

May 19, 1964

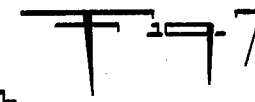
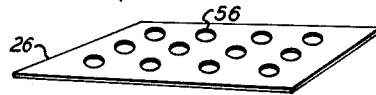
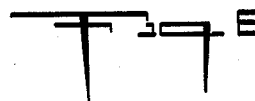
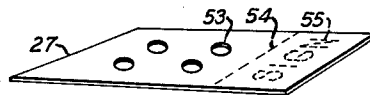
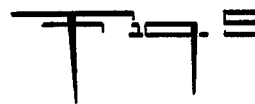
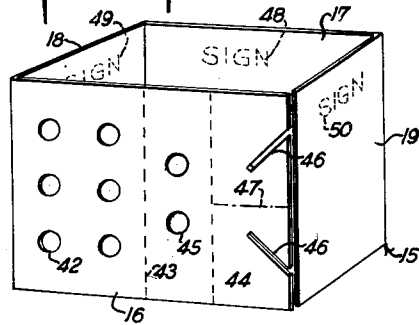
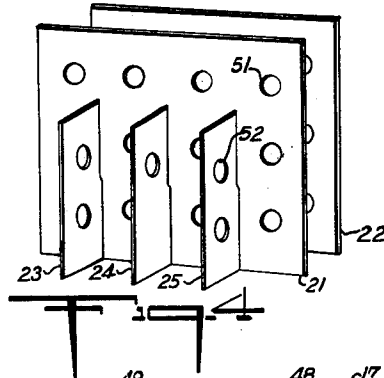
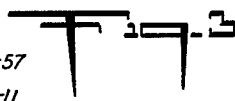
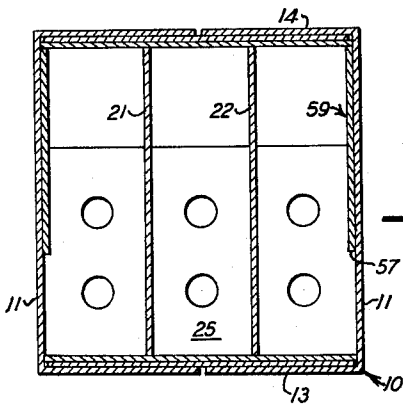
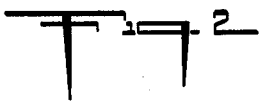
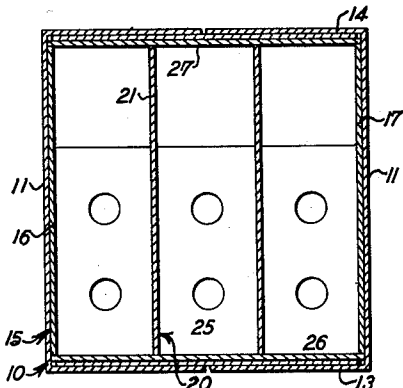
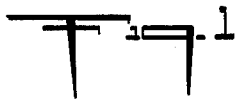
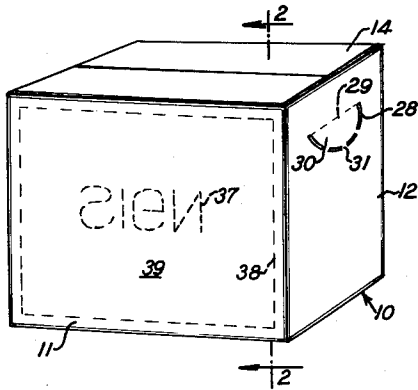
D. GOLDSTEIN

3,133,632

COMBINED CONTAINER FOR BOTTLES AND ADVERTISING DISPLAY

Filed July 20, 1955

7 Sheets-Sheet 1



INVENTOR

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Jack & Jack

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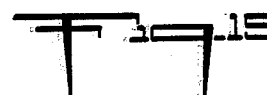
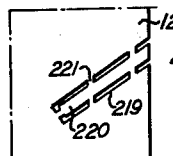
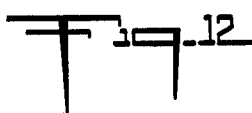
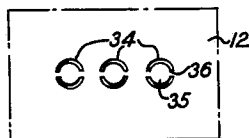
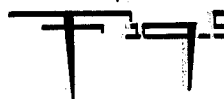
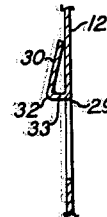
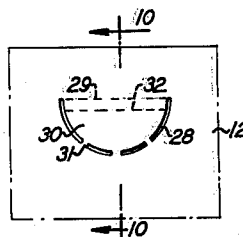
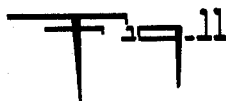
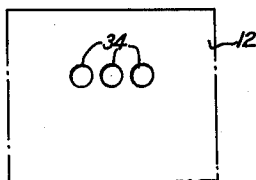
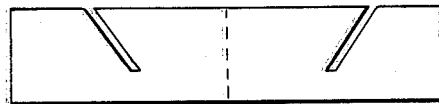
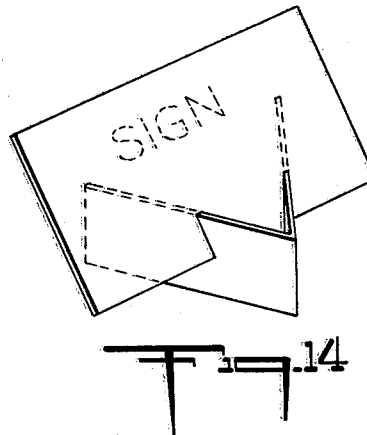
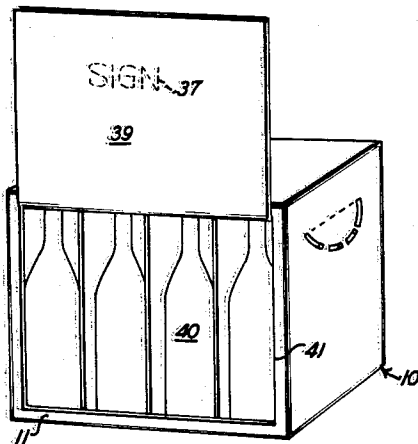
D. GOLDSTEIN

3,133,632

COMBINED CONTAINER FOR BOTTLES AND ADVERTISING DISPLAY

Filed July 20, 1955

7 Sheets-Sheet 2



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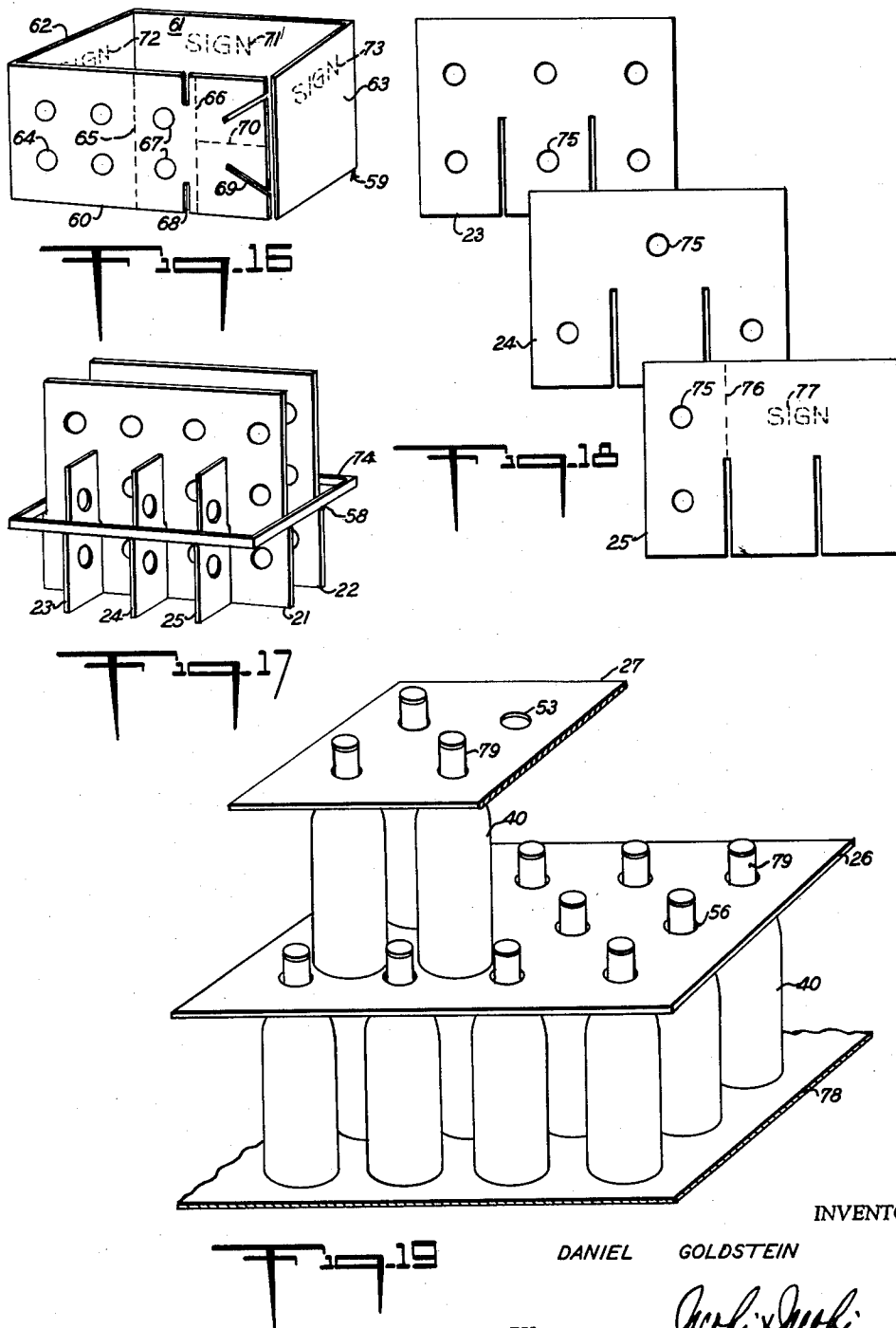
D. GOLDSTEIN

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COMBINED CONTAINER FOR BOTTLES AND ADVERTISING DISPLAY

Filed July 20, 1955

7 Sheets-Sheet 3



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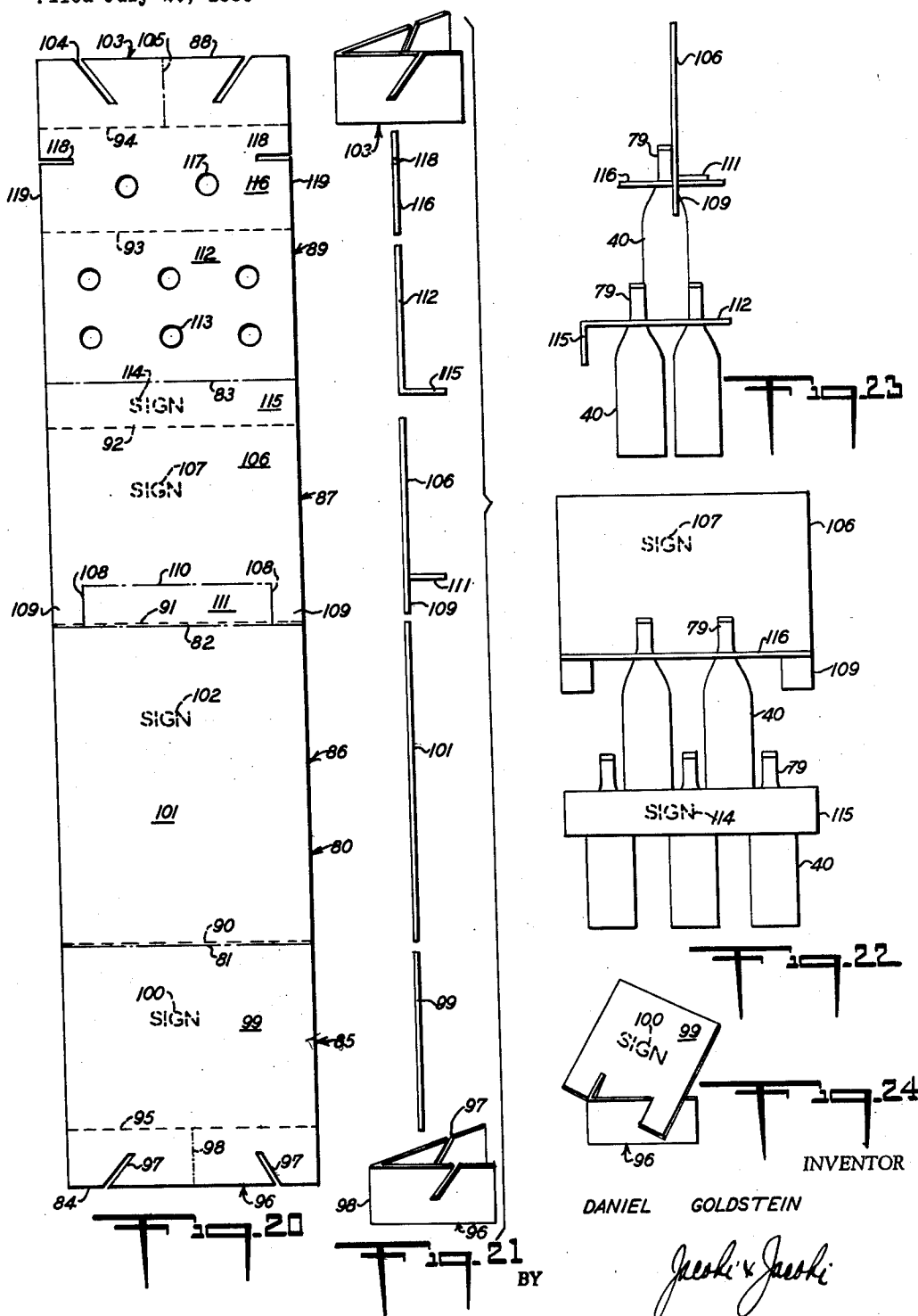
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D. GOLDSTEIN

COMBINED CONTAINER FOR BOTTLES AND ADVERTISING DISPLAY

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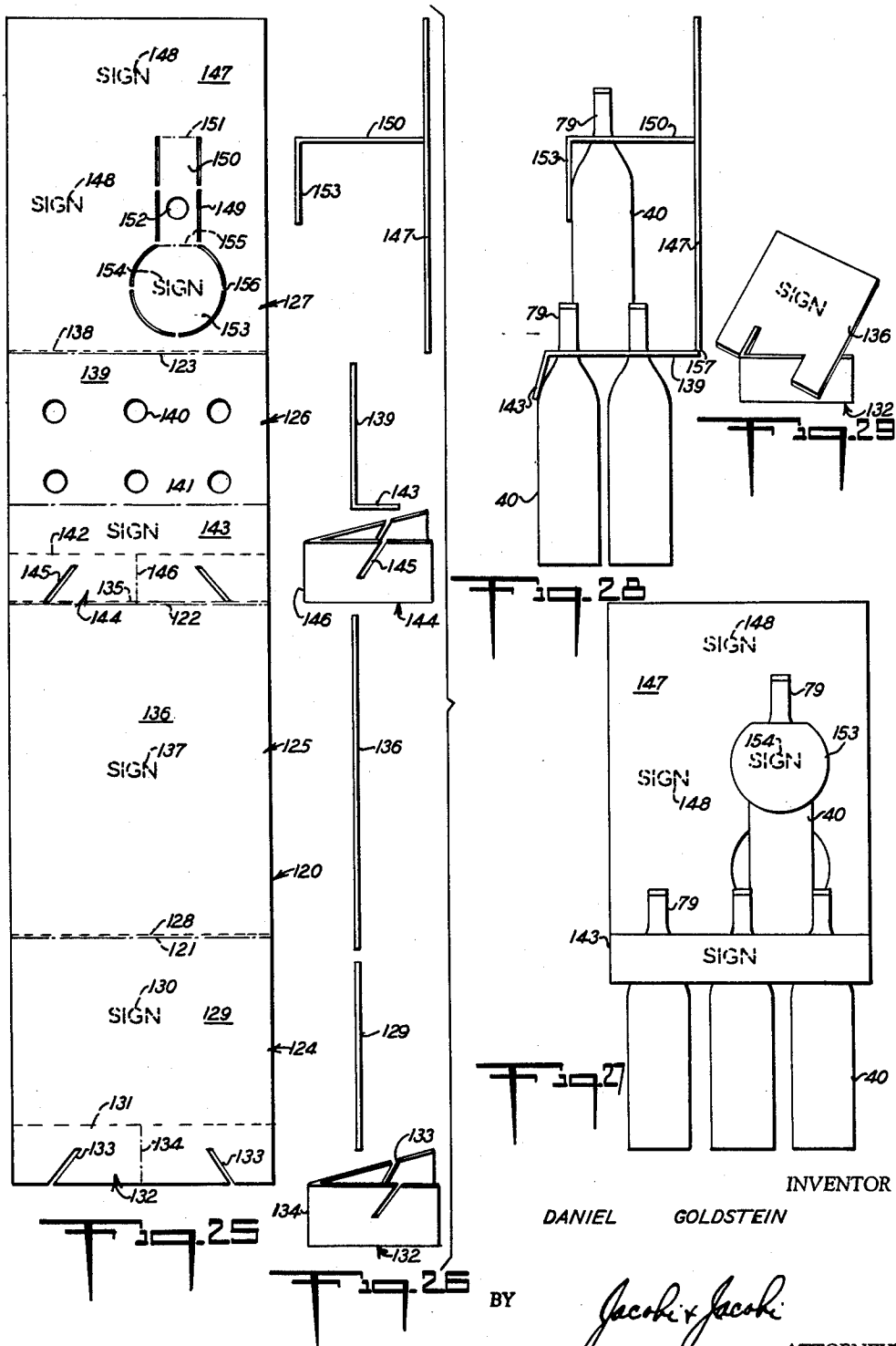
D. GOLDSTEIN

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COMBINED CONTAINER FOR BOTTLES AND ADVERTISING DISPLAY

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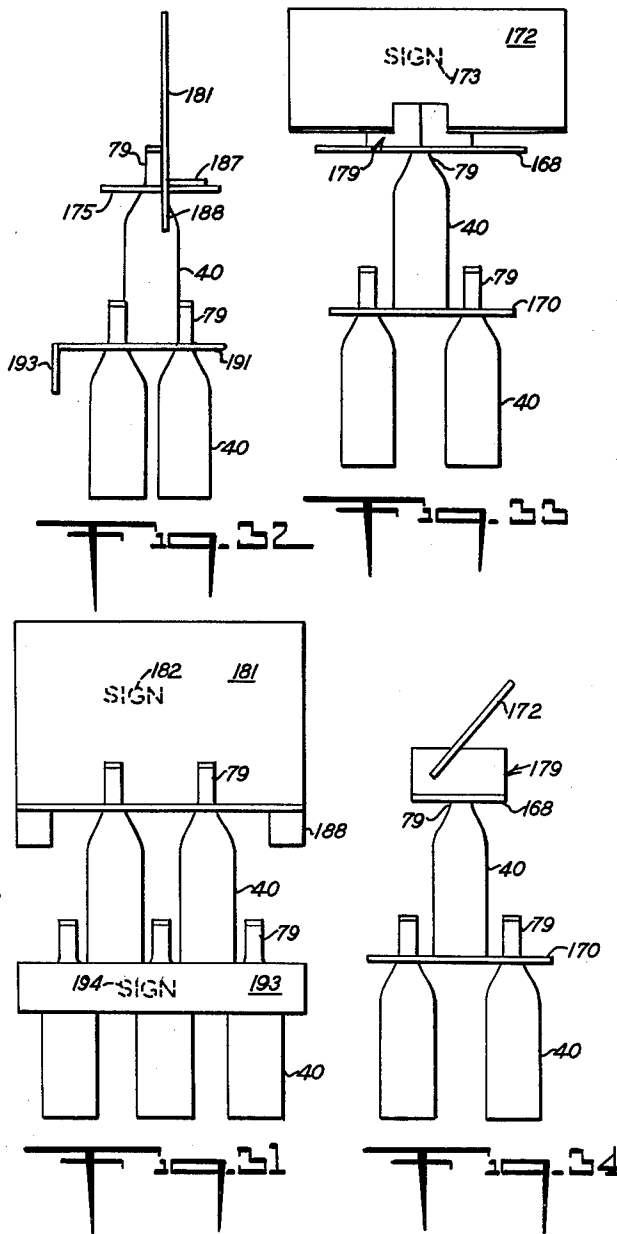
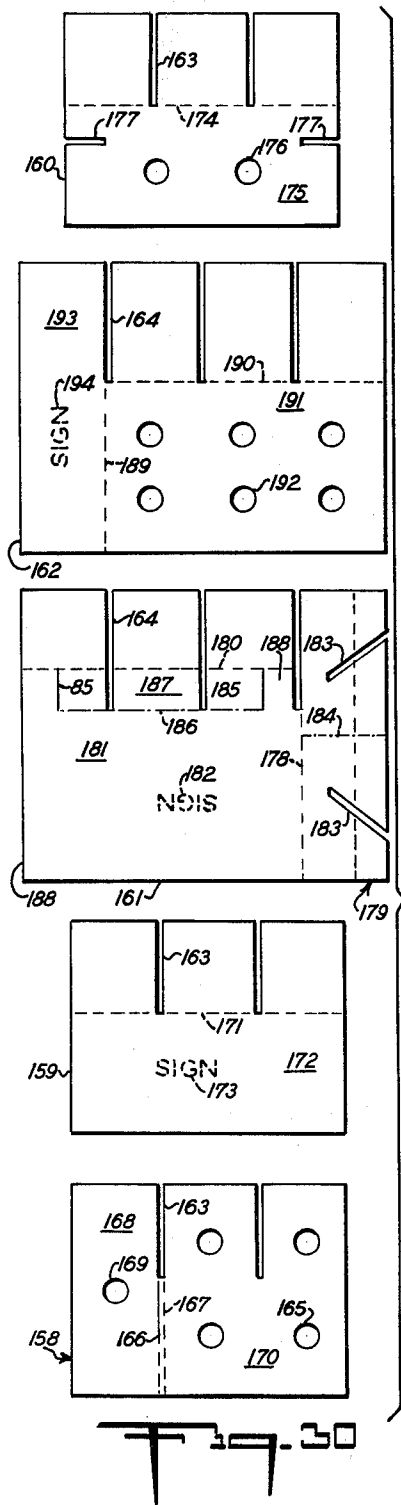
D. GOLDSTEIN

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COMBINED CONTAINER FOR BOTTLES AND ADVERTISING DISPLAY

Filed July 20, 1955

7 Sheets-Sheet 6



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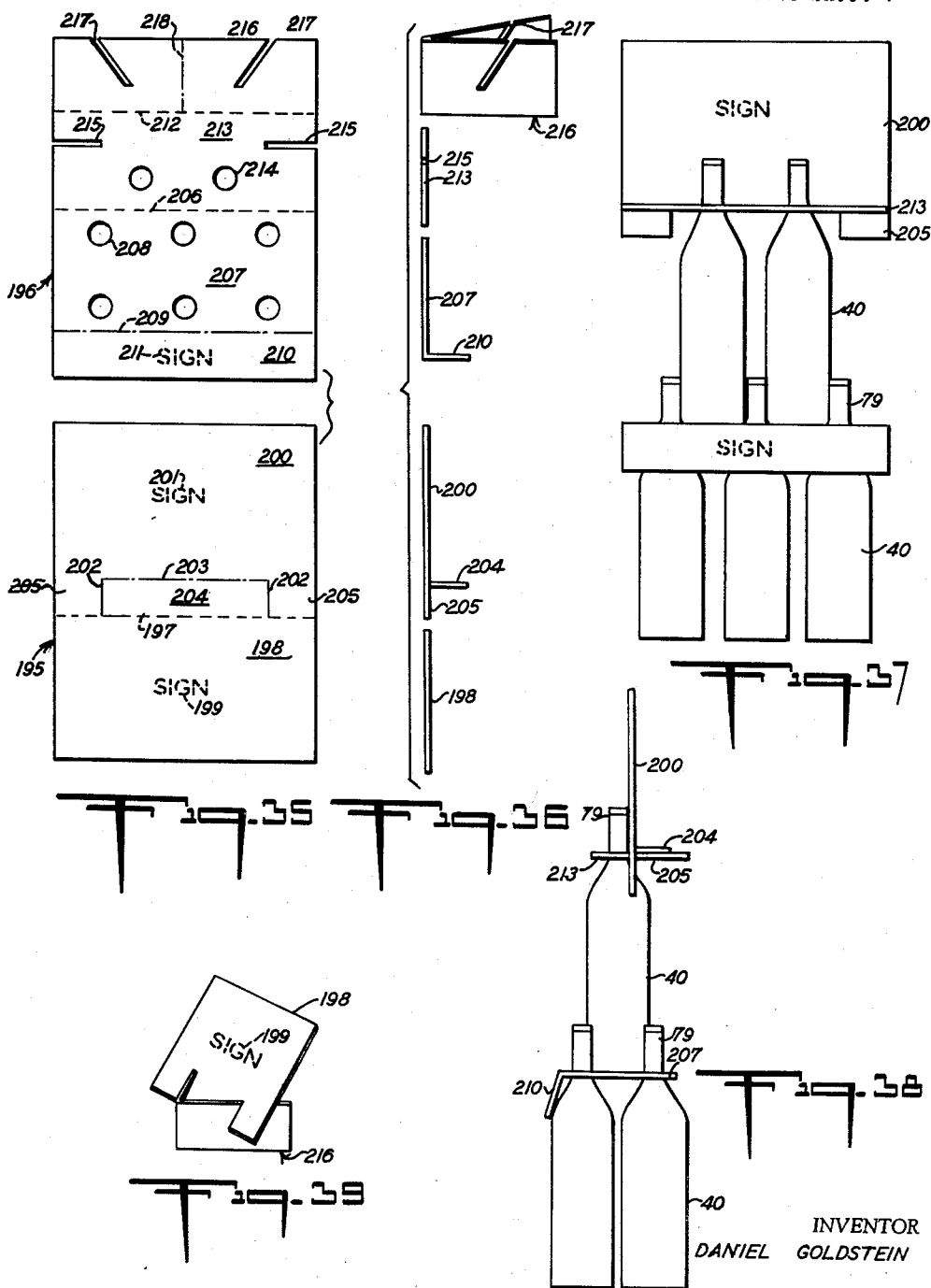
D. GOLDSTEIN

3,133,632

COMBINED CONTAINER FOR BOTTLES AND ADVERTISING DISPLAY

Filed July 20, 1955

7 Sheets-Sheet 7



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3,133,632

COMBINED CONTAINER FOR BOTTLES AND ADVERTISING DISPLAY

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Filed July 20, 1955, Ser. No. 523,301
40 Claims. (Cl. 206-44)

This invention relates to article handling and merchandising and more particularly to a combined container for bottles, or other merchandise, together with structural features which permit use of a major portion of the container and internal parts thereof, for creating various advertising displays, including multi-tier stacks of bottles or other merchandise locked together in a theft proof manner and providing various sizes and shapes of panels bearing advertising indicia.

Heretofore, it has been customary to ship bottled beverages in containers formed of wood, corrugated material or fiber board or other suitable materials and to print the outside of such containers with varied advertising indicia. Certain of these prior art containers were provided with dividers or separators disposed therein to separate the bottles and prevent breakage thereof as well as provide added structural strength and also certain of these containers were provided with liners to prevent contact of the bottles with the sides of the container. In the majority of cases, the dividers or separators, as well as the liner, served no purpose after the bottles were removed from the container and were commonly destroyed.

It has been found that in spite of the most careful handling, the printing on the exterior surface of the container has become scuffed or damaged to such an extent as to obliterate a part of the printing or to render the same unsightly and, therefore, unusable as an advertising display. As a consequence, it has been customary to provide retail stores and other distributors with separate advertising material which is usually designed in such a manner as to be utilized in creating various types of advertising, including various arrangements of bottles, together with panels bearing advertising indicia. In addition to the fact that salesmen will frequently not even attempt to distribute such advertising material. One disadvantage of this method of display and advertising is the fact, that the advertising material is usually carried in a folded or flat condition in a salesman's automobile and as a result, is frequently damaged or otherwise rendered unusable, as a result of which, advertising costs are materially increased and dealers are frequently disappointed in not receiving sufficient advertising material.

It has also been customary in the past, to cutout a panel on one or more sides of the container leaving a margin or inwardly extending flange substantially one inch in width, to prevent removal of the bottles within the container, but, at the same time, to permit display of the same and an inspection of the labels thereon. The removed panels have customarily been destroyed, since, they could serve no further useful purpose.

Containers of this nature have, in the past, been customarily handled by grasping the same around the bottom and no convenient finger or hand engaging means has been provided to permit efficient and comfortable handling of the containers.

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Prior art containers, of the type under consideration, have heretofore been frequently provided with a bottom pad disposed beneath the bottles in the container and also have frequently been provided with a top pad to provide added protection. It has been customary to destroy such pads, together with the dividers or separators and liner, as well as the entire container, after the bottles have been removed therefrom and obviously, since the cost of such containers is quite appreciable, this has resulted in a complete loss once the bottles have been removed and also a waste of the material from which the containers and various parts thereof are constructed, which has heretofore, materially contributed to the relatively high cost of packaging and distributing products of this nature.

It is accordingly an object of the invention to provide a combined container for bottles or other merchandise in any desired sizes or quantities and advertising display, in which a satisfactory container for bottles is provided and, which upon removal of such bottles from the container, the various parts thereof may be utilized to create advertising displays of varied designs without requiring the services of an expert window dresser or other skilled person.

A further object of the invention is the provision of a combined container for bottles and advertising display in which a portion of one or more walls of the container may be cut and folded to an upright position, in order to permit inspection of the bottles therein and also to display advertising indicia printed on the inner surface of such wall.

A still further object of the invention is the provision of a combined container for bottles and advertising display in which one or more walls of the container is provided with advertising indicia applied to the inner surface thereof and in which such wall or walls, may be cutout and removed in order to provide a separate panel bearing such advertising indicia.

Another object of the invention is the provision of a combined container and advertising display in which dividers and separators are incorporated in the container for preventing contact between adjacent bottles or for providing structural strength and in which such dividers and separators are provided with apertures of any desired shape and size to be received over the necks of bottles or around other merchandise to permit stacking thereof in a single or multi-tiered theft proof display.

A further object of the invention is the provision of a combined container for bottles and advertising display in which a liner is provided in the container with portions of such liner having apertures therein for the reception of bottle necks in order to permit stacking of bottles in a single or multi-tiered way, and in which other portions of the liner are provided with advertising indicia applied thereto, there being also a portion of the liner which may be separated and folded to form an easel for supporting a panel bearing advertising indicia.

A still further object of the invention is the provision of a combined container for bottles and advertising display in which dividers and separators are incorporated in the container, such dividers and separators having shoulders formed on the outer ends thereof and in which a liner of reduced width is supported on such shoulders, the liner being provided with bottleneck receiving apertures and advertising indicia.

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Another object of the invention is the provision of a combined container for bottles and advertising display in which a bottom pad having a plurality of bottleneck receiving apertures therein is incorporated in the container and also, a top pad having bottleneck receiving apertures therein, a poled line and advertising indicia applied there-
 5 to in order to permit stacking bottles in a single or multi-tier way and with the portion bearing the advertising indicia, folded into a substantially vertical plane.

A further object of the invention is the provision of a combined container for bottles and advertising display in which such container incorporates dividers and separators and in which such dividers and separators are provided with bottleneck receiving apertures, as well as advertising
 10 indicia, in order to permit the formation of a single or multi-tier display of stacked bottles, together with advertising indicia.

A further object of the invention is the provision of a container for bottles in which such container incorporates dividers and separators with such dividers and separators being provided with shoulders on the outer edges thereof and a relatively narrow strap surrounding such dividers and separators and supported on such shoulders.

A still further object of the invention is the provision of a container for bottles, in which the end walls of such container are provided with semi-circular segmental slots and a diametrical fold line to form a flap with such flap connected to the material of the end wall along the fold
 20 line and between the segments and with such flap foldable inside of the container to provide a hand hold.

Another object of the invention is the provision of a container for bottles in which the end walls thereof are provided with semi-circular segmental slots, together with a fold line to provide a flap and a second fold line spaced from the first fold line, with the portions between the slot segments rupturable to permit folding of the flap within the container and along the second fold line to provide a hand hold having a flat relatively wide upper edge for engagement by the hand.

Another object of the invention is the provision of a container for bottles in which the end walls of the container are provided with a plurality of spaced finger engaging holds to facilitate handling of the container.

A further object of the invention is the provision of a container for bottles in which the end walls of the container are provided with spaced finger engaging holds and in which such holds are normally filled by disks connected to the material of the end walls by integral tabs and in which such disks are punched out by rupturing the tabs to permit insertion of the fingers and facilitate handling of the container.

A still further object of the invention is the provision of a liner for use in a container for bottles and in which such liner is separated by fold lines into side walls and end walls and in which certain of such walls are provided with advertising indicia, bottleneck receiving apertures, side notches, inclined slots, and fold lines, as well as cutting lines to facilitate severing such container into individual parts to be utilized in providing a single or multi-tiered bottle display with the bottles locked against theft, and with one or more panels providing advertising indicia and with one or more separate panels supported on one or more easels to provide advertising indicia.

Another object of the invention is the provision of a liner for use in a container for bottles and in which such liner is provided with fold lines dividing the same into side and end walls and in which, certain of such walls are provided with advertising indicia and with bottleneck receiving apertures and with one wall provided with a foldable cutout having a single bottleneck receiving aperture, as well as a portion bearing advertising indicia and cutting lines on the liner to facilitate severing of the same into separate parts to facilitate the formation of an advertising display of stacked bottles locked together against theft and presenting a novel and pleasing presentation of adver-

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tising indicia, as well as a pleasing arrangement of bottles.

A still further object of the invention is the provision of dividers and separators for use in a container for bottles and in which certain of the dividers and separators are provided with bottleneck receiving apertures, as well as fold lines and cutting lines and bearing advertising indicia, in order to permit the formation of a single or multi-tiered bottle display utilizing varying numbers of bottles and with such bottles locked against theft, the display also presenting advertising indicia.

Another object of the invention is the provision of top and bottom pads for use in a container for bottles in which the top pad is provided with bottleneck receiving apertures, fold lines and cutting lines to facilitate severing the same into separate parts, in order to provide theft proof locking means for a display of bottles, as well as an easel for supporting a panel bearing advertising indicia and also provided with advertising indicia on one portion of such top pad, which portion may be folded in order to provide a panel disposed in a substantially vertical plane, with the remainder of the pad disposed in a substantially horizontal plane and with the bottom pad provided with advertising indicia to be utilized in connection with parts of the top pad to present a pleasing and novel advertising display.

Further objects and advantages of the invention will be apparent from the following description taken in conjunction with the accompanying drawing wherein:

FIG. 1, is a view in perspective showing a container constructed in accordance with this invention with advertising indicia shown in dotted outline, as applied to the interior of the side wall of the container and also showing a flap to be folded inwardly, to provide a hand hold;

FIG. 2, a sectional view taken substantially on the line 2—2 of FIG. 1, and showing the arrangement of separators and dividers as well as a liner within the container extending from top to bottom thereof;

FIG. 3, a view similar to FIG. 2, but showing a modified form of the invention in which shoulders are provided on the separators and dividers for supporting a liner of reduced width;

FIG. 4, a view in perspective showing the separators and dividers in assembled condition prior to insertion in the container and also showing the bottleneck receiving apertures provided in such separators and dividers;

FIG. 5, a view in perspective showing the liner utilized in the form of the invention shown in FIG. 2, and also showing bottleneck receiving apertures, as well as advertising indicia and inclined slots provided in the container for facilitating the formation of an advertising display in accordance with the invention;

FIG. 6, a view in perspective showing a top pad for use in the container of this invention, such pad having bottleneck receiving apertures and advertising indicia thereon;

FIG. 7, a view in perspective showing a bottom pad provided with bottleneck receiving apertures;

FIG. 8, a view in perspective of a container constructed in accordance with this invention and similar to FIG. 1, and showing a side wall cutout and folded to an upright position to display the advertising indicia applied to the inner surface thereof;

FIG. 9, a fragmentary elevational view showing a modified form of foldable flap for providing a hand hold having a relatively wide, flat hand engaging portion;

FIG. 10, a sectional view taken substantially on the line 10—10 of FIG. 9, but with the flap in folded position;

FIG. 11, a fragmentary elevational view showing a modified form of container handling means, including spaced finger engaging holds in the end walls of the container;

FIG. 12, a view similar to FIG. 11, but showing a further modified form of finger engaging hold, in which such

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hold is normally closed by a disk secured to the material of the end wall by integral tabs which may be ruptured to remove the disk and permit insertion of the finger in the hold;

FIG. 13, an elevational view of a part of the container of this invention to be folded to form an easel for supporting a panel bearing advertising indicia;

FIG. 14, a view in perspective of the easel shown in FIG. 13, and with a panel bearing advertising indicia supported thereon;

FIG. 15, a fragmentary elevational view showing an inclined slot, such as that used in the easel of FIG. 13, and with the slot normally filled with a strip connected to the material of the member by integral tabs, rupturable to permit opening of the slot;

FIG. 16, a view in perspective similar to FIG. 5, and showing a liner of reduced width, as used in the container shown in FIG. 3, this view also showing the arrangement of bottleneck engaging holds, side notches, inclined slots and advertising indicia;

FIG. 17, a view in perspective showing assembled dividers and separators and with a relatively narrow strap surrounding the same and supported on the shoulders formed on the edges of the dividers and separators;

FIG. 18, an exploded view in perspective showing a modified form of dividers and separators having bottleneck receiving apertures therein and advertising indicia thereon;

FIG. 19, a fragmentary view in perspective showing a multi-tiered, stack arrangement of bottles to present a theft proof advertising display;

FIG. 20, an elevational view of a liner for use in the container of this invention and showing the various fold lines, cutting lines, advertising indicia and bottle neck receiving apertures to provide parts for forming an advertising display incorporating single or stacked tiers of bottles, as well as panels containing or bearing advertising indicia;

FIG. 21, a side elevational view of the liner shown in FIG. 20, but with the various parts severed and prior to incorporating in an advertising display;

FIG. 22, a multi-tiered advertising display utilizing certain of the parts shown in FIGS. 20 and 21;

FIG. 23, a side elevational view of the display shown in FIG. 22;

FIG. 24, a view in perspective showing an easel constructed from one of the parts shown in FIGS. 20 and 21 and supporting a panel bearing advertising indicia and also being one of the parts shown in FIGS. 20 and 21;

FIG. 25, an elevational view similar to FIG. 20, but showing a modified form of liner incorporating a different arrangement in order to permit formation of a different type of advertising display;

FIG. 26, a side elevational view similar to FIG. 21, but showing the various parts obtained from the liner of FIG. 25, by severing along the various cutting lines;

FIG. 27, a front elevational view of a bottle display and advertising indicia utilizing certain of the parts shown in FIGS. 25 and 26;

FIG. 28, a side elevational view of the advertising display shown in FIG. 27;

FIG. 29, a view in perspective showing an easel and a panel bearing advertising indicia supported thereby and formed from the parts shown in FIGS. 25 and 26;

FIG. 30, an elevational view showing dividers and separators for use in the container of this invention, as well as the arrangement of bottleneck receiving apertures, advertising indicia and slots to provide the various parts of an advertising display;

FIG. 31, a front elevational view of an advertising display utilizing certain of the parts shown in FIG. 30;

FIG. 32, a side elevational view of the display shown in FIG. 31;

FIG. 33, a front elevational view of a still further form

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of advertising display assembled by utilizing certain other of parts shown in FIG. 30;

FIG. 34, a side elevational view of the display shown in FIG. 33;

FIG. 35, an elevational view showing a top and bottom pad for use in the container of this invention and also showing the arrangement of bottleneck receiving apertures and notches, as well as advertising indicia on the top pad and showing the arrangement of advertising indicia, slits and fold line on the bottom pad, in order to provide parts for an advertising display;

FIG. 36, a side elevational view of the parts shown in FIG. 35 and with a portion thereof in perspective to show the easel for supporting a panel bearing advertising indicia;

FIG. 37, a front elevational view showing an advertising display constructed from certain of the parts shown in FIGS. 35 and 36;

FIG. 38 a side elevational view of the display shown in FIG. 37; and

FIG. 39, a view in perspective showing an easel formed from the parts shown in FIGS. 35 and 36, as well as a panel bearing advertising indicia and supported by such easel, such panel being a part of the bottom pad shown in FIGS. 35 and 36.

With continued reference to the drawing and particularly FIGS. 1, 2 and 4 to 7 inclusive, there is shown a container 10 constructed in accordance with this invention and having side wall 11, end walls 12, a bottom wall 13 and a top wall 14. Within the container 10 there is disposed a liner 15, shown in detail in FIG. 5, and comprising a single piece of material, such as cardboard or the like, folded to provide side wall 16 and 17 and end walls 18 and 19. As shown in FIG. 2, liner 15 is disposed in the container 10 with the side walls 16 and 17 in contact with the side walls 11 of the container 10 and with the end walls 18 and 19 of the liner 15 in contact with the end walls 12 of the container 10.

The container 10 may also include an assembly 20 of dividers and separators, which assembly is shown in detail in FIG. 4, and which may well comprise a pair of separators 21 and 22, formed of flat sheets of cardboard or the like, and disposed in spaced substantially parallel upright position in the container 10, there also being a plurality of dividers 23, 24 and 25, having notches co-operating with notches in the separators 21 and 22 to provide an assembly with the dividers arranged in spaced parallel vertical position to provide with the separators 21 and 22 a plurality of cells or compartments to permit a bottle to be disposed in each compartment, thereby preventing contact between adjacent bottles and minimizing breakage thereof.

The container 10 may also be provided with a bottom pad 26, as shown in detail in FIG. 7, and with a top pad 27, shown in detail in FIG. 6, and supported on the upper edges of the separators 21 and 22.

In order to facilitate handling of the container 10, there may be provided in the end walls 12, a semi-circular segmental slot 28 and a fold line 29, diametrically of the slot 28, to provide a flap 30 which is connected to the material of the end walls 12 at the fold line 29 and by integral tabs 31 extending between the segments of the segmental semi-circular slot 28. The flap 30 serves to normally close the opening, but when it is desired to lift the container 10, the flap 30 is folded inwardly by rupturing the tabs 31, and this serves to provide a hand hold with the hand engaging the material of the end walls 12 along the fold lines 29.

A modified form of hand hold is shown in FIGS. 9 and 10, in which a second fold line 32 is provided on the flap 30, spaced from the fold line 29 and, as shown in FIG. 10, the flap 30 is folded inwardly of the end wall 12 about the fold line 29 and along the fold line 32, to provide a relatively wide, flat surface 33 to be engaged by the hand of the person lifting the container 10. This prevents cut-

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ting of the hand by the material of the end wall 12 and also insures sufficient strength to prevent tearing of such material when lifting of the container 10.

A further modified form of handling means is shown in FIG. 11, in which a plurality of apertures 34 are provided in each end wall 12 and in handling the container 10, the fingers of the person lifting the same are inserted through the apertures 34.

As shown in FIG. 12, the apertures 34 may normally be closed by disks 35 connected to the material of the end walls 12 by integral tabs 36 and when it is desired to lift the container 10, the disks 35 are removed or punched out by rupturing the tabs 36, after which the fingers may be inserted through the apertures 34.

With particular reference to FIGS. 1 and 8, one or both of the side walls 11 of the container 10 may be provided with advertising indicia 37 applied to the inner surface thereof, by printing or in any other desired manner, and the side wall 11 is also provided with a dotted or other outline 38 spaced inwardly from the side, top and bottom edges of the side wall 11 and indicating a line on which the side wall 11 is to be cut to permit the central panel 39 provided thereby to be folded upwardly, as shown in FIG. 8, to provide an upwardly extending indicia bearing panel and, at the same time, to permit display of the bottles 40 disposed in the container 10. Cutting along the line 38 provides an inwardly extending flange 41 which permits display of the bottles 40, but effectively prevents removal thereof. As a result of this structure, there is provided a theft proof display which permits inspection of the bottles in the container 10 and also provides a panel bearing advertising indicia disposed in a readily visible and pleasing location. It is also to be noted, that the panel 39 may be completely removed from the container 10 by cutting along the entire line 38 and the panel 39 thereafter utilized in a manner to be presently described, to provide a separate indicia bearing panel. While for purposes of illustration only one wall of the container 10 is shown with a cutting line 38 and indicia 37, obviously all or any part of the walls of the container may be so utilized.

As shown in FIG. 5, the liner 15 may be utilized for facilitating the formation of advertising display and for this purpose, the side wall 16 may be provided with bottleneck receiving apertures 42, cutting lines 43 and 44 with bottleneck receiving apertures 45 disposed between such cutting lines 43 and 44, and with inclined slots 46 provided in one end of the sidewall 16. Disposed between the inclined slots 46 is a fold line 47 and the opposite side wall 17 may be provided with advertising indicia 48 thereon and similar advertising indicia 49 and 50 may be provided on the end walls 18 and 19.

The liner, above described, may be utilized in various ways to create pleasing and novel advertising displays and a more complete description of such a liner, together with a detailed description of the use and operation thereof, will appear below.

As shown in FIG. 4, the separators 21 and 22, are provided with bottleneck receiving apertures 51 and the dividers 23, 24 and 25 are provided with bottleneck receiving apertures 52. Upon removal from the container 10, these separators and dividers are utilized to create various types of single and multi-tiered stacks of bottles removed from the container 10 to provide different types and forms of bottle and other merchandise or package displays. A detailed description of the dividers and separators, as well as the use and operation thereof in forming displays, will be later described.

In FIG. 6, the top pad 27 is shown, as provided with bottleneck receiving apertures 53, as well as a fold or cutting line 54 and advertising indicia 55 and this top pad 27 may be utilized in connection with the bottom pad 26 shown in FIG. 7, as provided with bottleneck receiving apertures 56 to provide various types of advertising displays, in a manner to be later described.

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In the modified form of the invention shown in FIG. 3, the dividers, 23, 24 and 25 are provided with shoulders 57 on the edges thereof, and the separators 21 and 22, as shown in FIG. 17, are provided with shoulder 58 on the end edges thereof. These shoulders 57 and 58 serve to support a liner 59 of reduced width and such liner, may, if desired, be formed as shown in FIG. 16, with side walls 60 and 61 and end walls 62 and 63. Side wall 60 may be provided with bottleneck receiving apertures 64, cutting lines 65 and 66, bottleneck receiving apertures 67 between the cutting lines 65 and 66, as well as side notches 68 between such cutting lines, and there may also be provided, inclined slots 69 and a longitudinal fold line 70, the purpose of which will be later described in connection with a more detailed description of the use of the liner, as an advertising display. For this purpose, the side wall 61 may be provided with advertising indicia 71, the end wall 62 with advertising indicia 72 and the end wall 63 with advertising indicia 73.

A further modified form of the invention as shown in FIG. 17, in which the liner 59 is replaced by a relatively narrow strap 74 of cardboard or the like, supported on the shoulders 57 and 58 and serving to prevent contact of the bottles within the container with the inner surfaces of the side and end walls of such container. This prevents scuffing or damage to the labels on the bottles which might otherwise be defaced, thereby rendering such bottles unsaleable.

As shown in FIG. 18, the dividers 23 and 24 and 25, may be provided with various arrangements of bottleneck receiving apertures 75, as well as one or more cutting lines 76 and advertising indicia 77, in order to permit the formation of various types of advertising displays, in a manner to be more fully described.

In FIG. 19, there is shown a portion of one form of advertising display which may be formed by utilizing the top and bottom pads 27 and 26 respectively, shown in FIGS. 6 and 7, in which the bottles 40 are placed on a supporting surface 78 with the necks 79 of such bottles extending through the apertures 56 in the bottom pad 26 and with other bottles 40 supported on the bottom pad 26 between the protruding bottlenecks 79 and with the bottlenecks 79 of the upper tier of bottles 40 extending through the apertures 53 in the top pad 27. A more detailed description of a similar bottle display will be later described, and it is to be noted, that, in view of the fact, that the bottlenecks extend through the apertures in the top and bottom pads, that such bottles are locked in place against theft.

With particular reference to FIG. 20, there is shown a liner 80 which may be utilized in the container 10 and this liner may be formed from a generally rectangular sheet of suitable material, such as cardboard or the like, with the sheet being provided with transverse fold lines 81, 82 and 83 with the portion of the sheet between the fold line 81 and the end 94 of the liner 80 providing an end wall 85, the portion between the fold lines 81 and 82 providing a side wall 86, the portion between the fold lines 82 and 83 providing a second end wall 87 and the portion between the fold line 83 and the end 88 of the liner 80 providing a second side wall 89. There is also provided a cutting line 90 coinciding with the fold line 81, a cutting line 91 coinciding with the fold line 82, a cutting line 92, a cutting line 93, a cutting line 94 and a cutting line 95.

Severing of the liner 86 along the cutting line 95 serves to provide an easel forming strip 96 having inclined slots 97 formed therein and with a fold line 98 disposed substantially midway between such inclined slots. As shown in FIG. 21, the easel strip 96 may be folded along the fold line 98 to provide a generally V-shaped easel with the slots 97 upwardly disposed and to be utilized in a manner to be presently described.

Severing of the liner 80 along the cutting line 90 serves

to provide a panel 99 having advertising indicia 100 thereon and, if desired, such panel 99 may be inserted in the slots 97 of the easel strip 96 to provide a support for the panel 99, as clearly shown in FIG. 24.

The liner 80 may be severed along the cutting line 82 to provide a panel 101, somewhat larger than the panel 99, and with the panel 101 bearing advertising indicia 102 and, such panel 101 may be utilized for display purposes and may, if desired, be supported on a second easel formed by severing the liner 80 along the cutting line 94 to provide an easel strip 103 having inclined slots 104 and a centrally disposed fold line 105. This easel is formed in the same manner as described above, and the panel 101 may be supported thereon by placing an edge of the panel in the inclined slots 104.

Severing of the liner 80 along the cutting line 92 serves to provide a panel 106 bearing advertising indicia 107 and such panel 106 may also be provided, at one end thereof, with spaced slits 108 which serve to provide spaced tabs 109 with the slits 108 connected by a fold line 110 to provide a foldable flap 111. The panel 106 is utilized in an advertising display in a manner to be presently described.

Severing of the liner 80 along the cutting line 93 serves to provide a panel 112 having bottleneck receiving apertures 113 and advertising indicia 114 applied thereto between the fold line 83 and the cutting line 92 and designated 115.

The remaining panel 116 of the liner 80 is provided with a pair of bottleneck receiving apertures 117 and notches 118 in the side edges 119.

As shown in FIGS. 22 and 23, a multi-tiered advertising display may be built up by using the various parts, above described, and for this purpose, a plurality of bottles 40 may be supported on a suitable surface with the necks 79 thereof, extending upwardly through the apertures 113 in the panel 112. The portion 115 of the panel 112 may be, either folded above the line 83 to provide a vertically disposed panel, displaying the advertising indicia 114, or the portion 115 may be severed from the panel 112 along the line 83 and the portion 115 secured to the edge of the panel 112 by any suitable means, such as pins or an adhesive and providing a vertically disposed indicia bearing panel. Additional bottles 40 may be disposed on the upper surface of the panels 112 between the necks of the lower bottles 40 and with the necks 79 of the upper bottles 40 extending through the apertures 117 in the panel 116. The panels 116 and 112 serve to lock all of the bottles in position and prevent theft thereof.

In order to incorporate a further indicia bearing panel in the display shown in FIGS. 22 and 23, the flap 111 of the panel 106 may be folded rearwardly, as shown in FIG. 23, and the side tabs 109 inserted in the side notches 118 in the panel 106. The front surface of the panel 106 will engage the neck 79 of the upper bottles 40 and will be maintained in upright position by the resiliency of the flap 111 at the fold line 110 engaging the upper surface of the panel 116.

If desired, of course, the upper tier of bottles 40 may be omitted and a single tier display provided by utilizing merely the lower bottles 40 and panel and, as stated above, the panels 99 and 101 may be supported in the easels 96 and 103 to provide separate indicia bearing panels.

It will be seen that by the above described structure, there has been provided a liner 80 which may be separated into various parts to enable the formation of a novel and pleasing advertising display in which bottles incorporated in the display are locked against theft and in which various types and sizes of indicia bearing panels are provided. This structure permits use of a necessary part of the container utilized to transport the bottles, thereby materially reducing the cost of packaging distribution and advertising.

With particular reference to FIG. 25, there is shown

a modified form of liner 120 for permitting the erection of a somewhat different type of display and the liner 120 may well comprise a substantially rectangular elongated sheet of suitable material, such as cardboard, provided with fold lines 121, 122 and 123, which divide the liner 120 into an end wall 124, a side wall 125, a second end wall 126 and a second side wall 127.

A cutting line 128 coinciding with the fold line 121 provides a panel 129 having advertising indicia 130 and also provided on the panel 129 is a cutting line 131 to provide an easel strip 132 having inclined slots 133 and a centrally disposed fold line 134.

A cutting line 135 coinciding with fold line 122 serves to provide a panel 136 having advertising indicia 137 thereon and panel 136 may be supported by an easel strip 132 in the same manner as above described in connection with the previous form of the invention.

A cutting line 138 coinciding with the fold line 123 serves to provide a panel 139 provided with bottleneck receiving apertures 140, a fold line 141 and a cutting line 142 providing an indicia bearing flap 143 and a second easel strip 144 having inclined slots 145 and a centrally disposed fold line 146.

The remaining side wall 127 provides a panel 147 bearing advertising indicia 148 and panel 147 is also provided with a key-hole shaped cutout 149 having a central tab 150 connected to the panel 147 along a fold line 151 and having a single bottleneck receiving aperture 152 therein, the flap 150 terminating in a circular portion 153 having advertising indicia 154 thereon and connected to the flap 150 along a fold line 155. The flap 150 and circular portion 153 may be connected to the material of the panel 147 by spaced integral tabs 156 and these tabs may be ruptured to permit movement of the flap 150 and circular portion 153 outwardly of the panel 147 when erecting the display to be described.

As shown in FIGS. 27 and 28, the parts, above described, and shown in FIGS. 25 and 26, may be utilized to erect a display utilizing bottles 40 and for this purpose, the necks 79 of a lower tier of bottles, are inserted through the apertures 140 in the panel 139 and the flap 143 is folded downwardly along the fold line 141 to provide a vertically disposed advertising indicia bearing panel. A single bottle 40 is placed on the upper surface of the panel 39 and the flap 150 bent outwardly along the fold line 151 and with the neck 79 of the upper bottle 40 inserted through the aperture 152 in the flap 150. The circular portion 153 is folded downwardly along fold line 155, as clearly shown in FIG. 28, to provide a vertically disposed indicia bearing circular panel. The panel 147 is maintained in an upright position by securing the lower end 157 thereof, to the rear edge of the panel 139, or, if desired, the panel 147 need not be severed from the panel 139, but merely folded along the fold line 123, and the same will be maintained in an upright position by engagement of the flap 150 with the neck 79 of the upper bottle 40.

By the above described arrangement, there is provided a novel and pleasing bottle display of non-symmetrical configuration and with a novel advertising indicia display.

The remaining panel 136 may be supported on the second easel strip 144.

With particular reference to FIG. 30, there is shown dividers 158, 159 and 160, as well as separators 161 and 162 which may be utilized to create advertising displays similar to those described above. The dividers 158, 159 and 160 are provided with slots 163 which serve to cooperate with slots 164 in the separators 161 and 162, to provide a divider and separator assembly for insertion in the container 10, as above described.

The divider 158 may be provided with a plurality of bottleneck receiving apertures 165, a fold line 166 and a cutting line 167 coinciding therewith and with the panel 168 on the opposite side of the fold line 166 being provided with a bottleneck receiving aperture 169. The panel 168 may, either be folded along the line 166 or may be

severed from the panel 170 along the line 167 for use in a manner to be presently described.

The divider 159 is provided with a cutting line 171 to provide a panel 172 having advertising indicia 173 thereon.

A cutting line 174 on the divider 160 serves to provide a panel 175 having a pair of bottleneck receiving apertures 176 therein and opposed edge notches 177.

The separator 161 may be provided with a cutting line 178 to provide an easel strip 179 and with a cutting line 180 to provide a panel 181 having advertising indicia 182 thereon. The easel 179 may be provided with inclined slots 183 and a centrally disposed fold line 184, the easel being formed, as above described. The panel 181 is provided with spaced slits 185 terminating at the cutting line 180 and connected at their inner ends by a fold line 186 to provide a flap 187 and spaced tabs 188.

The separator 162 is provided with cutting lines 189 and 190 to provide a panel 191 having bottleneck receiving apertures 192 and a panel 193 having advertising indicia 194 thereon.

One form of display which may be erected from the above described parts, is shown in FIGS. 31 and 32, in which the apertures 192 of the panel 191 are disposed over the neck 79 of a lower tier of bottles 40 and in which the panel 193 with advertising indicia 194 thereon, is secured, in a vertical position, to the forward edge of the panel 191 by any suitable means, such as pins or an adhesive. An upper tier comprising two bottles 40, is supported on the upper surface of the panel 191 with the neck 79 of such upper tier of bottles 40, extending through the apertures 176 in the panel 175. The flap 187 of the panel 181 is folded rearwardly, along the fold line 186 and the tabs 188 are inserted in the side notches 177 of the panel 175 with the flap 187 engaging the upper surface of the panel 175 and with the panel 181 engaging the neck 79 of the upper tier of bottles 40 to hold the panel 181 in an upright position to effectively display the advertising indicia 182 thereon. As before, the upper tier of bottles 40 and advertising indicia carried thereby may be omitted and the display limited to the lower tier of bottles and advertising indicia carried thereby. Also, as previously described, all of the bottles are locked in place against theft.

Another form of display utilizing the part described above and incorporating four bottles in the lower tier and a single bottle in the upper tier is shown in FIGS. 33 and 34 in which the necks 79 of the lower tier of bottles 40 are received in the apertures 165 in the panel 170 and in which a single upper bottle 40 is supported on the upper surface of the panel 70 with the neck 79 of the upper bottle 40 received in the aperture 169 of the panel 168. Panel 168 provides a support for the easel 179 which in turn serves to support the panel 172, having advertising indicia 173 thereon. It is to be noted, that the upper end of the bottleneck 79 of the upper bottle 40 is disposed between the legs of the easel 179 and below the panel 172.

In the above described manner, the dividers and separators of the bottle container of this invention may be utilized for erecting various types of advertising displays, thereby utilizing available material for advertising purposes which in certain instances precludes the necessity of providing additional advertising material or which may be utilized to supplement such material.

In FIG. 35, there is shown a further modified form of the invention which may utilize a bottom pad 195 and a top pad 196 to erect advertising displays similar to those described above.

In this form of the invention, the bottom pad 195 may have a cutting line 197 to provide a panel 198 having advertising indicia 199 thereon and a panel 200 having advertising indicia 201 thereon. The panel 200 may also be provided with spaced slits 202 terminating at the cutting line 197 and connected inwardly thereof, by a fold line 203 to provide a flap 204 and tabs 205.

The upper pad 196 may be provided with a cutting line 206 to provide a panel 207 having bottleneck receiving apertures 208 and, in addition, there may be a fold line 209 providing a panel 210 having advertising indicia 211 thereon. A cutting line 212 spaced from the cutting line 206 serves to provide a panel 213 having a pair of bottleneck receiving apertures 214 therein and panel 213 is also provided with opposed edge notches 215. Cutting line 212 also serves to provide an easel strip 216 having spaced inclined slots 217 and an intermediate fold line 218.

The parts, above described, may be utilized to erect a bottle display, as shown in FIGS. 37 and 38, and for this purpose a lower tier of bottles 40 may have their necks 79 received in the apertures 208 in the panel 207 and with the panel 210 attached thereto, folded downwardly into a vertical position to render visible the advertising indicia 211 carried thereby. An upper tier of bottles 40 may be supported, on the upper surface of the panel 207 and the neck 79 thereof received in the apertures 214 in the panel 213. The panels 213 and 207 serve to lock the bottles 40 against theft, as previously described. Additional advertising indicia may be provided by the panel 200 with the tabs 205 inserted in the side notches 215 of the panel 213 and with the flap 204 folded rearwardly and engaging the upper surface of the panel 213 with the front surface of the panel 200 engaging the necks 79 of the upper tier of bottles 40 to maintain the panel 200 in vertical position.

The easel strip 216 may be utilized to support the panel 198 carrying advertising indicia 199, as clearly shown in FIG. 39.

In FIG. 15 there is shown a portion of an end 12 of the container 10 and an inclined slot 219 is normally fitted by a strip 220 connected by the material of the end wall 12 by integral tabs 221. When it is desired to use the slot 219 for receiving a panel, the strip 220 may be conveniently removed by rupturing the tabs 221.

For purposes of illustration only, the container and separators and dividers have been shown of a design for receiving twelve bottles, but, obviously, an arrangement may be utilized to accommodate other sizes and numbers of bottles or for other merchandise or packages. Also, the various apertures for receiving bottle necks have been shown as round, but these may have any other desired size or configuration to accommodate whatever merchandise is received in the container.

It will be seen that by the above described invention, various types of advertising displays may be erected from the various parts of the container of this invention thereby precluding the necessity of providing additional advertising material and utilizing all of the parts of such container for more than one purpose thereby conserving material and reducing, packaging, distributing and advertising costs.

It will be obvious to those skilled in the art that various changes may be made in the invention without departing from the spirit and scope thereof and, therefore, the invention is not limited by that which is shown in the drawing and described in the specification, but only as indicated in the appended claims.

What is claimed is:

1. A combined package and advertising display for bottles comprising top, bottom, side and end walls defining a container, one of said side walls having indicia applied to the inner surface, means on the outer surface of said one side wall providing a cutting line, whereby upon cutting through said one side wall along a portion of said line to provide a panel, said panel may be folded along the un-cut portion of said line to an upstanding position extending above said top wall to expose said indicia and a portion of the contents of the

said container and upon cutting along the remainder of said line, said panel may be removed, a pair of separators disposed in said container substantially parallel to said side walls in spaced relation thereto and to each other and extending between said top and bottom walls, a plurality of apertures in said separators, a plurality of vertically disposed notches in said separators, a plurality of dividers disposed in said container substantially parallel to said end walls in spaced relation thereto and to each other and extending between said side walls, a plurality of apertures in said dividers, notches in said dividers cooperating with the notches in said separators to interlock said dividers and separators, a plurality of bottles in said container separated from each other by said separators and dividers, a one-piece folded liner disposed in said container between said side walls and end walls and the ends of said dividers and separators, a plurality of cutting and fold lines on said liner to provide a plurality of panels, apertures in certain of said panels, indicia on other of said panels, inclined slots in one of said panels and a transverse fold line between said slots, a bottom pad disposed in said container between the lower ends of said dividers and separators and said bottom wall, apertures in said bottom pad, a top pad disposed in said container between the upper ends of said dividers and separators and said top wall, apertures in said top pad, indicia on said top pad adjacent one end and a fold or cutting line between said indicia and said apertures whereby bottles may be removed from said container and arranged in a single or multi-tier display with the necks of said bottles extending through the apertures in certain selected dividers, separators, panels or pads to prevent theft of said bottles and with said panel having said inclined slots severed from said liner and folded on said transverse fold line to provide an easel for supporting one of said panels with indicia thereon.

2. A structure as defined in claim 1, in which said top pad may be disposed over the necks of said bottles and folded along said fold or cutting line to dispose the indicia bearing portion in a substantially vertical plane.

3. A structure as defined in claim 1, in which said top pad may be severed along said fold or cutting line and the indicia bearing portion is supported by an easel formed from the panel of said liner having inclined slots.

4. A structure as defined in claim 1, in which said inclined slots are normally closed by strips connected to the surrounding material by integral tabs whereby upon rupture of said tabs said strips may be removed to permit insertion of a panel in said inclined slots thereby providing an easel to support said panel.

5. A combined package and advertising display for bottles comprising top, bottom, side and end walls defining a container, one of said side walls having indicia applied to the inner surface, means on the outer surface of said one side wall providing a cutting line, whereby upon cutting through said one side wall along a portion of said line to provide a panel, said panel may be folded along the uncut portion of said line to an upstanding position extending above said top wall to expose said indicia and a portion of the contents of the said container and upon cutting along the remainder of said line, said panel may be removed, a pair of separators disposed in said container substantially parallel to said side walls in spaced relation thereto and to each other and extending between said top and bottom walls, a plurality of apertures in said separators, a plurality of dividers disposed in said container substantially parallel to said end walls in spaced relation thereto and to each other and extending between said side walls, a plurality of apertures in said dividers, a plurality of bottles in said container and spaced from each other by said separators and dividers, a one-piece folded liner disposed in said container between said side walls and end walls and the ends of said dividers and separators, a plurality of cutting and fold

lines on said liner to provide a plurality of panels, apertures in certain of said panels, indicia on other of said panels, inclined slots in one of said panels and a transverse fold line between said slots, whereby bottles may be removed from said container and arranged in a single or multi-tier display with the necks of said bottles extending through the apertures in certain selected dividers, separators or panels to prevent theft of said bottles and with said panel having said inclined slots severed from said liner and folded on said transverse fold line to provide an easel for supporting one of said panels with indicia thereon.

6. A structure as defined in claim 5, in which said dividers and separators are provided with shoulders on their outer edges spaced from said bottom wall and in which a liner of reduced width is supported on said shoulders.

7. For use in a container of the character described, a combined liner and advertising display structure comprising an elongated generally rectangular sheet of cardboard material and of a length to provide when folded a liner having side and end walls, spaced fold lines on said sheet dividing the same into an end wall at one end followed by a side wall, a second end wall and a second side wall at the opposite end, inclined slots in said one end, a transverse cutting line on said first end wall inwardly of said slots, a longitudinal fold line on said first end wall midway between said slots and extending from said cutting line to said one end, whereby upon severing said sheet along said cutting line, the severed portion may be folded along said fold line to provide an easel, indicia on the remaining portion of said first end wall, a cutting line coinciding with the fold line dividing said first end wall and said first side wall, whereby said sheet may be severed along said last named cutting line to provide an indicia bearing panel to be supported by said easel, indicia on said first side wall, a cutting line coinciding with the fold line dividing said first side wall and said second end wall, whereby said sheet may be severed along said last named cutting line to provide a second indicia bearing panel, spaced longitudinal slits in said second end wall extending inwardly from said last named cutting line and connected at the inner ends by a fold line to provide a flap and spaced tabs, indicia on said second end wall, a cutting line on said second end wall spaced from the fold line dividing said second end wall and said second side wall, indicia on said second end wall between said last named cutting and fold lines, a cutting line on said second side wall spaced from said last named fold line, bottle-neck receiving apertures in said second side wall between said last named cutting and fold lines, whereby said sheet may be severed along said last named cutting line and folded along said last named fold line to provide a lower horizontally disposed bottle-locking member having a vertically disposed indicia bearing portion, a second cutting line on said second side wall spaced from said last named cutting line, a pair of bottle-neck receiving apertures and opposed side notches in said second side wall between said second cutting line and said last named cutting line, whereby said sheet may be severed along said second cutting line to provide an upper locking member for a pair of bottles supported on said lower locking member and with said tabs received in said notches and said flap engaging the surface of said upper-locking member to provide an upstanding indicia bearing panel, inclined slots in the opposite ends of said sheet and a longitudinal fold line midway between said last named slots and extending from said last named cutting line to said opposite end to provide a second easel for supporting one of said indicia bearing panels.

8. For use in a container of the character described, a combined liner and advertising display structure comprising an elongated generally rectangular sheet of a length to provide when folded a liner having side and end walls, spaced fold lines on said sheet dividing the

same into an end wall at one end followed by a side wall, a second end wall and a second side wall at the opposite end, slots in said one end, a transverse cutting line on said first end wall inwardly of said slots, a longitudinal fold line on said first end wall midway between said slots and extending from said cutting line to said one end, whereby upon severing said sheet along said cutting line, the severed portion may be folded along said fold line to provide an easel, indicia on the remaining portion of said first end wall, a cutting line coinciding with the fold line dividing said first end wall and said first side wall, whereby said sheet may be severed along said last named cutting line to provide an indicia bearing panel to be supported by said easel, indicia on said first side wall, a cutting line coinciding with the fold line dividing said first side wall and said second end wall whereby said sheet may be severed along said last named cutting line to provide a second indicia bearing panel, spaced longitudinal slits in said second end wall extending inwardly from said last named cutting line and connected at the inner ends by a fold line to provide a flap and spaced tabs, indicia on said second end wall, a cutting line on said second end wall spaced from the fold line dividing said second end wall and said second side wall, indicia on said second end wall between said last named cutting and fold lines, a cutting line on said second side wall spaced from said last named fold line, bottle-neck receiving apertures in said second side wall between said last named cutting and fold lines, whereby said sheet may be severed along said last named cutting line and folded along said last named fold line to provide a lower horizontally disposed bottle-locking member having a vertically disposed indicia bearing portion, a second cutting line on said second side wall spaced from said last named cutting line, a pair of bottle-neck receiving apertures and opposed side notches in said second side wall between said second cutting line and said last named cutting line, whereby said sheet may be severed along said second cutting line to provide an upper locking member for a pair of bottles supported on said lower locking member and with said tabs received in the said notches and said flap engaging the surface of said upper locking member to provide an upstanding indicia bearing panel, slots in the opposite end of said sheet and a longitudinal fold line midway between said last named slots and extending from said last named cutting line to said opposite end to provide a second easel for supporting one of said indicia bearing panels.

9. For use in a container of the character described, a combined liner and advertising display structure comprising an elongated generally rectangular sheet of a length to provide when folded a liner having side and end walls, spaced fold lines on said sheet dividing the same into an end wall at one end followed by a side wall, a second end wall and a second side wall at the opposite end, slots in said one end, a transverse cutting line on said first end wall inwardly of said slots, a longitudinal fold line on said first end wall midway between said slots and extending from said cutting line to said one end, whereby upon severing said sheet along said cutting line, the severed portion may be folded along said fold line to provide an easel, indicia on the remaining portion of said first end wall, a cutting line coinciding with the fold line dividing said first end wall and said first side wall, whereby said sheet may be severed along said last named cutting line to provide an indicia bearing panel to be supported by said easel, indicia on said first side wall, a cutting line coinciding with the fold line dividing said first side wall and said second end wall, whereby said sheet may be severed along said last named cutting line to provide a second indicia bearing panel, spaced longitudinal slits in said second end wall extending inwardly from said last named cutting line and connected at their inner ends by a fold line to provide a flap and spaced tabs, indicia on said second end wall, a cutting line on said second end

wall spaced from the fold line dividing said second end wall and said second side wall, indicia on said second end wall between said last named cutting and fold lines, a cutting line on said second side wall spaced from said last named fold line, bottle-neck receiving apertures in said second side wall between said last named cutting and fold lines, whereby said sheet may be severed along said last named cutting line and folded along said last named fold line to provide a lower horizontally disposed bottle-locking member having a vertically disposed indicia bearing portion, a second cutting line on said second side wall spaced from said last named cutting line, a pair of bottle-neck receiving apertures and opposed side notches in said second side wall between said second cutting line and said last named cutting line, whereby said sheet may be severed along said second cutting line to provide an upper locking member for a pair of bottles supported on said lower locking member and with said tabs received in said notches and said flap engaging the surface of said upper-locking member to provide an upstanding indicia bearing panel.

10. For use in a container of the character described, a combined liner and advertising display structure comprising an elongated generally rectangular sheet of a length to provide when folded a liner having side and end walls, spaced fold lines on said sheet dividing the same into an end wall at one end followed by a side wall, a second end wall and a second side wall at the opposite end, slots in said one end, a transverse cutting line on said first end wall inwardly of said slots, a longitudinal fold line on said first end wall midway between said slots and extending from said cutting line to said one end, whereby upon severing said sheet along said cutting line, the severed portion may be folded along said fold line to provide an easel, indicia on the remaining portion of said first end wall, a cutting line coinciding with the fold line dividing said first end wall and said first side wall, whereby said sheet may be severed along said last named cutting line to provide an indicia bearing panel to be supported by said easel, indicia on said first side wall, a cutting line coinciding with the fold line dividing said first side wall and said second end wall, whereby said sheet may be severed along said last named cutting line to provide a second indicia bearing panel, indicia on said second end wall, a cutting line on said second end wall spaced from the fold line dividing said second end wall and said second side wall, indicia on said second end wall between said last named cutting and fold lines, a cutting line on said second side wall spaced from said last named fold line, bottle-neck receiving apertures in said second side wall between said last named cutting and fold line, whereby said sheet may be severed along said last named cutting line and folded along said last named fold line to provide a lower horizontally disposed bottle-locking member having a vertically disposed indicia bearing portion, a second cutting line on said second side wall spaced from said last named cutting line, a pair of bottle-neck receiving apertures in said second side wall between said second cutting line and said last named cutting line, whereby said sheet may be severed along said second cutting line to provide an upper locking member for a pair of bottles supported on said lower locking member and means on said second end wall cooperating with means on said upper locking member to provide an upstanding indicia bearing panel.

11. For use in a container of the character described, a combined liner and advertising display structure comprising an elongated generally rectangular sheet of a length to provide when folded a liner having side and end walls, spaced fold lines on said sheet dividing the same into an end wall at one end followed by a side wall, a second end wall and a second side wall at the opposite end, a transverse cutting line on said first end wall, indicia on said first end wall, a cutting line coinciding with the fold line dividing said first end wall and said first side wall, whereby said sheet may be severed along said last

named cutting line to provide an indicia bearing panel, indicia on said first side wall, a cutting line coinciding with the fold line dividing said first side wall and said second end wall, whereby said sheet may be severed along said last named cutting line to provide a second indicia bearing panel, indicia on said second end wall, a cutting line on said second end wall spaced from the fold line dividing said second end wall and said second side wall, indicia on said second end wall between said last named cutting and fold lines, a cutting line on said second side wall spaced from said last named fold line, bottle-neck receiving apertures in said second side wall between neck receiving apertures in said second side wall between said last named cutting and fold lines, whereby said sheet may be severed along said last named cutting line and folded along said last named fold line to provide a lower horizontally disposed bottle-locking member having a vertically disposed indicia bearing portion, a second cutting line on said second side wall spaced from said last named cutting line, a pair of bottle-neck receiving apertures in said second side wall between said second cutting line and said last named cutting line, whereby said sheet may be severed along said second cutting line to provide an upper locking member for a pair of bottles supported on said lower locking member and means on said second end wall cooperating with means on said upper locking member to provide an upstanding indicia bearing panel.

12. For use in a container of the character described, a combined liner and advertising display structure comprising an elongated generally rectangular sheet of a length to provide when folded a liner having side and end walls, spaced fold lines on said sheet dividing the same into an end wall at one end followed by a side wall, a second end wall and a second side wall at the opposite end, inclined slots in said one end, a transverse cutting line on said first end wall inwardly of said slots, a longitudinal fold line on said first end wall midway between said slots and extending from said cutting line to said one end, whereby upon severing said sheet along said cutting line, the severed portion may be folded along said fold line to provide an easel, indicia on the remaining portion of said first end wall, a cutting line coinciding with the fold line dividing said first end wall and said first side wall, whereby said sheet may be severed along said last named cutting line to provide an indicia bearing panel to be supported by said easel, indicia on said first side wall, a cutting line coinciding with the fold line dividing said first side wall and said second end wall, whereby said sheet may be severed along said last named cutting line to provide a second indicia bearing panel, a cutting line on said second end wall, inclined slots in said second end wall between said last named cutting line and fold line, a longitudinal fold line midway between said slots to provide a second easel, a fold line on said second end wall spaced from said last named cutting line to provide a panel, indicia on said last named panel, a cutting line coinciding with the fold line dividing said second end wall and said second side wall and the bottle-neck receiving apertures in said second end wall between said last named cutting line and fold line to provide a lower bottle locking member, a key-hole slot in said second side wall normally closed by an elongated tab and circular portion, integral rupturable tabs connecting said elongated tab and circular portion to said second side wall, a bottle-neck receiving aperture in said elongated tab, indicia on said circular portion and indicia on said second side wall, whereby a multi-tier display may be erected with the necks of a lower tier of bottles extending through the apertures in said lower locking member and with a single bottle supported on said lower locking member with the neck extending through the aperture in said elongated tab with said circular portion disposed in a vertical position to display the indicia thereon, said elongated tab supporting

said second side wall in an upstanding position to the rear of said upper bottle.

13. For use in a container of the character described, a combiner liner and advertising display structure comprising an elongated generally rectangular sheet of a length to provide when folded a liner having side and end walls, spaced fold lines on said sheet dividing the same into an end wall at one end followed by a side wall, a second end wall and a second side wall at the opposite end, slots in said one end, a transverse cutting line on said first end wall inwardly of said slots, a longitudinal fold line on said first end wall midway between said slots and extending from said cutting line to said one end, whereby upon severing said sheet along said cutting line, the severed portion may be folded along said fold line to provide an easel, indicia on the remaining portion of said first end wall, a cutting line coinciding with the fold line dividing said first end wall and said first side wall, whereby said sheet may be severed along said last named cutting line to provide an indicia bearing panel to be supported by said easel, indicia on said first side wall, a cutting line coinciding with the fold line dividing said first side wall and said second end wall, whereby said sheet may be severed along said last named cutting line to provide a second indicia bearing panel, a cutting line on said second end wall, slots in said second end wall between said last named cutting line and the fold line, a longitudinal fold line midway between said slots to provide a second easel, a fold line on said second end wall spaced from said last named cutting line to provide a panel, indicia on said last named panel, a cutting line coinciding with the fold line dividing said second end wall and said second side wall and the bottle-neck receiving apertures in said second end wall between said last named cutting line and fold line to provide a lower bottle locking member, a key-hole slot in said second side wall normally closed by an elongated tab and circular portion, integral rupturable tabs connecting said elongated tab and circular portion to said second side wall, a bottle-neck receiving aperture in said elongated tab, indicia on said circular portion and indicia on said second side wall, whereby a multi-tier display may be erected with the necks of a lower tier of bottles extending through the apertures in said lower locking member and with a single bottle supported on said lower locking member with the neck extending through the aperture in said elongated tab and with said circular portion disposed in a vertical position to display the indicia thereon, said elongated tab supporting said second side wall in an upstanding position to the rear of said single bottle.

14. For use in a container of the character described, a combined liner and advertising display structure comprising an elongated generally rectangular sheet of a length to provide when folded a liner having side and end walls, spaced fold lines on said sheet dividing the same into an end wall at one end followed by a side wall, a second end wall and a second side wall at the opposite end, slots in said one end, a transverse cutting line on said first end wall inwardly of said slots, a longitudinal fold line on said first end wall midway between said slots and extending from said cutting line to said one end, whereby upon severing said sheet along said cutting line, the severed portion may be folded along said fold line to provide an easel, indicia on the remaining portion of said first end wall, a cutting line coinciding with the fold line dividing said first end wall and said first side wall, whereby said sheet may be severed along said last named cutting line to provide an indicia bearing panel to be supported by said easel, indicia on said first side wall, a cutting line coinciding with the fold line dividing said first side wall and said second end wall, whereby said sheet may be severed along said last named cutting line to provide a second indicia bearing panel, a cutting line on said second end wall, slots in said second end wall between said last named cutting line and fold line, a longitudinal

fold line midway between said slots to provide a second easel, a fold line on said second end wall spaced from said last named cutting line to provide a panel, indicia on said last named panel, a cutting line coinciding with the fold line dividing said second end wall and said second side wall and the bottle-neck receiving apertures in said second end wall between said last named cutting line and fold line to provide a lower bottle locking member, a key-hole slot in said second side wall normally closed by an elongated tab and circular portion, a bottle-neck receiving aperture in said elongated tab, indicia on said circular portion and indicia on said second side wall, whereby a multi-tier display may be erected with the necks of a lower tier of bottles extending through the apertures in said lower locking member and with a single bottle supported on said lower locking member with the neck extending through the aperture in said elongated tab and with said circular portion disposed in a vertical position to display the indicia thereon, said elongated tab supporting said second side wall in an upstanding position to the rear of said single bottle.

15. For use in a container of the character described, a combined liner and advertising display structure comprising an elongated generally rectangular sheet of a length to provide when folded a liner having side and end walls, spaced fold lines on said sheet dividing the same into an end wall at one end followed by a side wall, a second end wall and a second side wall at the opposite end, slots in said one end, a transverse cutting line on said first end wall inwardly of such slots, a longitudinal fold line on said first end wall midway between said slots and extending from said cutting line to said one end, whereby upon severing said sheet along said cutting line, the severed portion may be folded along said fold line to provide an easel, indicia on the remaining portion of said first end wall, a cutting line coinciding with the fold line dividing said first end wall and said first side wall, whereby said sheet may be severed along said last named cutting line to provide an indicia bearing panel to be supported by said easel, indicia on said first side wall, a cutting line coinciding with the fold line dividing said first side wall and said second end wall, whereby said sheet may be severed along said last named cutting line to provide a second indicia bearing panel, a cutting line on said second end wall, a fold line on said second end wall spaced from said last named cutting line to provide a panel, indicia on said last named panel, a cutting line coinciding with the fold line dividing said second end wall and said second side wall and bottle-neck receiving apertures in said second end wall between said last named cutting line and fold line to provide a lower bottle locking member, a key-hole slot in said second side wall normally closed by an elongated tab and circular portion, a bottle-neck receiving aperture in said elongated tab, indicia on said circular portion and indicia on said second side wall, whereby a multi-tier display may be erected with the necks of a lower tier of bottles extending through the apertures in said lower locking member and with a single bottle supported on said lower locking member with the neck extending through the aperture in said elongated tab and with said circular portion disposed in a vertical position to display the indicia thereon, said elongated tabs supporting said second side wall in an upstanding position to the rear of said single bottle.

16. For use in a container of the character described, a combined liner and advertising display structure comprising an elongated generally rectangular sheet of a length to provide when folded a liner having side and end walls, spaced fold lines on said sheet dividing the same into an end wall at one end followed by a side wall, a second end wall and a second side wall at the opposite end, slots in said one end, a transverse cutting line on said first end wall inwardly of such slots, a longitudinal fold line on said first end wall midway between said slots and extending from said cutting line to said one end, whereby upon severing said sheet along said cutting line, the severed

portion may be folded along said fold line to provide an easel, indicia on the remaining portion of said first end wall, a cutting line coinciding with the fold line dividing said first end wall and said first side wall, whereby said sheet may be severed along said last named cutting line to provide an indicia bearing panel to be supported by said easel, indicia on said first side wall, a cutting line coinciding with the fold line dividing said first side wall and said second end wall, whereby said sheet may be severed along said last named cutting line to provide a second indicia bearing panel, a cutting line on said second end wall, a fold line on said second end wall spaced from said last named cutting line to provide a panel, indicia on said last named panel, a cutting line coinciding with the fold line dividing said second end wall and said second side wall and the bottle-neck receiving apertures in said second end wall between said last named cutting line and fold line to provide a lower bottle locking member, a slot in said second side wall normally closed by an elongated tab, a bottle-neck receiving aperture in said elongated tab and indicia on said second side wall, whereby a multi-tier display may be erected with the necks of a lower tier of bottles extending through the apertures in said lower locking member and with a single bottle supported on said lower locking member with the neck extending through the aperture in said elongated tab, said elongated tab supporting said second side wall in an upstanding position to the rear of said single bottle.

17. For use in a container of the character described, a combined liner and advertising display structure comprising an elongated sheet of a length to provide when folded a liner having side and end walls, spaced fold lines on said sheet dividing the same into an end wall at one end followed by a side wall, a second end wall and a second side wall at the opposite end, indicia on said first end wall, a cutting line coinciding with the fold line dividing said first end wall and said first side wall, whereby said sheet may be severed along said last named cutting line to provide an indicia bearing panel, indicia on said first side wall, a cutting line coinciding with the fold line dividing said first side wall and said second end wall, whereby said sheet may be severed along said last named cutting line to provide a second indicia bearing panel, a cutting line on said second end wall, a fold line on said second end wall spaced from said last named cutting line to provide a panel, indicia on said last named panel, a cutting line coinciding with the fold line dividing said second end wall and said second side wall and the bottle-neck receiving apertures in said second end wall between said last named cutting line and fold line to provide a lower bottle locking member, a slot in said second side wall normally closed by an elongated tab, a bottle-neck receiving aperture in said elongated tab and indicia on said second side wall, whereby a multi-tier display may be erected with the necks of a lower tier of bottles extending through the apertures in said lower locking member and with a single bottle supported on said lower locking member with the neck extending through the aperture in said elongated tab, said elongated tab supporting said second side wall in an upstanding position to the rear of said single bottle.

18. For use in a container of the character described, a combined separator, divider and display structure comprising first and second separators and first, second and third dividers, notches in said separators cooperating with notches in said dividers to provide an interlocking assembly, said first separator having a cutting line spaced from one edge, inclined slots in said one edge and a fold line midway between said slots to provide an easel, a second cutting line at right angles to said first cutting line to provide a panel, indicia on said panel, spaced slits in said panel terminating at said second cutting line to provide spaced tabs, a fold line connecting the opposite ends of said slits to provide a flap, a cutting line on said second separator to provide a panel, indicia on said last named panel, a second cutting line on said second separator on

said right angles to said first cutting line to provide a lower bottle locking member and bottleneck receiving apertures in said lower locking member, a cutting line on said first divider providing a large and a small panel, a plurality of bottleneck receiving apertures in said large panel to provide a lower locking member, a single bottleneck receiving aperture in said small panel to provide an upper platform, a cutting line on said second divider to provide a panel, indicia on said last named panel, a cutting line on said third divider to provide a panel, a pair of bottleneck receiving apertures in said last named panel to provide an upper locking member and opposed notches in the end edges of said upper locking member whereby a multi-tier display may be erected having either one or two bottles in the upper tier and with the indicia bearing panel from said first separator disposed in a vertical position or with the indicia bearing panel from said second divider supported by said easel on said platform, the indicia bearing panel from said second separator being secured in a vertical position to an edge of said lower locking member.

19. For use in a container of the character described a combined separator, divider and display structure comprising first and second separators and first, second and third dividers, notches in said separators cooperating with said notches in said dividers to provide said interlocking assembly, said first separator having a cutting line spaced from one edge, inclined slots in said one edge and a fold line midway between said slots to provide an easel, a second cutting line at right angles to said first cutting line to provide a panel, indicia on said panel, spaced slits in said panel terminating at said second cutting line to provide spaced tabs, a fold line connecting the opposite ends of said slits, to provide a flap, a cutting line on said second separator to provide a panel, indicia on said last named panel, a second cutting line on said second separator at right angles to said first cutting line to provide a lower bottle locking member and bottleneck receiving apertures in said lower locking member, a cutting line on said first divider providing a large and small panel, a plurality of bottleneck receiving apertures in said large panel to provide a lower locking member, a single bottleneck receiving aperture in said small panel to provide an upper platform, a cutting line on said second divider to provide a panel, indicia on said last named panel, a cutting line on said third divider to provide a panel, a pair of bottleneck receiving apertures on said last named panel to provide an upper locking member and opposed notches in the end edges of said upper locking member whereby a multi-tier display may be erected having either one or two bottles in the upper tier and with the indicia bearing panel from said first separator disposed in a vertical position or with the indicia bearing panel from said second divider supported by said easel on said platform.

20. For use in a container of the character described a combined separator, divider and display structure comprising first and second separators and first, second and third dividers, notches in said separators cooperating with said notches in said dividers to provide an interlocking assembly, said first separator having a cutting line spaced from one edge, inclined slots in said one edge and a fold line midway between said slot to provide an easel, a second cutting line at right angles to said first cutting line to provide a panel, indicia on said panel, spaced slits in said panel terminating at said second cutting line to provide spaced tabs, a fold line connecting opposite ends of said slits to provide a flap, a cutting line on said second separator to provide a panel, indicia on said last named panel, a second cutting line on said second separator at right angles to said first cutting line to provide a lower bottle locking member and bottleneck receiving apertures in said lower locking member, a cutting line on said first divider providing a large and a small panel, a plurality of bottleneck receiving apertures in said large panel to provide a lower locking member, a single bottleneck re-

ceiving aperture in said small panel to provide an upper platform, a cutting line on said second divider to provide a panel, indicia on said last named panel, a cutting line on said third divider to provide a panel, a pair of bottleneck receiving apertures in said last named panel to provide an upper locking member and opposed notches in the end edges of said upper locking member whereby a multi-tier display may be erected having either one or two bottles in the upper tier.

21. For use in a container of the character described a combined separator, divider and display structure comprising separators and dividers providing with cooperating notches to provide an interlocking assembly, one separator having a cutting line spaced from one edge, inclined slots in said one edge and a fold line midway between said slots to provide an easel, a second cutting line at right angles to said first cutting line to provide a panel, indicia on said panel, spaced slits in said panel terminating at said second cutting line to provide spaced tabs, a fold line connecting the opposite ends of said slits to provide a flap, a cutting line on a second separator to provide a panel, indicia on said last named panel, a second cutting line on said second separator at right angles to said first cutting line to provide a lower bottle locking member and bottleneck receiving apertures in said lower locking member, a cutting line on one divider providing a large and a small panel, a plurality of bottleneck receiving apertures in said large panel to provide a lower locking member, a single bottleneck receiving aperture in said small panel to provide an upper platform, a cutting line on a second divider to provide a panel, indicia on said last named panel, a cutting line on a third divider to provide a panel, a pair of bottleneck receiving apertures in said last named panel to provide an upper locking member and opposed notches in the end edges of said upper locking member whereby a multi-tier display may be erected having either one or two bottles in the upper tier.

22. For use in a container of the character described a top and bottom pad combined with the display structure, said bottom pad having a cutting line dividing the same to first and second panels, indicia on said first panel, indicia on said second panel, spaced slits in the edge of said second panel terminating at said cutting line and providing spaced tabs, a fold line connecting said slits to provide a flap, said top pad having a cutting line substantially midway of the length thereof to provide panels, a fold line on one panel, bottleneck receiving apertures on one side of said fold line to provide a lower locking member and indicia on the other side of said fold line, a cutting line on the other panel, a pair of bottleneck receiving apertures on one side of said last named cutting line to provide an upper locking member, opposed notches in the end edges of said upper locking member, inclined slots on the opposite side of said last named cutting line and a fold line between said slots to provide an easel whereby a multi-tier display may be erected with bottles locked against theft and including vertically disposed indicia bearing panels and including a separate indicia bearing panel supported on said easel.

23. For use in a container of the character described a top and bottom pad combined with display structure, said bottom pad having a cutting line dividing the same into first and second panels, indicia on said first panel, indicia on said second panel, spaced slits in the edge of said second panel terminating at said cutting line and providing said spaced tabs, a fold line connecting said slits to provide a flap, said top pad having a cutting line substantially midway of the length thereof to provide panels, a fold line on one panel, bottleneck receiving apertures on one side of said fold line to provide a lower locking member and indicia on the other side of said fold line, a cutting line on the other panel, a pair of bottleneck receiving apertures on one side of said last named cutting line to provide an upper locking member and opposed notches in the end edges of said upper locking member whereby a multi-tier

display may be erected with bottles locked against theft and including vertically disposed indicia bearing panels.

24. For use in a container of the character described, a combined liner and advertising display structure comprising an elongated generally rectangular sheet of a length to provide when folded a liner having side and end walls, spaced fold lines on said sheet dividing the same into an end wall at one end followed by a side wall, a second end wall and a second side wall at the opposite end, a transverse cutting line on said first end wall, indicia on said first end wall, a cutting line coinciding with the fold line dividing said first end wall and said first side wall, whereby said sheet may be severed along said last named cutting line to provide an indicia bearing panel, indicia on said first side wall, a cutting line coinciding with the fold line dividing said first side wall and said second side wall and said second end wall, whereby said sheet may be severed along said last named cutting line to provide a second indicia bearing panel, indicia on said second end wall, a cutting line on said second end wall spaced from the fold line dividing said second end wall and said second side wall, indicia on said second end wall between said last named cutting and fold lines, a cutting line on said second side wall spaced from said last named fold line, article receiving apertures in said second side wall between said last named cutting and fold lines, whereby said sheet may be severed along said last named cutting line and folded along said last named fold line to provide a lower horizontally disposed article locking member having a vertically disposed indicia bearing portion, a second cutting line on said second side wall spaced from said last named cutting line, a pair of article receiving apertures in said second side wall between said second cutting line and said last named cutting line, whereby said sheet may be severed along said second cutting line to provide an upper locking member for a pair of articles supported on said lower locking member and means on said second end wall cooperating with means on said upper locking member to provide an upstanding indicia bearing panel.

25. For use in a container of the character described, a combined separator, divider and display structure comprising separators and dividers provided with cooperating notches to provide an interlocking assembly, one separator having a cutting line spaced from one edge, inclined slots in said one edge and a fold line midway between said slots to provide an easel, a second cutting line at right angles to said first cutting line to provide a panel, indicia on said panel, spaced slits in said panel terminating at said second cutting line to provide spaced tabs, a fold line connecting the opposite ends of said slits to provide a flap, a cutting line on a second separator to provide a panel, indicia on said last named panel, a second cutting line on said second separator at right angles to said first cutting line to provide a lower article locking member and article receiving apertures in said lower locking member, a cutting line on one divider providing a large and a small panel, a plurality of article receiving apertures in said large panel to provide a lower locking member, a single article receiving aperture in said small panel to provide an upper platform, a cutting line on a second divider to provide a panel, indicia on said last named panel, a cutting line on a third divider to provide a panel, a pair of article receiving apertures in said last named panel to provide an upper locking member and opposed notches in the end edges of said upper locking member, whereby a multi-tier display may be erected having either one or two articles in the upper tier.

26. For use in a container of the character described, a top and bottom pad combined with display structure, said bottom pad having a cutting line dividing the same into first and second panels, indicia on said first panel, indicia on said second panel, spaced slits in the edge of said second panel terminating at said cutting line and providing spaced tabs, a fold line connecting said slits to provide a flap, said top pad having a cutting line substantial-

ly midway the length thereof to provide panels, a fold line on one panel, article receiving apertures on one side of said fold line to provide a lower locking member and indicia on the other side of said fold line, a cutting line on the other panel, a pair of article receiving apertures on one side of said last named cutting line to provide an upper locking member and opposed notches in the end edges of said upper locking member, whereby a multi-tier display may be erected with articles locked against theft and including vertically disposed indicia bearing panels.

27. A combination shipping and display device for marketing receptacles having necks of reduced dimension upstanding from the body parts thereof, comprising a shipping container for containing said receptacles in transit, a liner comprising planar protective panels removably disposed in surface-to-surface engagement with said container in the interior thereof, a compartment-defining assembly for said bottled goods comprising detachably interlocked protective separator and divider panels of planar formation, said assembly being removably disposed in interfitting relation with said liner, said separator and divider panels defining compartments dimensioned complementary to said receptacles to accommodate the same free of interlocking engagement therein, a plurality of said panels having a plurality of aperture-defining portions in predetermined spaced relation and dimensioned to accommodate said receptacle necks but not said body parts of said receptacles so that when the latter and said plurality of panels are removed from said container said necks may be interengaged with said aperture-defining portions to form a display for effectively merchandising said goods.

28. A combination shipping and display device for marketing bottled goods having necks of reduced dimension upstanding from the body parts thereof, comprising a shipping container for containing said bottled goods in transit, a liner comprising planar protective panels removably disposed in said container and extending along the side and end walls thereof, a compartment-defining assembly for said bottled goods comprising detachably interlocked protective separator and divider panels, said separator panels being disposed in spaced substantially parallel upright disposition and said divider panels being disposed in like disposition substantially perpendicular to said separator panels, each of said panels being of planar formation and extending substantially between opposite confronting panels of said liner, said assembly being removably disposed in interfitting relation with said liner and defining in conjunction therewith vertical compartments dimensioned complementary to said bottled goods to accommodate the same, each of said compartments opening at the top for withdrawal of selected bottled goods when the top of the container is opened for access, a plurality of said panels having aperture-defining portions in predetermined spaced relation and dimensioned to closely accommodate said bottle necks so that when bottled goods and said plurality of panels are removed from said container said bottle necks may be interengaged with said aperture-defining portions to form a stacked theftproof display for the effective merchandising of said goods.

29. A combination shipping and display package, comprising a shipping container and receptacles protectively packaged therein for shipment, said receptacles each having a body part and upstanding neck of reduced dimension, a compartment-defining assembly for said receptacles comprising detachably interlocked protective separator and divider panels, said separator panels being disposed in spaced substantially parallel upright disposition and said divider panels being disposed in like disposition substantially perpendicular to said separator panels, each of said panels being of planar formation and extending substantially between opposite confronting walls of said container, said assembly being removably disposed in interfitting relation with said container to define in conjunction therewith

vertical compartments dimensioned complementary to said receptacles to accommodate the same, each of said compartments opening at the top for withdrawal of selected receptacles when the top of the container is opened for access, and an additional horizontally extending protective pad superposed on said assembly between the latter and a top wall of said container, said pad comprising a panel of generally planar formation, at least one of said panels having bottle neck-receiving apertures in predetermined spaced relation and out of operative engagement with said receptacles when disposed within said compartments of said container, the apertures of said one panel being interengageable with the necks of receptacles when said one panel and receptacles are removed from said container for effectively displaying said receptacles.

30. A combination shipping and display package, comprising a shipping container and bottled goods protectively packaged for shipment therein, said bottled goods each having a body part and upstanding neck of reduced dimension, a liner comprising planar protective panels removably disposed in said container and extending along the side and end walls thereof, a compartment-defining assembly for said bottled goods comprising detachably interlocked protective separator and divider panels, said separator panels being disposed in spaced substantially parallel upright disposition and said divider panels being disposed in like disposition substantially perpendicular to said separator panels, each of said panels being of planar formation and extending substantially between opposite confronting panels of said liner, said assembly being removably disposed in interfitting relation with said liner and defining in conjunction therewith vertical compartments dimensioned complementary to said bottled goods to accommodate the same, each of said compartments opening at the top for withdrawal of selected bottled goods when the top of the container is opened for access, at least one of said panels having bottle neck-receiving apertures in predetermined spaced relation and out of operative engagement with said bottled goods when disposed within said compartments of said container, the apertures of said one panel being interengageable with the necks of bottled goods when said one panel and bottled goods are removed from said container for effectively displaying said goods and inhibiting pilferage thereof when on display.

31. A combination shipping and display package, comprising a shipping container and receptacles protectively packaged for shipment therein, said receptacles each having a body part and upstanding neck of reduced dimension, a liner comprising planar protective panels removably disposed in surface-to-surface engagement with said container in the interior thereof, a compartment-defining assembly for said receptacles comprising detachably interlocked protective separator and divider panels of planar formation, said assembly being removably disposed in interfitting relation with said liner, said separator and divider panels defining compartments dimensioned complementary to said receptacles to accommodate the same free of interlocking engagement therein, a plurality of said panels having a plurality of aperture-defining portions in predetermined spaced relation and dimensioned to accommodate said receptacle necks but not said body parts of said receptacles so that when the latter and said plurality of panels are removed from said container said necks may be interengaged with said aperture-defining portions to form a display for effectively merchandising said receptacles.

32. A combination shipping and display device for marketing bottled goods having necks of reduced dimension upstanding from the body parts thereof, comprising a shipping container for containing said bottled goods in transit, a liner comprising planar protective panels removably disposed in surface-to-surface engagement with said container in the interior thereof, a compartment-defining assembly for said bottled goods comprising de-

tachably interlocked protective separators and divider panels of planar formation, said assembly being removably disposed in interfitting relation with said liner, said separator and divider panels defining compartments dimensioned complementary to said bottled goods to accommodate the same free of interlocking engagement therein, and an additional horizontally extending protective pad superposed on said assembly between the latter and a top wall of said container, said pad comprising a panel of generally planar formation substantially coextensive with said top wall of the container, a plurality of said panels having a plurality of aperture-defining portions in predetermined spaced relation and dimensioned to accommodate said bottle necks but not said body parts of said bottled goods so that when the latter and said plurality of panels are removed from said container said bottle necks may be interengaged with said aperture-defining portions to form a display for effectively merchandising said goods.

33. A combination shipping and display package, comprising a shipping container and receptacles protectively packaged therein for shipment, said receptacles each having a body part and upstanding neck of reduced dimension, a compartment-defining assembly for said receptacles comprising detachably interlocked protective separator and divider panels, said separator panels being disposed in spaced substantially parallel upright disposition and said divider panels being disposed in like disposition substantially perpendicular to said separator panels, each of said panels being of planar formation and extending substantially between opposite confronting walls of said container, said assembly being removably disposed in interfitting relation with said container to define in conjunction therewith vertical compartments dimensioned complementary to said receptacles to accommodate the same, each of said compartments opening at the top for withdrawal of selected receptacles when the top of the container is opened for access, at least one of said panels having bottle neck-receiving apertures in predetermined spaced relation and out of operative engagement with said receptacles when disposed within said compartments of said container, the apertures of said one panel being interengageable with the necks of receptacles when said one panel and receptacles are removed from said container for effectively displaying said receptacles.

34. A combination shipping and display device for marketing bottled goods having necks of reduced dimension upstanding from the body parts thereof, comprising a shipping container for containing said bottled goods in transit, a liner comprising planar protective panels removably disposed in surface-to-surface engagement with said container in the interior thereof, a compartment-defining assembly for said bottled goods comprising detachably interlocked protective separator and divider panels of planar formation, said assembly being removably disposed in interfitting relation with said liner, said separator and divider panels defining compartments dimensioned complementary to said bottled goods to accommodate the same free of interlocking engagement therein, a plurality of said panels having a plurality of aperture-defining portions in predetermined spaced relation and dimensioned to accommodate said bottle necks but not said body parts of said bottled goods so that when the latter and said plurality of panels are removed from said container said bottle necks may be interengaged with said aperture-defining portions to form a display for effectively merchandising said goods, at least one of said plurality of panels having a fold line spaced from said aperture-defining portions to facilitate the turning of a portion of said panel out of the plane thereof, said last-mentioned portion having display indicia whereby to visually present the latter on the formation of a display utilizing said one panel interengaged with said bottle necks on the turning of said portion of the panel out of the plane thereof.

35. A combination shipping and display device for mar-

keting bottled goods having necks of reduced dimension upstanding from the body parts thereof, comprising a shipping container for containing said bottled goods in transit, a liner comprising planar protective panels removably disposed in said container and extending along the side and end walls thereof, a compartment-defining assembly for said bottled goods comprising detachably interlocked protective separator and divider panels, said separator panels being disposed in spaced substantially parallel upright disposition and said divider panels being disposed in like disposition substantially perpendicular to said separator panels, each of said panels being of planar formation, and extending substantially between opposite confronting panels of said liner, said assembly being removably disposed in interfitted relation with said liner and defining in conjunction therewith vertical compartments dimensioned complementary to said bottled goods to accommodate the same, a plurality of said panels being generally vertically coextensive with said bottled goods, at least one of said panels having a plurality of bottle neck-receiving apertures in predetermined spaced relation and out of operative engagement with said bottled goods when disposed within said compartments of said container, the apertures of said one panel being interengageable with the necks of bottled goods when said one panel and bottled goods are removed from said container for effectively displaying said goods and inhibiting pilferage thereof when on display, said one panel being a panel of said liner having advertising indicia thereon and provided with a fold line for manipulating said liner panel with respect to said goods and display said indicia in association therewith.

36. A combination shipping and display device for marketing bottled goods having necks of reduced dimension upstanding from the body parts thereof, comprising a shipping container for containing said bottled goods in transit, a liner comprising planar protective panels removably disposed in said container and extending along the side and end walls thereof, a compartment-defining assembly for said bottled goods comprising detachably interlocked protective separator and divider panels, said separator panels being disposed in spaced substantially parallel upright disposition and said divider panels being disposed in like disposition substantially perpendicular to said separator panels, each of said panels being of planar formation and extending substantially between opposite confronting panels of said liner, said assembly being removably disposed in interfitted relation with said liner and defining in conjunction therewith vertical compartments dimensioned complementary to said bottled goods to accommodate the same, a plurality of said panels being generally vertically coextensive with said bottled goods, at least one of said panels having a plurality of bottle neck-receiving apertures in predetermined spaced relation and out of operative engagement with said bottled goods when disposed within said compartments of said container, the apertures of said one panel being interengageable with the necks of bottled goods when said one panel and bottled goods are removed from said container for effectively displaying said goods and inhibiting pilferage thereof when on display, said one panel being a panel of said liner having advertising indicia thereon and provided with die-cuts and scores for manipulating said liner panel with respect to said goods interengaged therewith and display said indicia in association therewith.

37. A method of packaging and marketing receptacles having necks of reduced dimension upstanding from the body part thereof, said method comprising the steps of: providing a container for receiving and protecting the receptacles in transit, positioning in the container a removable compartment-defining assembly for the receptacles comprising detachably interlocked protective separator and divider panels of planar formation, said assembly defining vertical top opening compartments dimensioned complementary to said receptacles to accommodate

the same, and at least one of said panels having aperture-defining portions in predetermined spaced relation and dimensioned to closely accommodate said receptacle necks; protectively packing said receptacles in said compartments out of operative engagement with said aperture-defining portions; shipping the packed container to its location of ultimate sale; removing receptacles and said one panel from said container and engaging said aperture-defining portions with the necks of said receptacles to form a display for the effective merchandising of said receptacles.

38. A method of packaging and marketing bottled goods having necks of reduced diameter upstanding from the body part thereof, said method comprising the steps of: providing a container for receiving and protecting the bottled goods in transit, positioning in the container a removable compartment-defining assembly for the bottled goods comprising detachably interlocked protective separator and divider panels of planar formation, said assembly being removably disposed in interfitted relation with said container and defining in conjunction therewith vertical compartments dimensioned complementary to said bottled goods to accommodate the same, certain of said panels having formations for coacting with each other and at least one other panel having bottle neck-receiving apertures in predetermined spaced relation; protectively packing said bottled goods in said compartments out of operative engagement with said apertures; shipping the packed container to its location of ultimate sale, removing bottled goods and said certain and other panels from said container and engaging the formations on said certain panels with each other and engaging the necks of bottled goods in the apertures of said other panel to form a display array including said goods and said removed panels.

39. A combination shipping and display device for marketing bottled goods having necks of reduced dimension upstanding from the body parts thereof, comprising a shipping container for containing said bottled goods in transit, a liner comprising planar protective panels removably disposed in surface-to-surface engagement with said container in the interior thereof, a compartment-defining assembly for said bottled goods comprising detachably interlocked protective separator and divider panels of planar formation, said assembly being removably disposed in interfitted relation with said liner, said separator and divider panels defining compartments dimensioned complementary to said bottled goods to accommodate the same free of interlocking engagement therein, and an additional horizontally extending protective pad superposed on said assembly between the latter and a top wall of said container, said pad comprising a panel of generally planar formation, a plurality of said panels having a plurality of aperture-defining portions in predetermined spaced relation and dimensioned to accommodate said bottle necks but not said body parts of said bottled goods so that when the latter and said plurality of panels are removed from said container said bottle necks may be interengaged with said aperture-defining portions to form a display for effectively merchandising said goods, at least one of said plurality of panels having a fold line spaced from said aperture-defining portions to facilitate the turning of a portion of said panel out of the plane thereof, said last-mentioned portion having display indicia whereby to visually present the latter on the formation of a display utilizing said one panel interengaged with said bottle necks on the turning of said portion of the panel out of the plane thereof.

40. A combination shipping and display package, comprising a shipping container and receptacles protectively packaged for shipment therein, said receptacles each having a body part and upstanding neck of reduced dimension, a liner comprising planar protective panels removably disposed in said container and extending in fac-

ing engagement along the side and end walls thereof, and compartment-defining means for said receptacles to protectively accommodate the same in predetermined spaced relation, said means being removably disposed in inter-fitting relation with said liner, at least one of said panels having plurality of receptacle neck-receiving apertures in predetermined spaced relation and out of operative engagement with said receptacles when disposed within said compartment-defining means of said container, the apertures of said one panel being interengageable with the necks of receptacles when said one panel and receptacles are removed from said container for effectively displaying said receptacles and inhibiting pilferage thereof when on display.

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