

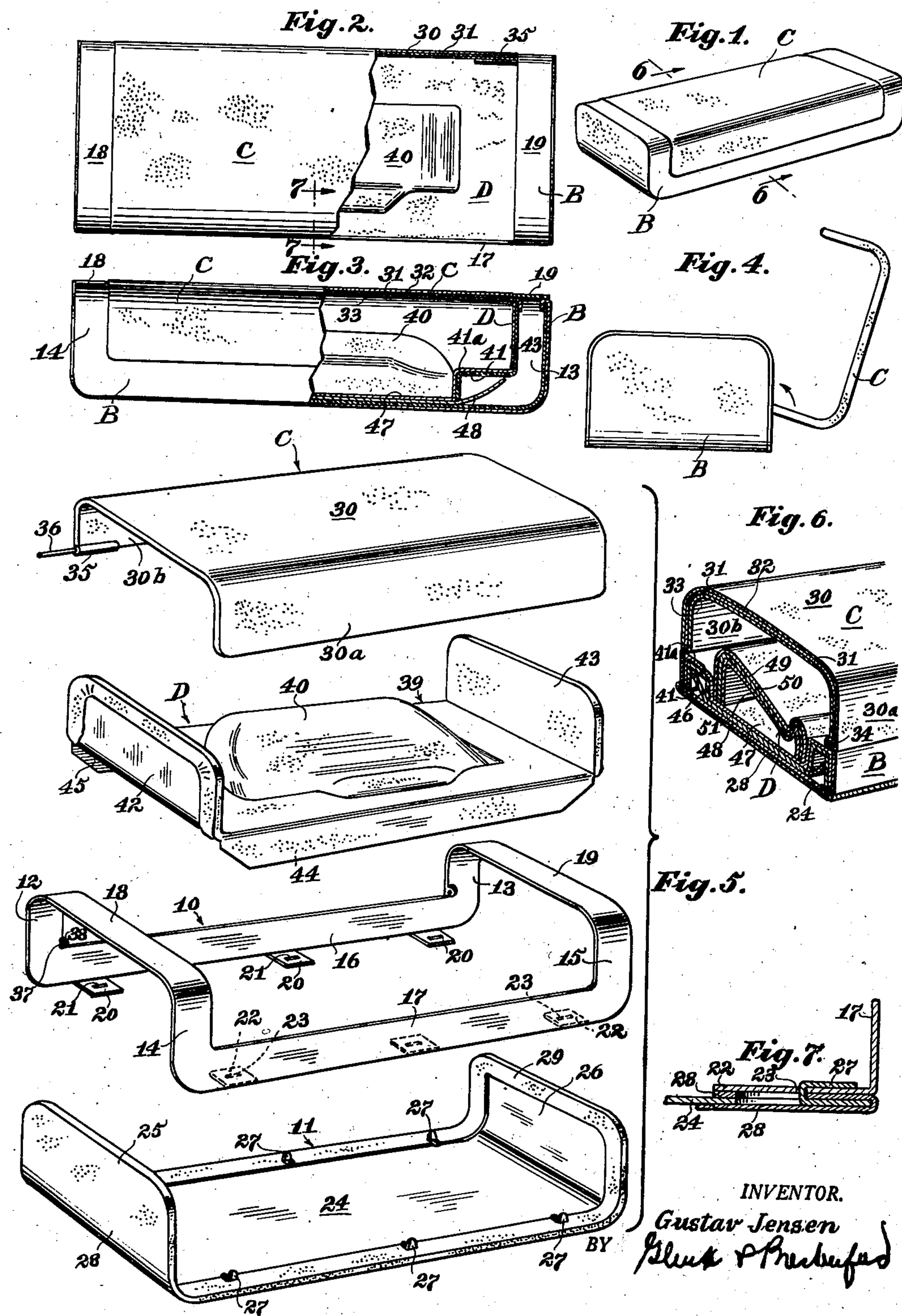
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DISPLAY CONTAINER

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## UNITED STATES PATENT OFFICE

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## DISPLAY CONTAINER

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This invention relates generally to display containers. More particularly it relates to containers adapted for the display of articles such as watches, pieces of jewelry, and the like, and having a body provided with means for receiving or supporting the article, a cover hinged to the body and adapted to overlie the same so as to conceal and protect the article, or to be raised so as to expose the article for display.

While the invention has been disclosed herein in its application to a display container of the character described, it is to be understood that it is not necessarily so limited, but that, particularly as to certain phases thereof, it may have application to other types of containers and in particular to containers not provided with covers.

The general object of the invention is the provision in a display container of a simple and inexpensive construction that is at the same time effective for the intended use of the container and that results in an attractive appearance.

Among the more particular objects of the invention is the provision in a display container of a body portion consisting of only two pieces, the provision of two-piece body portion having its pieces secured together by means that will not spoil the finish of its two constituent pieces, whereby the latter may be finished prior to assembling them, and further the provision in a display container provided with a hinged cover of a construction whereby the individual parts thereof may be finished separately prior to their assembly into the finished article, and whereby a great variety of finishes in the completed article may be furnished to a consumer by a dealer who stocks only a relatively small number of finished parts which he may assemble in various combinations of finishes to produce the great variety of finishes in the completed article referred to hereinabove, and whereby similar advantages accrue to the manufacturer.

These objects and such other objects as will hereinafter appear or be pointed out are attained in the illustrative embodiment of my invention shown in the drawing, in which:

Figure 1 is a perspective view of an illustrative embodiment of my improved display container, with the cover thereof in closed position, this figure being on a somewhat smaller scale than the remaining figures;

Figure 2 is a plan view of the container of Figure 1 with portions broken away to disclose the underlying construction;

Figure 3 is an elevational view thereof with

portions broken away to disclose the underlying construction;

Figure 4 is an end view thereof, but with the cover in its open position;

Figure 5 is an exploded view of the parts of the container of Figure 1 before assembly thereof;

Figure 6 is a perspective view of the container of Figure 1 with portions broken away along the plane indicated by the line 6—6 of Figure 1 so as to show the parts in section; and

Figure 7 is a fragmentary, sectional view, on an enlarged scale, taken substantially on the plane indicated by the line 7—7 of Figure 2, looking in the direction of the arrows.

Referring now to the drawing, the container illustrated therein consists of three main parts, the body B, the cover C and an insert D, which seats in the body portion.

The body B consists of two parts, one of which is designated in general by 10 and the other by 11. The part 10 is made of sheet material, such as sheet metal and may be described as having side portions of inverted U-shape, these side portions each comprising upwardly extending vertical legs 12 and 13, and 14 and 15, respectively, and the legs 12 and 13 are connected at their bases by a horizontally extending portion 16, while the legs 14 and 15 are connected at their bases by a horizontally extending portion 17. A strap 18 connects the upper ends of the legs 12 and 14, and a similar strap 19 is shown as connecting the upper ends of the legs 13 and 15.

It will be seen that the legs 12 and 14 together with the strap 18 define what may be described as an inverted U and the same may be said of the legs 13 and 15 and the strap 19.

Projecting inwardly from the piece 16 are shown a plurality of lugs 20, each provided with a slot 21 for a purpose that will appear hereinafter, and a similar set of lugs 22 provided with slots 23 projects inwardly from the portion 17, these latter being shown in dotted lines in Figure 6, as they are masked by the portion 17 in said figure.

The base 11 of the container is a piece of sheet material, such as sheet metal of generally rectangular conformation having a bottom portion 24 and up-turned ends 25 and 26. Struck up from the portion 24 at the sides thereof and positioned so as to register with the slots 21 and 23 of part 10, are a plurality of tongues 27.

To obtain an ornamental appearance it is desirable that the parts 10 and 11 be finished in a different manner. By way of example I may provide an attractive metallic finish on the part



10, such as polished brass, while the part 11 may be covered with ornamental sheet material, such as velvet. This has been indicated at 28 as covering the lower surface and the outside surface of each of the end portions of the part 11, and the edge portions thereof have been shown at 29 turned in all around the rim of the part 11.

Parts 10 and 11 are relatively so contoured and dimensioned that the rim portions of the part 11 register with those of the part 10, and fit within the latter when the parts are in assembled relation.

In order to produce a complete body portion it is merely necessary to assemble the parts 10 and 11 by inserting the tongues 27 of part 11 into the slots 21 and 23 of the part 10 and then to bend down the tongues 27 as has been indicated in Figure 7. It will be observed that by this method of assembly it is possible to finish the individual parts 10 and 11 before assembly and then to effect their assembly by an operation which will in no way mar the finish. It will further be observed that the resulting construction is simple and attractive.

The attractiveness of the construction may be enhanced by rounding off the corners of the end portions 25 and 26 of the part 11, and bending these parts upwardly from the portion 24 along a graceful curve, and by correspondingly contouring the adjacent portions of part 10.

The cover C of the container is shown as comprising a body, or main portion 30 having its front and its rear portions turned down as shown at 30a and 30b respectively, so as to give the cover an arched formation and an inverted U-shaped transverse cross-section. The body portion 30 is constituted by an inner foundation 31, which may be of relatively rigid sheet material, such as sheet metal, on the outside of which is superposed an ornamental covering 32, such as velvet, and on the inside an inner ornamental lining 33.

In order to strengthen the piece 31 and to avoid sharp edges which might cause injury, it may be formed with in-turned flanges 34 along its rim portions except at the back at which the rim is left unturned. At its ends I have shown the back rim portions curled in such a manner as to form sockets 35 each adapted to receive therewithin a pintle 36. Each pintle 36, when seated in a socket 35 is positioned to extend through an opening 37 in a lug 38 extending outwardly from the part 10 at the meeting of the legs 12 and 13 with the portion 16, thereby providing a hinge mounting for the cover.

The assembly of the cover may be effected by first placing the cover in position and then inserting the pintles 36 through the openings 37 of the lugs 38 and into the openings in the sockets 35, which may be slightly tapered so as to grip the pintle 36. It will be obvious that this assembly must be effected before the part 11 is attached to the part 10.

The assembly is completed by the insert or lining piece D, which comprises a main or body portion 39 and a support 40 for the article to be displayed in the box, which support fits removably into a cavity in the part 39.

The part 39 may consist of an inner or foundation part of sheet material, such as sheet metal, having a main section 41 and ends 42 and 43 bent upwardly therefrom, while flanges 44 and 45 are bent downwardly therefrom. The outer exposed surface of piece 39 may be covered with ornamental sheet material 41a, such as velvet.

The part 39 is so contoured that it may be seated within the body portion B of the container, with its flanges 44 and 45 disposed inside the portions 16 and 17 of the part 10, while the ends 42 and 43 fit within the overhanging, hollow end portions of the part 10, and catch underneath the same, thereby closing the openings in these hollow end portions and at the same time holding the insert in place within the body portion.

An opening is formed in the middle of the part 39, and this opening has flanges 46 turned downwardly so as to form the walls for a well or cavity in which the supporting portion 40 seats.

It will be understood that the covering 41a of the portion 41 will preferably extend into this well, so as to form a lining for the sides thereof and to form a bottom therefor, shown at 47 in Figure 6.

The insert D may be secured in place in the body of the container in any suitable or preferred manner. For this purpose I have shown by way of example a sheet of material 48, such as paper, cemented to the portion 47 on one side and to the base 24 on its other side. This may be effected, it will be observed, without injuring the finish of these parts.

The support 40, which as already stated seats into the well in the part 39, may comprise a foundation layer of sheet material 49, such as sheet metal, over the outer surface of which is laid an ornamental lining 50, such as velvet, to the inner surface of which may be applied a lining of sheet material 51.

It will be observed that the assembly of the insert 39 and its support 40 is also effected in a manner that will not mar the finish of the parts.

By providing a manner of assembly that will not injure the finish of the parts it will be obvious that economy of manufacture and distribution result where the container is to be sold in a variety of finishes. Assume for instance that the parts 10, 11, C and D are each stocked separately in two finishes. These four parts, each in two finishes, may be combined in sixteen different ways to produce sixteen different finishes. In other words a consumer calling for any one of these sixteen finishes can be promptly served by merely assembling the necessary parts by the simple assembly operations described hereinabove. If it were attempted to stock the completed article in sixteen different finishes this would involve the manufacture or stocking of at least sixteen of each of the parts, or at least eight times the investment of capital required where the parts are stocked individually.

While I have herein disclosed one illustrative form of my invention, it is to be understood that the same may be embodied in many other forms without departing from the spirit thereof, as will be obvious to those skilled in the art. It will further be understood that the disclosure herein is by way of illustration only and is not to be interpreted in a limiting sense, and that I do not limit myself other than as called for by the prior art.

Having thus described my invention and illustrated its use, what I now claim as new and desire to secure by Letters Patent is:

1. In a display container: a frame to define the base member, said frame comprising two longitudinally extending members of a length and spaced apart a distance to define the length and width of the container; and U-shaped portions extending upwardly from and connecting the corresponding ends of said members, the con-



necting webs of the U-shaped portions being positioned at an elevation to define the thickness of the container, and a cover member of U-shape conforming in shape to that of the said U-shaped portions and of a length corresponding to the distance therebetween, said cover being hinged along one of its longitudinal edges adjacent to the upper edge of one of the frame members, whereby the cover will be received between the vertical legs and the connecting webs of the U-shaped portions of the frame to complete the assembly of the base frame and the cover.

2. In a display container: a metal stamping to form the frame of the container base, said stamping comprising two longitudinally extending members of a length and spaced apart a distance to define the length and width of the container and portions connecting the corresponding ends of said members and said portions being U-shaped with the legs thereof integral with the respective ends of said members and the connecting webs thereof positioned at an elevation to define the thickness of the container; and a cover member of a U-shape conforming to that of the said U-shaped portions and of a length corresponding to the distance therebetween, said cover member being hinged along one of its longitudinal edges adjacent to the upper edge of one of the frame members, whereby the cover will be received between the vertical legs and the connecting webs of the U-shaped portions of the frame to complete the assembly of the base frame and the cover.

3. In a display container; a base comprising a frame and a wall forming member, said frame comprising two longitudinally extending members of the full length of the base and spaced apart a distance which is substantially that of the width of the base and inverted U-shaped portions extending upwardly from the opposite ends of the longitudinally extending members with the legs of each portion extending upwardly from the corresponding ends of the frame members and with the connecting web of the portions extending transversely of and elevated above said members; said wall forming member having its ends bent upwardly to define a bottom wall substantially of the length and width of the base and opposite end walls of a height corresponding substantially to the elevation of the aforementioned connecting web, whereby the frame and the wall forming member can be assembled to complete the base, with the end walls of the wall forming member received in vertical registration with the U-shaped portions of the frame to form end walls or closures for said frame and with the bottom wall of said wall forming member positioned to form a bottom wall for said frame.

4. In a display container; a base comprising a frame and a wall forming member, said frame comprising two longitudinally extending members of a length and spaced apart a distance corresponding to the length of the base, cross members connecting the ends of these members,

said cross members being bent upwardly into inverted U-shape with the connecting web extending transversely of and elevated above said members to define the height of the base; said wall forming member having its ends bent upwardly to define a bottom wall substantially of the length and width of the base and opposite end walls of a height corresponding substantially to the elevation of the aforementioned connecting web, whereby the frame and the wall forming member can be assembled to complete the base with the end walls of the wall forming member received in vertical registration with the U-shaped portions of the frame to form end walls or closures for said frame and with the bottom wall of said wall forming member positioned to form a bottom wall for said frame and whereby the frame and the wall forming member can be completed as to surface treatment and then assembled without marring the surfaces so treated.

5. In a display container; a base comprising a frame and a wall forming member, said frame comprising two longitudinally extending members of the full length of the base and spaced apart a distance which is substantially that of the width of the base and inverted U-shaped portions extending upwardly from the opposite ends of the longitudinally extending members with the legs of each portion extending upwardly from the corresponding ends of the frame members and with the connecting web of the portions extending transversely of and elevated above said members; said wall forming member having its ends bent upwardly to define a bottom wall substantially of the length and width of the base and opposite end walls of a height corresponding substantially to the elevation of the aforementioned connecting web, the end walls of the wall forming member being received within the U-shaped portions of the frame to form end walls or closures for said frame and the bottom wall of said wall forming member being positioned to form a bottom wall for said frame.

6. In a display container; a frame to define the base member, said frame comprising two longitudinally extending members of a length and spaced apart a distance to define the length and width of the container and transverse portions connecting the corresponding ends of said members, said connecting portions being bent upwardly into inverted U-shape with the connecting webs of said portions elevated, to define the height of the container, and a cover member of U-shape conforming in shape to that of the said U-shaped portions and of a length corresponding to the distance therebetween, said cover being hinged along one of its longitudinal edges adjacent to the upper edge of one of the frame members, whereby the cover will be received between the vertical legs and the connecting webs of the U-shaped portions of the frame to complete the assembly of the base frame and the cover.

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