern.

In the recess of the bed a pillow rests which supports a piece of jewelry, as for example a ring 19, which pillow is capable of rotating about a horizontal axis in the recess so that a piece of jewelry mounted thereon can be presented to the observer at different angles, as best suits the position of the eyes while inspecting the same.

In the construction shown in Figs. 1, 2 and 3 this pillow is provided with a cylindrical tubular body 20 which is C-shaped in cross section and rests with its periphery on the longitudinal side walls and bottom of the recess and engages its opposite transverse ends with the transverse end walls 17 of the recess, whereby this pillow may be freely rotated in the recess for presenting the jewel 19 at different angles but the pillow will be held against longitudinal movement or displacement on the bed.

This cylindrical body of the pillow is provided at one point in its circumference with a longitudinal slot extending throughout the length thereof, said slot being formed between the longitudinal edges of the body and from the longitudinal edges formed by this slot, two longitudinal flanges 21, 21 project inwardly and form two jaws which receive between them the inner or low part of a piece of jewelry which is inserted therebetween.

This cylindrical body of the pillow and its flanges are preferably constructed of resilient material such as spring steel, spring brass, celluloid or other material of a resilient character which will, in the absence of a piece of jewelry, be arranged comparatively close together but which will be pressed apart more or less upon the insertion of a piece of jewelry between these

flanges or jaws, so that the latter will yieldingly bear against opposite sides of the piece of jewelry or other article and grip the same sufficiently firmly to prevent displacement of the article which is being displayed.

After the article to be displayed has been inserted in the slot and between the jaws of the pillow, the latter may be turned on the bed about its horizontal longitudinal axis so as to bring the piece of jewelry or other article into the right angular position for displaying the same most advantageously to the view of the observer who may be inspecting the goods either while looking downwardly upon the same or while viewing the same in a more or less upward direction.

For the purpose of finishing the exterior of the pillow the exposed parts of the same are preferably covered by a finishing covering of plush or other suitable fabric having the desired color and ornamental appearance. The covering of this cylindrical pillow not only extends around the periphery thereof but also across its opposite ends and downwardly between the opposing surfaces of its flanges or jaws, so as to completely enclose the exposed surfaces and present a neat and finished appearance.

That part of this covering of the pillow on the periphery of the pillow also operates to hold the pillow reliably in its different angular positions, inasmuch as this pillow covering, upon engaging the plush or textile covering in the recess of the bed operates to frictionally resist rotation of the pillow and thereby serves this purpose without employing any mechanism for its accomplishment.

In the modified construction, shown in Figs. 4 and 5, the body 23 of the cylindrical pillow is made of solid material such as wood, and at one point in its periphery this body is provided with a longitudinal slot 24 into which the ring 19 or other piece of jewelry or article is inserted. In this case the covering 25 is provided with two longitudinal flanges 26 extending inwardly along opposite walls of the slot or groove 24 and form two resilient jaws which engage with opposite sides of the article to be displayed and thereby yieldingly hold the same in position on the pillow.

Both forms of my invention are very simple in construction and not only capable of being produced at low cost, but they are also very attractive in appearance and aid in displaying jewelry to the best advantage and promoting the sale of the same.

In addition to the ability of rolling the pillow in the recess of the bed for presenting the piece of jewelry or other article at such an angle as will most advantageously display the same to the trade or prospective purchasers, this pillow, together with the article mounted thereon, may be fully removed from the bed so as to permit of a more intimate or close-up inspection of the article in view of the fact that this pillow rests loosely in the seat of the bed and therefore can be readily removed therefrom as well as replaced when desired.

An inherent advantage in this display box is that after opening the cover the pillow may be turned so that the piece of jewelry mounted thereon projects above the bed a considerable extent either vertically or at an angle so as to display the same adequately and enlist the interest of the prospective purchaser to the fullest

extent. Before, however, the cover of the box is closed the pillow is turned so that the piece of jewelry projects horizontally therefrom and lies close to the bed, thereby reducing the total height of the bed, pillow and jewelry and permit of reducing the height of the cover when closed over the bed, pillow and jewel so that the display box as a whole can be made smaller and stowed more compactly.

I claim as my invention:—

1. A display box for jewelry or a similar article, comprising a bed having a recess in its upper side provided with two longitudinal bearing walls and two transverse stop walls at opposite ends of said bearing walls, and a pillow adapted to support an article and having a longitudinal cylindrical surface adapted to rotatably engage said bearing walls and two flat transverse surfaces at opposite ends of the cylindrical surface which engage with said stop walls.

2. A display box for jewelry and similar articles, comprising a bed having a recess, and a pillow resting with its underside in said recess and provided on its upper side with a seat for receiving the article to be displayed, and the underside of said pillow having rolling engagement with said recess so that the pillow may be turned for presenting said article at different angles relative to said bed.

3. A display box for jewelry and similar articles, comprising a bed having a semi-cylindrical recess in its upper side, and a cylindrical pillow having its lower half resting in said recess and its axis parallel therewith and provided in its upper half with a longitudinal slot for receiving the article to be displayed, and the underside of said pillow being capable of rolling in said recess about the axes of said recess and pillow for shifting the article receiving slot in the upper half thereof into different angular positions relative to said bed.

4. A display box for jewelry and similar articles, comprising a bed having a semi-cylindrical recess in its upper side, and a cylindrical pillow having its lower half resting in said recess and its axis parallel therewith and provided in its upper half with a longitudinal slot for receiving the article to be displayed, and the underside of said pillow being capable of rolling in said recess about the axes of said recess and pillow for shifting the article receiving slot in the upper half thereof into different angular positions relative to said bed, said pillow having a body which is C-shaped in cross section and has its longitudinal edges separated by a slot, and longitudinal flanges projecting inwardly from said edges.

5. A display box for jewelry and similar articles, comprising a bed having a semi-cylindrical recess in its upper side, and a cylindrical pillow having its lower half resting in said recess and its axis parallel therewith and provided in its upper half with a longitudinal slot for receiving the article to be displayed, and the underside of said pillow being capable of rolling in said recess about the axes of said recess and pillow for shifting the article receiving slot in the upper half thereof into different angular positions relative to said bed, said pillow having a body which is C-shaped in cross section and has its longitudinal edges separated by a slot, and longitudinal flanges projecting inwardly from said edges, and said body and flanges being constructed of resilient material.

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