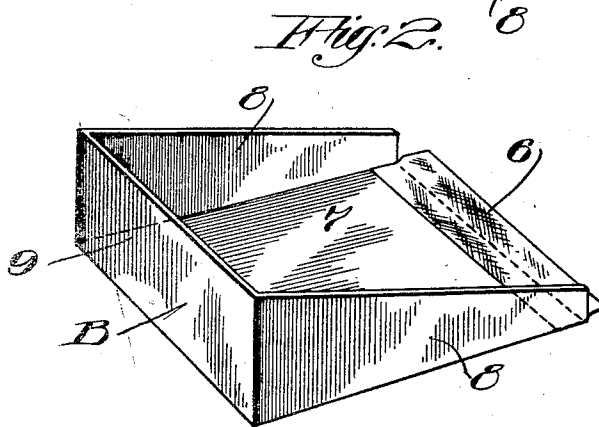
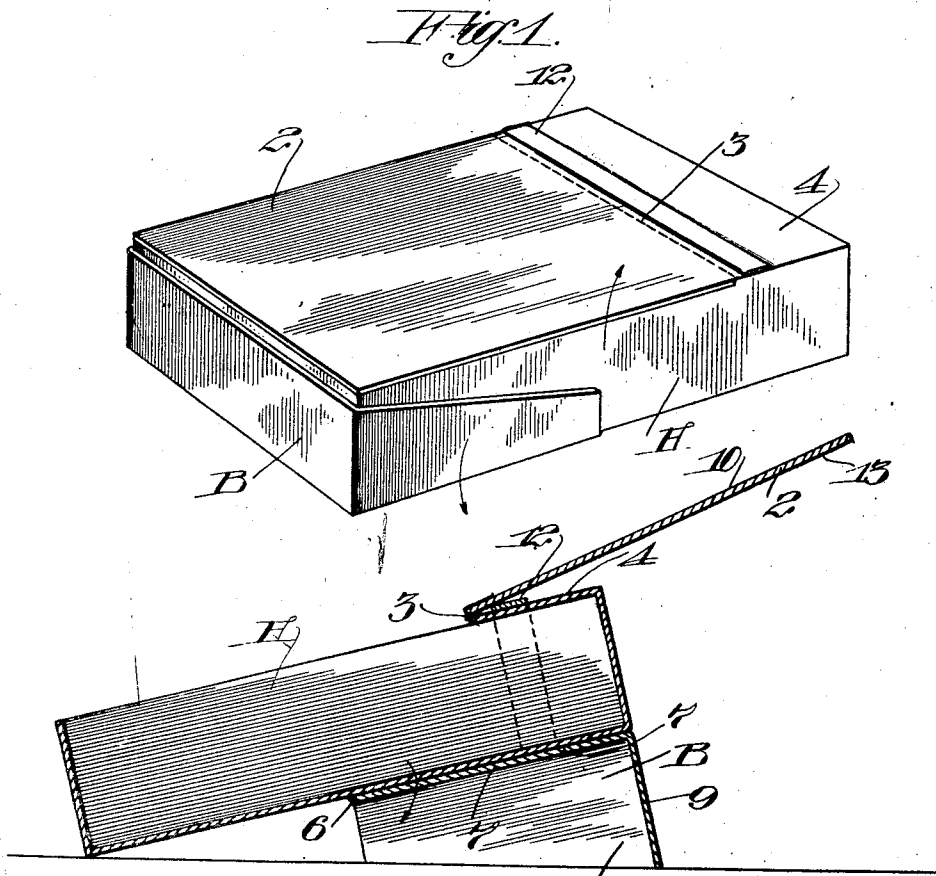


W. J. O'DONNELL.
 DISPLAY BOX.
 APPLICATION FILED DEC. 26, 1912.

1,131,075.

Patented Mar. 9, 1915



WITNESSES:
Chas. K. Strong
A. S. Berry

Fig. 3.

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WILLIAM J. O'DONNELL, OF ALAMEDA, CALIFORNIA.

DISPLAY-BOX.

1,131,075.

Specification of Letters Patent.

Patented Mar. 9, 1915.

Application filed December 26, 1912. Serial No. 738,518.

To all whom it may concern:

Be it known that I, WILLIAM J. O'DONNELL, a citizen of the United States, residing at Alameda, in the county of Alameda and State of California, have invented new and useful Improvements in Display-Boxes, of which the following is a specification.

This invention relates to a display box.

The object of this invention is to produce a practical, simple and substantial paper box, so constructed that when opened up, means will be provided for advertising and displaying the contents of the box.

A further object of the invention is generally to improve this class of boxes so as to increase their utility, durability and general use.

The invention consists of the parts and the construction and combination of parts as hereinafter more fully described and claimed, having reference to the accompanying drawings, in which—

Figure 1 is a perspective view showing the box in its closed position. Fig. 2 is a central longitudinal section showing the box opened out into display position. Fig. 3 is a perspective view of the bracket attachment.

By referring to the drawings, A indicates in general a box provided with a hinged cover 2, which is secured to the box, as at 3, by a flexible piece of fabric, or like material. The hinged cover portion 2 of the box is here shown as secured to a permanent cover portion 4, which is provided for the purpose of supporting the cover 2, as shown in Fig. 2, when the cover is opened to display the contents of the box.

For the purpose of displaying and advertising the contents of the box, it is desirable to support the box at a suitable angle with relation to the counter or similar support upon which the box may be placed. With this object in view I have provided a supplementary bracket or support B, which is so positioned and secured with relation to the box that it may either act as a brace or reinforcement for the box, during shipment, as shown in Fig. 1, or may be swung into position underneath the box, where it will act as a bracket upon which the box may be supported, as shown in Fig. 2, when it is desired to advertise and display the contents of the box. The bracket is secured to the box proper by a flexible material 6 in a

similar manner to the hinged cover 2, and consists of the main bottom portion 7, which is provided with tapering side pieces 8 and the rectangular end piece 9. The sides 8 and end piece 9 form the legs of the bracket, while the bottom portion forms a means of attachment and support for the box.

For the purpose of further reinforcing the box I have added a supplementary reinforcing strip 12 which extends across the stationary cover portion of the box, as shown in Figs. 1 and 2, and which may in some instances extend down the side of the box, if so desired, for the purpose of binding or tying the sides and the top together at the point where the hinged cover is attached. This reinforcing member is also provided for the purpose of forming a back rest for holding the hinged cover 2 in an angular position, as shown at 13, with relation to the display box, for the purpose of bringing the display surface 10 into more prominent view. It also serves the function of protecting the flexible hinge section 3 by limiting the opening position of the cover, thus preventing the hinge from becoming stretched out of position or broken. From this it can be seen that, by adding the attachment here shown, means are provided for reinforcing and strengthening the box during shipment, and which same means may be folded in to such a position that it will support the box or container and display the contents to advantage.

By supporting the cover portion as here shown, advantage may be taken of its position, and an attractive advertisement may thus be secured to its inner surface, as at 10, which would thus further help to draw attention to the contents of the box and help the sale of same.

The device here shown is simple and compact and forms either a reinforcing or supporting means which is rigid and practical; its position and construction being such that no extensions or projections are formed which might be broken or prevent close packing during shipment. The box is neat in appearance and takes no more space than an ordinary box. The materials and finish of the several parts of the box are such as experience and judgment of the manufacturer may dictate.

I wish it understood that various changes in form and proportions may be resorted to

within the scope of the appended claims and that I do not wish to limit myself to the specific design here shown.

Having thus described my invention, what I claim and desire to secure by Letters Patent is—

1. A display box comprising a box portion having a supplemental member hinged to the bottom of the box intermediate its ends, said member having trapezoidal side walls connected by rectangular end and bottom pieces in such manner as to form a reinforcing covering adapted to inclose half of the bottom, a portion of the sides and one end of the box during shipment thereof, and also capable of being turned about its hinge on the bottom of the box to form a support for said box to hold it in angular relation to the display counter.

2. A display box comprising a box portion having a supplemental member hinged entirely to the bottom of the box substantially intermediate its ends, said supplemental member being constructed and arranged to inclose one end and part of the sides and bottom of the box when in one position, and to form a flat bearing surface for substantially half the bottom of the box and hold it in angular relation to the supporting surface, when in the other position.

In testimony whereof I have hereunto set my hand in the presence of two subscribing witnesses.

WILLIAM J. O'DONNELL.

Witnesses:

JOHN H. HERRING,
W. W. HEALEY.