Jan. 25, 1927. 1,615,324

A. BULOVA

STRAP WATCH DISPLAY DEVICE

Filed June 25, 1925

Fig. 1.

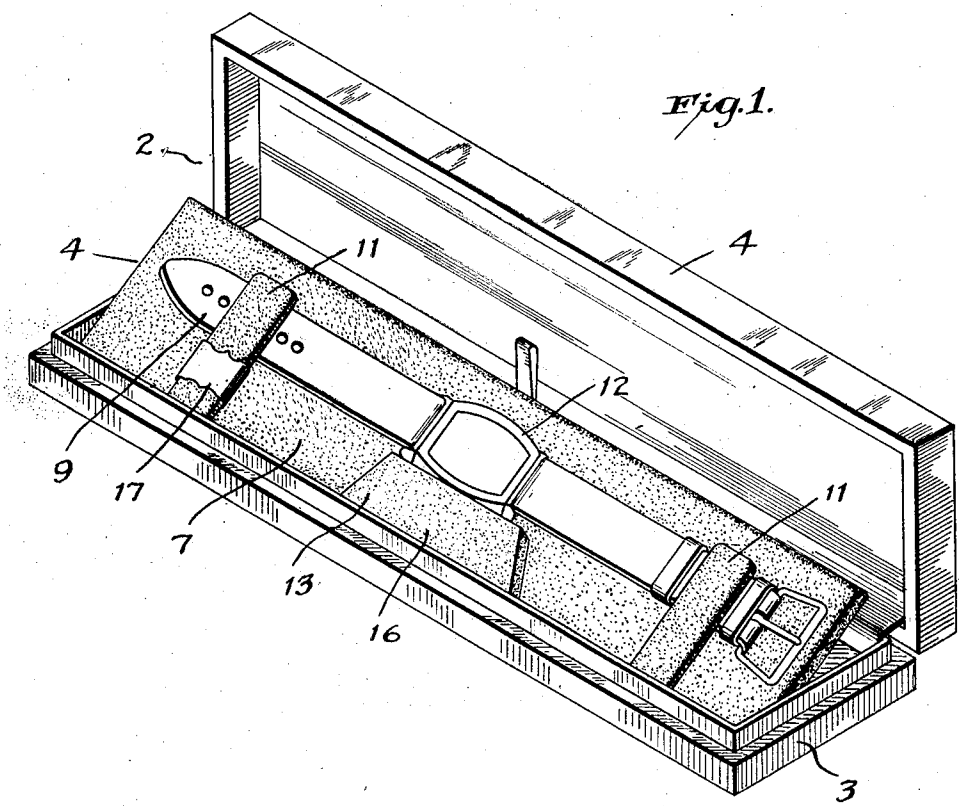


Fig. 2.

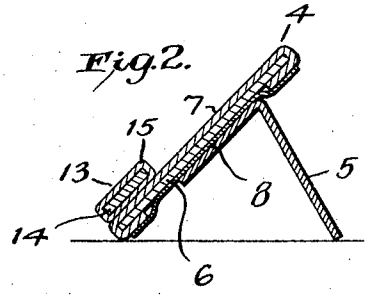


Fig. 3.

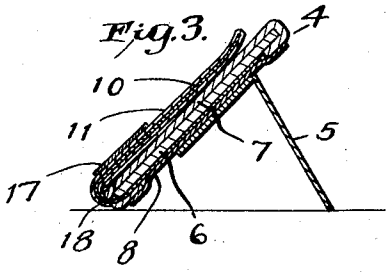
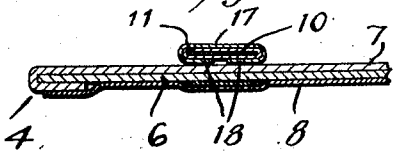


Fig. 4.



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UNITED STATES PATENT OFFICE.

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STRAP-WATCH DISPLAY DEVICE.

Application filed June 25, 1925. Serial No. 39,460.

The object of the invention is to provide a novel and effective device for displaying a man's strap-watch in a spread-out condition and in such manner that the watch is supported against sagging on the strap, which is held by fingers. The support for the watch also affords an advantageous name block. A further object is to provide improved means for showing a price tag in conjunction with a watch on such a device.

In the accompanying drawing, forming part hereof:

Fig. 1 is a perspective view of a box device embodying the invention, the box being open and the watch-carrying pad being shown propped at an inclination in the body of the box;

Fig. 2 is a central cross-section through the pad propped on its easel support;

Fig. 3 is another cross-section taken at the region of a finger bearing a price-tag; and

Fig. 4 is a fragmentary longitudinal section through the pad, passing transversely through the finger and tag.

The box 2 has a narrow elongated tray body 3, and a corresponding top 4 which is hinged to the body at the rear long side.

An elongated pad or filler 4, of an ornamental nature, is fitted to the body of the box, and lies flat when the box is closed. When the cover is open, the pad is adapted to be supported in an inclined position in the body by an easel support 5, which is hinged to the back of the pad.

The pad may be made in a suitable manner of an oblong piece of cardboard 6 covered by a facing 7 of velvet and by a suitable backing 8, though the particular construction is not essential, and it is of a length to receive on its face the watch and its entire strap stretched out flat. Flat spring fingers extend upwardly against the face of the pad near the opposite ends thereof, to receive the end portions of the watch-strap 9, which are slipped downwardly between the fingers and the face of the pad so as to be held frictionally. The fingers may be made of spring metal strips 10 covered by the same material 11 as the face of the pad, and having their lower portions bent upward and incorporated in the layers of the pad.

The watch 12 at the center of the strap would be likely to sag in the frictional grip of the fingers on the strap; and, to overcome this, a central block 13 is provided on the lower portion of the face of the pad in position to support the lower edge of the watch, with the strap extending straight at opposite sides thereof to the fingers. This block or support is preferably an applied member, having a suitable body or core 14 covered by material 15 like that of the cover of the pad.

The fingers are likewise adapted to receive on one of them a bendable metal price tag 17, the face panel of which is approximately the width of the finger and the ends 18 of which are adapted to be bent behind the finger to hold the tag in place. In this way a very neat and convenient way of applying and showing a price tag is obtained.

While the preferred embodiment of the invention has been described, it will be understood that the invention is not necessarily limited to the precise form.

What I claim as new is:

A strap-watch display device comprising, in combination, a horizontally elongated pad with means for supporting the same in an inclined position, said pad being of a length to receive on its face the watch with its entire strap stretched straight out; retaining members adjacent opposite ends of the pad to hold the ends of the strap between said members and the pad, and a block on the lower part of the face of the pad forming a rest for the watch, substantially as set forth.

ADOLPH BULOVA.