Dec. 25, 1956 W. P. FRANKENSTEIN 2,775,392

DISPLAY CARTON

Filed Jan. 5, 1953 5 Sheets-Sheet 1

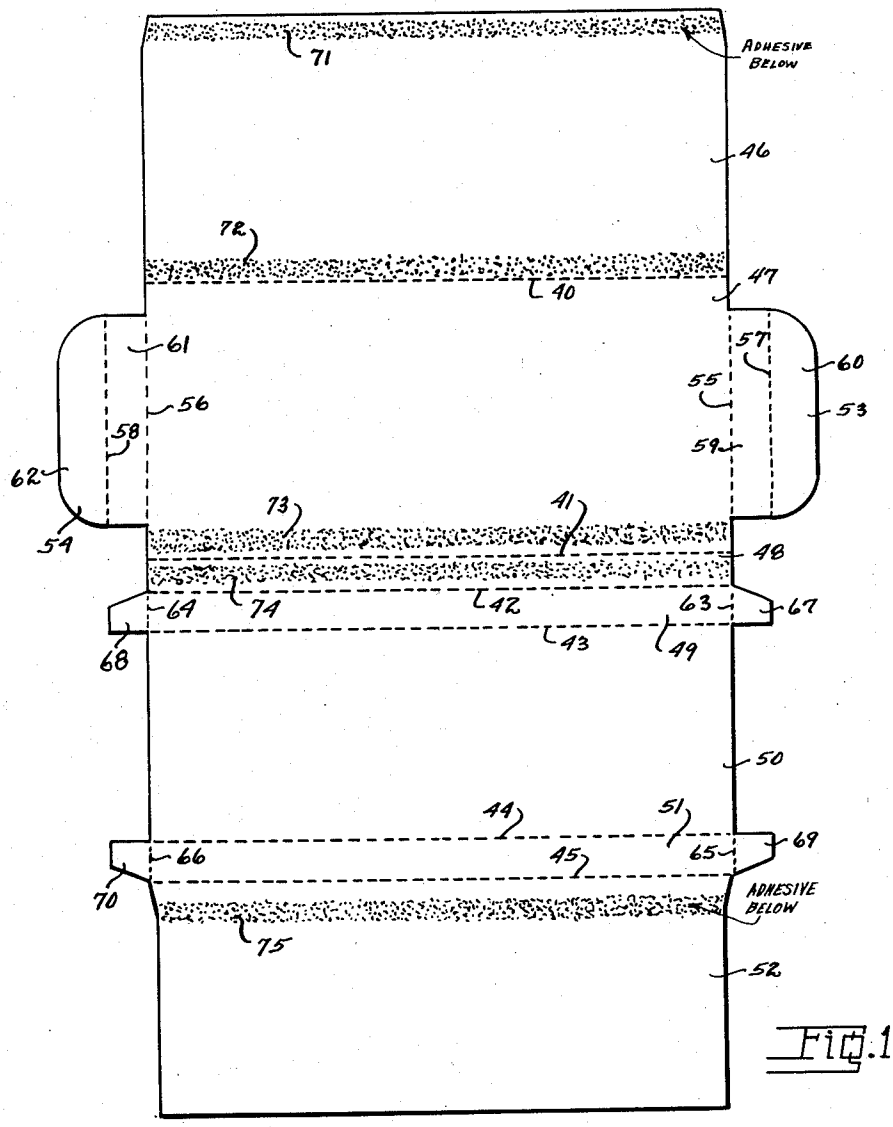


Fig. 1.

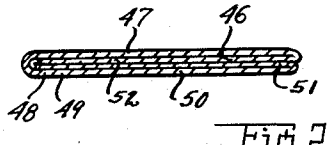


Fig. 2.

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DISPLAY CARTON

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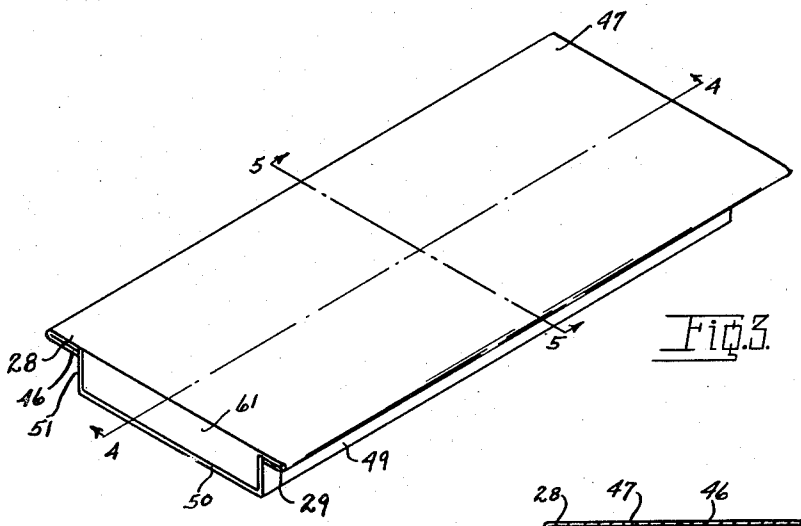


Fig. 3.

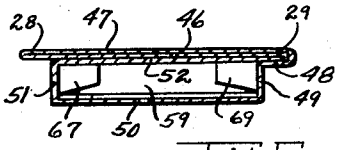


Fig. 5.

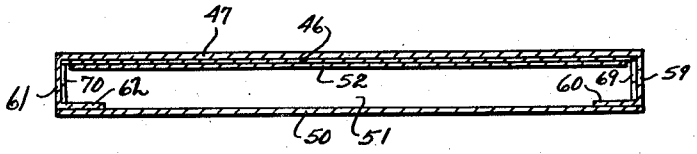


Fig. 4.

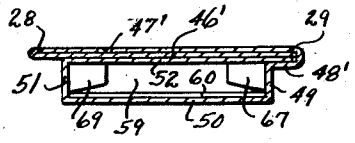


Fig. 9.

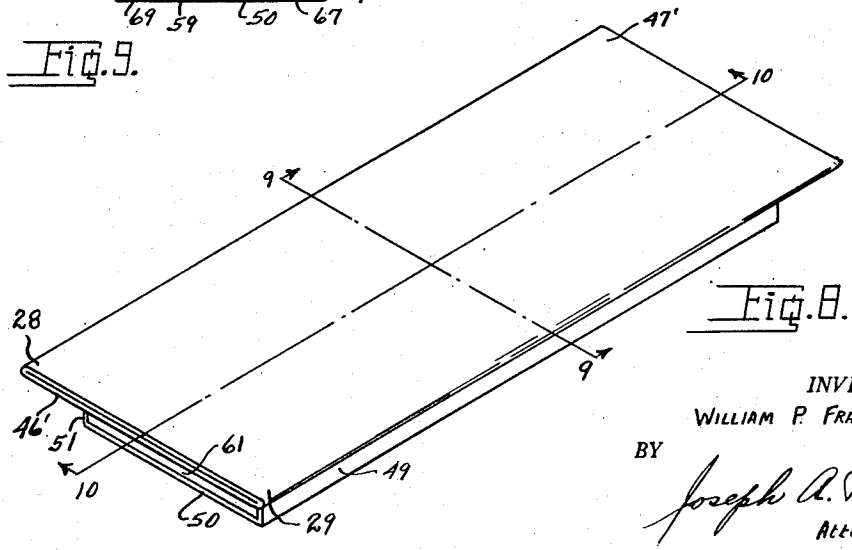


Fig. 8.

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DISPLAY CARTON

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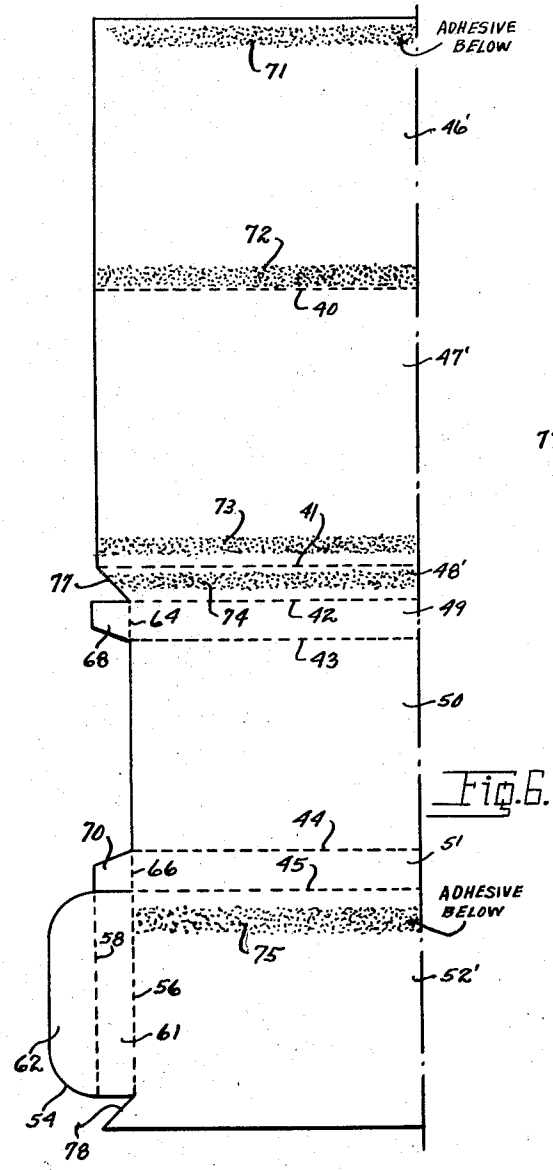


Fig. 6.

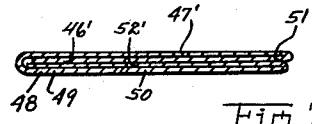


Fig. 7

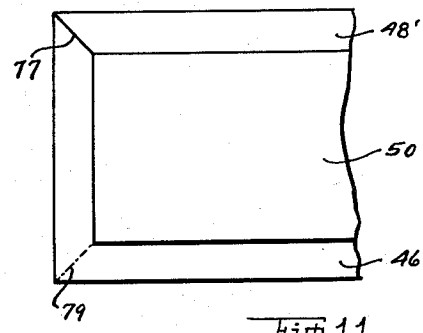


Fig. 11.

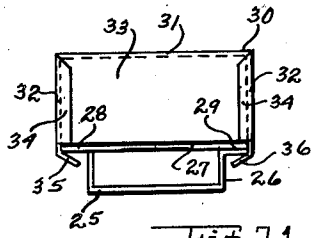


Fig. 21.

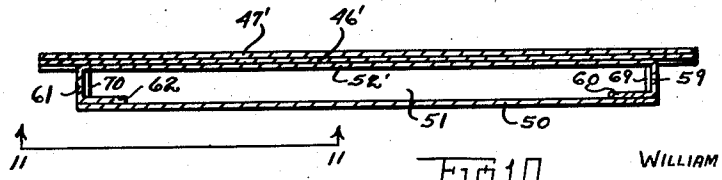


Fig. 10.

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DISPLAY CARTON

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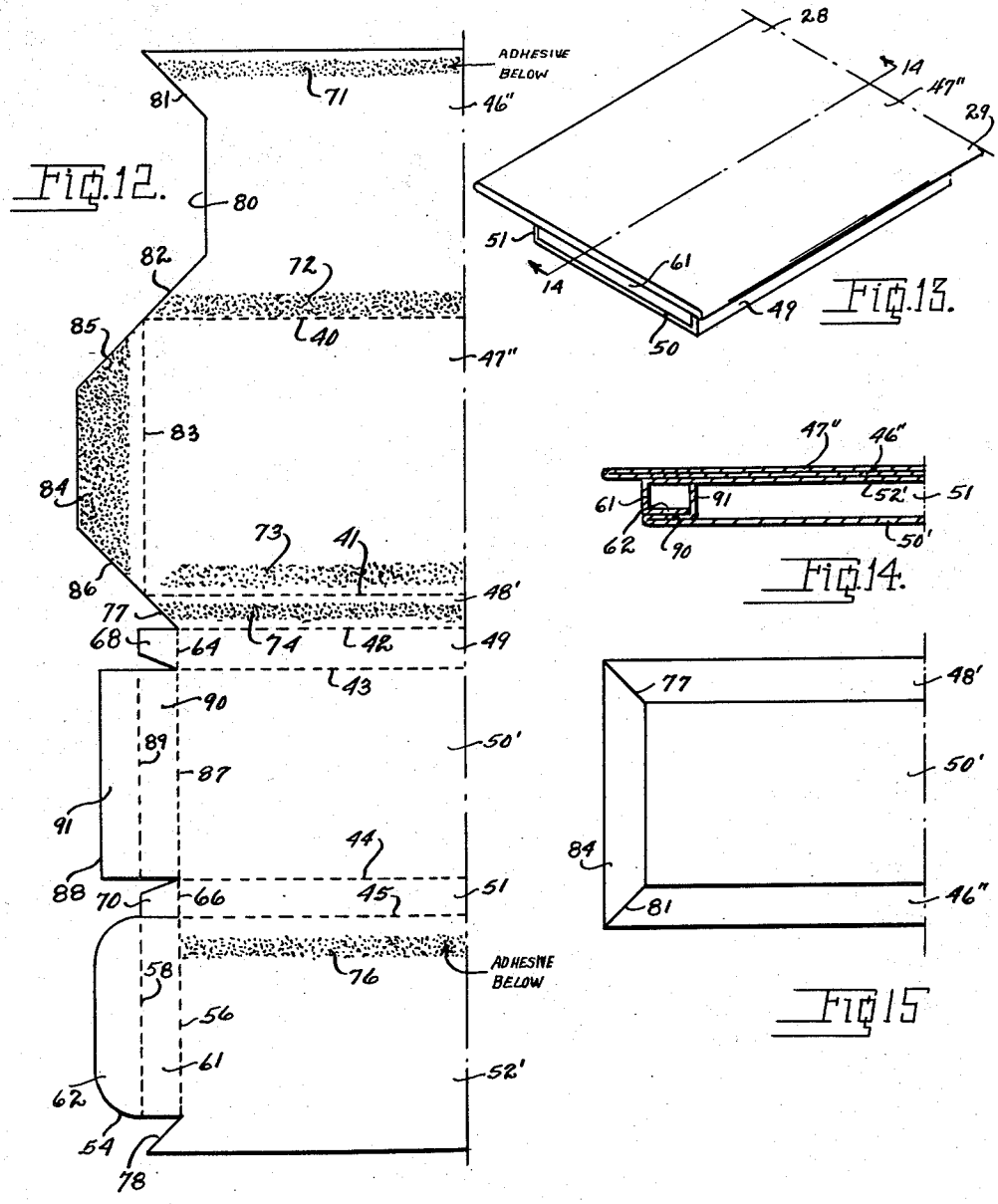


Fig. 12.

Fig. 13.

Fig. 14.

Fig. 15

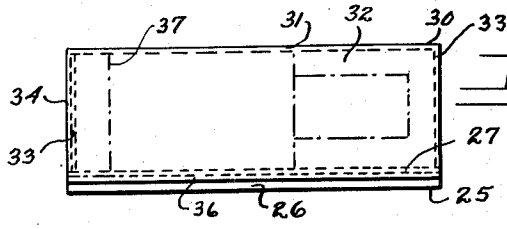


Fig. 22

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DISPLAY CARTON

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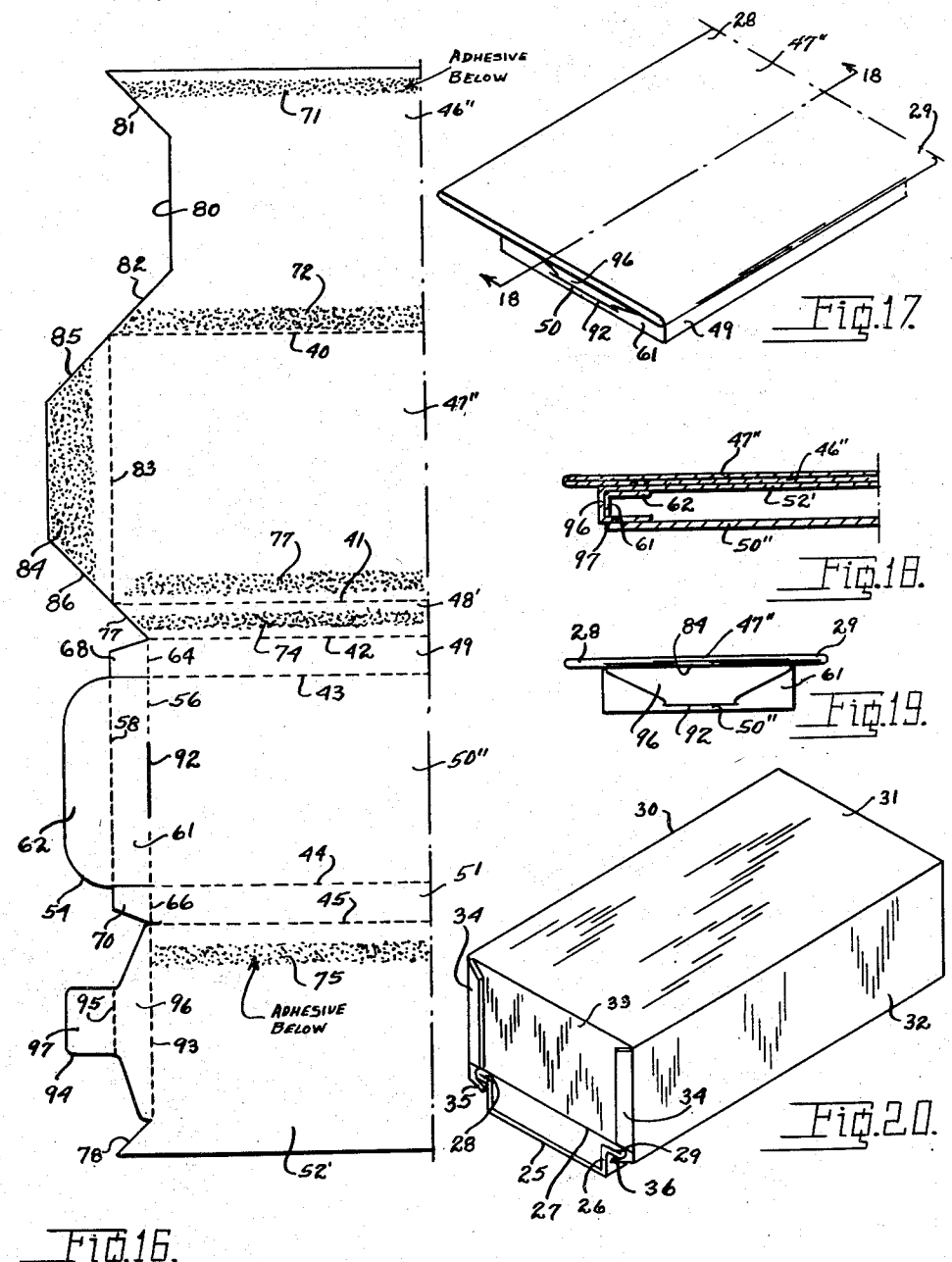


Fig. 16.

Fig. 17.

Fig. 18.

Fig. 19.

Fig. 20.

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United States Patent Office 2,775,392 Patented Dec. 25, 1956

2,775,392

DISPLAY CARTON

William P. Frankenstein, Cincinnati, Ohio

Application January 5, 1953, Serial No. 329,588

14 Claims. (Cl. 229—38)

This invention relates to improvements in a display package, and particularly to improvements in the base thereof.

The display base and display package of the present invention will be particularly useful in the display of articles in that they may be observed from all sides, since the package includes a transparent cover interengaged with a base with said interengagement prohibiting or preventing a ready disassociation of the parts. The base is formed of cardboard or other material that can be shipped to the user in knocked down form and set up by the user to have interengaged therewith the cover, with said base elevating the cover and the article displayed from the supporting surface.

The principal object of the present invention is, therefore, the provision of a display package base which will elevate the article being displayed above the supporting surface.

Another object of the present invention is the provision of a display base of considerable area having depending therefrom a support with said support inwardly spaced from the edges of the display panel to provide an extending flange from two or more sides of the display panel.

A further object of the present invention is the provision of a display base for accomplishing the foregoing object, which is formed of a single blank, shipped to the user in knock-down form, and readily erectable by said user.

A still further object of the present invention is the provision of a display base, including a display panel with a depending support inwardly spaced from the edges of the display panel, thereby providing flanges of the display panel, upwardly of a supporting surface, and with which flanges there is interengaged a cover, preferably transparent, to permit viewing the display panel from all sides.

Other objects and advantages of the present invention should be readily apparent by reference to the following specification considered in conjunction with the accompanying drawings forming a part thereof, and it is to be understood that any modifications may be made in the exact structural details there shown and described, within the scope of the appended claims, without departing from or exceeding the spirit of the invention.

In the drawings:

Fig. 1 is an extended plan view of a blank from which one form of a display base of the present invention may be provided.

Fig. 2 is a transverse sectional view through a knock-down display base formed from Fig. 1 and illustrating the blank in the condition it is shipped to the user.

Fig. 3 is a perspective view of the display base as set up from the knock-down form of Fig. 2.

Fig. 4 is a longitudinal sectional view of the display base as seen from line **4—4** on Fig. 3.

Fig. 5 is a transverse sectional view of the display base of Fig. 3 as seen from line **5—5** on Fig. 3.

Fig. 6 is an extended plan view of a half blank showing modifications over that of Fig. 1.

Fig. 7 is a view similar to Fig. 2 of the knock-down display base from a complete blank such as would result from the half blank on Fig. 6.

Fig. 8 is a perspective view of the display base erected from the knock-down blank of Fig. 7.

Fig. 9 is a transverse sectional view through the erected display base of Fig. 8, as seen from line **9—9** on said Fig. 8.

Fig. 10 is a longitudinal section view through the erected base of Fig. 8, as seen from line **10—10** on said Fig. 8.

Fig. 11 is a fragmentary bottom plan view of one end of the erected display base of Fig. 8, as seen from line **11—11** adjacent to Fig. 10.

Fig. 12 is an extended plan view of a half blank showing modifications therein over the blanks of Figs. 1 and 6.

Fig. 13 is a perspective view of a portion of an erected display base from the half blank of Fig. 12.

Fig. 14 is a longitudinal sectional view through the erected portion of the display base of Fig. 13, as seen from line **14—14** on said Fig. 13.

Fig. 15 is a bottom plan view of the erected portion of the display base of Fig. 13.

Fig. 16 is an extended view of a modified half blank showing further modifications in the blank over those in Figs. 1, 6 and 12.

Fig. 17 is a perspective view of a portion of a display base erected from the half blank of Fig. 16.

Fig. 18 is a longitudinal sectional view through the erected portion of the display base of Fig. 17, as seen from line **18—18** on said Fig. 17.

Fig. 19 is an end elevational view of the erected display base of Fig. 17, as seen from the lefthand end of Fig. 18.

Fig. 20 is a perspective view of a display package of the present invention including a display base and a cover.

Fig. 21 is an end elevational view of the package of Fig. 20.

Fig. 22 is a side elevational view of the package of Fig. 20.

Throughout the several views of the drawings, similar reference characters are employed to denote the same or similar parts. As was noted above, this invention pertains to improvements in display packages as well as to improvements in the display base of said package. There are disclosed in this application, several modifications in the blank and structural elements for forming a display base, and with each of which a similar cover may be employed. Each of the modifications of the display base will be described insofar as they differ from a basic blank such as disclosed in Fig. 1. Each modification includes a display panel upwardly spaced from a supporting surface and with said display panel outwardly projecting from its support to provide a flange along, at least, two opposed edges which are employed to effect an interlock between the said display base and cover.

The improved display package of the present invention is illustrated in Figs. 20, 21 and 22, and comprises the base, indicated in its entirety by the reference numeral **25** which includes a support **26** having a display panel **27** at its upper end with said display panel having outwardly projecting from the sides thereof, flanges **28** and **29**.

Disposed on the display base **25** is a cover, indicated in general by the reference numeral **30**, which may be formed in any suitable or desirable manner. As illustrated in the drawings, the cover **30** has an upper or top panel **31**,

from opposite sides of which depend side walls 32 while from the opposite ends of which depend end walls 33. The side walls 32 are of slightly greater length than the upper or top panel 31 to provide at each end of each side wall an attaching flange 34 which is in face contact with the end walls 33 and cemented or otherwise secured thereto. The side walls 32 are, further, each formed to a depth greater than the depth of the end walls 33, thereby providing at the free ends of each of the said side walls 32 a flange, respectively indicated at 35 and 36, each of which is inwardly turned to an angle to underlie the base flanges 28 and 29. The flanges 35 and 36, in effect form grooves at the lower ends of the cover side walls 32.

It should be noted that the end walls 33 of the cover 30 are each of a depth to extend from the upper or top panel 31 to the upper surface of the display base display panel 27, while the groove formed by the inturning of the side wall flanges 35 and 36 is slightly below the end walls 33, wherefore the said cover may be slid over the display base 25, or the said display base 25 may be slid into the grooves and relative to the cover 30.

In Fig. 22, a conventional article is illustrated in phantom lines, indicated by the reference numeral 37, as disposed on the display base display panel 29 and enclosed within the cover 30. In practice, the parts are assembled by inverting them from the disclosure in Figs. 20, 21 and 22, whereupon the article 37 is disposed within the cover and the display base then mounted in position by sliding same relative thereto with its flanges 28 and 29 in the cover grooves above its interlocking flanges 35 and 36. The assembled package is then reversed and supported on the display base 25 with the display panel 29 outwardly of the supporting surface.

The cover 30 is formed of transparent material such as cellulose acetate, wherefore the display base display panel 27 and article 37 thereon may be viewed from all sides, as well as the top thereof.

It will be noted that the package gives a modernistic effect of a case with its base inwardly disposed with respect to its front, the same effect being from the back when the base, as illustrated in Figs. 20, 21 and 22, is employed. This same effect is obtainable from the ends as well as the sides with the supporting and display bases of the modifications in Figs. 6, 12 and 16.

The display base blank illustrated in Fig. 1 is formed of foldable material and is substantially rectangular in plan, having transversely thereof a plurality of score or fold lines 40, 41, 42, 43, 44 and 45, thereby providing in the blank a plurality of panels 46, 47, 48, 49, 50, 51 and 52. Projecting from the opposite ends of the panel 47 are extensions 53 and 54, respectively connected with the panel 47 by a score or fold line 55 and 56. Each of the extensions 53 and 54 has longitudinally thereof a score or fold line 57 and 58 thereby providing in the extension 53 a pair of panels 59 and 60, and likewise providing in the extension 54 a pair of panels 61 and 62. The panel 49 has its ends, respectively, defined by a score or fold line 63 and 64, while the panel 51 likewise has its ends respectively defined by a score or fold line 65 and 66. These score lines 63—66 respectively integrally hingedly connect with the blank flaps 67, 68, 69 and 70.

After the blank has been cut and scored as above described, the panel 46 has applied to its under surface, as seen in Fig. 1, inwardly of its free end, adhesive 71, and has applied to its upper surface inwardly of the score or fold line 40 adhesive 72. The panel 47 is provided with adhesive 73 for a distance upwardly of the score or fold line 41, with said adhesive preferably being slightly spaced upwardly from said score or fold line 41, but not upwardly spaced from said score or fold line a distance above the point where the extensions 53 and 54 are attached to the panel 47. Panel 48 is also provided with adhesive 74, which adhesive is preferably slightly inwardly of its bounding score or fold lines, 41 and 42.

The panel 52 is provided on its under surface, as seen in Fig. 1, downwardly of the score or fold line 45 with adhesive 75.

The blank of Fig. 1 is now folded as follows:

Panel 46 is folded on the score or fold line 40 to lie on the panel 47 thereby bringing the adhesive 72 into contact with said panel 47 throughout the length of said panel 47 for a space downwardly of the score or fold line 40, and at the same time brings the free end of the panel 46 into engagement with the adhesive 73. The panels 52 and 51 are now folded, as a unit, on the score or fold line 44 to lie on panels 50 and 49, with the free edge of panel 52 slightly downwardly of the score or fold line 41 and its free end in contact with adhesive 74. The blank is now further folded on the score or fold line 41 thereby bringing the under surface, as seen in Fig. 1, now the upper surface, of the outer end of panel 52 into contact with adhesive 71, and at the same time bringing adhesive 75 into contact with the under surface, now upper surface, of the panel 46 through a zone upwardly of the score or fold line 72.

With the blank in its now folded condition pressure is applied to insure proper adhesion of the parts or zones having the adhesive between them. The blank is now in its folded or knock-down condition, as illustrated in Fig. 2 and is in the condition in which it is shipped to the user for subsequent erection.

It should be noted, particularly from Fig. 2, that the folded blank is of equal thickness from side to side, wherefore pressure will be equal at all joints being adhesively secured to one another, resulting in a structure which can readily be erected without said joints separating as is frequently the case when joints are of different thickness, since equal pressure cannot be brought to bear on all such joints.

From the foregoing it will be noted that the blank panels 46, 47 and 52 have substantially equal portions along their longitudinal edges secured to one another, with the panel 48 secured to the free end of the panel 52 along the said longitudinal end of said panel 52. The panels 49, 50 and 51 are, therefore, free of said remaining panels except through the integral score or fold lines joining the panels to one another in succession.

The user, upon desiring to erect a display base, does so by engaging the side edge of the folded blank represented by the score or fold line 44 of the panel 50, and proceeds to lift the same. The lifting of the panel 50 causes the panels 49 and 51 to hinge or swing upwardly on their respective score or fold lines 42 and 45, causing said panel 50 to swing relative to the said panels 49 and 51, and be at all times parallel with the overlapped and secured panels 46, 47 and 52. The panel 50 is lifted until the said panels 49 and 51 project normal to the said remaining panels whereupon they are in the position illustrated in Fig. 5. The tucking flaps 67–70, inclusive, are now disposed transversely of the display base, whereupon the end wall extensions 53 and 54 are sequentially, respectively, folded to each have its respective panel 59 and 61 disposed normal to the display base, and are locked in these positions by the panels 60 and 62 which are tucked into the display base as illustrated in Fig. 4.

From the foregoing, it will be noted that the panel 50, in the erected carton, forms the supporting base panel with the secured and superimposed panels 46, 47 and 52 forming the display and supporting panel and the panels 49 and 51 constituting side supports with the panels 59 and 61 constituting end supports for the said display and supporting panel. Said panels 49, 51, 59 and 61, together with their tucking flaps and tongues, constitute means for securing the erected parts to one another in forming the display base as illustrated in Fig. 3, which has extending flanges 28 and 29 for interengagement with the cover flanges 35 and 36.

In the forms of the invention just described and illus-

trated in Figs. 1–5, inclusive, it will be noted that the display base has the extending flanges only along the sides thereof. In the modification illustrated in Figs. 6–11, inclusive, the display base is additionally provided with end flanges, as clearly illustrated in Figs. 8, 10 and 11. In order to effect such a construction, the blank is modified in that the panels 46′ and 47′ are each lengthened beyond the corresponding panels 46 and 47 of Fig. 1 in order to provide said end flanges. The flange forming panel 48′ which connects the supporting base panel 50 with the display panel has its opposite ends biased, as at 77, so as to connect the now longer display panel with the supporting base panel 50.

A further modification is provided in the modified blank of Fig. 6 in that the free end of the panel 52′ is extended to a length equal to that of panels 46′ and 47′, for the portion thereof which underlies the flange forming and connecting panel 48′, with said extending portions biased as at 78. The purpose for the extension of the free end of the panel 52′ is to maintain equal thickness throughout the length of the knock-down carton. In other words, and as pointed out above, the free end of the panel 52′ underlies the flange forming and connective panel 48′ with the said bias or inclined portions 77 and 78 underlying one another.

A further modification is illustrated in the blank of Fig. 6 in that the end wall extensions 53 and 54 (only extension 54 being illustrated in Fig. 6) are shifted from the panel 47 of Fig. 1 to the panel 52′ of Fig. 6 with the result that the end walls and tucking flaps will descend from the innermost panel of the supporting and display panel, instead of the outermost panel, as above described and illustrated in Figs. 3 and 4; in other words, the end walls descend from the innermost edges of the end flanges.

The blank of Fig. 6 is otherwise supplied with adhesive in the same zones as that of Fig. 1 and is subsequently folded into the knocked down condition as clearly illustrated in Fig. 7. The knocked down carton of Fig. 7 is set up or erected in the same manner as above set forth for the structure of Figs. 1–5 inclusive.

The resulting display base, as noted above, has an extending flange from all sides thereof, as clearly illustrated in Fig. 11. As illustrated in Fig. 11, the flange at the two corners, along one side of the carton, where the side and end flanges meet, are biased and, in order that a balanced or symmetrical appearance be provided, the other corners of the said end and side flanges may be printed with a line to simulate the bias, as indicated in phantom lines at 79 in Fig. 11.

The display base resulting from the blank of Fig. 6 has a transverse cross section as illustrated in Fig. 9, which is substantially identical to the transverse cross section of the display base formed from the blank of Fig. 6 as illustrated in Fig. 5, with each having the side flanges throughout the length of their display base for disposition in the grooves resulting from the cover flanges 35 and 36.

The modification in the blank illustrated in Fig. 12 provides a display base with a flange at all four sides thereof, and at the same time provides a finished edge for the ends of the said display base display panel. To accomplish this, the blank of Fig. 12 has a panel 46″ of an effective length equal to that of panel 46′ in Fig. 6, with however the ends of the panel 46″ centrally recessed as at 80, thereby providing said panel 46″ with inclined or biased opposed ends 81 and 82. In other words, the recess 80 in the ends of the panel 46″ provides the same with outwardly inclining ends.

In this modification, the panel 47″ has its ends defined by scored or fold lines, such as 83, for hingedly connecting to said panel 47″ a flap 84, which has an outer edge parallel with the scored or fold line 83 and inclined side edges 85 and 86. The flap 84 has an outline in plan corresponding to the outline in plan of the depression 80 of the panel 46″. In practice and upon the folding of the panel 46″ onto the panel 47″, and upon folding of the

extension 84 onto the panel 47″, the recess 80 is filled, that is, the flap 84 substantially interfits with the recess 80 for thereby providing the finish end edges of the display base composite display panel.

The modification in Fig. 12 further has the ends of its panel 50′ defined by a score or fold line 87 through which is integrally hingedly connected thereto a flap 88, provided longitudinally thereof with a score or fold line 89 to provide in the flap 88 panels 90 and 91.

In the erected carton, the flap 88 is folded to be interiorly of the display base and to have the panel 90 superimposed on the display base supporting panel 50′, with the panel 91 normal to said supporting base to extend upwardly against the under surface of the display panel. In other words, the flap 88 constituted an end reinforcement for the display panel, as clearly illustrated in Fig. 14.

By providing the construction or modification of Fig. 12, all four corners of the display base flanges are biased or inclined as clearly illustrated, for one end of said base, in Fig. 15.

The modification in Fig. 12 is otherwise provided with the same adhesive areas, is folded into a knocked-down condition and is subsequently erected in the same manner as above described for the modification of Fig. 1.

The modification illustrated in Figs. 16–19, inclusive, is substantially the same as illustrated in Figs. 12–15, except that the end walls are rearranged to provide a reinforcement and a lock therefor exterior of and adjacent to the end wall. As illustrated, the end wall flap 54 is shifted from the panel 52′ to the panel 50″ with the score or fold line 56, substantially, centrally thereof, provided with a slit 92 for a purpose to be subsequently described.

The panel 52′ in the blank modification of Fig. 16 has its ends defined by a score or fold line 93 for integrally hingedly connecting therewith a flap 94. The flap 94 is provided longitudinally thereof with a score or fold line 95 thereby providing a panel 96 and a tongue 97 in said flap 94.

In the assembled display base from the blank on Fig. 16 the flap 94 constitutes a lock and, as noted above, a reinforcement for the end wall. In assembling the display base from the blank on Fig. 16, the end wall flap 54 is closed in the same manner as above described except that its panel 61 extends upwardly from the display base supporting panel instead of depending from the display base display panel. The flap 94 is thereupon arranged to have its panel 96 depend on the exterior of the end wall and have its tongue 97 inserted into the slit 92 for locking the parts in assembled positions, as clearly illustrated in Figs. 17, 18 and 19.

The blank of Fig. 16 is supplied with the adhesive in the same manner as the blank of Fig. 1, and the blank folded to provide a knocked-down carton in the same manner as Figs. 2 and 7, and the erected carton from the side knock-down blank is effected by following the same steps as above set forth for erecting a display base from the blank of Fig. 11. The resulting display base from the blank of Fig. 16 is provided with the side flanges 28 and 29, as clearly illustrated in Fig. 19.

From the foregoing, it is believed evident that there has been provided a display base and display package which will accomplish the objects initially set forth.

What is claimed is:

1. A blank for forming a display base for a display package comprising a display panel having length and breadth and a given area, a base panel having length and breadth but of less area than the area of the display panel, a first pair of panels integrally hingedly connected to one another of a length equal to, at least, the length of the base panel, one of said panels being integrally hingedly connected to one edge of the display panel, the other of said first pair of panels being integrally hingedly connected to one edge of the base panel, a second pair of panels integrally hingedly connected to one another with

one of said second pair of panels integrally hingedly connected to the opposite edge of the base panel, said panel integrally hingedly connected with the display panel being adapted to overlie said display panel and secured in said position, and said remaining panel of said second pair of panels having one end free and having length and width and an area greater than the area of the base panel but of less area than the area of the display panel and being adapted to overlie the display panel with its free end disposed between the display panel and its integral first mentioned overlaid panel and be secured to the display panel.

2. A blank for forming a display base for a display package comprising a display panel having length and breadth and a given area, a base panel having length and breadth but of less area than the area of the display panel, a first pair of panels integrally hingedly connected to one another of a length equal to, at least, the length of the base panel, one of said panels being integrally hingedly connected to one edge of the display panel, the other of said first pair of panels being integrally hingedly connected to one edge of the base panel, a second pair of panels integrally hingedly connected to one another with one of said second pair of panels integrally hingedly connected to the opposite edge of the base panel, said panel integrally hingedly connected with the display panel being adapted to overlie said display panel and secured in said position, said remaining panel of said second pair of panels having one end free and having length and width and an area greater than the area of the base panel but of less area than the area of the display panel and being adapted to overlie said display panel with its free end disposed between the display panel and its integral first mentioned overlaid panel and secured in said position, and one of said display panel and base panel having extensions integrally hingedly connected to its opposite ends adapted to be folded normal thereto.

3. A blank for forming a display base for a display package comprising a display panel having length and breadth and a given area, a base panel having length and breadth but of less area than the area of the display panel, a first pair of panels integrally hingedly connected to one another of a length equal to, at least, the length of the base panel, one of said panels being integrally hingedly connected to one edge of the display panel, the other of said first pair of panels being integrally hingedly connected to one edge of the base panel, a second pair of panels integrally hingedly connected to one another with one of said second pair of panels integrally hingedly connected to the opposite edge of the base panel, said panel integrally hingedly connected with the display panel being adapted to overlie said display panel and secured in said position, said remaining panel of said second pair of panels having one end free and having length and width and an area greater than the area of the base panel but of less area than the area of the display panel and being adapted to overlie the display panel with its free end disposed between the display panel and its integral first mentioned overlaid panel and be secured to the display panel, and a panel integrally hingedly connected to the remaining edge of the display panel having length and width and an area substantially equal to the length, width and area of the display panel and adapted to be folded onto said display panel and secured in said position.

4. A blank for forming a display base for a display package comprising a display panel having length and breadth and a given area, a base panel having length and breadth but of less area than the area of the display panel, a first pair of panels integrally hingedly connected to one another of a length equal to, at least, the length of the base panel, one of said panels being integrally hingedly connected to one edge of the display panel, the other of said first pair of panels being integrally hingedly connected to one edge of the base panel, a second pair of panels integrally hingedly connected to one another with one of said second pair of panels integrally hingedly connected to the opposite edge of the base panel, said panel integrally hingedly connected with the display panel being adapted to overlie said display panel and secured in said position, said remaining panel of said second pair of panels having one end free and having length and width and an area greater than the area of the base panel but of less area than the area of the display panel and being adapted to overlie the display panel with its free end disposed between the display panel and its integral first mentioned overlaid panel and be secured to the display panel, a panel integrally hingedly connected to the remaining edge of the display panel having length and width and an area substantially equal to the length, width and area of the display panel and adapted to be folded onto said display panel and secured in said position, and one of said display panel and base panel having extensions integrally hingedly connected to its opposite ends adapted to be folded normal thereto.

5. A blank for forming a display base for a display package comprising a display panel having length and breadth and a given area, a base panel having length and breadth but of less area than the area of the display panel, a first pair of panels integrally hingedly connected to one another of a length equal to, at least, the length of the base panel, one of said panels being integrally hingedly connected to one edge of the display panel, the other of said first pair of panels being integrally hingedly connected to one edge of the base panel, a second pair of panels integrally hingedly connected to one another with one of said second pair of panels integrally hingedly connected to the opposite edge of the base panel, said panel integrally hingedly connected with the display panel being adapted to overlie said display panel and secured in said position, said remaining panel of said second pair of panels having one end free and having length and width and an area greater than the area of the base panel but of less area than the area of the display panel and being adapted to overlie the display panel with its free end disposed between the display panel and its integral first mentioned overlaid panel and be secured to the display panel, a panel integrally hingedly connected to the remaining edge of the display panel having length and width and an area substantially equal to the length, width and area of the display panel and adapted to be folded onto said display panel and secured in said position, an extension integrally hingedly connected to each of the opposite ends of the base panel and adapted to be folded normal thereto, and a flap integrally hingedly connected to each end of the display panel adapted to be folded onto the display panel and secured in said position.

6. A blank for forming a display base for a display package comprising a display panel having length and breadth and a given area, a base panel having length and breadth but of less area than the area of the display panel, a first pair of panels integrally hingedly connected to one another of a length equal to, at least, the length of the base panel, one of said panels being integrally hingedly connected to one edge of the display panel, the other of said first pair of panels being integrally hingedly connected to one edge of the base panel, a second pair of panels integrally hingedly connected to one another with one of said second pair of panels integrally hingedly connected to the opposite edge of the base panel, said panel integrally hingedly connected with the display panel being adapted to overlie said display panel and secured in said position, said remaining panel of said second pair of said second pair of panels having one end free and having length and width and an area greater than the area of the base panel but of less area than the area of the display panel and being adapted to overlie the display panel with its free end disposed between the display panel and its integral first mentioned overlaid panel and be secured to the display panel, an extension integrally hingedly connected to each of the opposite ends of the

panel of the second pair of panels which overlies and is secured to the display panel and adapted to extend between said base and display panels, a flap integrally hingedly connected to the ends of the display panel adapted to be folded onto the display panel and secured in said position, and a flap integrally hingedly connected to each end of the base panel with each flap longitudinally divided by a hinge line to provide a panel adapted to lie on the base panel and have a panel normal thereto.

7. A display base for a display package formed from foldable material capable of being shipped in a knocked-down condition and when set up comprises a display panel, hingedly connected depending walls depending from said display panel with each wall inwardly spaced from an opposite edge of the display panel, means hingedly connecting said depending walls with said display panel, a supporting base panel having its opposite edges respectively, hingedly connected to the lower end of a depending wall, so that the display base may be knocked down to have the display panel and supporting base panel superimposed on one another with a first wall of said depending walls interposed between said display panel and supporting base panel and the second of said depending walls disposed laterally of the supporting base panel, and means interposed between the display panel and the second depending wall and its hinge means to compensate for the thickness of the interposed depending first wall, whereby said display base when knocked down has the display panel and the supporting base panel-second depending wall in parallel planes with the first depending wall and compensating means disposed therebetween.

8. A display base for a display package formed from foldable material capable of being shipped in a knocked-down condition and when set up comprises a display panel, hingedly connected depending walls depending from said display panel with each wall inwardly spaced from an opposite edge of the display panel, means hingedly connecting said depending walls with said display panel, a supporting base panel having its opposite edges respectively, hingedly connected to the lower end of a depending wall, so that the display base may be knocked down to have the display panel and supporting base panel superimposed on one another with a first wall of said depending walls interposed between said display panel and supporting base panel and the second of said depending walls disposed laterally of the supporting base panel, and an attaching panel hingedly connected with said first depending wall underlying the display panel and interposed between the display panel and the second depending wall and its hinge means to compensate for the thickness of the interposed depending first wall, whereby said display base when knocked down has the display panel and the supporting base panel-second depending wall in parallel planes with the first depending wall and compensating means disposed therebetween.

9. A display base for a display package formed from foldable material capable of being shipped in a knocked-down condition and when set up comprises a display panel, hingedly connected depending walls depending from said display panel with each wall inwardly spaced from an opposite edge of the display panel, means hingedly connecting said depending walls with said display panel, a supporting base panel having its opposite edges respectively, hingedly connected to the lower end of a depending wall, so that the display base may be knocked down to have the display panel and supporting base panel superimposed on one another with a first wall of said depending walls interposed between said display panel and supporting base panel and the second of said depending walls disposed laterally of the supporting base panel, means interposed between the display panel and the second depending wall and its hinge means to compensate for the thickness of the interposed depending first wall, whereby said display base when knocked down has the display panel and the supporting base panel-second depending wall in parallel planes with the first depending wall and compensating means disposed therebetween, and one of said display panel and supporting base panel having an extension integrally, hingedly connected to each of its opposite ends adapted to be folded normal thereto.

10. A display base for a display package formed from foldable material capable of being shipped in a knocked-down condition and when set up comprises a display panel, hingedly connected depending walls depending from said display panel with each wall inwardly spaced from an opposite edge of the display panel, means hingedly connecting said depending walls with said display panel, a supporting base panel having its opposite edges respectively, hingedly connected to the lower end of a depending wall, so that the display base may be knocked down to have the display panel and supporting base panel superimposed on one another with a first wall of said depending walls interposed between said display panel and supporting base panel and the second of said depending walls disposed laterally of the supporting base panel, an attaching panel hingedly connected with said first depending wall underlying the display panel and interposed between the display panel and the second depending wall and its hinge means to compensate for the thickness of the interposed depending first wall, whereby said display base when knocked down has the display panel and the supporting base panel-second depending wall in parallel planes with the first depending wall and compensating means disposed therebetween, and one of said display panel and supporting base panel having an extension integrally, hingedly connected to each of its opposite ends adapted to be folded normal thereto.

11. A blank for forming a display base for a display package comprising a pair of panels forming in the said display base a base panel and a display panel, said panels each having length and breadth extending in parallel directions but said panels having a dissimilar area, a first pair of panels integrally, hingedly connected to one another of a length equal to, at least, the length of the panel of lesser area, one of said panels being integrally hingedly connected to the edge of the panel of greater area, the other of said first pair of panels being integrally, hingedly connected to one edge of the panel of lesser area, a second pair of panels integrally hingedly connected to one another with one of said second pair of panels integrally hingedly connected to the opposite edge of the said panel of lesser area, said panel integrally, hingedly connected with the panel of greater area being adapted to overlie said greater area panel and adapted to be secured in said position, and said remaining panel of said second pair of panels having one end free and having length and breadth and of an area greater than the area of the panel of less area but of less area than the area of the panel of greater area and being adapted to overlie the panel of greater area with its free end disposed between said panel of greater area and its integral first mentioned overlaid panel and adapted to be secured to the said panel of greater area.

12. A blank for forming a display base for a display package comprising a pair of panels forming in the said display base a base panel and a display panel, said panels each having length and breadth extending in parallel directions but said panels having a dissimilar area, a first pair of panels integrally, hingedly connected to one another of a length equal to, at least, the length of the panel of lesser area, one of said panels of said first pair of panels being integrally hingedly connected to the edge of the panel of greater area, the other of said first pair of panels being integrally hingedly connected to one edge of the panel of lesser area, a second pair of panels integrally, hingedly connected to one another with one of said second pair of panels integrally, hingedly connected to the opposite edge of the said panel of lesser area, said panel integrally hingedly connected with the panel of greater area being adapted to overlie said greater area

panel and adapted to be secured to said position, said remaining panel of said second pair of panels having one end free and having length and breadth and of an area greater than the area of the panel of less area but of less area than the area of the panel of greater area and being adapted to overlie the panel of greater area with its free end disposed between said panel of greater area and its integral first mentioned overlaid panel and adapted to be secured to the said panel of greater area, and one of said panels which forms the display panel and the base panel having an extension integrally hingedly connected to each of its opposite ends adapted to be folded normal thereto.

13. A blank for forming a display base for a display package comprising a pair of panels forming in the said display base a base panel and a display panel, said panels each having length and breadth extending in parallel directions but said panels having a dissimilar area, a first pair of panels integrally, hingedly connected to one another of a length equal to, at least, the length of the panel of lesser area, one of said panels of said first pair of panels being integrally hingedly connected to the edge of the panel of greater area, the other of said first pair of panels being integrally, hingedly connected to one edge of the panel of lesser area, a second pair of panels integrally, hingedly connected to one another with one of said second pair of panels integrally, hingedly connected to the opposite edge of the said panel of lesser area, said panel integrally hingedly connected with the panel of greater area being adapted to overlie said greater area panel and adapted to be secured in said position, said remaining panel of said second pair of panels having one end free and having length and breadth and of an area greater than the area of the panel of less area but of less area than the area of the panel of greater area and being adapted to overlie the panel of greater area with its free end disposed between said panel of greater area and its integral first mentioned overlaid panel and adapted to be secured to the said panel of greater area, one of said panels which forms the display panel and the base panel having an extension integrally hingedly connected to each of its opposite ends adapted to be folded normal thereto, and a flap integrally hingedly connected to each end of the remaining panel of said panels which form the display and the base panel adapted to be folded thereonto and secured in said positions.

14. A blank for forming a display base for a display package comprising a pair of panels forming in the said display base a base panel and a display panel, said panels each having length and breadth extending in parallel directions but said panels having a dissimilar area, a first pair of panels integrally, hingedly connected to one another of a length equal to, at least, the length of the panel of lesser area, one of said panels of said first pair of panels being integrally hingedly connected to the edge of the panel of greater area, the other of said first pair of panels being integrally hingedly connected to one edge of the panel of lesser area, a second pair of panels integrally, hingedly connected to one another with one of said second pair of panels integrally, hingedly connected to the opposite edge of the said panel of lesser area, said panel integrally, hingedly connected with the panel of greater area being adapted to overlie said greater area panel and adapted to be secured in said position, said remaining panel of said second pair of panels having one end free and having length and breadth and of an area greater than the area of the panel of less area but of less area than the area of the panel of greater area and being adapted to overlie the panel of greater area with its free end disposed between said panel of greater area and its integral first mentioned overlaid panel and adapted to be secured to the said panel of greater area, one of said panels which forms the display panel and the base panel having an extension integrally hingedly connected to each of its opposite ends adapted to be folded normal thereto and horizontally divided by a hinge line to provide a panel adapted to lie on the other panel of said panels which form the display panel and the base panel, and a flap integrally, hingedly connected to each end of the remaining panel of said panels which form the display panel and the base panel adapted to be folded thereunto and secured in said positions.

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