

Sept. 26, 1939.

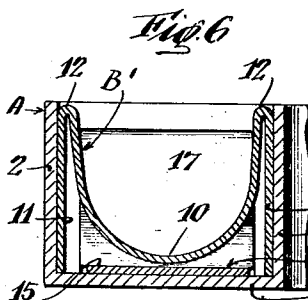
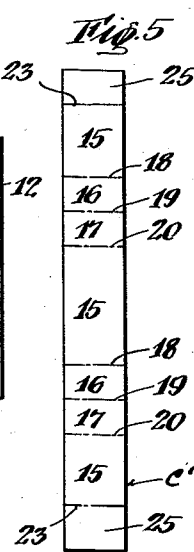
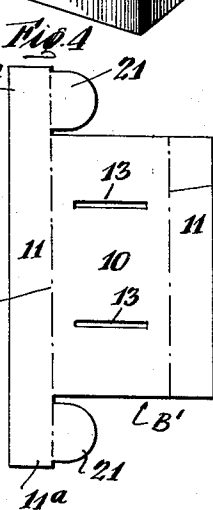
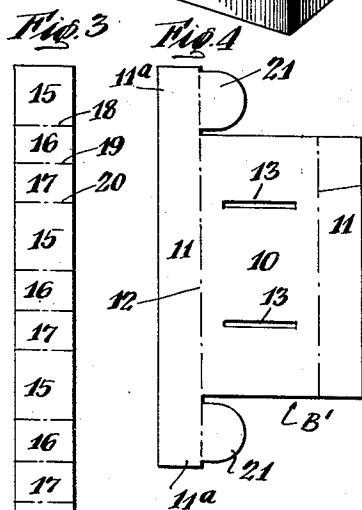
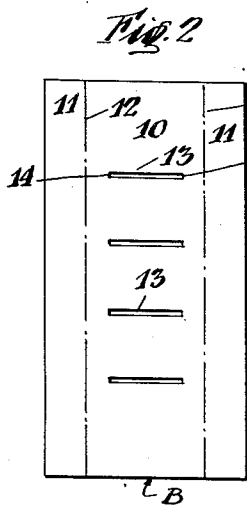
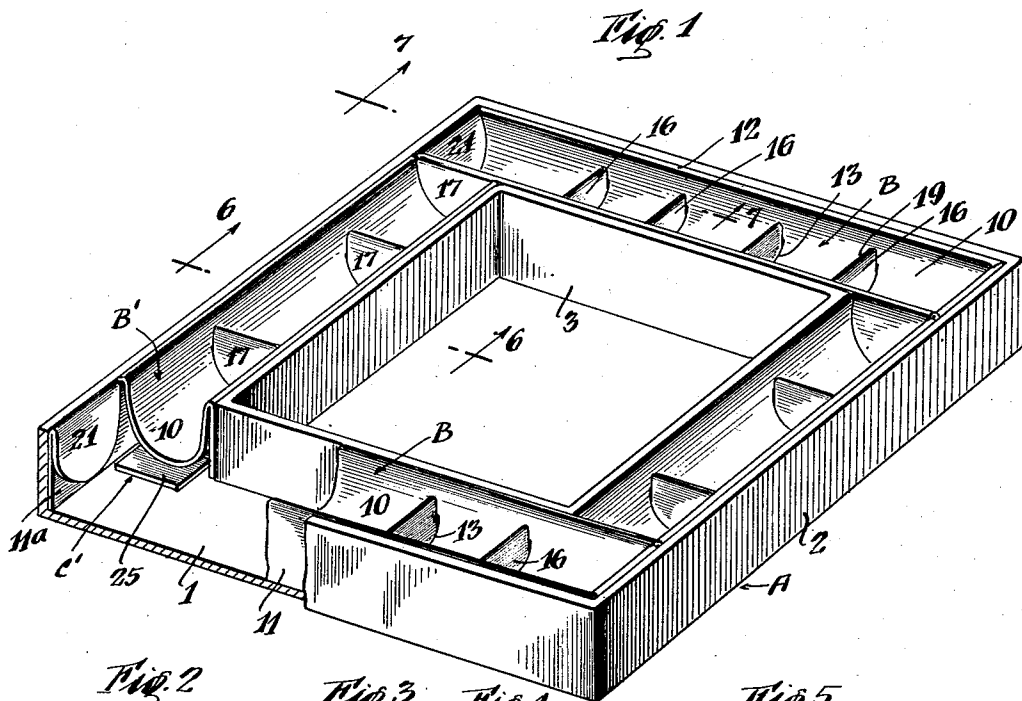
K. F. HANSELMANN

2,174,157

CELLULAR BOX

Filed June 10, 1937

4 Sheets-Sheet 1



INVENTOR
Karl F. Hanselmann
 BY
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 ATTORNEY

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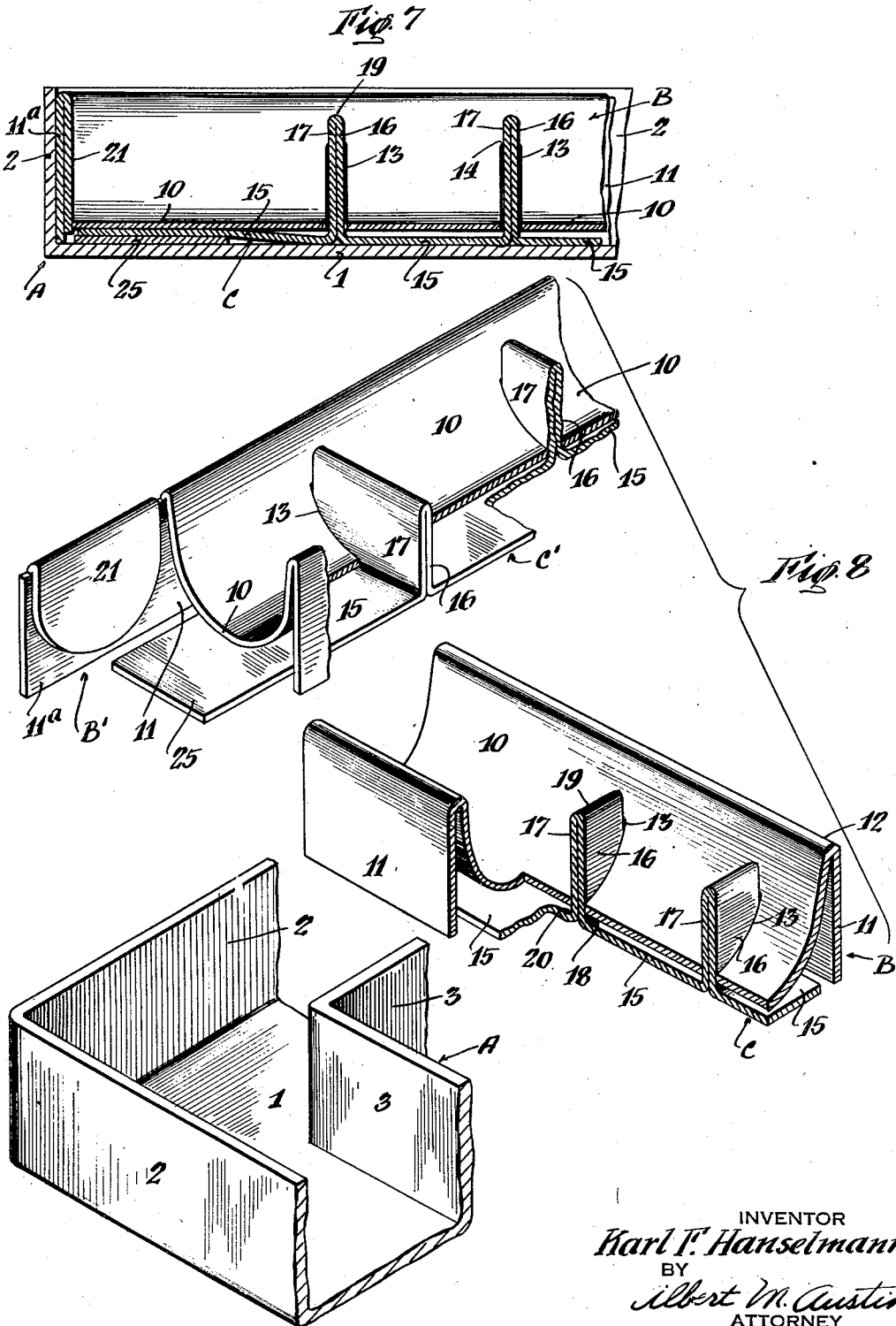
K. F. HANSELMANN

2,174,157

CELLULAR BOX

Filed June 10, 1937

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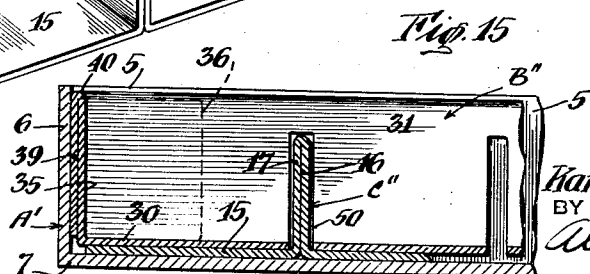
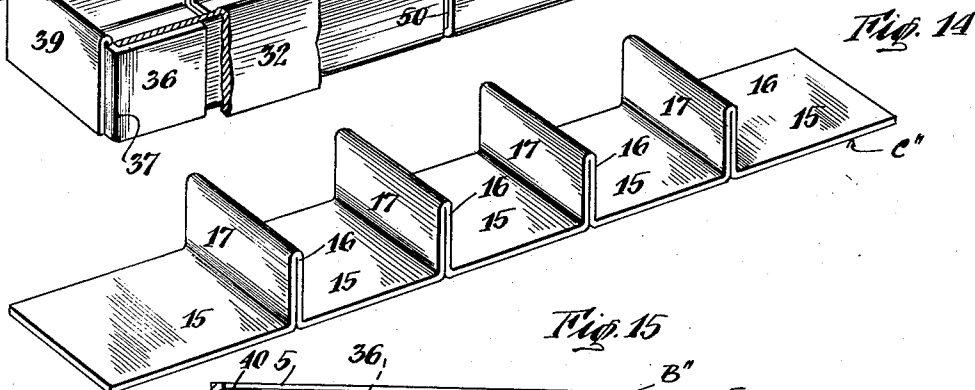
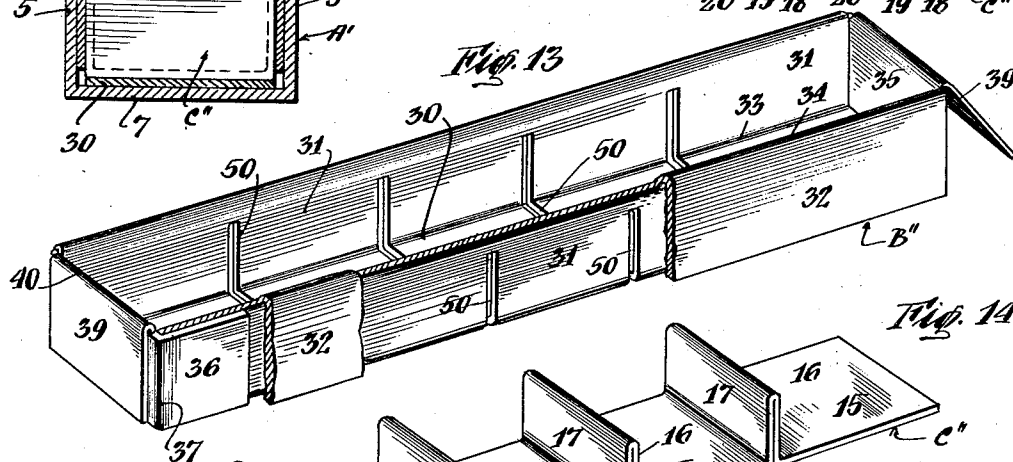
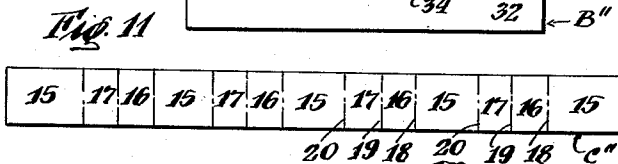
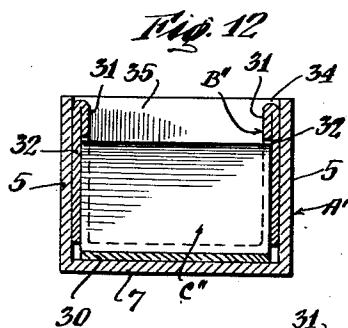
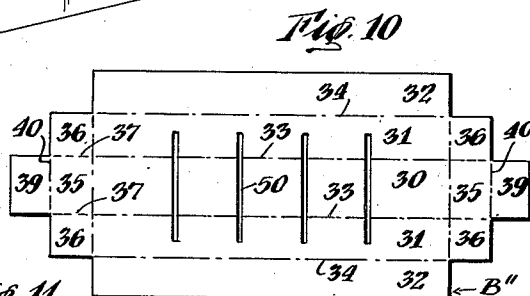
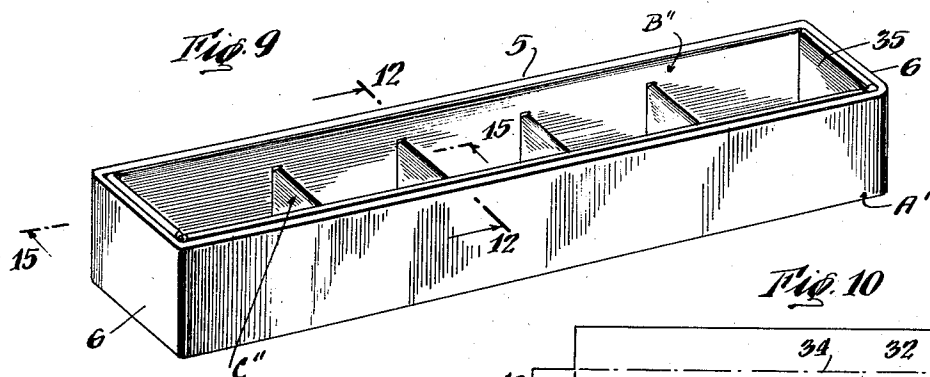
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CELLULAR BOX

Filed June 10, 1937

4 Sheets-Sheet 3



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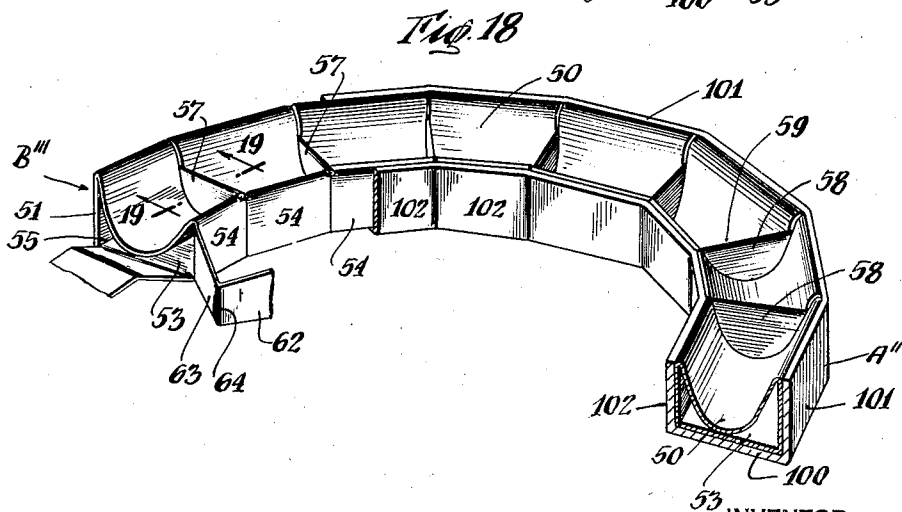
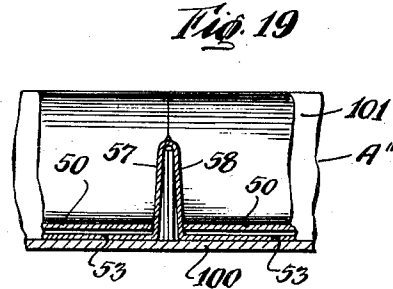
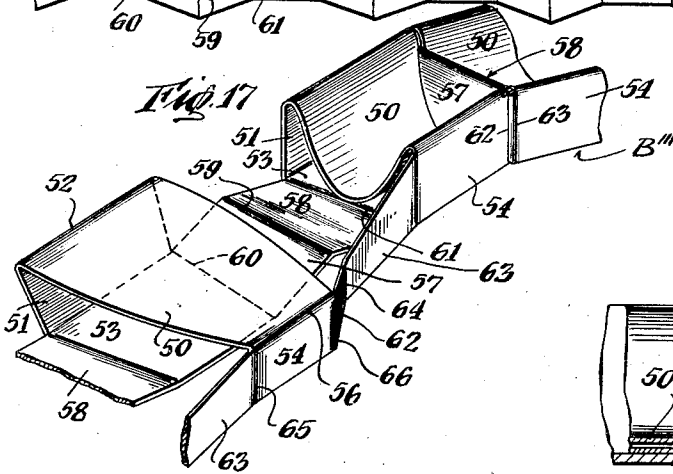
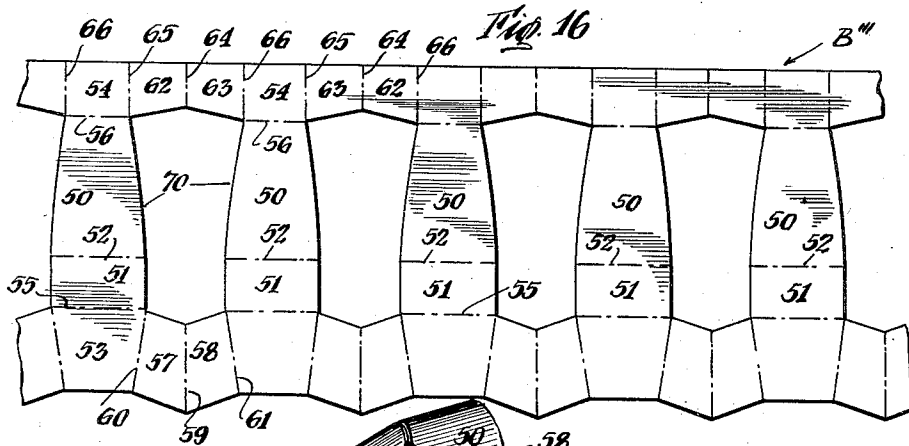
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2,174,157

CELLULAR BOX

Filed June 10, 1937

4 Sheets-Sheet 4



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2,174,157

CELLULAR BOX

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Application June 10, 1937, Serial No. 147,463

11 Claims. (Cl. 229—29)

This invention relates to a cellular box and more particularly to a box having the containing space therein divided into a plurality of separate merchandising-receiving cells adapted to contain an assortment of articles.

In the merchandising of an assortment of articles it is often desirable to package the same in a single box or container with each item of the assortment contained within and attractively displayed in a separate cell or compartment. This invention is directed to a cellular box which may be economically constructed in various shapes and forms so as to attractively display an assortment of merchandise items such as candy, cookies, cakes, nuts, confections, and other edible products, and other assorted items of merchandise such as pins, needles, hairpins, screws, bolts, nuts and other articles which can be most conveniently merchandised in a single box or container assorted to best meet the customer's needs.

In general my improved cellular box comprises an outer shell or container which is preferably erected as a self-sustaining unit comprising a bottom wall suitably assembled to an enclosing side wall, and made in such size and shape as to most conveniently package and display the assorted items therein. The outer box or shell is divided into the desired plurality of cellular units by the provision of a cellular structure which fits within the outer container shell. The cellular structure may be formed from two pieces of paperboard, one of which forms a containing section forming the bottom wall and side walls of the cellular structure. A partition section, which may be formed from a single blank of paperboard material, is suitably cut and scored to provide partition portions which may be inserted upwardly through predetermined spaced slots in the bottom wall portion of the containing section, so as to divide the containing section into the desired plurality of separate cells. The partition portions of the partition section may be connected together by connecting portions which underlie the outside face of the bottom wall portion of the containing section. The partition section is first assembled in cooperative relationship with the containing section to form the cellular structure, and the cellular structure is then inserted into the outer shell which retains the cellular structure in assembled set-up relationship. The separate cells thus formed may be made in any shape or size desired to best accommodate the assorted merchandise items. The cellular structure may be held in assembled relationship by

frictional engagement with the surrounding side walls of the outer shell without the use of glue or other securing means. The cellular box can thus be manufactured at low cost and can be used for the merchandising of assorted items to be sold at low cost.

The cellular structure comprising the containing section and the partition section can be also assembled as a complete self-containing unit by the use of a few spots of glue or similar securing means, thus making unnecessary the use of an outer supporting shell. This invention lends itself to numerous designs and shapes of cellular boxes and variously shaped and constructed to adequately support and contain merchandise items and to attract the attention of the customer.

It is among the objects of this invention to provide an improved cellular box which is strong and sturdy in construction, which can be manufactured and assembled at relatively low cost, which may be made up into numerous attractive designs and patterns to attract attention and effectively display the merchandise items contained therein, and which furthermore can be manufactured substantially automatically with tools with which the boxmaker is generally equipped.

Other objects of this invention will become apparent as the disclosure proceeds.

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 perspective view of a cellular box constructed and assembled in accordance with my invention, comprising an outer supporting shell or box which receives the cellular structure formed of a containing section and a partition section;

Fig. 2 shows an extended blank which has been suitably cut and scored to provide the containing section of the cellular structure;

Fig. 3 shows a blank in extended form which may be folded to form the partition section for dividing the container section shown in Fig. 2 into a series of separate containing cells;

Fig. 4 is an extended blank which has been cut and scored to form a containing section of somewhat modified form, two of the assembled sections forming the blank shown in Fig. 4 being associated with two of the sections shown in Fig. 2, which when placed in the phalanx-shaped outer container shown in Fig. 1 provides a cellular box adapted to receive the merchandise;

Fig. 5 shows a blank suitably cut and scored to provide a partition section for the containing section shown in Fig. 4;

Fig. 6 is a transverse cross-sectional view through the fully assembled container shown in Fig. 1, this view being taken on line 6—6 of Fig. 1;

Fig. 7 is a longitudinal cross-sectional view through the finished box shown in Fig. 1, this view being taken on line 7—7 of Fig. 1;

Fig. 8 is an exploded fragmentary view of the assembled containing and partition sections formed from the blanks shown in Figs. 2 and 3 about to be arranged in the outer shell in cooperative relationship with the containing section and partition section formed from blanks shown in Figs. 4 and 5, this view particularly illustrating the assembly of the various parts at the corners of a phalanx-shaped box;

Fig. 9 is a perspective view of a fully assembled cellular box of somewhat modified construction, this box being formed from a rectangular-shaped outer box which received a containing section and a partition section;

Fig. 10 shows a blank which has been suitably cut and scored to form the containing section of the assembled box shown in Fig. 9;

Fig. 11 shows a blank suitably cut and scored to form the partition section of the assembled box shown in Fig. 9;

Fig. 12 is a transverse cross-sectional view through the fully assembled cellular box shown in Fig. 9, this view being taken on line 12—12 of Fig. 9;

Fig. 13 is a perspective view of the containing section as it appears when fully assembled from the blank shown in Fig. 10;

Fig. 14 is a perspective view of a partition section as it appears when fully assembled with the blank shown in Fig. 11;

Fig. 15 is a fragmentary longitudinal cross-sectional view through the cellular box shown in Fig. 9, this view being taken on line 15—15 of Fig. 9;

Fig. 16 shows a blank in extended form which may be folded to provide a cellular container section of generally arcuate form;

Fig. 17 is a fragmentary perspective view of a cellular container section of generally arcuate form in process of being assembled from the blank shown in Fig. 16;

Fig. 18 is a fragmentary perspective view of the fully assembled container section positioned within an outer supporting shell to provide a fully assembled arcuate shaped container; and

Fig. 19 is a fragmentary longitudinal cross-sectional view through the cellular container shown in Fig. 18, this view being taken on a line 19—19 of Fig. 18.

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

My improved cellular box may be assembled in numerous shapes and forms best suited for the goods or merchandise to be packed therein and to most effectively display such merchandise. In general, an outer rigid shell or box is prefer-

ably provided, which receives and retains in assembled relationship the cell-forming structure comprising section C. In order that this invention may be better understood, I have illustrated in Fig. 1 a cellular box made in accordance with this invention, having a generally phalanx-shaped outline, although it is understood that numerous other decorative shapes and forms of cellular boxes may be made by following the teachings of this invention. To facilitate description only, therefore, and not by way of limitation, the cellular box structure shown in Fig. 1 will now be described.

The outer shell or box structure A may comprise a bottom wall 1, which has attached thereto an outer surrounding enclosing wall 2 and an inner surrounding enclosing wall 3 suitably assembled and braced to provide a strong unitary shell. For decorative purposes the shell as thus formed presents an opening through the center thereof, the supporting shell thus formed having a generally phalanx-shaped outline. It will be understood, however, that the box may be variously constructed as by providing the bottom wall 1 continuous so as to provide a merchandise-containing area which occupies the entire space within the outer enclosing wall 2. This feature will be further apparent to those skilled in the art from the further description which follows.

In Fig. 2 there is shown a blank from which the containing section B may be formed, comprising a containing wall section 10 and downwardly extending supporting walls 11 hinged to the containing wall 10 along the score lines 12. In the construction here shown the containing wall 10 is adapted to bulge downwardly as shown in Fig. 6 and to hammock or be suspended between the supporting walls 11.

Fig. 3 shows a blank from which the partition section C adapted to be associated with the containing section may be formed. The partition section comprises a series of connecting portions 15 adapted to be horizontally arranged beneath the containing wall 10, as illustrated in Figs. 6 and 8. The portions 15 are separated by partitions which are formed by the upwardly extending partition portions 16 and 17 which are foldable together along the score line 19 so as to permit arrangement thereof in vertical juxtaposed position. The partition portion 16 is hinged as by score line 18 to one end of a connecting portion 15, and partition portion 17 is hinged as by score line 20 to the adjacent end of a connecting portion 15. When thus assembled the partitions formed by the partition portions 16 and 17 are inserted through a corresponding slot 13 in the containing wall 10 of the containing section, as illustrated more particularly in Figs. 1, 6, 7 and 8. The transverse slit or slot 13 in the containing wall 10 is substantially the same length as the transverse width of the partition-forming portions 16 and 17, so that the vertical side edges of the partition portions 16 and 17 will substantially contact the ends 14 of the transverse slots 13. The containing section B and the partition section C when assembled together will appear as more particularly shown in Fig. 8.

When a phalanx-shaped outer shell A, as shown in Fig. 1, is to be divided into a series of separate cells, a cellular box of finished appearance can best be made by the use of two oppositely arranged cellular structures assembled from the blanks shown in Figs. 2 and 3, which interfit with two oppositely arranged cellular structures formed from the blanks shown in Figs. 2

4 and 5. The cellular section B' shown in Fig. 4 differs from the containing section formed from the blank shown in Fig. 2 only in the provision of wall portions 11a which extend from the ends of one of the supporting walls 11 a distance equal to the transverse width of the containing wall portion 10 of containing section B when assembled. The extensions 11a are provided with flaps 21 which have approximately the same peripheral contour as the inside dimensions of the container-forming portion 10 of the blank shown in Fig. 2 when assembled. When the blank B' is set up and assembled, it will appear as shown in Fig. 8.

The partition-forming section C', as shown in Fig. 5, to be associated with the container-forming section B' shown in Fig. 4, may differ from the partition section C shown in Fig. 3 in the provision of extension portions 25 which extends beyond the adjacent connecting portion 15 and which may be separated therefrom by a score line 23. The partition-forming portions 16 and 17 are erected into vertical, juxtaposed position and threaded through the slots 13 in the containing wall portion 10 of the containing section B'. When the containing section B' and the partition section C' are fully assembled, they will appear as shown in Fig. 8.

In assembling the cellular box as shown in Fig. 1, the containing section B' and the partition section C' are first assembled, two such assemblies being used, each assembly being arranged along opposite sides of the box. When thus arranged the side wall portion 11 and the side wall extensions 11a of containing section B' will together occupy and extend along the full inside dimensions of the adjacent box wall 2, as shown in Fig. 1. The extension flap 21 is folded down so as to lie against the inside face of the side wall extension 11a to which it is hinged.

Two cellular structures assembled from the containing section B shown in Fig. 2 and the partition section C shown in Fig. 3 are then assembled into the form shown in Fig. 8 and positioned within the box shell shown in Fig. 1 along the opposite sides thereof. The side wall portion 11 is of such length as to snugly fit within the inside dimensions of the adjacent shell wall 2. As thus arranged, the end connecting portions 15 of the partition section C will overlie the foot extensions 25 of partition section C' and the ends of the containing wall 10 of the containing sections B will abut the end wall-forming extension flap 21 of the adjacent containing section B'. The supporting wall portion 11 of each containing section B which lies adjacent the inner box wall 3 has its ends extending beyond the adjacent box wall 3 so as to provide a partition wall for the adjacent ends of the containing wall 10 of containing section B'. Thus, when the box shown in Fig. 1 is fully assembled from the outer shell A, two oppositely arranged cellular structures formed from the containing section B and the partition section C, and two oppositely arranged containing structures formed from the containing section B' and the partition section C', a fully assembled cellular box is provided with the parts interlocking with one another and thus maintained in fixed assembled set-up relationship without glue or other means being required to secure the cellular structures in assembled relationship. If further cells are required in the assembled box, the bottom wall 1 can be made continuous and further cellular structures positioned within the cellular structure assembled as

shown in Fig. 1, in which event the inner wall 3 of the cell structure can be eliminated, since the adjacent cellular structures will brace one another and be held in fixed assembled set-up relationship by frictional abutment of the parts.

While I have shown in Fig. 1 a cellular structure having a bottom containing wall 10 of arcuate cross-section, it is understood that the bottom section 10 can well be made to present a rectangular cross-section, if desired. Referring more particularly to Fig. 9, there is shown an assembled cellular box in which the containing portion is rectangular in transverse cross-section. This box may be formed from an outer shell A' of generally rectangular form within which is assembled a cellular structure formed from the containing section B'' shown in Fig. 10, in association with a partition section C'', as shown in Fig. 11. The outer shell or box, as shown in Figs. 9, 12 and 15, may comprise the side walls 5, the end walls 6 and the bottom wall 7 suitably secured together to provide a strong and rigid containing shell A'. Into this containing shell is inserted a containing section B'' divided into unitary cells by suitable partitions which may be formed from the partition section C''.

The containing section B'' may be formed from a blank, as shown in Fig. 10, comprising a bottom wall portion 30 having side wall portions 31 hinged thereto along the score lines 33. Downwardly extending supporting walls 32 are hinged to the adjacent side wall portion 31 along the score lines 34. End wall portions 35 hinged to the opposite ends of the bottom wall portion 30 are provided with laterally-extending tabs 36 hinged to the end wall portion 35 along the score lines 37. A downwardly extending supporting portion 39 is hinged along the score lines 40 to each of the end wall portions 35.

The containing section B'', as shown in Fig. 10, is assembled in container form by bending the side wall portions 31 into vertical position with respect to the horizontally extending bottom wall portion 30. The tabs 36 are then folded inwardly so as to lie against the outside face of the side wall portions 31. The side wall-supporting portions 32 are then folded downwardly so as to overlie the outside face of the inwardly extending tabs 36 and the outside face of the side wall portions 31, as illustrated more particularly in Fig. 13. The end-wall supporting portions 39 may then be folded downwardly over the outside face of the end wall portions 35, providing a fully assembled containing section, as shown in Fig. 13.

The containing section B'' may be divided into separate cells by means of a partition section C'' assembled into the form as shown in Fig. 14. This assembly is effected by raising the partition portions 16 and 17 into vertical position with respect to the bottom containing sections 15, so that the adjacent partition portions 16 and 17 will lie in vertical juxtaposed position.

The partition portions 16 and 17 are then inserted upwardly through slots 50 provided in the bottom wall portion 30 of the containing section B''. If desired the slots 50 may be continued a substantial distance into the side wall portions 31, and the partition portions 16 and 17 made of such width as to snugly seat within the slots 50 cut into the side wall portions 31. With this arrangement the partition portions 16 and 17 are held immovable when assembled in the containing section and the containing section inserted within the outer box shell A'. It will be noted that the side walls 5 of the outer box shell A' are

so spaced as to press against the supporting flaps 32 of the containing section, holding the supporting flaps 32 in fixed, assembled position. Likewise, the end walls 6 of the outer shell A' are so spaced as to press against the end wall flaps 39. As thus assembled, the cellular box shown in Fig. 9 is strong and sturdy in construction and presents a smooth interior and a generally finished appearance.

There is shown in Figs. 16 to 19 inclusive a cellular box construction of generally circular form and comprising an outer shell A'' having a container forming section B''' positioned therein. The container forming section B''' may be formed from a single blank of paperboard material generally cut and scored as shown, and comprising a series of arcuate containing portions 50 each connected to an outer upright supporting wall 51 hinged to the containing portion along the score line 52 and an inner upright supporting wall 54 hinged to the containing portion along the score line 56. The inner supporting walls 54 are joined by webs each formed by inturned portions 62 and 63 hinged together along the score line 64, inturned portion 62 being connected to one side edge of the supporting wall 54 along the score 65 and the inturned portion 63 being connected to the other side edge of the supporting wall 54 along the score line 66.

The separate cells are connected by connecting portions 53 each hinged to the outer supporting wall 51 along the score line 55 and lies in a horizontal position beneath the containing wall 50 when the containing section is assembled. The connecting portions 53 are joined by partition forming portions 57 and 58 hinged together along the score lines 59. The partition portion 57 is hinged to one edge of the bottom connecting portion 53 along the score line 60 and the partition forming portion 58 is hinged to another side edge of a connecting portion 53 along the score line 61.

In assembling the container forming blank into a container section as illustrated in Fig. 17, the inner supporting walls 54 and the outer supporting walls 51 are raised into erect position and the containing portions 50 are caused to bow downwardly. The bottom connecting portions 53 are then swung into horizontal position beneath the containing portions 50 and the partition forming portions 57 and 58 are collapsed together and inserted upwardly between the adjacent containing portions 50. The inner side wall web forming portions 62 and 63 are also collapsed together and turned inwardly and are together inserted between the adjacent partition forming portions 57 and 58. The containing section of the box will then assume a generally circular or arcuate form as illustrated in Fig. 17 and is held in this assembled position when the same is inserted within the outer shell A''.

The outer shell A'' may present generally multisided or arcuate shape of any desired construction. As illustrated in Fig. 18 the outer shell may be formed from a single strip of paperboard material comprising a bottom wall forming portion 100, outer side wall forming portions 101 which may be stayed together or otherwise secured along their adjacent vertical edges. Inner side wall portions 102 may likewise be fixed or stayed together along their vertical edges providing a rigid self-sustaining cellular structure. When the containing section B''' is positioned therein the inner supporting wall 54 thereof will abut and be held in an upright vertical position

by the inside wall portion 102 of the outer shell, and likewise the outer supporting wall 51 of the containing section will be held in fixed vertical position by the outside wall portion 101 of the outer shell. Thus the containing portion 50 of the containing section will assume an attractive inwardly bowed contour as illustrated in Fig. 18. It is understood, however, that the containing portion 50 may be given any other desired contour by providing appropriate score lines therein. As thus assembled the adjacent free edges 70 of the containing portions will closely abut the adjacent outside surfaces of the partition portions 57 and 58. The free edges 70 of the containing portions 50 may be so cut and shaped as to make this close fit possible and also to lie in close fitting abutting position where they extend above the top edge of the partition forming portions 57 and 58 are defined by the score lines 59. If desired an outer shell may be provided of generally circular, polygonal form and comprising only a continuous bottom wall 100 and an outer container wall 101, in which box several rows of the containing sections B''' may be adjacently positioned, each acting to retain the other in erect rigidly assembled position.

In accordance with this invention, the outer shell may be made in any desired shape or form, such as round, arcuate, triangular, polygonal, rectangular, and may be made with a continuous bottom wall so as to contain merchandise over the entire bottom area thereof, or the box of any desired shape may be formed with a central opening therein, such as shown in Fig. 1. It is therefore understood that this invention comprehends cellular boxes of any desired shape or size and is not limited to the particular shape or form of box as disclosed in Figs. 1, 9 and 19.

The cellular structure generally comprises a containing section which is preferably formed from a single blank of paperboard material and partition-forming section likewise formed from a single blank of paperboard material, which can be quickly assembled together to provide a cellular structure which is so made as to snugly fit within the outer shell. The cross-section of the containing structure may be made in any desired shape or contour so as to most effectively contain and attractively display the merchandise items packed therein. The separate merchandise cells thus formed can be made in any shape or size desired and accommodate themselves readily to merchandising requirements. The containing section and the partition section may be automatically produced on a cutting and scoring machine such as is commonly used in the paper-box industry. The outer shell may be formed either as a set-up box in which the sides and ends of the box-forming blank are suitably fixed together, or the outer shell may be formed as a folding box using suitable connecting flaps or tabs to hold the same in assembled relationship. The construction is flexibly adapted to the equipment of any box manufacturer and can be assembled at low cost, so that it can be economically used for merchandise items which generally retail at a relatively low figure.

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. A cellular box including, a self-contained

outer shell having a bottom wall and surrounding side walls, and a cellular structure defining a single row of separate cells positioned within said outer shell and maintained in assembled relationship by the bottom and side walls thereof, said cellular structure including, a containing section formed of paperboard material having a bottom portion and a pair of opposed side wall portions, a downwardly extending flap portion hinged to each of said side wall portions abutting against the adjacent side wall of said supporting shell, whereby the bottom portion and opposed side wall portions of said containing section is retained in rigid container form, transversely extending slots in said bottom wall portion, and a partition-forming section supported by the bottom wall of the outer shell having partition portions positioned between said side wall portions and extending upwardly through said slots dividing said containing section into a single row of predetermined separate cells.

2. A cellular box including, a self-contained outer shell including a bottom wall and a pair of opposed side walls defining a receiving channel, and a cellular structure defining a single row of merchandise receiving cells positioned within the receiving channel of said shell and maintained in assembled relationship by the side and bottom walls thereof, said cellular structure including, a containing section having a bottom wall portion and side wall portions, and a partition section including partition-forming portions extending transversely between said side wall portions and projecting through transverse slots in said bottom wall portion and dividing said containing section into a single row of predetermined separate cells, and portions connecting said partition portions underlying the bottom wall portion of said containing section and resting upon the bottom wall of said shell, said containing section having a pair of opposed supporting portions extending downwardly from the side wall portions thereof covering the ends of said partition portions and abutting against the adjacent opposed side walls of the outer shell.

3. A cellular box including, a self-contained outer shell having a bottom wall and surrounding side walls, and a cellular structure defining a single row of individual cells positioned within said outer shell and maintained in assembled relationship by the bottom and side walls thereof, said cellular structure including, a containing section having an arcuate-shaped bottom wall portion and a pair of opposed side wall portions, a pair of downwardly extending flap portions hinged to said side wall portions adapted to abut against the adjacent side walls of said supporting shell maintaining said containing section in rigid container form, slots in said bottom wall portion arranged in a predetermined spaced relationship, and a partition-forming section having partitions extending upwardly through said slots dividing said containing section into a single row of predetermined separate cells.

4. A cellular box including, a self-contained outer shell having a bottom wall, an outer enclosing side wall and an inner enclosing side wall secured to said bottom wall, said inner and outer enclosing side walls defining therebetween an endless merchandise receiving channel, and a cellular structure positioned within the receiving channel of said outer shell and maintained in assembled relationship by the inner and outer side walls thereof, said cellular structure including, a containing section having a bottom wall por-

tion, a pair of opposed side wall portions maintained in container form by the inner and outer side walls of said shell, and a partition-forming section including partition portions projecting through transverse slots in said bottom wall portion and dividing said containing section into an endless row of separate cells.

5. A cellular box including, a self-contained outer shell having a bottom wall, an endless polygonal shaped outer enclosing wall and an endless polygonal shaped inner enclosing wall fixed to said bottom wall defining an endless merchandise receiving channel therebetween, and a cellular structure positioned within the receiving channel of said outer shell and maintained in assembled relationship thereby, said cellular structure including a containing section having bottom and side wall portions, transversely extending slots in said bottom wall portion spaced in a predetermined manner, and a partition forming section having partition portions extending upwardly through said slots dividing said containing section into a single endless row of separate cells, within said merchandise receiving channel.

6. A cellular box including, a self-contained outer shell having a bottom wall and enclosing side walls, and a cellular structure positioned within said shell and maintained in assembled relationship thereby, said cellular structure including a containing section having a plurality of spaced bottom forming portions and opposed side wall forming portions, the side wall forming portions along one side of said containing section being connected by hinged inwardly folding parts, and a partition-forming section having partition portions each comprising hingedly connected parts extending upwardly between said bottom forming portions dividing said containing section into a plurality of predetermined separate cells, and connecting portions extending beneath the bottom wall portions of said containing section and connecting said partition portions, each of said inwardly folding parts being inserted between the connected parts forming the adjacent partition portion.

7. A cellular box including, a self-contained outer shell having a bottom wall, an outer enclosing side wall and an inner enclosing side wall forming therebetween an endless merchandise receiving channel, and a plurality of cellular structures arranged within the receiving channel of said outer shell at an angle to one another, each of the said cellular structures including a containing section forming the bottom wall and opposed side walls of said cells, and a partition-forming section dividing each containing section into separate cells, a side wall of one of said containing sections being arranged to close the adjacent open end of the adjacent containing section.

8. A cellular box including, a self-contained outer shell having a bottom wall and spaced inner and outer arcuate shaped side walls defining a merchandise receiving channel therebetween, and a cellular structure formed from a single blank of paperboard material positioned within the receiving channel of said shell and held in assembled relationship by the bottom wall and inner and outer side walls thereof, said containing section including spaced bottom portions and opposed side wall portions, partition forming portions extending upwardly between said bottom portions, inner and outer flap portions hinged to said side wall portions abutting the adjacent inner and outer side walls of said shell, bottom

connecting portions each hinged to a flap portion and to adjacent partition forming portions, said box having multi-compartments with the compartments arranged in generally arcuate form.

5 9. A cellular box including, a self-contained outer shell including a bottom wall connected to a pair of opposed side walls, and a pair of opposed end walls connected to said side walls and said bottom wall, and a cellular structure positioned within said outer shell and maintained in assembled relationship thereby, said cellular structure including a containing section formed from a single blank of paperboard material having a bottom wall portion, side wall portions connected to said bottom wall portion, end wall portions connected to said bottom wall portion, flap portions connected to said side wall portions abutting against the adjacent side walls of said supporting shell, flap portions connected to said end wall portions and abutting against the end walls of the supporting shell, transversely extending slots in said bottom and side wall portions, partition portions extending upwardly through said slots and providing with said bottom and side wall portions a plurality of separate cells, and means for connecting the adjacent ends of the side and end wall portions of said containing section.

10 10. A cellular box including, a self-contained outer shell including a bottom wall connected to a pair of opposed side walls and a pair of opposed end walls, and a cellular structure positioned within said outer shell and maintained in assembled relationship thereby, said cellular structure

including a containing section having a bottom wall portion, side wall portions connected to said bottom wall portion and end wall portions connected to said bottom wall portion, side flap portions connected to said side wall portions abutting against the adjacent side walls of said supporting shell, end flap portions connected to said end wall portions and abutting against the adjacent end walls of said shell, transversely extending slots in said bottom wall portion, and partition portions extending upwardly through said slots and providing with said bottom and side wall portions a plurality of separate cells, said downwardly extending side flap portions extending over and covering the ends of said partition portions.

11. A cellular box including, a self-contained outer shell having a bottom wall and enclosing side walls, and a cellular structure positioned within said outer shell and maintained in assembled relationship thereby, said cellular structure including spaced bottom wall portions, a side wall portion hinged to each end of each of said bottom wall portions, connected flaps joining said side wall portions along one side of the structure, a partition section including a plurality of connected partition portions, each of said partition portions extending upwardly between adjacent bottom wall portions, each of said partition portions comprising hingedly connected parts, each of said connecting flaps being inserted between adjacent connected parts of the adjacent partition portions.

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