

Jan. 6, 1959

A. R. BOTHAM

2,867,353

DISPLAY BOX FOR WATCHES, ETC

Filed April 4, 1956

FIG. 1.

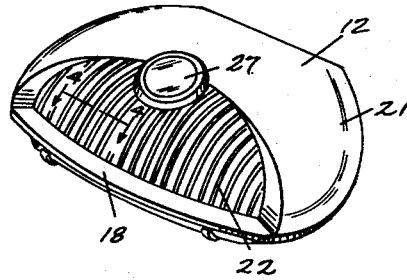


FIG. 2.

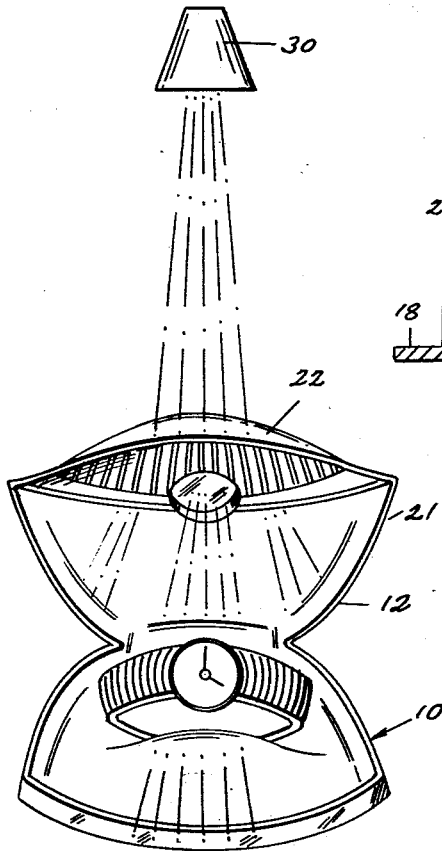


FIG. 3.

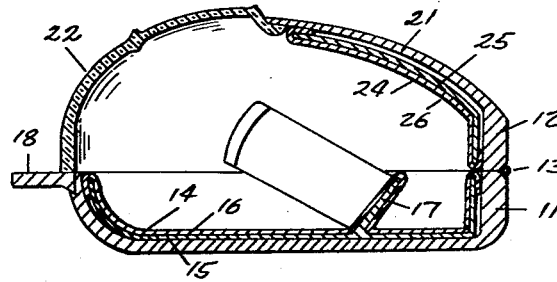
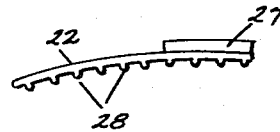


FIG. 4.



INVENTOR.

ARTHUR R. BOTHAM

BY

Greene, Pinckney & Durr

ATTORNEYS

1

2,867,353

DISPLAY BOX FOR WATCHES, ETC.

Arthur R. Botham, New York, N. Y., assignor to Arrow Manufacturing Company, Incorporated, West New York, N. J., a corporation of New Jersey

Application April 4, 1956, Serial No. 576,175

3 Claims. (Cl. 220-82)

This invention relates to a novel type of display box particularly suited for displaying watches and similar articles in illuminated windows and show cases.

A dark plush or a satin background material is very effective in emphasizing the desirable luster of watch cases and similar metallic cases. It is ordinary practice therefore to line the base and covers of such cases and boxes with velvet, plush or satin materials. Although such materials provide a desirable contrast by daylight illumination, some of the effects are lost by artificial illumination because when the lid of the case is limited in movement so as to stand up and provide a background for the contents of the box the lid also casts a shadow on said contents.

Among the objects of this invention is to provide a new type of case which is adapted to produce new and unusual lighting effects on the contents of the case when the lid is opened.

The objects of the invention are attained by providing the case with a lid having two sections, a front section which is made of transparent material and is not lined, and a back section which is opaque. The back section of the lid and the inside of the bottom section of the lid may be lined with the ordinary fabric materials such as plush or satin internally supported by a stiffening member made of cardboard or plastic sheet material, for example. Additional unusual effects are obtained by interrupting one or both of the smooth surfaces of the transparent front surface of the lid by a series of intaglio or relief lines or irregularities.

When the lid of a box or case made according to the invention is opened to display the article or articles therein, the light passes through the transparent front portion of the lid onto the article or articles in the tray portion or base thereof. At the same time the opaque portion of the lid together with the lining material of the lid provide a desirable background. When lines or irregularities are engraved or formed on the transparent section the light is dispersed or diverted in different directions producing an added desirable lighting effect on various portions of the lining and contents of the case.

The invention both as to its organization and its method of operation together with additional objects and advantages thereof will best be understood from the following description of a specific embodiment thereof when read in connection with the accompanying drawing in which,

Fig. 1 is a perspective of a watch case made according to the present invention.

Fig. 2 is a view showing the case of Fig. 1 in open position with a watch therein and as it may be illuminated by an overhead light.

Fig. 3 is a cross sectional view of the case of Fig. 1 in closed position.

2

Fig. 4 is a detail cross sectional view taken on line 4-4 of Fig. 1.

Although a watch case or box is employed as an illustration of the invention, it will be understood that the same principle applies to the construction of similar boxes, either smaller or larger in size, such as boxes for rings, bracelets, necklaces, charms, collars, etc.

The watch box 10 shown comprises a base or bottom section 11 and a lid 12. The base 11 is hinged to the lid 12 by a suitable hinging device 13 which forms no part of the invention and is not shown in detail. The bottom 11 may be fitted with a lining means 14 adapted to hold a watch as shown in Figs. 2 and 3. This lining means 14, for example, may comprise an inner stiff member 15 of cardboard or plastic and a fabric covering 16 made of attractive background material. In the device shown the lining means is provided with a projecting portion adapted to hold a watch in elevated position but neither is this structure, per se, a part of the present invention. A flange or shelf 18 is formed at the front of the base 11 which member 18 may include a trade name or other insignia.

The lid 12 has at least two sections, the rear opaque section 21, and the front transparent section 22. The front edge of the transparent section 22 fits closely on the shelf or panel 18 of the base when the lid 12 is closed. The lid 12 includes a lining 24, comprising an inner stiff member 25 and an outer decorative fabric 26 but this lining 24 covers only the opaque portion 21 of the lid.

The transparent portion 22 may include various symbols, decorations, lines, etc. molded therein in relief or in intaglio. In the case shown the circular central portion 27 is more or less lens shaped but desirably also includes some design symbol molded therein, and the remaining portions of the transparent section 22 contain longitudinal projections 28 which tend to redirect or disperse the rays of light passing therethrough towards the sides of the box. Various linear projections or indentations may be formed in the transparent section 22 which prevent one from seeing a clear image of an object back of the box when the lid is opened but nevertheless pass and concentrate light rays to the interior and contents of the box. The effect obtained is illustrated by the light means 30 impinging on the opened box 10 containing a watch.

The opaque portions of the box may be formed of various materials such as wood, metal, plastic, cardboard, resin bonded fibers and wood materials, etc. The transparent portion may be formed of transparent or translucent materials, such as polystyrene, methyl methacrylate polymers, similar acrylic type polymers, cellulose acetate, cellulose acetate butyrate, glass, etc. A very satisfactory procedure is to form all of the parts of plastic materials. The lid may be formed by the two slot molding process employing different compositions for the opaque and transparent sections or the parts 21 and 22 may be formed separately and thereafter united.

The features and principles underlying the invention described above in connection with specific exemplifications will suggest to those skilled in the art many other modifications thereof. It is accordingly desired that the appended claims shall not be limited to any specific feature or details thereof.

I claim:

1. In a display box of the type having a base portion adapted to be closed by a lid pivotally hinged to the rear side of said base portion, the improved construction

3

comprising a lid comprising two plastic compositions having different transparencies, said lid having an inside concave and an outside convex surface, the front curved portion of said lid being made of transparent plastic material of self-supporting thickness, the rear portion of said lid being formed of opaque plastic material, whereby said lid may be opened so that the base area thereof is preferentially illuminated from above by light passing through said transparent portion while the opaque portions thereof provides a background for the contents of the opened box.

2. The device as claimed in claim 1 comprising lining means covering the inside surface of the base portion, said lining means extending into the lid and covering the inside surface of the opaque region of said lid.

3. The device as claimed in claim 1, wherein said transparent portion of the lid comprises alternate thick

4

and thin portions extending from at least one surface thereof to diffract portions of the light passing there-through.

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