

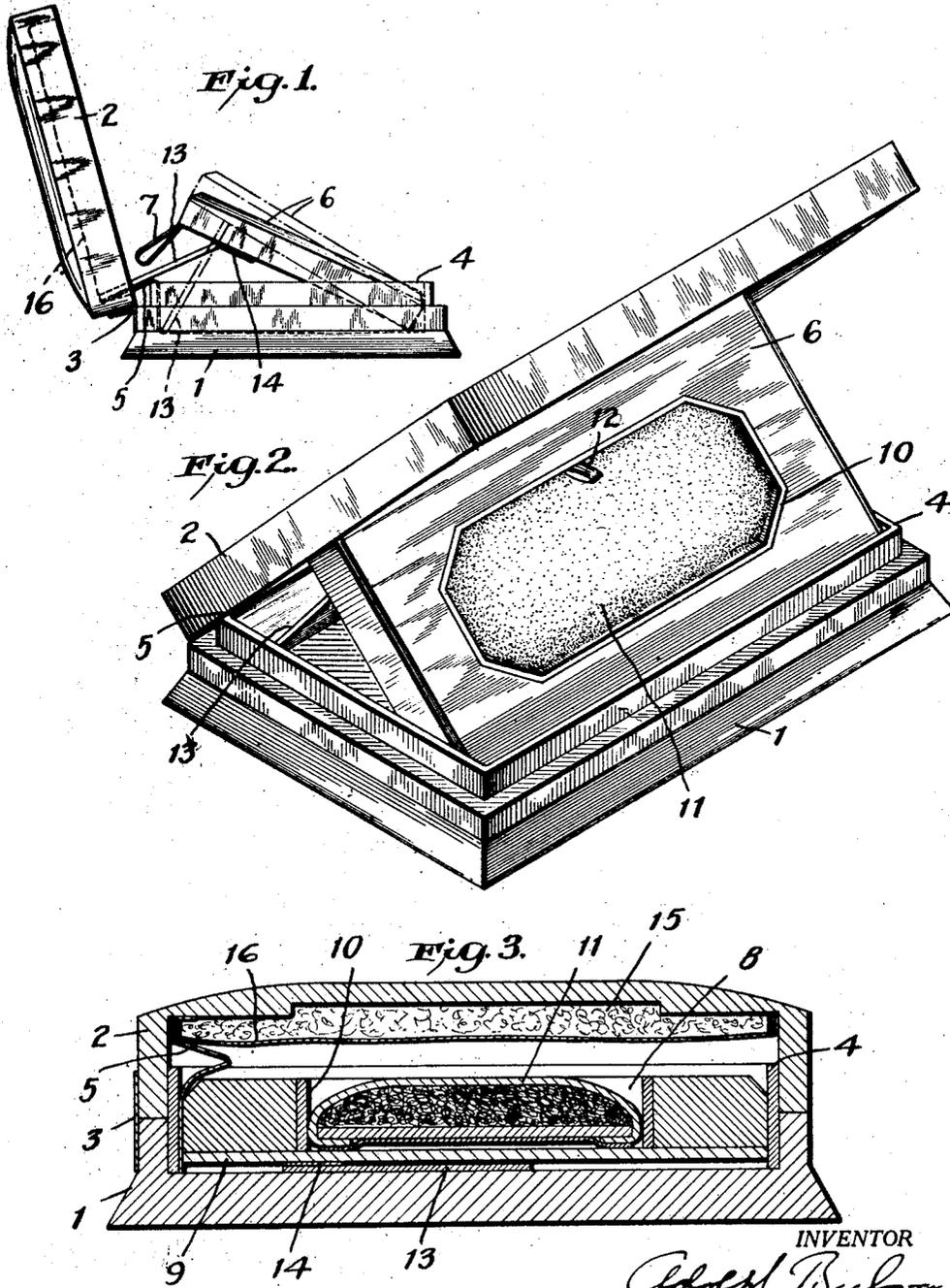
May 5, 1925.

1,536,765

A. BULOVA

DISPLAY BOX

Filed May 11, 1923



INVENTOR  
*Adolph Bulova*  
BY  
*J. P. Handberg*  
ATTORNEY

Patented May 5, 1925.

1,536,765

# UNITED STATES PATENT OFFICE.

ADOLPH BULOVA, OF NEW YORK, N. Y., ASSIGNOR TO BULOVA WATCH COMPANY, INC.,  
OF NEW YORK, N. Y., A CORPORATION OF NEW YORK.

## DISPLAY BOX.

Application filed May 11, 1923. Serial No. 638,169.

*To all whom it may concern:*

Be it known that I, ADOLPH BULOVA, a citizen of the United States, and a resident of New York city, in the county and State of New York, have invented a new and useful Display Box, of which the following is a specification.

The invention relates to jewelry display boxes, and particularly to boxes for displaying wrist-watches; and the object is to provide a box having especial suitability for such purpose and capable of varied adjustments.

In the accompanying drawings, forming a part hereof:

Fig. 1 is a side elevation of the box, open, showing two positions of the interior display part in full and broken lines;

Fig. 2 is a perspective view on a larger scale, showing the interior part in the broken line position of Fig. 1, and the cover propped forward; and

Fig. 3 is a vertical transverse section through the box, closed.

The device is a flat oblong box having a tray body 1 and a flanged cover 2, externally hinged at 3 to the back of the body. An upwardly projecting frame 4 secured within the body laps the joint between the body and cover when the cover is closed. A flexible stay strip 5 connecting the body and the cover at the back of the interior limits the opening movement of the cover to a substantially erect or somewhat rearwardly tilted position, as illustrated in Fig. 1.

Fitting frictionally within the frame of the body is a removable flat, oblong display block 6, preferably provided with a tab 7 enabling it to be pulled out. This block is adapted to lie flat in the body, entirely filling it from wall to wall with the ornamental surface of the block substantially flush with the top of the tray, as seen in Fig. 3.

An oblong recess 8 is made through the body of the block, and is preferably closed at the bottom by a sheet 9 and lined by a rim 10. This recess is occupied by an oblong pad or cushion 11, fitting frictionally in the rim 10, from which it may be removed by the aid of a tab 12. The wrist-watch is placed upon the center of this pad, where it is held by its band which is passed around the cushion.

Hinged to the bottom of the block 5 is

an easel-support 13, preferably formed by a strip of stiff material extending substantially the length of the block. The paper hinge 14 of this support enables the support either to be folded forward flat against the bottom of the block, or to be swung downward and rearward to the supporting positions indicated in Fig. 1.

It is important to note that the relations are such that the box is capable of a variety of desirable dispositions for displaying the contents. In one position the free edge of the support 13 rests in the angle between the back wall and the bottom of the body, as seen in broken lines in Fig. 1 and full lines in Fig. 2, thereby propping the block 6 with its forward edge resting on the bottom against the front wall of the body and its rear edge raised at a substantial elevation. In this position the rear edge of the display block is so located that if the cover is tilted forward from the vertical it will be propped by the block much as shown in Fig. 2, forming a sort of canopy and thereby producing a pleasing effect without in any way obstructing the view of the watch and its carrier. This arrangement of the cover is also advantageous when there is another box or article behind the box in question, which because of the angle of vision will be readily visible when the cover of the box in front is tilted forward.

Another arrangement is one in which the easel support 13 is extended rearward over the stay-strip 5, so as to bear against the inner side of the cover at the angle between its top and its rear flange. This is shown in full lines in Fig. 1. In this condition, the weight of the block and its watch, acting through the support 13 after the manner of a toggle, serves to hold the cover in the limiting position determined by the stay-strip. The cover then standing, tilted somewhat rearward, constitutes a decorative background for the display block, and will also show any trade-mark or other matter that may be on its inner surface. This surface is covered by a cushion pad 15 on the facing 16 of which such matter may be printed. As indicated in Fig. 1, the block 6 is supported at a lower angle under this condition than it is in Fig. 2.

The block can also be left lying flat in the box when the cover is open, which may be desirable in the front part of a show-case

where a customer looks practically straight down upon the articles. The cover then stands erect or tilted backward so as not to obstruct the downward view.

5 It will thus be seen that the invention makes possible different and very desirable display positions and effects. The watch and its band on the ornamental oblong pad is surrounded by the ornamental surface of  
 10 the oblong block, and the latter in turn is closely framed by the ornamental body of the box. The block and its pad carrying the watch and band can lie flat in the tray body, with the cover fully opened, or the  
 15 block can stand at an inclination in the body, with the ornamental cover forming a display back at such angle as may be desired.

While the preferred form of the invention has been described in detail, it will be understood that I do not limit myself to the  
 20 precise embodiment.

What I claim as new is:

A display box for wrist-watches comprising the combination of a tray body, a cover hinged to the back of the body adapted to  
 25 stand at a desired angle to constitute an ornamental display back, a removable flat block adapted to fit frictionally in the tray body entirely filling the same and lying substantially flush with the top of the body,  
 30 said block having a recess in the top thereof, a rim surrounding said recess, a central removable pad fitting frictionally in said rim to receive a wrist-watch with the band thereof passed around the block, and a  
 35 hinged support on the back of the block for propping the same to stand at a desired inclination in the body when the cover is raised and independent of the position of the latter.

ADOLPH BULOVA.