

May 8, 1956

M. P. SEALY
CONTAINER FOR MERCHANDISE

2,744,676

Filed July 24, 1952

3 Sheets-Sheet 1

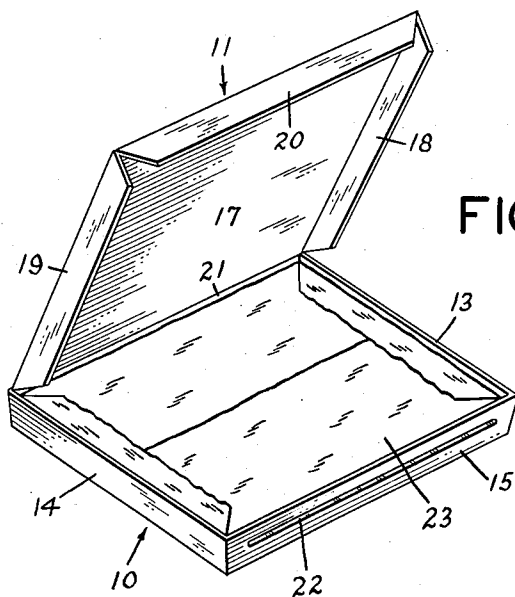


FIG. 1.

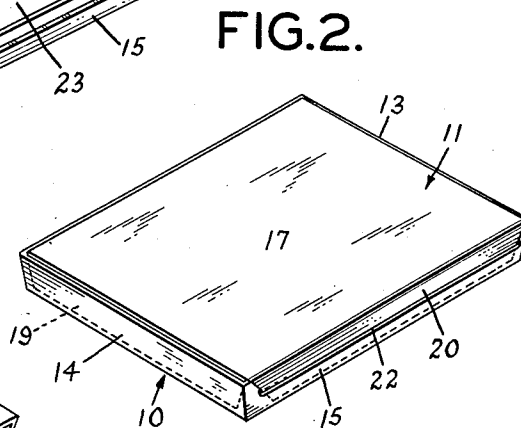


FIG. 2.

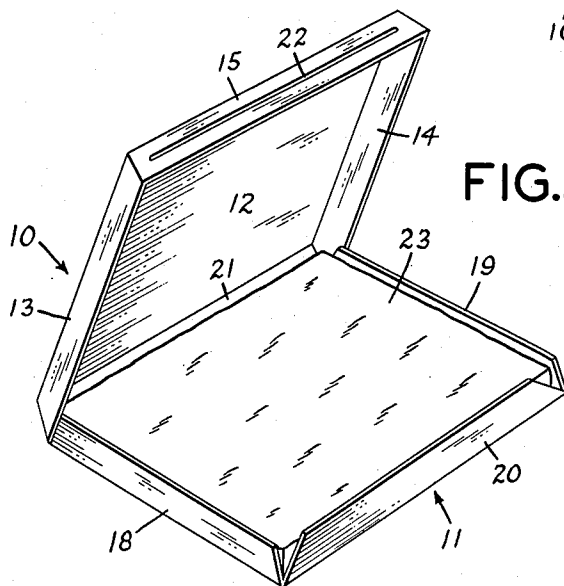


FIG. 3.

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FIG. 4.

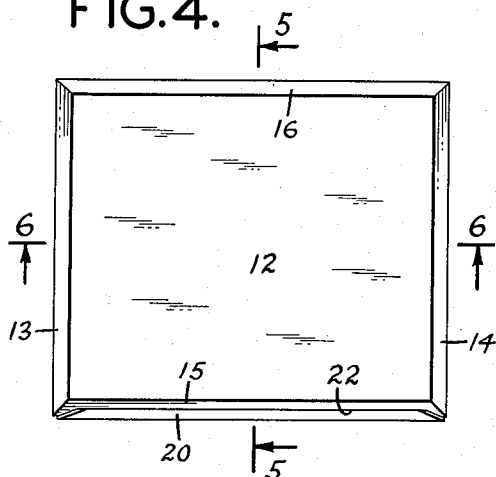


FIG. 5.

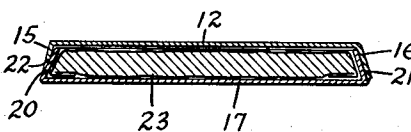


FIG. 6.

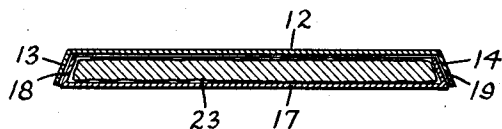


FIG. 7.

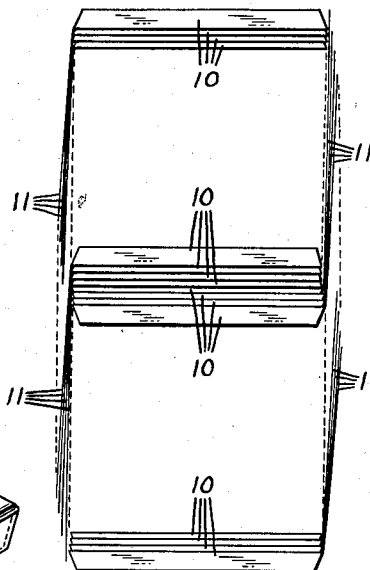
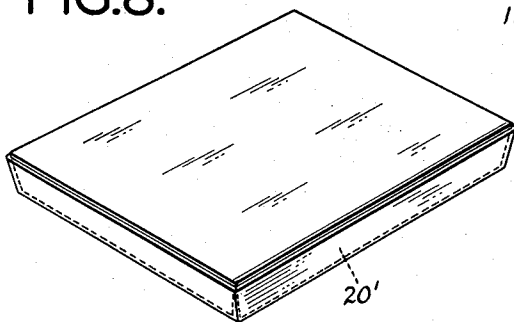


FIG. 8.



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FIG. 9.

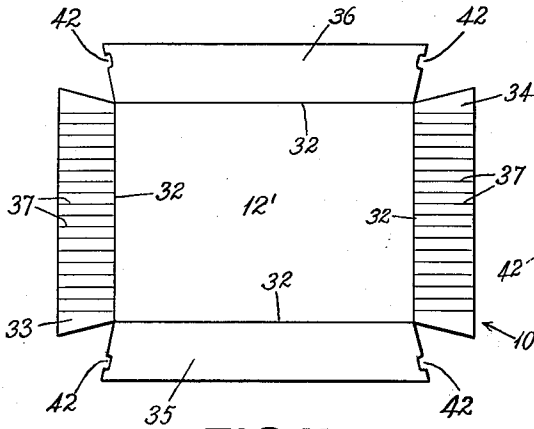


FIG. 10.

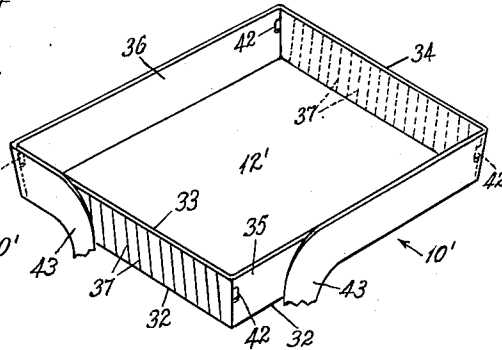


FIG. 11.

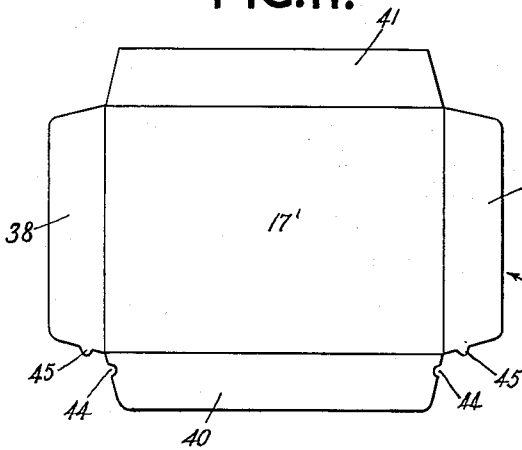


FIG. 12.

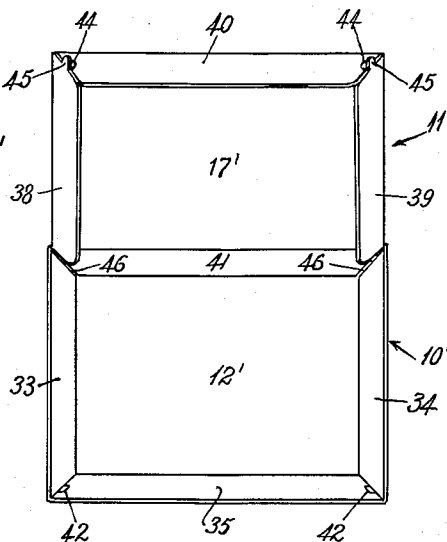
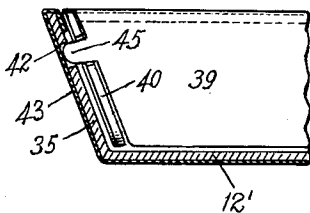


FIG. 13.



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CONTAINER FOR MERCHANDISE

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Application July 24, 1952, Serial No. 300,679

8 Claims. (Cl. 229—44)

This invention relates to packages and containers for merchandise and more particularly, to set-up boxes such as for example, the Christmas and gift boxes used by department stores for the packaging of merchandise.

This application is a continuation-in-part of my application Serial No. 190,208, filed October 14, 1950, now abandoned.

The set-up box usually employed by department stores is rectangular in construction and includes a separate receptacle and cover, each of which has four rigid side walls, the walls of the cover sliding over the walls of the receptacle when the cover is placed over the open end of the receptacle to close the box. This type of box is attractive and provides adequate protection for the merchandise, but it has certain inherent disadvantages which the art has long sought to overcome. In the first place, set-up boxes of the same size cannot be nested so that they require a large amount of storage and trucking space as well as many people in their handling. Some idea of the distribution costs of this box to a large department store will be gained when it is understood that such a store will handle approximately two million of these boxes in a year and that the greater proportion of such boxes must be bought and stored for the Christmas trade. Attempts have been made to alleviate this problem by nesting two or three set-up boxes of different sizes and by using folding boxes. The nesting of different sized set-up boxes obviously creates other handling problems, while present known folding boxes are not as attractive as set-up boxes and do not offer the same protection to the merchandise. Another disadvantage of the set-up box is that the wrapper often finds it difficult to open such box to place the merchandise therein due to the close fitting of the cover walls on the receptacle walls. The set-up box is also the most expensive type of box for packaging merchandise.

The principal object of the invention is to provide an improved box possessing the advantages, but none of the above mentioned disadvantages of the rectangular set-up box now in use.

Another object of the invention is to provide an improved box which requires substantially less storage and trucking space than the rectangular set-up box now in use and whose distribution costs are substantially less than the latter.

A further object of the invention is to provide an improved box which is inexpensive to manufacture, can be readily packed, and when packed, forms an attractive package, and which affords adequate protection for the merchandise packed therein.

A still further object of the invention is to provide an improved set-up box having novel means for locking the same in closed position.

Still another object of the invention is to provide an improved set-up box so constructed that it will not warp, but will retain the form in which it is shaped.

Other objects of the invention, as well as the novel features of construction thereof, will become apparent

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after a perusal of the following description when read in connection with the accompanying drawings, in which

Fig. 1 is a perspective view of a box embodying the invention and with the cover thereof opened;

5 Fig. 2 is a similar view showing the cover in closed, locked position;

Fig. 3 is a view similar to Fig. 1, but showing the box in reversed condition, so that the merchandise is contained in that part appearing as the cover in Fig. 1;

10 Fig. 4 is a top plan view of the box shown in Fig. 3 with the cover closed and locked;

Figs. 5 and 6 are sectional views taken along the lines 5—5 and 6—6, respectively, of Fig. 4;

Fig. 7 illustrates the manner in which a plurality of the boxes may be packed for storage or trucking;

Fig. 8 is a perspective view showing a modified form of the invention;

Fig. 9 is a bottom plan view of the blank of a modified form of the receptacle portion of a set-up box made in accordance with the invention;

20 Fig. 10 is a perspective view showing the receptacle of Fig. 9 in assembled condition, but with portions of the outer covering torn away;

Fig. 11 is a top plan view of the blank for a cover for the receptacle shown in Figs. 9 and 10;

Fig. 12 is a perspective view showing the cover and receptacle of Figs. 9 and 10 in assembled condition; and

Fig. 13 is a detailed sectional view showing the manner in which the cover is locked to the receptacle.

30 The container illustrated in the drawings comprises two main portions 10 and 11, which are interchangeable in use, but are herein referred to, for convenience of description, as the receptacle and cover, respectively, of the container. In the device as illustrated, these two portions 10 and 11 are manufactured as separate members and then hingedly connected together, but it will be understood that these two main portions of the box or container may be integrally formed from a single blank and arranged for hinging along one edge. The two portions

40 10 and 11 may be made of any suitable material and when constructed for use as gift boxes, are preferably made of the stiff papers or light cardboards which are commonly used in the manufacture of such boxes, or suitable fibre or plastic material. The outer surfaces of such portions also may be covered with decorative paper or treated in the usual fashion.

As shown in the drawings, the receptacle 10 is composed of a flat, rectangularly-shaped bottom 12 to which are integrally connected four side walls 13, 14, 15 and 16. The side walls of receptacle 10 are of trapezoidal form and incline outwardly from the bottom wall 12. The end edges of such walls are permanently secured together in any suitable manner, as by tape, to form a close, substantially rigid receptacle. The outer surfaces of the bottom 12 and side walls 13, 14, 15 and 16 of the receptacle 10 are preferably covered by a sheet of decorative paper which is adhesively secured to all of such surfaces.

45 The cover 11 of the receptacle is composed of a flat, rectangularly-shaped top 17 and integrally and hingedly connected flaps 18, 19, 20 and 21. The dimensions of top 17 are such that it has a greater surface area than bottom 12 and spans the area defined by the top edges of the receptacle side walls 13, 14, 15 and 16 when the cover is closed. The rear flap 21 of the cover has a form substantially similar to that of the rear wall 16 of the receptacle 10 and is adhesively secured to the interior surface of the latter, as shown more clearly in Fig. 5 of the drawings. The side flaps 18 and 19 of the cover 50 have a form substantially similar to the side walls 13 and 14 of the receptacle 10 and are adapted to be positioned within the latter when the cover is closed, as shown

in Fig. 2 of the drawings. The front flap 20 of the cover also has a form substantially similar to the front wall 15 of the receptacle, but its end edges are chamfered at a greater angle than those of the latter, to enable it to be inserted through the slot 22 provided in wall 15 to lock the cover in closed position (note Fig. 2). It will be observed that the height of the flaps 18, 19 and 20 are substantially the same as that of the walls 13, 14 and 15, so that when the cover is closed the top surface of the top 17 of the cover will be substantially flush with the top edges of such walls.

It will be understood from the foregoing that the construction of the box is such that the receptacle portions 10 of a number of such boxes may be readily nested. A preferred manner of nesting the boxes is illustrated in Fig. 7 of the drawings, wherein the receptacle 10 of a number of boxes are shown nested with their covers 11 extending upwardly in substantially vertical position; the flaps of the covers being disposed in substantially the same planes as their tops 17. On top of these nested boxes is a second group of nested receptacles in inverted position and with their covers extending downwardly, substantially vertically. The two groups of boxes form a rectangularly-shaped package which may be readily wrapped or secured together for handling. It will at once be seen that the construction of the boxes readily enables them to be packed, shipped and stored in substantially less space and with greater facility than is possible with the usual set-up type of box. A number of these boxes in nested form may be given to the clerk and each box as it is needed can be readily removed from the group. Because of the upstanding position of the cover and the flaring mouth of the box, it can be quickly prepared for merchandise and the latter easily placed in proper position therein. The box is closed by inserting the flaps of the cover within the sides of the receptacle and then simply pushing down on the cover; the inclined sides of the receptacle camming the flaps into proper position within the receptacle. As the normal tendency of such flaps is to be disposed at an obtuse angle with respect to the top 17, when they are so inserted within the receptacle, their inner surfaces will come into snug frictional engagement with the inner surfaces of the receptacle walls. When the cover flaps are fully inserted, their free longitudinal edges will be resting upon the bottom wall 12 of the receptacle and their exterior surfaces will be in engagement with the sides of the receptacle. As a result of this the sides of the box will be further rigidified and the cover will be maintained firmly in place and capable of resisting relatively large stresses tending to collapse it. The locking engagement of the front cover flap 20 in the slot 22 will maintain the box closed until the flap is positively removed from such engagement due principally to the frictional, spring-like action of the outer longitudinal edge portion of such flap on the inclined portion of wall 15 below the slot 22 and to a lesser degree the wedging action of the chamfered ends of such flap in the ends of the slot 22. If it is preferred not to have the locking slot in the box, the front flap of the cover is preferably given the same form as the front wall 15 and inserted within the latter when the box is closed, as is illustrated by the flap 20' in Fig. 8 of the drawings.

It will be observed that by reason of its configuration, the box possesses a unique, attractive, decorative appearance whether the portion 10 or the portion 11 thereof, is used as the bottom portion or receptacle (note Figs. 2 and 4). When the portion 11 of the box is to be used as the receptacle, the box is preferably packed with such portion opened up, as shown in Fig. 1 of the drawings. After the merchandise has been properly packed in the tissue paper 23 and the portion 11 closed, the box is reversed so that the portion 12 becomes the top or cover of the box. When the box is opened, the customer will see the merchandise attractively packaged and without

any flaps or overlapping layers of the tissue paper 23, as is illustrated in Fig. 3 of the drawings.

In addition to having an attractiveness and strength comparable to the present type of gift boxes and requiring less storage and trucking space and handling than the latter, the box of the instant invention also possesses the desirable advantage that it can be manufactured more economically than a regular two-piece gift box.

In the embodiment illustrated in Figs. 9 to 13 of the drawings, the receptacle 10' and the cover 11' are constructed substantially similar to the above described receptacle 10 and cover 11. The receptacle 10' differs from the receptacle 10 in the respects that at the junctions of side walls 33, 34, 35 and 36 thereof with the bottom 12', there are provided score lines 32 cut on the exterior side of the blank, as shown in Figs. 9 and 10 of the drawings. On the exterior surfaces of each of the opposed side walls 33 and 34, there are provided a series of score lines or cuts 37 which are parallelly arranged and extend from the scorelines 32 to the top edges of such wide walls 33 and 34. Preferably such cuts 37 are spaced one-half inch apart and each series thereof extend substantially the length of the lower edges of the side walls 33 and 34. Each of the side walls 35, 36 of the receptacle 10' are provided on each end edge with a cut-out 42 which is located substantially one-half inch below the top edges of said side walls 35 and 36. It will be noted from Fig. 10 of the drawings that when the side walls 33 to 36 of the receptacle 10' are folded up about the scorelines 32, the cuts 37 on the side walls 33, 34 will be disposed on the exterior side of the receptacle 10' and the open ends of the cut-outs 42 on side walls 35, 36 will be closed by the ends of the side walls 33 and 34. When the outer surfaces of the receptacle 10' are covered with paper, such as decorative paper 43, the cuts 37 will be concealed beneath the same and the openings of the cut-outs 42 will be covered on the exterior side of the receptacle. As the glue applied to the paper tends to pull the boxes out of shape during the drying thereof, the receptacle 10' should be shaped either by hand or by an automatic device after the wrap 43 is applied to eliminate such warping of the box. The cuts 37 facilitate this shaping operation and enables a better shaped box to be produced. The concealed cut-outs 42 form part of a locking means whereby the cover can be locked in closed position on the receptacle 10' as will now be explained.

As can be seen from the blank shown in Fig. 11 of the drawings, the blank for the cover 11' also has provided on the end edges of its side wall 40 a pair of cut-outs 44, 44. The wall 40 constitutes the front flap of cover 11' and when the cover is closed with the front flap properly inserted within the receptacle as shown in Fig. 8 of the drawings, the cut-outs 44, 44 will come into registry with the cut-outs 42, 42 of that wall 35 or 36 which will form the front wall of the receptacle 10'. The side walls 38 and 39 of the cover 11' are provided on the front edges thereof with extensions or projecting portions 45, 45 adapted to be received in the cut-outs 44, 44 in a sidewise fashion when the front flap 40 is bent with relation to the top 17' of the cover 11' and the side walls 38, 39 folded toward the ends of the front flap 40, as shown in Fig. 12 of the drawings. The projections 45, 45 are of sufficient length so that when inserted in the cut-outs 44, 44 the ends thereof project forwardly a sufficient amount to enable them to interengage with the closed cut-outs 42, 42 when the cover is properly closed, to lock the latter in such position, as is shown more clearly in Fig. 13 of the drawings. The wall 41 of the cover is made similarly to the wall or flap 21 of the embodiment shown in Figs. 1 to 5 and like the latter is adhered to one of the longitudinal walls of the receptacle. The longitudinal walls 35 and 36 are each provided with the cut-outs 42 in order to enable either wall to constitute the front or rear wall of the receptacle. In Fig. 12 of the drawings, it will be noted that the rear flap 41 has been adhered to wall 36 of

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the receptacle 10' so that the wall 35 of such receptacle constitutes the front wall thereof. It will be noted also from Fig. 12 of the drawings, that the rear flap 41 of the cover 10' has a length slightly less than that of the rear wall 36 of the receptacle so that there is formed between the ends of such flap 41 and the side walls 33, 34 a pair of end grooves or slots 46 into which fits the rear edges of the side flaps 38, 39 when the cover is closed, thereby further rigidifying the structure of the closed box.

From the foregoing, it will be understood that in closing the set-up box illustrated in Figs. 9 to 13 of the drawings, the front flap 40 of the cover is folded down and the side flaps 38, 39 folded inwardly to cause the projections 45, 45 on the latter to enter the cut-outs 44, 44 on the front flap. As the cover becomes fully seated in the box in the manner previously explained, the projecting ends of the projections 45, 45 will interlock with the closed cut-outs 42, 42 provided in the front wall 35 of the receptacle 10'. By reason of such interlocking action of the projections with the cut-outs and the engagement of the rear ends of the side cover flaps with the grooves 42, 42, the cover 11' will be maintained with its flaps properly folded relative to the top 17' of such cover and the cover will be effectively locked in closed position within the receptacle 10' until positively released therefrom.

While I have herein described and illustrated preferred embodiments of my invention, it will be apparent to those skilled in the art that various modifications and changes may be made therein without departing from the spirit of the invention or the scope of the appended claims.

I claim:

1. A set-up box for merchandise composed of two attached halves, either of which may serve as the merchandise containing portion of such box or the cover thereof, one of said halves comprising a right-angled, rectangularly-shaped body portion, a trapezoidally-formed flap of substantially uniform thickness integrally connected along its shortest longitudinal edge to each edge of said body portion and inclining outwardly from said body portion, said flaps forming the side, back and front walls of said half of the box and each of such side and front walls being composed of a single thickness of the material of which said flaps are constituted, and means other than the material of which such flaps are constituted connecting each end edge of each flap to an end edge of an adjacent flap to form a receptacle with outwardly flaring sides, and the other of said box halves comprising a right angled rectangularly-shaped body portion having a surface area greater than said first mentioned body portion and substantially equal to the area defined by the connected, longer longitudinal edges of said trapezoidal flaps so that it fits snugly within such edges, said second mentioned body portion being hingedly connected along one edge to the back wall of the receptacle, the hinge being along the top edge of said back wall, and a trapezoidally-formed flap of substantially uniform thickness hingedly connected along its longer longitudinal edge to each of the other edges of said second mentioned body portion, and being free of each other at the ends thereof, said last mentioned free flaps being normally disposed at an angle to their associated body portion greater than the angle therebetween when the box is closed and having a width substantially equal to the width of said first mentioned connected flaps, said last mentioned flaps in operative position being within the receptacle and the second mentioned body portion lying substantially in a plane with the outer edges of the walls of said receptacle and closing said receptacle, and said last mentioned flaps in inoperative position coacting with said second mentioned body portion to enable the boxes to be nested in stacked relation.

2. A set-up box for merchandise composed of two attached halves either of which may serve as the merchandise containing portion of such box or the cover thereof, one of said halves comprising a right-angled rectangularly-shaped body portion, a trapezoidally formed flap of sub-

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stantially uniform thickness integrally connected along its shortest longitudinal edge to each edge of said body portion and inclining outwardly from said body portion, said flaps forming the side, back and front walls of said half of the box and each of such side and front walls being composed of a single thickness of the material of which said flaps are constituted, and means other than the material of which such flaps are constituted connecting each end edge of each flap to an end edge of an adjacent flap to form a receptacle with outwardly flaring sides, and the other of said box halves comprising a right angled, rectangularly-shaped body portion having a surface area greater than said first mentioned body portion and substantially equal to the area defined by the connected, longer longitudinal edges of said trapezoidal flaps so that it fits snugly inside such edges, a trapezoidally formed flap of substantially uniform thickness hingedly connected along its longer longitudinal edge to each of the sides of said second mentioned body portion and being free of each other at the ends thereof, one of the flaps of said other box half overlapping and being adhesively secured to a surface of said flap forming the back wall of the receptacle so that the hinge is along the top edge of said back wall, the remaining said free flaps of such other box half being normally disposed at an angle to their associated body portion greater than the angle therebetween when the box is closed and having a width substantially equal to the width of said first mentioned connected flaps said last mentioned flaps in operative position being within the receptacle and the second mentioned body portion lying substantially in a plane with the outer edges of the walls of said receptacle and closing said receptacle, and said last mentioned flaps in inoperative position coacting with said second mentioned body portion to enable the boxes to be nested in stacked relation.

3. A stack of receptacles for packaging merchandise, each receptacle in the stack being composed of two attached halves either of which may serve as the merchandise containing portion of such receptacle or the cover thereof, one of the halves of said receptacles being nested one within the other in the stack and the other of said halves extending lengthwise of the stack with a plurality of successive such halves on one side of the stack, each of said halves comprising a right angled rectangularly-shaped body portion, a trapezoidally formed flap of substantially uniform thickness integrally connected along its shortest longitudinal edge to each edge of said body portion and inclining outwardly from said body portion, said flaps forming the side, back and front walls of said half of the receptacle and each of such side and front walls being composed of a single thickness of the material of which said flaps are constituted, and means other than the material of which such flaps are constituted connecting each end edge of each flap to an end edge of an adjacent flap to form a receptacle with flaring sides, and the other of said receptacle halves extending in overlapping relation along one side of the stack at substantially right angles to said body portion, each of said other receptacle halves comprising a right-angled, rectangularly-shaped body portion having a surface area greater than its associated first mentioned body portion and substantially equal to the area defined by the connected, longer longitudinal edges of said trapezoidal flaps so that it fits snugly inside such edges, said second mentioned body portion being hingedly connected along one edge to the back wall of its associated first mentioned receptacle half, the hinge being along the top edge of said back wall, and a trapezoidally formed flap of substantially uniform thickness hingedly connected along its longer longitudinal edge to each of the other edges of said second mentioned body portion and being free of each other at the ends thereof, said last mentioned free flaps being normally disposed at an angle to their associated body portion greater than the angle therebetween when the receptacle is closed and having a width substan-

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tially equal to the width of said first mentioned connected flaps, said last mentioned flaps in inoperative position coacting with said second mentioned body portion to enable the boxes to be nested in the said stacked relation, and said last mentioned flaps in operative position on a removed box being within the receptacle and the second mentioned body portion lying substantially in a plane with the outer edges of the walls of said receptacle and closing said receptacle.

4. A set-up box for merchandise consisting of two attached halves either of which may serve as the merchandise containing portion of such package or the cover thereof, and one of which is of permanent receptacle form such as to enable it to be stacked in nested relation with similar halves of other set-up boxes and the other of which is of such form as to enable it to rest lengthwise of the stack with a plurality of successive such halves on one side of the stack, one of said set-up box halves comprising a right-angled rectangularly-shaped body portion, a trapezoidally formed flap of substantially uniform thickness connected along its shortest longitudinal edge to each edge of said body portion and inclining outwardly from said body portion, said flaps forming the side, back and front walls of said half of the box and each of such side and front walls being composed of a single thickness of the material of which said flaps are constituted, and means other than the material of which said flaps are constituted permanently connecting each end edge of each flap to an end edge of an adjacent flap to provide a permanently formed receptacle with outwardly flaring sides and capable of being stacked in the same nested relation with a plurality of successive similar halves of other boxes, and the other of said set-up halves comprising a right-angled, rectangularly-shaped body portion having a surface area greater than said first mentioned body portion and substantially equal to the area defined by the connected, longer longitudinal edges of said trapezoidal flaps so that it fits snugly inside such edges, said second mentioned body portion being hingedly connected along one edge to the back wall of the receptacle, the hinge being along the top edge of said back wall, and a trapezoidally formed flap of substantially uniform thickness hingedly connected along its longer longitudinal edge to each of the other edges of said second mentioned body portion and being free of each other at the ends thereof, said last mentioned free flaps in inoperative position being disposed at an angle to their associated body portion greater than the angle therebetween when the box is closed and coacting with said second mentioned body portion to enable the boxes to be nested in the said stacked relation and to enable a successive plurality of said other box halves to be nested along one side of a stack of the receptacle halves, said last mentioned flaps having a width sufficient to enable them to form with the flap to which said second mentioned body portion is hingedly connected, a receptacle suitable for the receipt of merchandise, and said last mentioned flaps in operative position being within the receptacle half and the second mentioned body portion lying substantially in a plane with the outer edges of the walls of said receptacle half and closing the receptacle half.

5. A set-up box for merchandise composed of two attached halves, one of said halves comprising a right-angled, rectangularly-shaped body portion, a trapezoidally-formed flap integrally connected along its shortest longitudinal edge to each edge of said body portion and inclining outwardly from said body portion, means connecting the ends of said flaps together to form a receptacle with outwardly flaring side, back and front walls, the front wall of said receptacle having cut-outs provided in its end edges, the outer ends of said cut-outs being closed by the front edges of said side walls to form closed openings in the ends of said front wall, said closed openings being entirely concealed from the exterior of the receptacle by said flap connecting means, the other of said box halves

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comprising a right angled, rectangularly-shaped body portion having a surface area greater than said first mentioned body portion and substantially equal to the area defined by the outer edges of said flaps so that it fits within such edges, said second mentioned body portion being hingedly connected along one edge to the back wall of the receptacle, the hinge being along the top edge of said back wall, trapezoidally-formed flaps hingedly connected along their longer longitudinal edges to the remaining edges of said second mentioned body portion and being free of each other at the ends thereof, said last mentioned flaps being normally disposed at an angle to their associated body portion greater than the angle therebetween when the box is closed and having a width substantially equal to the width of said first mentioned flaps, said last mentioned flaps in inoperative position coacting with said second mentioned body portion to enable the boxes to be nested in stacked relation, said last mentioned flaps in operative position being within the receptacle and the second mentioned body portion lying substantially in a plane with the outer edges of the receptacle walls and closing said receptacle, the two last mentioned flaps forming the side flaps of such other box half having forwardly extending projections detachably engageable with the cut-outs in the front wall of said receptacle half to lock said last mentioned flaps in operative position, said projections being wholly located in concealed condition within the outer periphery of the box in the operative locked position of said last mentioned flaps.

6. A set-up box for merchandise composed of two attached halves, one of said halves comprising a right-angled, rectangularly-shaped body portion, a trapezoidally-formed flap integrally connected along its shortest longitudinal edge to each edge of said body portion and inclining outwardly from said body portion, means connecting the ends of said flaps together to form a receptacle with outwardly flaring side, back and front walls, the front wall of said receptacle having cut-outs provided in its end edges, the outer ends of said cut-outs being closed by the front edges of said side walls to form closed openings in the ends of said front wall, said closed openings being entirely concealed from the exterior of the receptacle by said flap connecting means, the other of said box halves comprising a right angled, rectangularly-shaped body portion having a surface area greater than said first-mentioned body portion and substantially equal to the area defined by the outer edges of said flaps so that it fits within such edges, said second mentioned body portion being hingedly connected along one edge to the back wall of the receptacle, the hinge being along the top edge of said back wall, trapezoidally-formed flaps hingedly connected along their longer longitudinal edges to the remaining edges of said second mentioned body portion and being free of each other at the ends thereof, said last mentioned flaps being normally disposed at an angle to their associated body portion greater than the angle therebetween when the box is closed and having a width substantially equal to the width of said first mentioned flaps, said last mentioned flaps in inoperative position coacting with said second mentioned body portion to enable the boxes to be nested in stacked relation, said last mentioned flaps in operative position being within the receptacle and the second mentioned body portion lying substantially in a plane with the outer edges of the receptacle walls and closing said receptacle, the last mentioned flap on said second mentioned body portion forming the front wall of such other box half having cut-outs provided in its end edges and registrable with the cut-outs in the front wall of said receptacle half in the operative position of said last mentioned flaps, and the other two of said last mentioned flaps forming the side flaps of such other box half having forwardly extending projections movable into the open ends of the cut-outs provided in the front wall of such other box half so as to extend therethrough and detachably engageable with

the cut-outs in the front wall of said receptacle half to lock said last mentioned flaps in operative position, said projections being wholly located in concealed condition within the outer periphery of the box in the operative locked position of said last mentioned flaps.

7. A set-up box for merchandise composed of two attached halves, one of said halves comprising a right angled, rectangularly-shaped body portion, a trapezoidally-formed flap integrally connected along its shortest longitudinal edge to each edge of said body portion and inclining outwardly from said body portion, means connecting the ends of said flaps together to form a receptacle with outwardly flaring side, back and front walls, the material of the receptacle forming the body portion and the integrally connected walls being cut on its exterior surface to form score lines along the lines of juncture of said body portion and said walls, the exterior surfaces of the integral portions of such material forming the side walls of the receptacle having a series of spaced lines of cut extending partially through the material of such walls and each extending from the upper edges of said side walls to the score lines forming the lines of juncture of such walls and the body portion, the lines of cut in each series being arranged in substantially parallel relation, and each series extending throughout the major portion of the length of each wall, and a wrap adhesively adhered to the outer surfaces of said receptacle including the cut surfaces of said side walls, the other of said box halves comprising a right angled rectangular shaped body portion having a surface area greater than said first mentioned body portion and substantially equal to the area defined by the outer edges of said flaps so that it fits within such edges, said second mentioned body portion being hingedly connected along one edge to one wall of the receptacle, the hinge being along the top edge of said wall, trapezoidally-formed flaps hingedly connected along their longer longitudinal edges to the remaining edges of said second mentioned body portion and being free of each other at the ends thereof, said last mentioned flaps being normally disposed at an angle to their associated body portion greater than the angle therebetween when the box is closed and having a width substantially equal to the width of said first mentioned flaps, said last mentioned flaps in inoperative position coacting with said second mentioned body portion to enable the boxes to be nested in stacked relation, said last mentioned flaps in operative position being within the receptacle and the second mentioned body portion lying substantially in a plane with the outer edges of the receptacle walls and closing said receptacle.

8. A set-up box for merchandise composed of two attached halves, one of said halves comprising a right angled, rectangularly-shaped body portion, a trapezoidally-formed flap integrally connected along its shortest longitudinal edge to each edge of said body portion and inclining outwardly from said body portion, means connecting the ends of said flaps together to form a receptacle with outwardly flaring walls, the other of said box halves comprising a right angled, rectangularly-shaped body portion having a surface area greater than said first mentioned body portion and substantially equal to the area defined by the outer edges of said flaps so that it fits within such edges, said second mentioned body portion being hingedly connected along one edge to one wall of the receptacle, the hinge being along the top edge of said wall, trapezoidally-formed flaps hingedly connected along their longer longitudinal edges to the remaining edges of said second mentioned body portion and being free of each other at the ends thereof, said last mentioned flaps being normally disposed at an angle to their associated body portion greater than the angle therebetween when the box is closed and having a width substantially equal to the width of said first mentioned flaps, said last mentioned flaps in inoperative position coacting with said second mentioned body portion to enable the boxes to be nested in stacked relation, said last mentioned flaps in operative position being within the receptacle and the second mentioned body portion lying substantially in a plane with the outer edges of the receptacle walls and closing said receptacle, and cooperative interlocking means between said first mentioned and last mentioned flaps locking the latter in operative position.

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