Jan. 23, 1968 M. MANDEL 3,365,056

PACKAGE FOR DISPLAYING AN ARTICLE OF MANUFACTURE

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FIG. 1

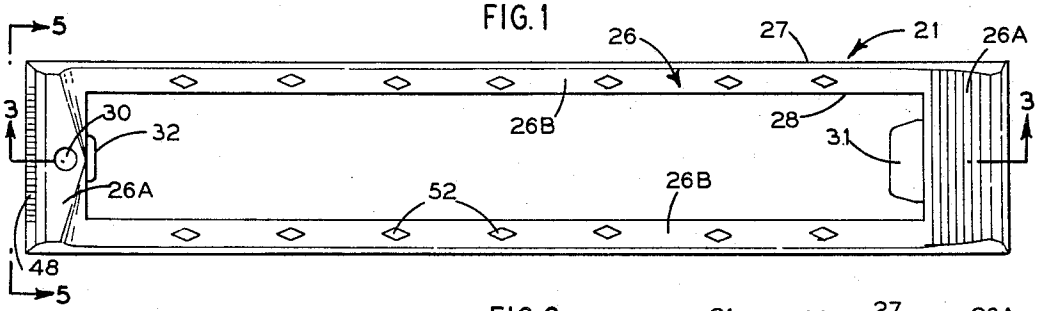


FIG. 2

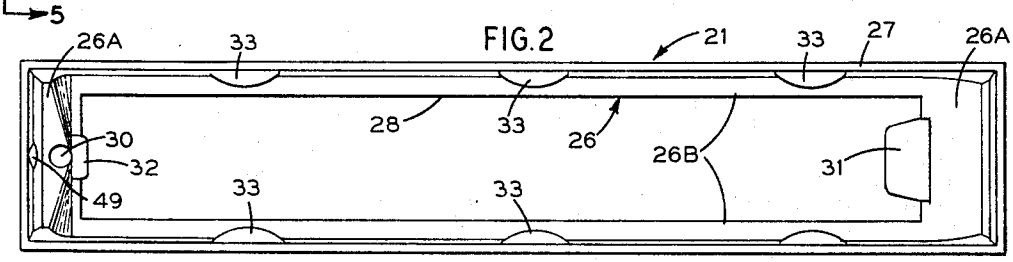


FIG. 3

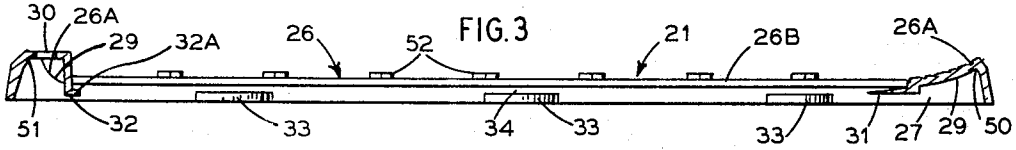


FIG. 4

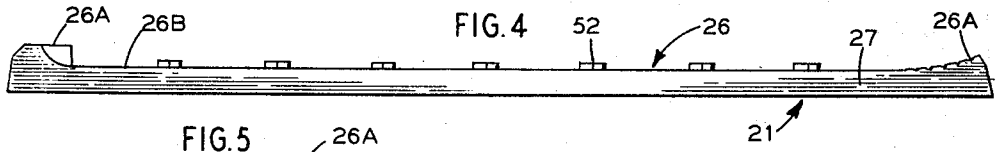


FIG. 5

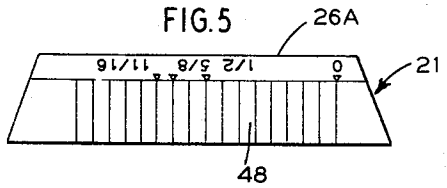


FIG. 6

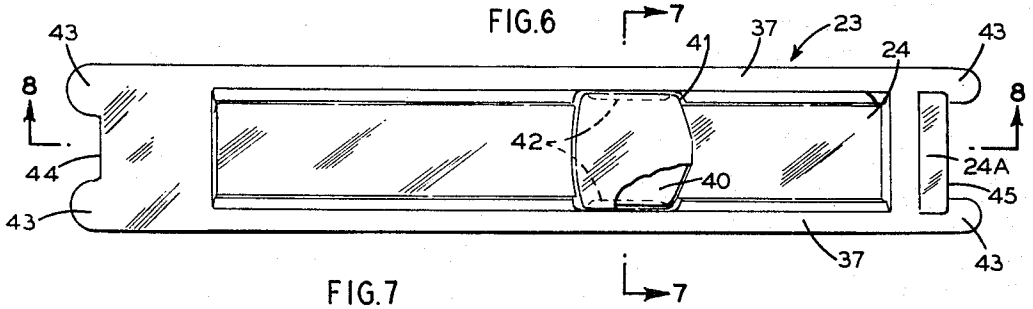
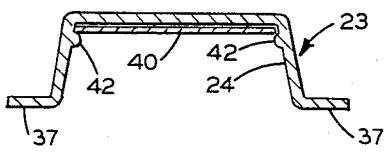


FIG. 7



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PACKAGE FOR DISPLAYING AN ARTICLE OF MANUFACTURE

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FIG. 8

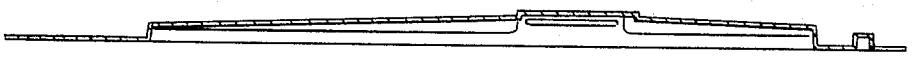


FIG. 9

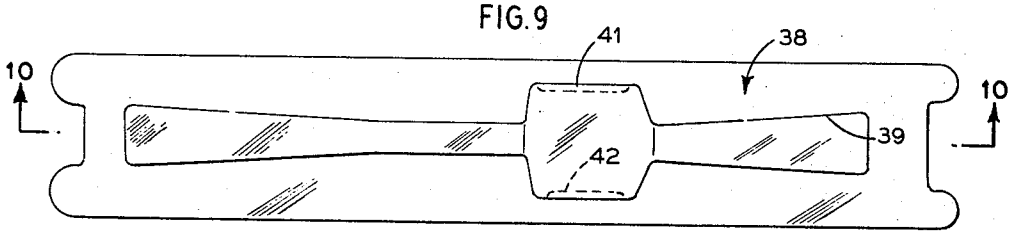


FIG. 10

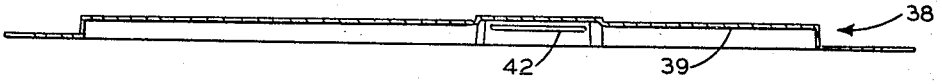


FIG. 11

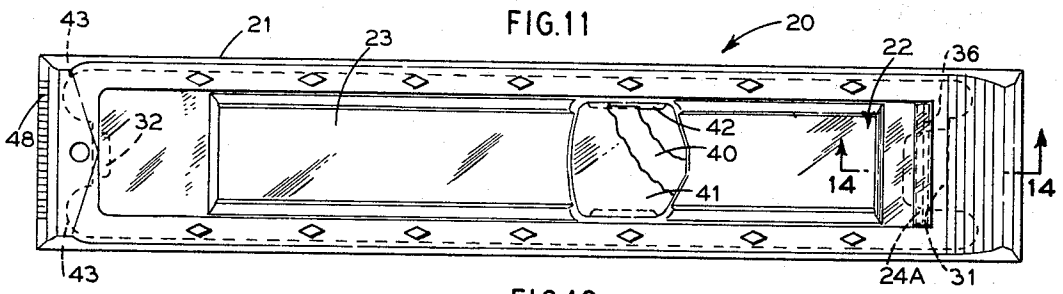


FIG. 12

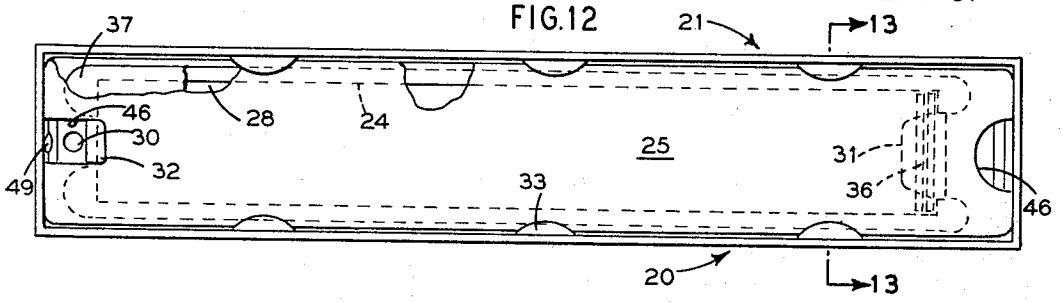


FIG. 13

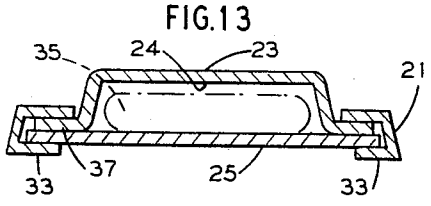
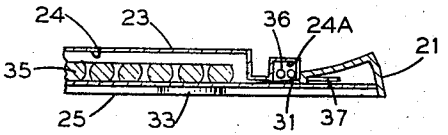


FIG. 14



United States Patent Office 3,365,056 Patented Jan. 23, 1968

3,365,056

PACKAGE FOR DISPLAYING AN ARTICLE OF MANUFACTURE

Marvin Mandel, Short Hills, N.J., assignor to Manco Watch Strap Co., Inc., Jersey City, N.J., a corporation of New Jersey

Filed Jan. 28, 1966, Ser. No. 523,726
20 Claims. (Cl. 206—75)

This invention relates to a display package, and more specifically to a display package adapted to contain an article of manufacture.

In merchandising articles of manufacture, as for example watch bands and/or the like, a retainer will normally have on hand a relatively large number of bands of different sizes, shapes and/or stylings. Generally, these articles are individually packaged within its own container or package and displayed in a suitable rack. Since many of the watch band styles require the use of push-pins or spring bars, hereinafter referred to as pins, for connecting the band to the lugs of the watch, it was generally customary to include in such package a pair of such pins. However, one of the disadvantages of the prior known packages for individually displaying such articles of manufacture was that whenever a customer removed the watch band from the package, the loosely contained pins within the package would invariably fall out resulting in the pins being frequently lost before the purchaser could attach the band to this watch. If such accident occurred within the store, the customer would normally return the band to the package and the sale thereof discouraged because of the lost pin. In the event that the accident or loss of pins occurred after purchase, the customer may find it necessary to return the same.

Generally the known type of display packages for such articles consisted of a plastic frame containing a housing formed of transparent plastic material for encasing the article to be displayed therein. In the known type of packages for such articles, the arrangement was such that the housing when excessively handled was easily scratched or marred, and thereby adversely affected the sales appeal of the article. This was due to the fact that the housing extended beyond the protection of the frame. Consequently, in handling such packages displaying the article, the housing thereof would become soiled or otherwise damaged which would also adversely affect the viewing and/or protection of the article contained therein.

Heretofore, it was also customary to secure the labeling and/or other identifying indicia of the product to the exterior portion of the package. As a result, such labels were frequently lost or separated from the package thereby prohibiting a customer from knowing, for example, the size and/or type of band displayed therein.

Another method employed labels wrapped about the article or band. This method, however, necessitated different size labels, all of which affected their readability, design, cost and varied their position placement on the product.

Another disadvantage of the known packages for such articles was that a customer could not readily determine whether or not the band displayed therein would fit his particular watch without physically removing the band from the package and trying the same to his watch. Consequently, such package resulted in excessive handling of the product displayed therein.

Another disadvantage confronting those with which the instant invention relates was that considerable difficulty was heretofore encountered in assembling the component parts of the known packages. This difficulty was due to the inherent construction of the frame portion of the package which rendered the assembly of the housing thereto relatively difficult.

Accordingly, it is an object of this invention to overcome the foregoing disadvantages of the known display packages of the type to which this invention relates and to provide an improved display package which is relatively simple in construction, positive in operation, and relatively inexpensive to fabricate.

Another object of this invention is to provide a display package for an article of manufacture, as for example a watch band or the like with associated pin means for attaching the same to a watch, which is constructed and arranged so that removal of the watch band therefrom can be readily accomplished without causing the associated pin means from becoming accidentally lost or misplaced therefrom.

In is another object of this invention to provide an improved packaging device for containing an article of manufacture that prohibited unauthorized access to the article contained therein.

Another object is to provide a display package which can be readily disassembled without destroying any component part of the package in gaining access to the article contained therein.

Another object of this invention is to provide a display package consisting of a frame and a housing adapted to be contained therein wherein the ends of the frame project outwardly beyond that of the housing to protect the housing from being marred or scarred during handling and/or storing of the package.

It is another object of this invention to provide an improvide housing construction for containing the article to be displayed therein which can be readily assembled and disassembled from the frame means maintaining the same in assembled form.

Another object of this invention is to provide an improved housing construction for a display package having means provided therein for positively positioning and retaining a label within the housing to protect the same against injury or unintentional separation therefrom.

Another object of this invention is to provide an improved frame construction which is particularly constructed and arranged so as to enhance the assembly of the component parts thereof.

Another object of this invention is to provide a display package having an improved frame construction provided with means for locking the housing portion thereof in position within the frame in a manner which prevents an associated or related article displayed therein from falling out therefrom upon the opening of the package to effect the removal of the main article displayed therein.

Another object of this invention is to provide a display package constructed and arranged to accommodate an accessory article, e.g. the pin means of a watch band adapted to be used in conjunction with the main article or watch band displayed therein.

The foregoing objects and other features and advantages are attained by a display package consisting essentially of a frame having a top wall portion and a connected depending circumscribing side wall portion, the top wall having formed therein an elongated opening. Means defining a housing for receiving and accommodating an article of manufacture and/or related or associated articles, as for example a watch band and the pins by which the same is secured to the lugs of a watch, is operatively associated with the frame means. In accordane with this invention, the housing comprises a cover or window member which is formed with a recess portion for accommodating the article or articles to be displayed thereby, and a circumscribing laterally extending flange for engaging the undersurface of the top wall to position it within the frame in the assembled position thereof. Cooperatively associated with the cover or window member is a backing

member for retaining the article to be displayed within the housing.

A pin retaining tab is connected to the frame adjacent one end of the opening, and it extends inwardly of the opening adjacent a secondary recess portion in the cover member which is adapted to accommodate the pin means. The co-action of the cover member and the pin retaining tab is such that the pins are prohibited from becoming separated from the package in the event that the backing member is removed to attain access to the article of manufacture contained therein.

Means are provided for retaining the housing within the frame. The retaining means comprises a series of lugs connected to the side wall of the frame which extends inwardly therefrom and which defines with the top wall of the frame a channelway in which the flanges of the cover member and the marginal portion of the backing member can be readily inserted by sliding the same therealong. A locking tab is disposed at the opposite end of the opening from that of the pin retaining tab to secure or lock the member components of the housing in position within the frame.

In accordance with this invention, the ends of the top wall of the frame project outwardly beyond the recess portions formed in the cover member of the housing to protect the cover member from being marred or scarred during handling of the package. Means are provided for reinforcing portions of the frame member subjected to excessive wear.

It is also contemplated that the frame means be provided with means whereby a prospective customer can measure the distance between lugs of his watch without effecting actual removal of the article of manufacture displayed or watch band. Also, means are provided for positively retaining the labeling of the article within the cover portion of the housing so as to prohibit accidental removal or displacement of such labeling from the display package.

A feature of this invention therefore resides in a frame construction that is provided with reinforcements at those areas which are subjected to excessive stresses.

Another feature of this invention is to provide a display package having an improved frame constructed to protect the facing or surface of the housing from being marred or scratched during handling of the package.

Another feature of this invention resides in providing the end portion of the frame member with a scale whereby a prospective customer can utilize the same to measure the spacing between the lugs of his watch to determine whether or not the band displayed in the package is properly sized to suit his watch.

Another feature of this invention is to provide an improved display package having a frame construction with a recessed top wall arranged for receiving various ornamentations, and which ornamentations are protected from being marred during handling of the display package.

Another feature of this invention resides in constructing the frame with tabs having arcuate free end portions that extend inwardly of the frame to enhance the assembly of the housing components thereto.

Another feature of this invention resides in the provision of utilizing a locking tab to lock the housing in place within the frame.

Another feature of this invention resides in the arrangement of a package for the displaying of a watch band and associated pins by which the same is connected to the watch in a manner whereby access to the watch band may be had without disturbing the associated pin means displayed therewith, and thereby prohibit accidental loss or separation of the pin means from the display package as the band is removed.

Another feature of this invention resides in a display package having a frame means provided with cavities adjacent the opposed end thereof adapted to accommodate an extra or spare link, and which is curved so as to enhance the strength of the frame.

Another feature of this invention resides in a display package having a housing consisting of a cover portion formed of a transparent plastic material which is particularly constructed and arranged so that it can be readily inserted and locked into position within the frame means.

Another feature of this invention resides in providing the cover member of the housing with means for positively retaining therein a relatively large label, uniformly positioned which is more economical to produce, more readable to the customer, and more attractive for mass display.

Another feature of this invention resides in the construction of a cover member wherein the ends thereof are constructed and arranged so as to assure the proper assembly thereof with respect to the frame means.

Other features and advantages will become more readily apparent when considered in view of the drawings in which:

FIGURE 1 is a plane view of the frame portion of the display package of the instant invention.

FIGURE 2 is a bottom view of the frame of FIG. 1.

FIGURE 3 is a sectional view taken along line **3—3** of FIG. 1.

FIGURE 4 is a side elevation view of the frame means of FIG. 1.

FIGURE 5 is an end elevation view taken along line **5—5** on FIG. 1.

FIGURE 6 is a detail plan view of the cover member of the housing utilized in conjunction with the frame means of FIG. 1.

FIGURE 7 is a sectional view through the cover member of the housing taken along line **7—7** on FIG. 6.

FIGURE 8 is a longitudinal sectional view taken along line **8—8** on FIG. 6.

FIGURE 9 is a plan view of a modified cover member.

FIGURE 10 is a sectional view of the modified cover member taken along line **10—10** on FIG. 9.

FIGURE 11 is a plan view of the assembled display package constructed in accordance with the present invention.

FIGURE 12 is a bottom view of the assembled package of FIG. 11.

FIGURE 13 is a cross sectional view taken along line **13—13** on FIG. 12.

FIGURE 14 is a fragmentary sectional view taken along line **14—14** on FIG. 11.

Referring to the drawings, the display package **20** of the instant invention consists essentially of a frame means **21** and a housing means **22** adapted to be contained within the frame means **21**. The housing means **22** in turn comprises a cover or window member **23** which is formed with a recessed portion **24** for receiving or accommodating an article of manufacture, e.g. a watch band or the like to be displayed therein; and a cooperating backing member **25** for retaining the article within the cover member, and for retaining the housing **23** within the frame member **21** as will be hereinafter described.

As best seen in FIGS. 1 through 5, the frame means **21** comprises a rectangularly shaped member preferably formed of a suitable plastic having a top wall **26** and a connected depending circumscribing side wall **27**. An elongated opening **28** is formed in the top wall **26**. In the illustrated form of the invention the opening **28** occupies a substantial area of the top wall **26**.

As best seen in FIGS. 1 to 4, the portions **26A** of top wall **26** adjacent the opposed ends of the frame **21** extend upwardly beyond the side forming marginal portions **26B** of the top wall. Accordingly, the upwardly extending end portions **26A** of the top wall **26** define cavities **29** adjacent the respective ends of the frame member **21** on the underside thereof. As will be hereinafter described, the cavities **29** resulting therefrom may be utilized for storing or accommodating an accessory article of manufacture, which may be adapted to be utilized in conjunction with the main article to be displayed in the package of the instant invention. For example, the cavity **29** formed

in the ends of the frame may be utilized to accommodate spare links when an adjustable link type watch band is displayed thereby.

Formed in the top surface at one end of the frame is an opening **30** adapted to receive a hook by which the display package may be suspended from a suitable display rack.

Integrally formed on the undersurface of the top wall **26** are a pair of opposed lugs **31**, **32**. As shown, the locking lug **32** adjacent one end of the frame member is defined as an L-shaped member in which the leg portion **32A** of the lug is spaced from the plane of the top wall **26**. The opposed retaining lug **31** has a greater width than the leg **32A** of the L-shaped lug **32**, and it is disposed immediately adjacent the other end of the opening.

The side walls **27** of the frame also have integrally formed thereon opposed lugs **33** spaced from the top wall **26** to define with the top wall a channelway **34** for receiving the housing **22**, as will be hereinafter described.

Accordingly, the housing **22** is mounted within the frame member **21**. Essentially the housing **22** for displaying the article of manufacture, e.g. a watch band, comprises the cover member **23** and a complementing backing member **25**. The cover member **23** is preferably formed of a transparent plastic material for visibly displaying the particular article of manufacture to be contained therein. In the illustrated embodiment of FIGS. 6, 7 and 8, the cover **23** is specifically constructed to display, e.g. a watch band **35** and the associated pin means **36** by which the same is adapted to be secured to the watch. The cover member **23**, which is transparent, forms in the assembled position a window for the opening **28** in the frame **21**. The cover member **23** is pre-formed to have a recessed portion **24** in which the watch band **35** is displayed. A second recessed portion **24A** may be provided to accommodate the pin means **36** by which the watch band **35** is secured to the lugs of a watch in the event such pins are essential to the utilization of the watch band. Circumscribing the recessed portion **24** of the cover member is a laterally extending flange **37** which in the assembled position of the package is adapted to engage the undersurface of the top wall **26** of the frame **21**, with the recessed portions **24**, **24A** thereof projecting outwardly through the opening **28** in the top wall **26**. The second recessed portion **24A** adapted to accommodate or retain the pin means **36** is disposed adjacent one end of the cover member. It will be understood that the recessed portion **24** adapted to accommodate the watch band may be suitably shaped to substantially conform to the outline of the watch band. For example, a substantially rectangular elongated recessed portion as shown in FIGS. 6–8 may be formed in the cover member for accommodating a man's watch band. However, for a narrow woman type watch band, the cover **38** (FIG. 9) has a recess **39** shaped accordingly. It will be understood that covers **23** or **38** can be readily interchanged in frame **21**.

To protect and accommodate a label **40** for identifying the manufacturer of the watch band and/or for containing any other information relating thereto, a means is provided for retaining such label within the recessed portion **24** of the cover member **23** or in cover member **38** (FIG. 9).

As best seen in FIG. 7, the recessed portion **24** of the cover member **23** is provided intermediate the ends thereof with an enlarged area or label recess **41** sized to accommodate a suitable label **40**. To positively retain the label **40** in position thereat, the opposed side wall portion of the label recessed portion **41** is provided with opposed inwardly projecting protrusions or beads **42** which are spaced from the surface of the cover member. Accordingly, a suitable label sized to be fitted into the label recess or indentation is snapped in position and retained therein by the opposed projections as evidenced in FIG. 7. With the label **40** positioned within the housing **23** within its own recess or indentation **41** as indicated, it will be apparent that in a display of the article or watch bands, the labels **40** of all such packages are uniformly disposed and readily visible to the consumer. Also, by interposing the label **40** within the label recess portion or indentation **41** of the cover member, the label **40** is protected from removal and/or accidental separation from the package. The watch band **35**, when disposed within its recess of the cover member, will also function to maintain the label in position within its indentation or recess **41**.

Referring to FIGS. 6, 11 and 14, it will be noted that the recessed portion **24A** adapted to accommodate the pin means **36** is disposed adjacent and opposite to the retaining tab **31** which is formed integral with the undersurface of the frame top wall. Accordingly, the retaining tab **31** defines the backing for retaining the pins **36** within the recessed portion **24A** of the cover member **23**.

Referring to FIG. 6, it will be noted that the opposed end portions of the cover member **23** are provided with projecting rounded ears **43** that extend beyond the respective ends of the cover member **23**. The projecting ends **43** thus defined notches **44**, **45** on the opposed ends which are particularly sized to accommodate the locking lug **32** at one end and the retaining lug **31** located at the opposite end of the opening of the frame member. Because of the relative widths of the notches **44**, **45** and of the respective accommodating lugs **32**, **31**, the cover member cannot be improperly assembled. Accordingly, to assemble the cover member to the frame, the flanges **37** of the cover member **23** are merely slipped into the channelways **34** defined by inwardly projecting lugs **33** formed integral with the side wall **27** of the frame member **21**. With the respective notched end portions **44**, **45** of the cover member formed of different widths to accommodate the respective lugs **32**, **31**, it will be noted that the cover member can be properly fitted in the frame in only the correct manner, i.e. the notched out portion of smaller dimension **44** is required to be inserted so that it will engage the L-shaped lug **32** connected to one end of the frame with the other end portion **45** of the cover member being adapted to straddle the retaining lug **31** connected to the opposite end of the frame. In this manner, the cover member **23** is positively retained in position within the frame member **21** so that the recessed portions **24**, **24A** thereof project outwardly through the opening **28** of the frame member.

With the cover member **23** in position, the watch band **35** may be readily placed in the recessed portion **24** formed therein, with the associated pin means **36** disposed at their recessed portion **24A** and retained therein by lug **31**.

To complete the assembly, a backing member **25**, which constitutes the second component of the housing, is slipped into the channelways **34** defined by the lugs **33** and the flange portion **37** of the cover member **23**. As best seen in FIG. 12, the backing member **25** comprises a sheet of blank material which is substantially rectangular in outline, and which is sized to be fitted within the periphery of the circumscribing side wall **27** of the frame member **21**. The blank of backing material **25** may be formed of cardboard or of other suitable material. It will be noted that one end of the backing panel **25** is notched out at **46** to accommodate the L-shaped locking tab **32**. The other end of the backing sheet **25** is provided with a thumb notch **46**. To assemble the backing member **25**, it will be noted that the same is rendered slidably disposed within the channelway **34** of the frame **23**. With the backing member or panel **25** in position, it will be noted that the package assembly is rendered complete, and the watch band **35** confined within the housing **22** between the recessed portion of the cover member **23** adapted to accommodate the same and the backing member **25**.

To positively secure the backing sheet **25** within the frame, one end is secured by lug **32** and the other end thereof is bent inwardly into the cavity **29** defined in

the adjacent portion of the housing and frictionally retained until removal of the article is desired. If desired, an auxiliary article of manufacture, such as a spare link may be interposed in the cavity **29** formed in the end portion of the housing.

To effect removal of the article or band, the end of the backing member is lifted by inserting one's finger into the finger notch **46** provided therein to a point slightly beyond the bottom edge of the frame whereby the backing member **25** can be readily removed by sliding the same outwardly of the channelway **34** from the frame member. In doing so, it will be noted that access to the watch band contained within the recessed portion of the cover member may be had. With the backing member **25** removed to gain access to the band, it will be noted that the pin means **36** remain confined between the recessed portion **24A** of the cover member **23** and the retaining locking lug **31**. Thus, to effect removal of the pin means, once a customer has decided to apply the watch band to his watch, the cover member **23** is removed from the frame by sliding the same outwardly thereof in the same manner as the backing member **25** was removed. In doing so, access or release of the pin means **36** in recess **24A** is attained.

To protect the external surface of the cover member **23** from becoming marred or scratched during handling or transport, the construction of the frame is such that the respective end portions thereof project upwardly beyond the recessed portion **24** or **24A** of the cover member. Thus, it will be noted that in the event that the package is turned over onto the face portion thereof, the end portions **26A** of the frame will space the surface of the cover member **23** from any contact with a supporting surface. Also, when the respective packages are suspended from a hook on a rack, the respective extending end portions will function to space the cover member of successive packages from the frame member to the next adjacent package.

Referring to FIG. 5, it will be noted that one end of the frame member is provided with a scale **48** by which a customer may readily measure the width between the lugs of his watch to determined whether or not the watch band **35** contained within the package is suitable for his particular watch, the size of the particular watch band within the package being noted thereon by suitable indicia which may be imprinted on the face portion of the frame member adjacent the scale end thereof.

Because the display package **20** of the type herein described is generally displayed by hanging the same from a hook on a display stand, a hole **30** is formed in an end portion of the frame. To assure against breakage of the frame about the hole or the portion of the frame member about the hole is reinforced as indicated at **49** in FIG. 5 by increasing the thickness of the frame in the vicinity of the hole. Also, the ends of the frame member may be reinforced by providing an inclined surface **50**, **51** at the juncture of the top wall **26** and the adjacent end wall **27** of the frame.

The projecting end portions **26A** of the frame **21** beyond the frame top wall **26** will also function to protect any ornamentation **52** which may be applied to the marginal portions or valleys **26B** extending along the sides or marginal portions of the top wall **26**. Thus, when a plurality of such display packages are hanging in a row from a hook on a rack, the projecting end portions **26A** of the frame will function to space the ornamented top wall portion **26** of the respective packages from one another. In doing so, any marring of the decorative marginal portions of the frame and/or the surface of the cover member through which the article is visible is prohibited.

While FIGS. 6, 7 and 8 illustrate a cover member **23** particularly adapted to accommodate a male's watch band, FIGS. 9 and 10 illustrate an embodiment of the cover member **38** adapted to accommodate a female's watch band. Some female's watch bands do not require the necessity of end pins by which the same can be secured to the lugs of lady's watches. In such cases, the second recess for accommodating the associated pin means may be eliminated from the lady's cover housing member of FIGS. 9 and 10. However, it will be noted that the immediate portion **41** of the lady's band cover member **38** is provided with a recess or indentation to accommodate the label in a manner similar to that hereinbefore described. Accordingly, the arrangement is such that the location of the labeling on each such package is uniform for all types and styles of watch bands.

To enhance the assembly of the housing components, i.e. the cover member **23** and the backing member **25**, it has been discovered that the same may be more readily slipped into position within the frame **21** by providing the lugs **33** defining the channelway **34** with free ends that are rounded or arcuate in shape as shown. By eliminating the corners on the lugs **33** and on the sliding end of the cover member the same can be readily slipped through the channelway with a minimum of effort. Also, the backing member can be readily slipped into position with a minimum of binding.

From the foregoing, it will be noted that the uniformity of labeling afforded by the described structure will enhance sales by virtue of affording better readibility, and also because the customer can readily distinguish the salient differences between the various styles displayed, i.e. adjustability, type of end fitting, quality of finish, etc., as well as the retail price.

While the particular invention has been described with reference to a particular embodiment thereof, it will be readily appreciated and understood that variations and modifications of the invention may be made without departing from the spirit or scope thereof.

What is claimed is:

1. A display package comprising in combination,

(a) a frame having a top wall and a circumscribing depending side wall connected to said top wall,

(b) said top wall having an elongated opening formed therein, said opening being sized to accommodate an article adapted to be displayed therein,

(c) and said top wall having a portion adjacent the opposed ends of said opening raised above the portion of said top wall extending along the opposed sides of said opening,

(d) a plurality of inwardly projecting lugs connected at spaced intervals along the depending side wall portion of said frame that extends longitudinally of said opening,

(e) said lugs being spaced from the plane of said top wall,

(f) a locking tab connected to the under side of said frame adjacent the opposed ends of said opening,

(g) means defining a window for said opening for viewing an article adapted to be displayed therein,

(h) said window means having a recessed portion extending outwardly of said frame through said opening for receiving the article to be displayed and a flange extending laterally outwardly along the opposed sides of said recessed portion to retain said recessed portion within said opening,

(i) said flange being sized so as to be confined between the opposed depending side wall portions of said frame whereby said flange is confined between said lugs and the top wall of said frame spaced therefrom,

(j) said lugs and locking tabs cooperating to retain said window means in position within said frame,

(k) and a blank of sheet material forming a backing for said window means for confining and locking an article to be displayed between the recessed portion of said window means and said blank within said frame whereby said lugs and one of said locking

tabs cooperate to retain said blank in position within said frame.

2. The invention as defined in claim 1 wherein said lugs are arcuate in shape to facilitate sliding of said window means and retaining blank in position within said frame.

3. The invention as defined in claim 1 wherein the raised end portions of said frame project outwardly beyond the projecting recessed portion of said window means.

4. The invention as defined in claim 1 and including measuring indicia formed on the end portion of said frame.

5. The invention as defined in claim 1 and including means for hanging said frame, said latter means including a hole formed in the end portion of said frame, and means for reinforcing the wall portion of said frame adjacent said hole.

6. The invention as defined in claim 1 wherein the end portion of said frame is provided with a cavity on the under surface thereof in which a spare item is adapted to be stored.

7. The invention as defined in claim 1 and including an inclined surface formed at the junction of the end wall and top wall of said frame to strengthen the same.

8. The invention as defined in claim 1 wherein the recessed portion of said window means is sized to accommodate a man's watch band.

9. The invention as defined in claim 1 wherein said window means is provided with means cooperating with one of said locking tabs to retain therebetween an article when the retaining blank is removed from the frame.

10. The invention as defined in claim 9 wherein said cooperating means includes a second recessed portion formed in said window means and adapted to be disposed opposite said one locking tab to retain therebetween an article.

11. The invention as defined in claim 1 wherein said window means includes projecting end portions adapted to straddle said locking lugs.

12. The invention as defined in claim 11 wherein spacings between projecting end portions of said window means differ so as to insure proper orientation of said window means with respect to said frame means.

13. The invention as defined in claim 1 wherein said window means includes means for retaining a label within said recessed portion.

14. The invention as defined in claim 13 wherein said label retaining means includes inwardly extending projections formed in opposed wall portions of said recessed portion whereby said projections function to retain a label therein.

15. The invention as defined in claim 14 wherein said recessed portion of said window means is provided with an enlarged portion for accommodating a label.

16. The invention as defined in claim 1 wherein said recessed portion of said window means is sized to accommodate a lady's watch band.

17. A display package comprising in combination,

(a) a frame including a top wall and an integrally connected circumscribing wall depending therefrom,

(b) said top wall having an elongated opening therein, said opening being sized to display therein a watch band,

(c) said top wall having the opposed portions thereof defining the ends of said opening projecting outwardly beyond the portions of said top wall extending along and defining the longitudinal sides of said opening,

(d) said frame including a plurality of lugs projecting inwardly from the opposed side portions of said circumscribing depending wall, said lugs being spaced from the plane of said top wall, and each of said lugs having an arcuate shaped free end portion,

(e) opposed locking tabs connected to the under side of said frame adjacent the opposed end portions of said opening,

(f) said locking tabs being of relative widths,

(g) an elongated window means for said opening,

(h) said window means including a sheet of transparent plastic material having formed therein an outwardly extending recessed portion and a circumscribing marginal flange extending laterally thereof,

(i) said recessed portion being adapted to extend outwardly through the opening of said frame with the circumscribing marginal flange disposed in abutting relationship to the under surface of the top wall of said frame,

(j) the opposed ends of said window means having spaced projecting ears straddling the locking tabs, said locking tabs securing the end portions of said window means in position within said frame,

(k) the spacing of said ears being sized to accommodate the respective widths of the adjacent locking tab to insure positive assembly thereof,

(l) means formed within the recessed portion of said window means for retaining therein a label,

(m) and said window means having formed therein a second recessed portion for accommodating pin means,

(n) said second recessed portion being disposed opposite one of said locking tabs whereby said pins are retained in said recess portion thereby,

(o) and a retaining blank slidably disposed with respect to said frame for retaining said watch band in the recessed portion of said window means.

18. A display package for displaying a watch band together with pin means adapted to secure the same to a watch comprising,

(a) a frame having a top wall and a connected depending circumscribing side wall,

(b) said top wall having an elongated opening formed therein,

(c) means defining a housing for receiving the watch band and associated pin means,

(d) said housing including a cover member and a backing member,

(e) said cover member having a recessed portion for accommodating the watch band and a recessed portion for accommodating the pin means therefor, and said cover member having a laterally extending circumscribing flange adapted to engage the under side of said top wall of said frame with the recessed portions thereof projecting outwardly through the opening in said top wall,

(f) a pin retaining tab connected to said frame adjacent one end of said opening formed thereon, said retaining tab extending inwardly of said opening and adjacent the recessed portion of said cover accommodating the pin means to retain the same within its recessed portion and to retain said cover member within said frame,

(g) and said backing member including a blank of sheet material disposed within said frame for retaining the watch band within its recessed portion of the cover member,

(h) and means connected to said frame means for retaining said housing in position within said frame member,

(i) said backing member being slidably mounted in said frame whereby the same may be readily removed to provide access to the watch band without disturbing the pin means.

19. The invention as defined in claim 18 wherein said means for retaining said housing within said frame includes a plurality of inwardly extending lugs connected to the depending side wall of the frame.

20. The invention as defined in claim 18 wherein said cover member is transparent, and said cover is provided

with means for positively retaining a label therein, and means for effecting positive assembly of the cover to the frame with a maximum of ease.

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