

July 13, 1943.

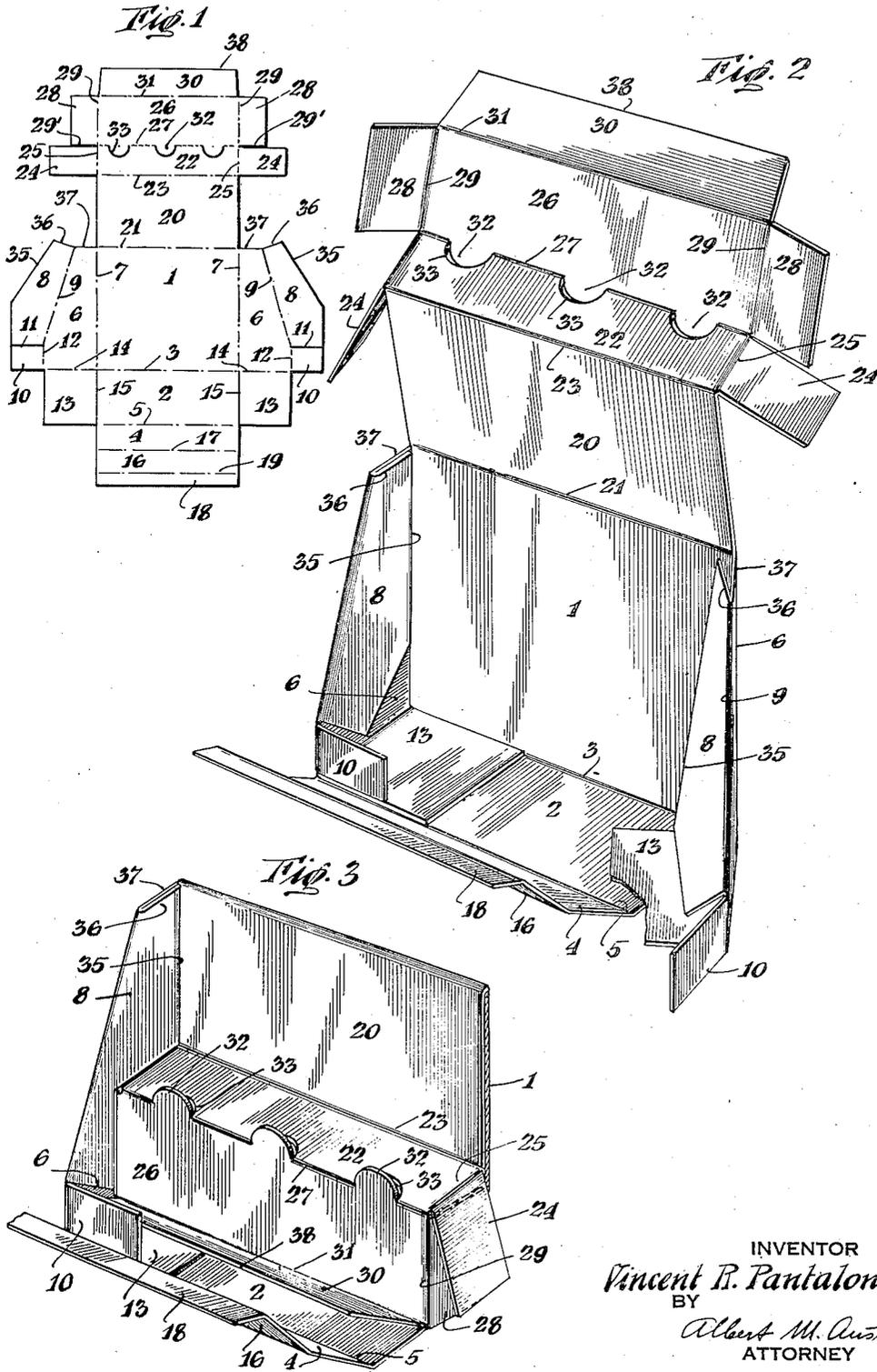
V. R. PANTALONE

2,324,232

DISPLAY CONTAINER

Filed May 17, 1941

3 Sheets-Sheet 1



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3 Sheets-Sheet 2

Fig. 4

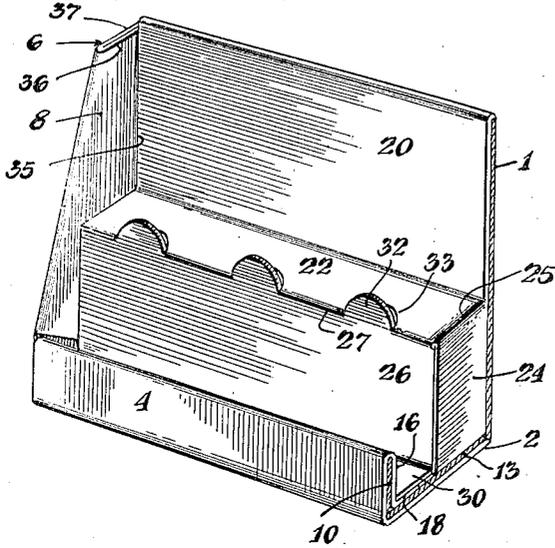


Fig. 6

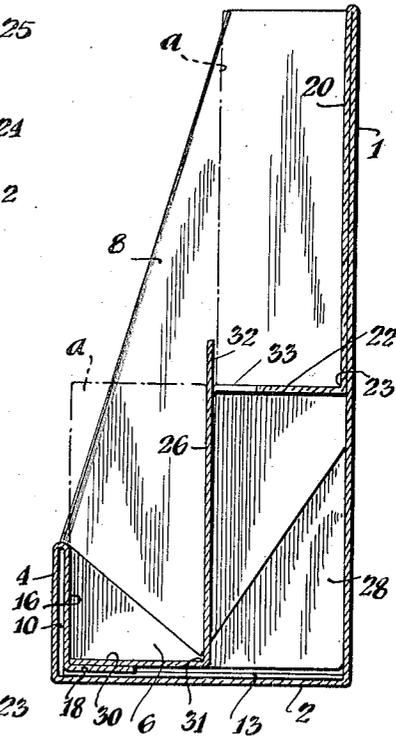
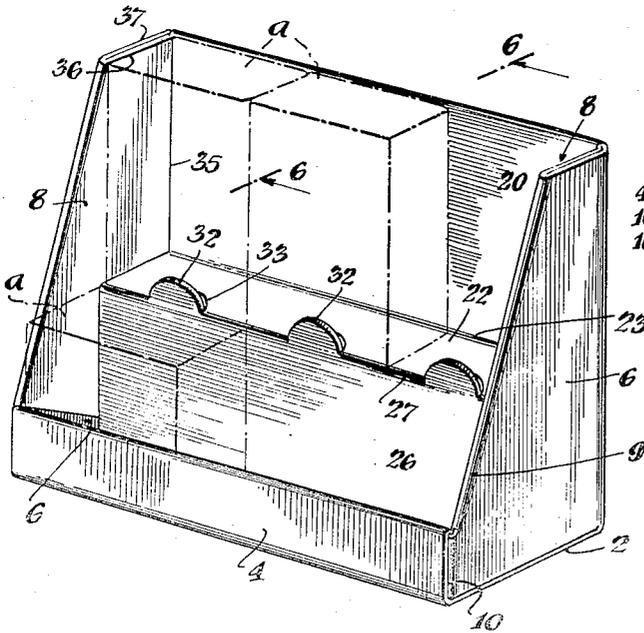


Fig. 5



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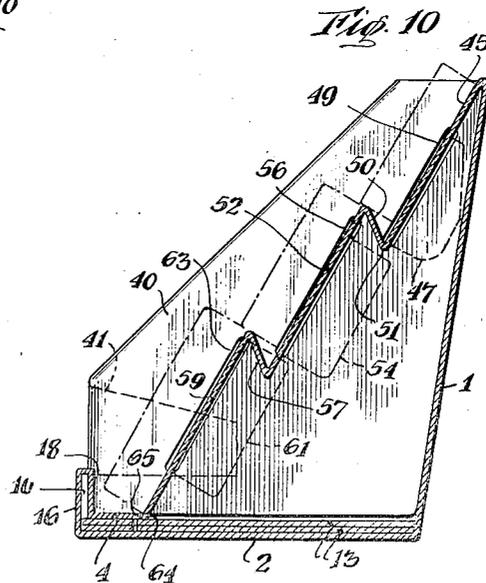
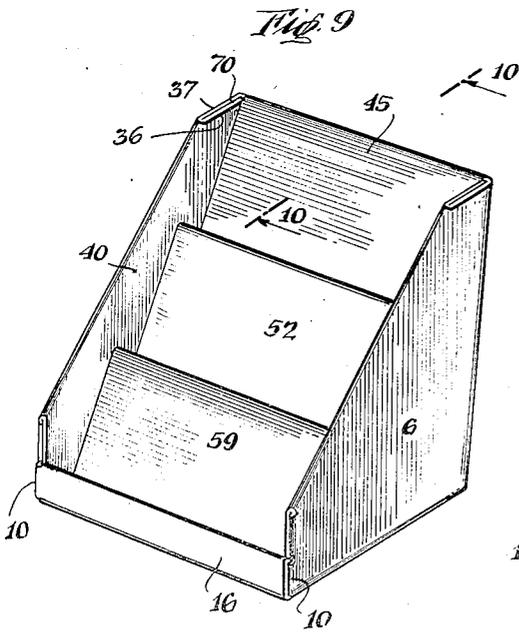
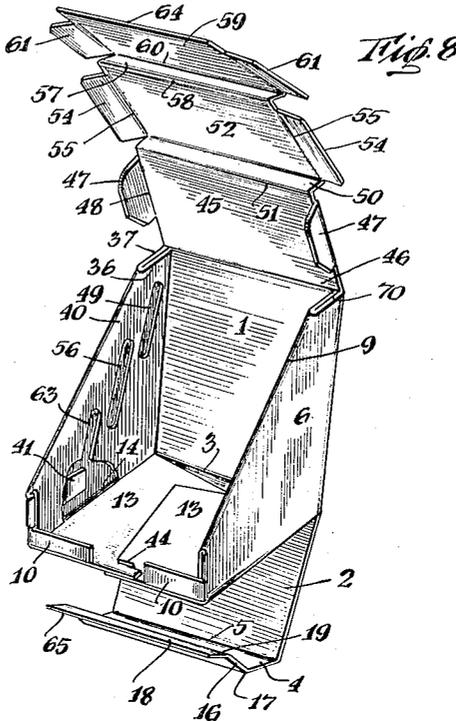
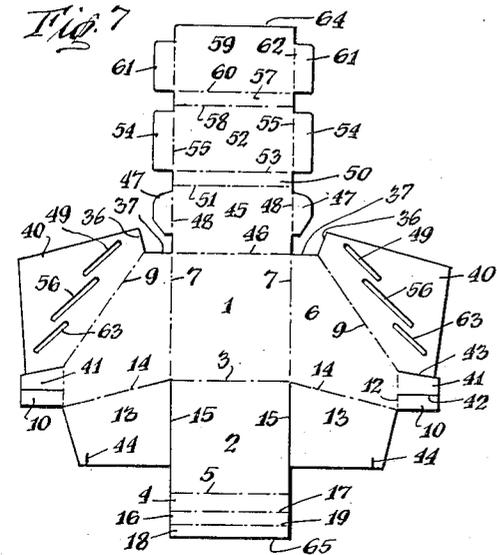
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3 Sheets-Sheet 3



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2,324,232

DISPLAY CONTAINER

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Application May 17, 1941, Serial No. 393,891

13 Claims. (Cl. 206—45)

This invention relates to display containers, and more particularly containers so constructed as to support various articles of merchandise in elevated tiers so as to attractively display the same.

An object of this invention is to provide a display container constructed to support articles of merchandise in elevated tiers for attractive display, which can be economically formed from a single blank of paperboard material, shipped to the user in flat blank form, and quickly set up and assembled by the user to receive the merchandise.

Another object of this invention is to provide a tiered or step-up display container formed from paperboard material which can be quickly assembled and erected by the user to receive various articles of merchandise by a few simple folding and interlocking operations without requiring the application of adhesive, stitching or other securing means to hold the box in rigid set-up form.

A further object of this invention is to provide a tiered display container which is so constructed that the blank from which it is made need be finished or printed on only one side thereof and when assembled in container form only the finished or printed surface of the blank will be exposed to view and the undecorated or unfinished side concealed.

Various other features and advantages of the invention will be apparent from the following particular description and from an inspection of the accompanying drawings.

Although the novel features which are believed to be characteristic of this invention will be particularly pointed out in the claims appended hereto, the invention itself, as to its objects and advantages, and the manner in which it may be carried out, may be better understood by referring to the following description taken in connection with the accompanying drawings forming a part thereof, in which:

Fig. 1 is a plan view of a flat blank which has been suitably cut and scored ready for assembly and erection into my improved step-up display container;

Fig. 2 is a perspective view of the blank shown in Fig. 1 as it appears at one stage of assembly into container form;

Fig. 3 is a perspective view of my improved display container-forming blank as it appears at a farther advanced stage of assembly into container form, certain parts being broken away to reveal the structural details;

Fig. 4 is a perspective view of the tiered display container as it appears when fully assembled, with one end wall broken away to more fully reveal its structural details;

Fig. 5 is a perspective view of the fully assembled unbroken tiered display container illustrating the manner in which various articles of merchandise may be placed therein in tiered arrangement;

Fig. 6 is a transverse cross-sectional view through the assembled tiered display container as it appears when looking in the direction of the arrows 6—6 of Fig. 5;

Fig. 7 is a plan view of a flat blank suitably cut and scored for assembly into a step-up display container of somewhat modified construction;

Fig. 8 is a perspective view of the blank shown in Fig. 7 as it appears when partially assembled into container form;

Fig. 9 is a perspective view of the fully assembled tiered display container formed from the blank shown in Fig. 7; and

Fig. 10 is a vertical cross-sectional view through the assembled container as it appears when looking in the direction of the arrows 10—10 of Fig. 9.

Similar reference characters refer to similar parts throughout the several views of the drawings and the specification.

My improved tier display containers are each formed from a single blank of paperboard material which may be cut and scored from large sheets or rolls of suitable paperboard stock.

The paperboard sheets need be finished on one side only, and are printed on the finished side thereof only by running the paperboard sheets or rolls through an appropriate printing press. The sheets or rolls of paper stock thus imprinted or lithographed are run in a single pass through an automatic cutting and scoring machine where the individual container-forming blanks are cut and scored. The individual blanks as thus prepared carry printing on one side of the blank only.

The container blank, as illustrated in Fig. 1, generally comprises a rear wall panel 1 having a bottom wall panel 2 hinged thereto along the fold line 3. A relatively low front wall forming panel or flange 4 is hinged to the bottom wall panel 2 along the fold line 5. An end wall panel 6 is hinged to each vertical side edge of the rear wall panel 1 along a fold line 7. A liner flap 8 is hinged to each end wall panel 6 along a fold line 9 which may be biased with respect to the fold line 7 so as to give an attractive configuration to the front edge of the end wall panel.

Each of the liner flaps 8 are adapted to fold over and overlie the inside face of the adjacent end wall panel 6 to which it is hinged when the container is assembled.

A front wall tab 10 is hinged along the score line 12 to the front edge of each end wall panel 6 adjacent the lower end thereof and is separated from the adjacent liner flap 8 by a cut line 11. The fold line 12 extends substantially parallel to the fold line 7 and intersects the biased score line 9. The front wall tabs 10 are adapted to be turned inwardly when the container is assembled, as illustrated more particularly in Figs. 2 and 3. A bottom wall flap 13 is hinged to the lower edge of each of the end wall panels 6 along the fold line 14, which is substantially a continuation of fold line 3 which defines the lower edge of the rear wall panel 1. Each bottom wall flap 13 is separated from the adjacent end of the bottom wall panel 2 by a cut line 15. In assembling the container, the bottom wall flaps 13 are returned to overlie the bottom wall panel 2. The front wall panel 4 is provided with an inturned liner flap 16 hinged thereto along the fold line 17 and is designed to fold inwardly to overlie the inside face of the front wall panel or flange 4 when the container is assembled. A foot portion 18 is hinged to the front wall liner flap 16 along the fold line 19 and when the container is assembled it should overlie the inside face of the bottom wall panel 2.

The unfinished inside surface of the rear wall panel 1 is covered by a rear wall liner panel 20 hinged to the upper edge of the rear wall panel along the fold line 21. The rear wall liner panel 20 extends from the top edge fold line 21 of the rear wall panel downwardly only a fraction of the height of the rear wall panel, as illustrated more particularly in Fig. 3. A shelf section 22 is hinged to the rear wall liner panel 20 along fold line 23, and when the container is assembled the shelf section 22 is arranged to extend substantially horizontal and generally parallel to the bottom wall panel 2. An end flap 24 is hinged to each end of the shelf section 22 along the fold line 25 which is substantially in alignment with the vertical side edge of the rear wall liner panel 20. When the container is assembled, the free edge of each supporting flap 24 opposite the hinged edge 25 may rest against the inside face of the adjacent bottom flap 13 to provide a support for the shelf section 22 in rigid position. A skirt section 26 is hinged to the shelf section 22 along a fold line 27 and extends downwardly substantially at right angles to shelf section 22 to rest on the inturned bottom flaps when the container is assembled. A supporting flap 28 is hinged to each vertical side edge of the skirt section 26 along a fold line 29 which fold line is substantially a continuation of the fold line 25. Each supporting flap 28 is separated from the adjacent supporting flap 24 by a cut line 29' which is substantially in alignment with fold line 27. A flooring section 30 is hinged to the lower horizontal edge of the skirt section 26 along a fold line 31. The flooring section 30 is constructed to overlie the foot portion 18 when the container is assembled, as illustrated more particularly in Fig. 4.

A plurality of blanks suitably printed, scored and shaped, as generally illustrated in Fig. 1, may be stacked together and suitably bundled for shipment to the user so as to occupy a minimum of space during shipment and storage. When

merchandise is to be packed therein the user can quickly assemble the blank into container form in the manner illustrated in Figs. 2, 3 and 4. In assembling the container blank shown in Fig. 1, the user folds the end wall liner flaps 8 over the adjacent end wall panels 6 so as to lie flat against the inside face thereof and the end wall panels 6 are raised to a position approximately at right angles to the rear wall panel. It will be noted that the free edges 35 of the end wall liner flaps 8 are so shaped and cut that they will snugly abut and frictionally engage the inside face of the rear wall panel 1. Also, the top edge 36 of each end wall liner flap 8 is so cut that it will substantially register with the upper edge 37 of the adjacent end wall panel 6. When the end wall liner flaps 8 are thus folded, as shown in Fig. 2, the unfinished inside face of the adjacent end wall panel 6 is substantially covered thereby and substantially only the finished and printed side of the end wall liner flap is exposed to view. The bottom flaps 13 and the front tabs 10 are turned inwardly substantially at right angles to the end wall panels 6 and the bottom wall panel 2 is then folded substantially at right angles to the rear wall panel 1. The front wall panel 4 is raised into a position adjacent the outside face of the inturned front tabs 10, front wall liner flap 16 is folded to overlie the inside face of the tabs 10 and the front wall panel 4, and foot portion 18 is turned inwardly to overlie the inside face of the bottom wall panel 2.

The tier-forming assembly is assembled by folding the skirt section 26 to extend substantially at a right angle to the shelf section 22, folding the end supporting flaps 28 into a position substantially at right angles to the skirt section 26, and folding the flaps 24 over inturned supporting flaps 28 to provide a generally box-like assembly. The rear wall liner section 20 may then be folded downwardly to overlie the unfinished inside face of the rear wall panel 1, as illustrated in Fig. 3, so that only the finished decorated face of the rear wall liner section 20 is exposed to view. The shelf section 22 with its associated folded skirt 26, supporting flaps 28 and the overlying end flaps 24, is then telescoped in between the inside surfaces of the end wall liner flaps 8, and the lower ends of the supporting flaps 28 are pressed down to rest against the inside face of bottom flaps 13 with the lower edge of the skirt section 26 also resting against the bottom flaps 13. The floor section 30 is then pressed down to overlie the inside face of the foot portion 18. As thus assembled it will be noted that the free edge 38 of the floor section 30 will abut against the inside face of the front wall liner flap 16 and thus frictionally lock the assembled container in rigid erect container-forming position.

When the container has been thus assembled, it will be noted that only the finished and printed face of the blank is exposed to view, concealing from view the unfinished or undecorated side thereof. It will be further noted that the container is held in rigid erect position by frictional interlocking engagement of its various parts, so that no glue, staples, or other extraneous securing means are needed to retain the container in rigid erect assembly.

The articles of merchandise, generally indicated by dot-and-dash lines in Figs. 5 and 6 and identified by the letter *a*, can then be attractively arranged on the raised shelf section 22 and the lower flooring section 30. To retain the tier of

articles *a* on the raised shelf section 22, a plurality of spaced ears 32 may be provided which are cut from the shelf section 22 by suitable cut lines 33 of arcuate or any other desired shape which join the fold line 27 which defines the front edge of the shelf section. When the container is erected, the ears 32 will project upwardly so as to form substantially a continuation of the skirt section 26. Where such retaining ears 32 are provided, the fold line 27 is interrupted at the points where the fold line intersects the cut lines 33, so that the ears 32 remain unscored and the fold line 27 is defined by spaced fold line sections which extend between the ears 32 only. The openings in the shelf section 22 left by the removal of the ear-forming material 32 therefrom, do not materially weaken the shelf section and these openings are partially concealed from view by the ears and are covered by the articles of merchandise *a* supported on the shelf section 22. By increasing the height of the rear wall panel 1 and reducing the height of the rear panel facing section 20, a skirt section 25 may be provided. Where two or more shelf sections are provided, the end supports 24 hinged to the ends of each shelf section 22 may be made of sufficient height to extend down to and rest upon the inturned bottom flap 13, in which event the end flaps 28 hinged to each skirt section 26 would be made of appropriate height.

The shelf section or sections may, if desired, be detachably secured to and supported by the end wall liner flaps which would permit elimination of the end supports 24 and 28, as above described. The skirt sections which join the spaced shelf sections may also be tilted rearwardly or arranged in an inclined plane, so that the articles of merchandise arranged on the shelf sections may be tilted rearwardly to rest against the inclined skirt section. These various modifications have been shown incorporated in my improved display container, as illustrated in Figs. 7 to 10 inclusive.

Fig. 7 illustrates a plan view of a prepared paperboard blank from which a step-up display container incorporating the various modifications above referred to may be assembled. These container blanks are cut out from large sheets or rolls of paperboard material after the paperboard sheet or roll, which need be finished and imprinted on one side thereof only, has been so finished and imprinted, and when the blanks are assembled only the imprinted or finished side thereof is exposed. The blank, as illustrated in Fig. 1, generally comprises the rear wall panel 1 having a bottom wall panel 2 hinged thereto along a fold line 3. A relatively low front wall-forming panel 4 is hinged to the bottom wall panel 2 along the fold line 5. An end wall panel 5 is hinged to each vertical side edge of the rear wall panel 1 along a fold line 7. A liner panel or flap 40 is hinged to each end wall panel 5 along a fold line 9 which may be biased with respect to the fold line 7 so as to give an attractive configuration to the front edge of the end wall panel. Each of the liner flaps 40 is adapted to fold over and overlie the inside face of the adjacent end wall panel 6 to which it is hinged when the container is assembled.

A front wall tab 10 is hinged along a score line 12 to the front edge of each end wall panel 5 adjacent the lower end thereof. An intermediate tab 41 hinged to the front edge of each end wall panel 6 along the fold line 12, is separated from the front wall tab 10 by a cut line 42 and from

the lower end of the liner flap 40 by a cut line 43. The tab 41 may be folded to lie against the inside face of the adjacent end wall panel 6 when the container is assembled, as illustrated in Fig. 8. The fold line 12 extends substantially parallel to the fold line 7 and intersects the biased score line 9. The front wall tabs 10 are adapted to be turned inwardly when the container is assembled, as illustrated in Fig. 8.

A bottom wall flap 13 is hinged to the lower edge of each of the end wall panels 6 along a fold line 14 which intersects the fold line 3. The fold lines 14 may be inclined with respect to the fold line 3 so that the assembled container will assume a generally rearwardly inclined display position, as illustrated more particularly in Figs. 9 and 10. Each bottom wall flap 13 is separated from the adjacent end of the bottom wall panel 2 by a cut line 15. In assembling the container, the bottom wall flaps 13 are returned to overlie the bottom wall panel and, if desired, may be arranged to partially overlap, as shown in Fig. 8. When so overlapped the bottom wall flaps 13 may be interlocked together by providing a short slit 44 in the front edge thereof at a point adjacent its inturned edge.

The front wall panel 4 is provided with an inturned liner flap 16 hinged thereto along the fold line 17 and is designed to fold inwardly to overlie the inside face of the front wall panel 4 and the front wall tabs 10 when the container is assembled. A foot portion 18 is hinged to the front wall liner flap 16 along a fold line 19 and when the container is assembled it should overlie the inside face of the bottom wall panel 2.

A skirt or apron section 45 is hinged along a fold line 46 to the upper edge of the rear wall panel 1. When the container is assembled, the skirt section 45 is folded downwardly so as to overlie the unfinished inside face of the rear wall panel 1. A locking tab 47 is hinged to each vertical edge of the skirt section 45 along a fold line 48, which fold line is substantially in alignment with the fold line 7. When the container is assembled, each locking tab 47 may be inserted into a suitable slit 49 provided in each end wall liner flap 40, which slits are so arranged as to rigidly retain the skirt section 45 in the desired erect or inclined position. A shelf section 50 is hinged to the lower horizontal edge of the skirt section 45 along a fold line 51 to provide a support for merchandise. A second skirt section 52 is hinged to the front edge of the shelf section 50 along a fold line 53 and this skirt section is also provided with locking tabs 54 hinged to each end thereof along a fold line 55 which is generally in alignment with the fold line 58. Each locking tab 54 is so arranged that it may be inserted into a slit 56 provided in each of the end wall liner flaps 40. The slits 56 are so designed and arranged as to rigidly support the skirt section 52 in the desired vertical or inclined position, and when the skirt section 52 is so arranged the front edge of the shelf section 50 is rigidly supported thereby.

A second shelf section 57 is hinged to the lower edge of the skirt section 52 along a fold line 58, and a third skirt section 59 is hinged to the front edge of the shelf section 57 along a fold line 60. Each end of the skirt section 59 is provided with a locking tab 61 hinged thereto along a fold line 62 which is generally in alignment with the fold line 54. Each locking tab 61 is adapted to be inserted into a slit 63 provided in each of the end wall liner flaps 40 to rigidly

support the skirt section 59 in fixed position. Each slit 63 may be arranged in either vertical or inclined position.

A large number of blanks of the type shown in Fig. 7, suitably finished and imprinted on one side thereof, may be stacked together and bundled for shipment to the user so as to occupy a minimum of space during shipment and storage. The user can quickly assemble the blank into container form by a few simple assembly operations without the use of adhesive, stitches, staples, or other extraneous securing means. In assembling the blank into container form, the user folds each tab 41 inwardly so as to overlie the inside face of the adjacent end wall panel 6 and then folds the end wall liner flap 40 inwardly so as to overlie the tabs 41 and the inside face of the end wall panels 6. The end wall panels 6 are then raised to a position substantially at right angles to the rear wall panel 1 and the bottom flaps 13 are then folded inwardly and interlocked together by means of the slits 44, in the manner illustrated in Fig. 8. The parts thus far folded will then maintain their assembled position so that they need not be held while subsequent operations are performed.

The front wall tabs 10 are then folded inwardly to a position substantially parallel to the rear wall panel 1, the rear wall panel 2 is raised so as to underlie the bottom wall flaps 13, the front wall panel 4 is raised so as to overlie the outside face of the front wall tabs 10, the front wall liner flap 16 is folded to overlie the inside face of the tabs 10, and the foot portion 18 is turned inwardly to overlie the inside face of the bottom wall panel 2.

The tier-forming assembly is then placed into position by folding the skirt section 45 downwardly and inserting the locking tabs 47 associated therewith through the slits 49 provided therefor in the end wall liner flaps 40. When this has been accomplished the skirt section 52 is folded downwardly and its locking tabs 54 inserted into the appropriate slits 60 in the end wall liner flaps 40 and, finally, the skirt section 59 is folded downwardly and its locking tabs 61 inserted into the paired slits 63 in the end wall liner flaps 40, completing the assembly of the container.

It will be noted that when the container has been thus assembled the lower edge 64 of the skirt section 59 may be arranged to abut the free edge 65 of the foot section 18, as shown more particularly in Fig. 10, so as to hold the skirt section 59 against movement toward the front wall panel 4. Skirt section 59 is prevented from moving inwardly by the slits 63 which receive its locking tabs 61. When the lowermost skirt section 59 is thus held, the upper skirt sections 52 and 45 cannot be moved from their fixed merchandise supporting position. It will be noted by referring to Fig. 10 that the shelf sections 50 and 57 may be arranged in generally tilted or downwardly inclined relationship so as to more firmly retain the articles of merchandise supported thereon. It will be appreciated that the shelf sections 50 and 57 may be made of any desired width or depth and may be inclined to any degree that may be desired by a proper arrangement and spacing of the slits 49, 56 and 63. The container may also be constructed so that it will stand in vertically erect position when assembled or in rearwardly inclined position, as desired. The container may be provided with any desired number of shelf sections which may be made in any desired width or depth.

It will be noted that these improved display containers, as shown in Figs. 5 and 9, present end walls 6 whose upper ends 37 are not connected to the upper ends 36 of the adjacent end wall liner flaps and that these upper ends may be made relatively flat. The aligned openings 70 defined by the upper edges 36 and 37 may appropriately receive tabs or projections inserted therein. Thus a suitable display easel or a merchandise receiving tray provided with suitable downwardly projecting tabs may be supported upon the upper ends of the end wall panels 6 and retained in mounted position thereon by inserting its associated tabs into the openings 70. Any desired type or kind of easel or tray may thus be mounted upon the top of my improved display container.

Numerous and various articles of merchandise *a* may be attractively positioned and arranged in the tiered display boxes and may comprise relatively small packaged or unpackaged articles of either rectangular or rotund form. It will also be appreciated that display cartons constructed in accordance with this invention may be made which comprise one or more elevated shelf sections, by an appropriate cutting, scoring and shaping of the blank. The depth of a carton as measured from the front wall panel 4 to the rear wall panel 1 may also be modified if desired, by increasing or reducing the depth of the bottom wall panel 2 as measured from its front horizontally extending fold line 5 to its rear horizontally extending fold line 3. The depth of the shelf sections may also be changed as desired to accommodate the articles of merchandise to be arranged thereon.

By following the teachings of this invention, various different shapes and sizes of display containers may be formed, having one or more vertically spaced shelf sections of the desired depth. These containers have the decided advantage of being formed from a single blank of paperboard material, with a resultant economy in cost of manufacture. The blanks need be finished and printed on one side thereof only, thus effecting further economies in manufacture as compared with display blanks which require finishing or printing on both sides thereof. The blanks may be shipped to the user in flat condition and when thus packed, substantial economies in shipping and storage costs may be effected. The blanks are designed for wholly automatic machine manufacture and require no hand operations in the manufacture thereof. The blanks can be quickly and easily assembled by unskilled workers, as they are needed, by a few simple folding operations executed upon the various parts of the blank and without the application of any extraneous securing means such as adhesive, rivets or staples. When erected the containers are strong and sturdy and will withstand substantial abuse and support considerable weight without deformation. The assembled containers are highly attractive in appearance and present finished exposed surfaces which are admirably adapted to carry advertising and decorative matter.

While certain novel features of the invention have been disclosed and are pointed out in the annexed claims, it will be understood that various omissions, substitutions and changes may be made by those skilled in the art without departing from the spirit of the invention.

What is claimed is:

1. An improved display container formed from a single blank of paperboard material having

a rear wall panel, a bottom wall panel hinged to said rear wall panel, a front wall panel hinged to said bottom wall panel, end wall panels hinged to the side edges of said rear wall panel, a bottom flap hinged to the lower edge of each of said end wall panels adapted to overlie said bottom wall panel, an inturned tab hinged to each of said end wall panels adapted to lie adjacent the inside face of said front wall panel, a downwardly extending facing section hinged to the upper edge of said rear wall panel, a shelf section hinged to said rear wall facing section, a skirt section hinged to said shelf section, and frictionally interengaging portions associated with said front wall panel, end wall panels and skirt section for retaining said container in erect assembled position, said end wall panels having portions thereof rising above the ends of said shelf section to provide retaining walls for the merchandise placed on said shelf section.

2. An improved display container formed from a single blank of paperboard material in which substantially only one side of the blank is exposed to view when erected into container form, said container having a rear wall panel, a bottom wall panel hinged to the lower edge of said rear wall panel, a front wall panel hinged to the front edge of said bottom wall panel, end wall panels hinged to the side edges of said rear wall panel, inturned facing flaps hinged to and overlying said end wall panels, a bottom flap hinged to the lower edge of each of said end wall panels adapted to overlie said bottom wall panel, an inturned tab hinged to each of said end wall panels adapted to lie adjacent the inside face of said front wall panel, a downwardly extending rear wall facing section hinged to the upper edge of said rear wall panel, a shelf section hinged to said rear wall facing section, means for retaining said shelf section in merchandise supporting position, and means associated with said front wall panel and end wall panels for retaining said container in erect assembled position, said end wall panels having portions thereof rising above the ends of said shelf section to provide retaining walls for the merchandise placed on said shelf section.

3. An improved display container formed from a single blank of paperboard material in which substantially only one side of the blank is exposed to view when erected into container form, said container having a rear wall panel, a bottom wall panel, a front wall panel, end wall panels extending between said front and rear wall panels, a bottom flap hinged to the lower edge of each of said end wall panels adapted to overlie said bottom wall panel, an inturned tab hinged to each of said end wall panels adapted to lie adjacent the inside face of said front wall panel, inturned facing flaps hinged to and overlying said end wall panels, a shelf section hingedly connected to said rear wall panel and extending between said inturned facing flaps, a skirt section hinged to said shelf section and extending substantially down to the bottom wall panel, a supporting flap hinged to each end of said shelf section for supporting the shelf section, and a flooring section overlying said bottom wall panel and extending between said front wall panel and the lower edge of said skirt section, said end wall panels having portions thereof rising above the ends of said shelf section to provide retaining walls for the merchandise placed on said shelf section.

4. An improved display container formed from a single blank of paperboard material having a rear wall panel, a bottom wall panel hinged to said rear wall panel, a front wall panel hinged to said bottom wall panel, end wall panels hinged to said rear wall panel, inturned tabs hinged to said end wall panels adapted to lie adjacent the inside face of said front wall panel, an inturned facing flap hinged to said front wall panel arranged to overlie said inturned tabs, a shelf section hingedly connected to said rear wall panel, means for supporting said shelf section, and means for retaining said front wall facing flap in position substantially parallel to said front wall panel.

5. An improved display container formed from a single blank of paperboard material having a rear wall panel, a bottom wall panel hinged to said rear wall panel, a front wall panel hinged to said bottom wall panel, end wall panels hinged to said rear wall panel, facing flaps hinged to and overlying the inside face of said end wall panels, inturned tabs hinged to said end wall panels adapted to lie adjacent the inside face of said front wall panel, an inturned facing flap hinged to said front wall panel arranged to overlie said inturned tabs, a shelf section hingedly connected to said rear wall panel, means for supporting said shelf section, and means for retaining said front wall facing flap in position substantially parallel to said front wall panel.

6. An improved display container formed from a single blank of paperboard material in which substantially only one side of the blank is exposed to view when erected into container form, said container having a rear wall panel, a bottom wall panel hinged to said rear wall panel, a front wall panel hinged to said bottom wall panel, end wall panels hinged to said rear wall panel, means securing said front wall panel to said end wall panels, inturned facing flaps hinged to and overlying the inside face of said end wall panels, a downturned facing section hinged to the upper edge of said rear wall panel, a shelf section hingedly connected to said facing section, a skirt section hinged to said shelf section, and means associated with said skirt section and facing flaps for retaining said skirt section in fixed position.

7. An improved display container formed from paperboard material having a rear wall panel, a bottom wall panel hinged to said rear wall panel, a front wall panel hinged to said bottom wall panel, end wall panels hinged to said rear wall panel, facing flaps hinged to said end wall panels overlying the inside face thereof, means for interlocking said front wall panel and said end wall panels, a rear wall facing section hinged to the upper edge of said rear wall panel and overlying the inside face thereof, a shelf section hinged to said rear wall facing section, a downwardly extending skirt section hinged to the front edge of said shelf section, and a flooring section hinged to the lower edge of said skirt section overlying a portion of said bottom wall panel.

8. An improved display container formed from paperboard material having a rear wall panel, a bottom wall panel hinged to said rear wall panel, a front wall panel hinged to said bottom wall panel, end wall panels hinged to said rear wall panel, facing flaps hinged to said end wall panels overlying the inside face thereof, means for interlocking said front wall panel and said end wall panels, a rear wall facing section hinged to the upper edge of said rear wall panel and overlying the inside face thereof, a shelf section

hinged to said rear wall facing section, a flap hinged to each end of said shelf section for supporting said shelf section in rigid merchandise supporting position, a downwardly extending skirt section hinged to the front edge of said shelf section, and a flooring section hinged to the lower edge of said skirt section overlying a portion of said bottom wall panel.

9. An improved display container formed from a single blank of paperboard material having a rear wall panel, a bottom wall panel, a front wall panel, and end wall panels extending between and secured to said front and rear wall panels, a bottom flap hinged to the lower edge of each of said end wall panels adapted to overlie said bottom wall panel, an inturned tab hinged to each of said end wall panels adapted to lie adjacent the inside face of said front wall panel, a shelf section hingedly connected to said rear wall panel, a downturned flap hinged to each end of said shelf section for supporting said shelf section in rigid merchandise supporting position, and ear portions projecting upwardly from the front edge of said shelf section for retaining articles of merchandise arranged on said shelf section, said end wall panels having portions thereof rising above the ends of said shelf section to provide retaining walls for the merchandise placed on said shelf section.

10. An improved display container formed from a single blank of paperboard material having a rear wall panel, a bottom wall panel hinged to the lower edge of said rear wall panel, a front wall panel hinged to the front edge of said bottom wall panel, end wall panels hinged to the side edges of said rear wall panel and secured to said front wall panel, a bottom flap hinged to the lower edge of each of said end wall panels adapted to overlie said bottom wall panel, an inturned tab hinged to each of said end wall panels adapted to lie adjacent the inside face of said front wall panel, an inturned facing section hinged to each of said end wall panels, a downturned skirt section hinged to the upper edge of said rear wall panel, a shelf section hinged to said facing section, a skirt section hinged to and extending downwardly from said shelf section, and ear portions extending from the ends of said skirt section into panel slots provided in the adjacent facing sections for retaining said shelf section in rigid merchandise supporting position, said end wall panels having portions thereof rising above the ends of said shelf section to provide retaining walls for the merchandise placed on said shelf section.

11. An improved display container formed from a single blank of paperboard material having a rear wall panel, a bottom wall panel hinged to the lower edge of said rear wall panel, a front wall panel hinged to the front edge of said bot-

tom wall panel, end wall panels hinged to the side edges of said rear wall panel and extending between said front and rear wall panels, a bottom flap hinged to the lower end of each of said end wall panels and overlying the inside face of said bottom wall panel, inturned facing flaps hinged to and overlying the inside faces of said end wall panels, a shelf section hingedly connected to said rear wall panel and extending between said inturned facing panels, a skirt section hinged to said shelf section and extending downwardly, and means at each end of said shelf section for supporting the same, said end wall panels having portions thereof rising above the ends of said shelf section to provide retaining walls for the merchandise placed on said shelf section.

12. An improved display container formed from a single blank of paperboard material having a rear wall panel, a bottom wall panel, a front wall panel, end wall panels extending between and connecting said front and rear wall panels, a bottom flap hinged to the lower end of each of said end wall panels and overlying the inside face of said bottom wall panel, an inturned facing flap hinged to said front wall panel, a shelf section hingedly connected to said rear wall panel, a skirt section hinged to said shelf section and extending substantially down to and supported by the bottom wall panel, and a flooring section hinged to the lower edge of said skirt section overlying said bottom wall panel with its free front edge frictionally engaging the lower edge of said inturned facing flap, said end wall panels having portions thereof rising above the ends of said shelf section to provide retaining walls for the merchandise placed on said shelf section.

13. An improved display container formed from a single blank of paperboard material having a rear wall panel, a bottom wall panel hinged to said rear wall panel, a front wall panel hinged to said bottom wall panel, end wall panels hinged to said rear wall panel, a bottom flap hinged to the lower end of each of said end wall panels and overlying the inside face of said bottom wall panel, inturned tabs hinged to said end wall panels adapted to lie adjacent the inside face of said front wall panel, an inturned facing flap hinged to said front wall panel arranged to overlie said inturned tabs, a downturned skirt section hinged to the upper edge of said rear wall panel, a shelf section hinged to said skirt section, means for supporting said shelf section, and means for retaining said inturned facing flap in frictional engagement with said inturned tabs to hold said container in erect assembled position, said end wall panels having portions thereof rising above the ends of said shelf section to provide retaining walls for the merchandise placed on said shelf section.

VINCENT R. PANTALONE.