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R. J. WARNER ET AL

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JEWELRY BOX

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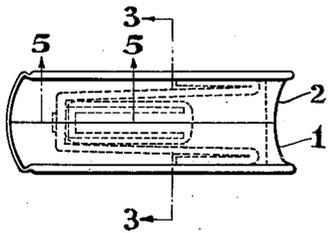


Fig. 1

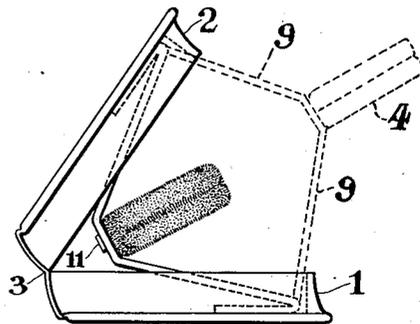


Fig. 2

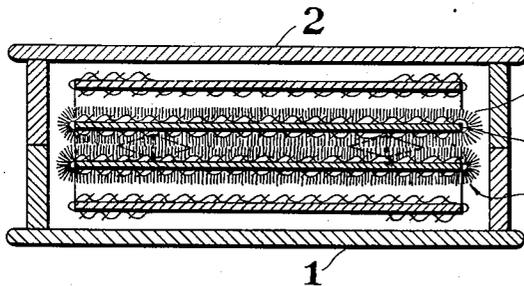


Fig. 3

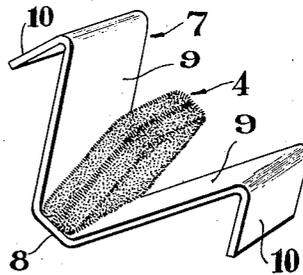


Fig. 4

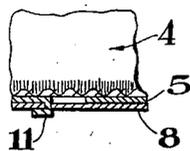


Fig. 5

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JEWELRY BOX

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2 Claims. (Cl. 206—44)

This invention relates to a box or container for displaying articles of merchandise.

The object of the invention is to provide a display box in which the supported merchandise, such as jewelry, is more effectively displayed. The box is particularly designed for projecting the jewelry for ready and full inspection by and during the opening of the box. The invention further resides in the salient features of construction, their arrangements and combinations of parts, hereinafter more fully described, reference being had to the accompanying drawing wherein:

Fig. 1 is a side elevation of the improved box in its closed position;

Fig. 2 is a similar view showing the box with its cover opened;

Fig. 3 is a transverse sectional view about on line 3—3 of Fig. 1;

Fig. 4 is a perspective view of the jewelry projecting carrier; and

Fig. 5 is a fragmentary sectional view about on line 5—5 of Fig. 1, showing one manner of attaching the jewelry holding pad to its carrier.

Referring more particularly to the drawing, the numeral 1 designates the body of the box and 2 the cover thereof which is hinged at 3 for opening substantially to a position of less than 180° depicted in Fig. 2. The general shape and appearance of the box, while not of primary importance, is that of a book or volume in which the back of the book is of convex form and may be so shaped from a strip of cardboard scored along the hinge line to form the hinge 3. This construction is economical and since with the present invention it is unnecessary to open the cover to an extent which might tend to break the hinge line, such construction will also be durable and lasting.

The present invention involves means for moving the supported jewelry to a viewing position forwardly of or in advance of its normally boxed position. In accordance with the illustrated embodiment, a supporting pad or holder 4, on which the article to be displayed is mounted, is formed from a strip of sheet metal 5 bent into U form and covered with a soft fabric or plush covering 6. The resiliency of the metal permits the sides of the holder 4 to yield beyond that of the soft covering when necessary to receive or remove the article of jewelry from between the jaws or sides of the formed holder.

Means are provided to movably support the holder for movement to and from a projected or displaying position by and during opening move-

ment of the cover 2. This is accomplished herein by a carrier 7 in the form of a strip of a cardboard or like semi-rigid flexible material, integral or articulated and folded upon itself into a substantially U form to provide a base portion or carrying part 8 and side link parts 9, the free edges of the latter terminating in rearwardly extending anchoring parts 10 which are secured to the top and bottom walls of the box. The several parts are hingedly connected by the respective lines of fold or joints, and the anchoring parts 10 are adhesively or otherwise secured to the box walls. The article holder 4 may be secured to the carrying part 8 in any suitable manner, such as by striking one or more prongs 11 from the U-shaped metal body 5 and clinching them through the part 8, as shown in Fig. 5.

In the closed position of the box the holder is snugly embraced by the link parts 9 which have been folded thereupon, as shown in Fig. 1. Likewise, the parts 9 lie folded substantially against the anchoring parts 10. Upon opening the cover 2 the linkage connecting the part 8 to the body and cover of the box tends to straighten and during such movement the holder carrying part is projected forwardly away from the box hinge 3 practically to that position depicted in Fig. 2. By reason of this forward projection of the displayed article it is unnecessary to open the box to an extent which might break or weaken the box hinge in order to fully view the displayed article since the latter is moved to a position in which it is well displayed for viewing. The link parts 9 are preferably of a width substantially equal to the width of the box so that when the box is opened such parts will constitute the exposed inner surfaces of the cover and body of the box and because of this it is preferred to ornament or finish such parts 9 to effect a pleasing interior. This may be accomplished by covering the stock from which the parts are made with satin or other finishing material. The result will be that when the box is opened the displayed article will be supported by the plush covered holder 4 which in turn is backed by the ornamented converging walls, formed by the parts 9, to more effectively set off the displayed jewelry.

It will be observed that the anchor parts 10 which are joined to the link parts 9 by lines of fold for a hinging action are formed by bending the strip material outwardly and backwardly about the line of fold and then secured to the bottom of the recesses in the body and cover, respectively. This construction permits the hinge

line being located adjacent the forward wall of each recess and permits maximum length for the link parts 9 whereby the holder 4 may be pulled forwardly to a display position beyond the front walls. Consequently the link forming parts 9 are practically co-extensive with the recesses of the body and cover and will, therefore, present an interior finish to the box when in open position, which interior finish will be neat and enhance the displaying effect for the supported article of jewelry. All lines of fold are concealed from view. Furthermore, by reason of the forward lines of hinge between the parts 9 and 10, the holder 4 may be manually withdrawn to a position forwardly of the box and as defined by the link parts 9 engaging the front walls of the recessed cover and body, which walls will serve to limit the extent of forward movement of the carrier when manually withdrawn. When the box cover is in its closed position, as illustrated in Fig. 1, the anchor parts 10 will serve to support the holder and the intermediate portion of the carrier against contact with the bottom of the recesses in the body and cover. This not only eliminates wear of the parts but also serves to provide a cushioned support for the article of jewelry.

While the present invention has been described with great detail it is obvious that the inventive principles herein involved may assume other physical embodiments without departing from the scope or spirit of the claimed invention.

We claim:

1. A display box comprising a body and a cover hingedly connected at their rear sides for an opening movement to angular position of less than 180°, a holder for displaying an article,

a strip-like carrier formed of semi-rigid flexible sheet material having an exposed upper display surface to the intermediate portion of which the holder is attached, the opposite end portions of said carrier extending forwardly to the inner faces of the front walls of said body and cover and connected thereto at the junction of said body and cover serving as unconfined link elements between said front walls and the holder.

2. A display box comprising a body having a hinged cover, a holder for a displayed article, a strip-like carrier of semi-rigid flexible material foldable with the closing of the box into a substantially U-form and having its base portion carrying said holder inwardly adjacent the hinging of the cover, the sides of the U-carrier extending forwardly upon opposite sides of the holder in unattached relation thereto for serving as link parts to project the holder forwardly when the box is opened, the forward end portions of the sides of the U-carrier being turned outwardly in opposite directions and folded backwardly about hinge lines to extend in an inward direction beneath said link parts for concealment thereby, said inwardly extending end portions being secured respectively to the body and cover at points beneath said link parts in unattached relation thereto so that the hinge lines of such anchoring end portions constitute the forward boundaries of said link parts whereby the latter provide uninterrupted and unconfined display surfaces at opposite sides of the holder when the box is opened and thereby hide the anchoring end portions.

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