June 21, 1938. N. J. LEIGH 2,121,156

BASKET TYPE FLOOR MERCHANDISER

Filed Nov. 2, 1935 2 Sheets-Sheet 1

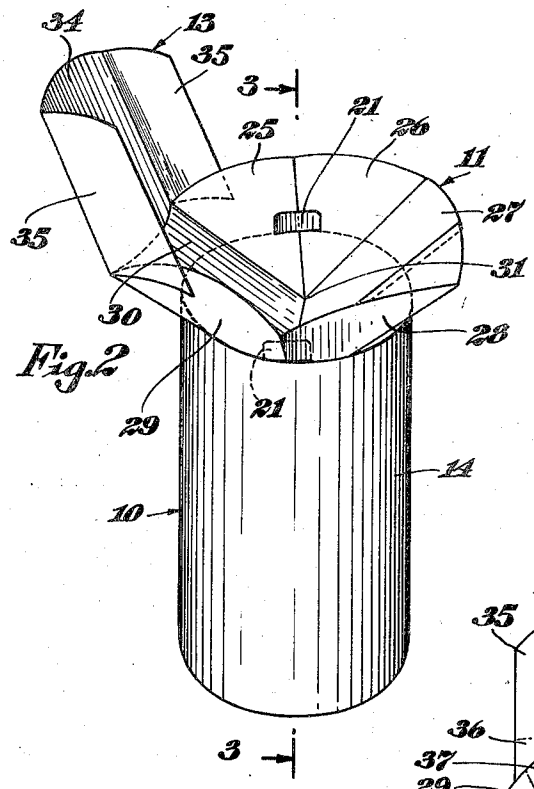


Fig. 2

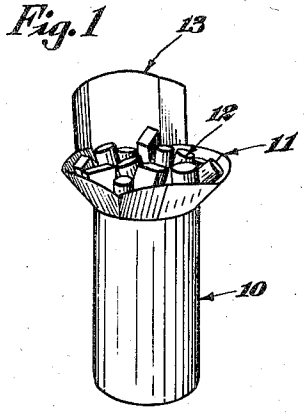


Fig. 1

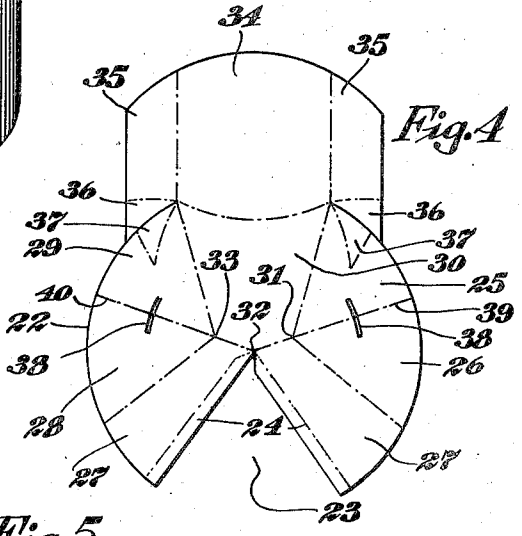


Fig. 4

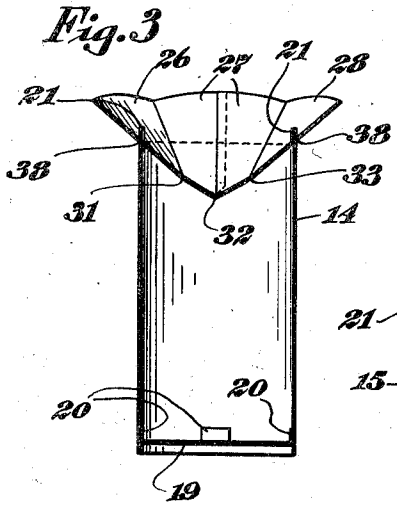


Fig. 3

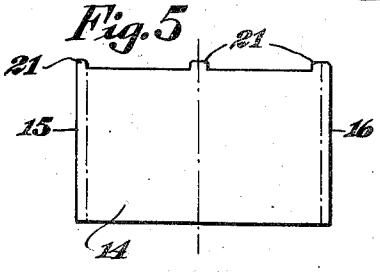


Fig. 5

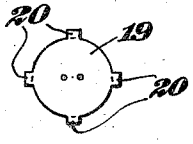


Fig. 6

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BASKET TYPE FLOOR MERCHANDISER

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Fig. 7

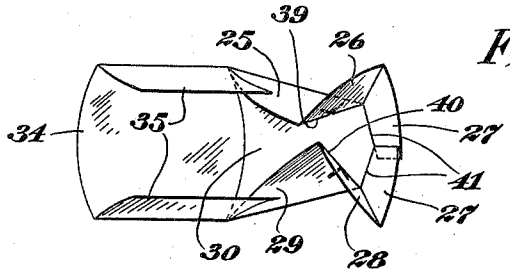


Fig. 8

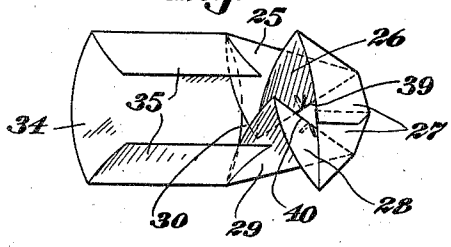


Fig. 9

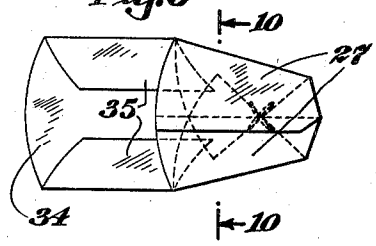


Fig. 10

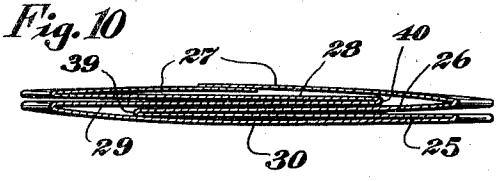


Fig. 11

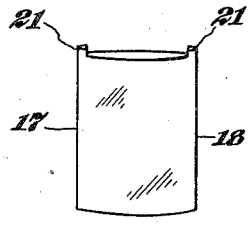


Fig. 12

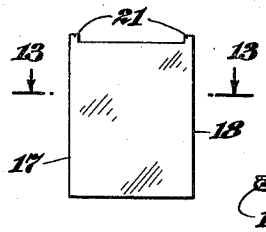


Fig. 13



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Patented June 21, 1938 2,121,156

UNITED STATES PATENT OFFICE

2,121,156

BASKET-TYPE FLOOR MERCHANDISER

Nathan Joseph Leigh, Great Neck, N. Y., assignor to Einson-Freeman Co., Inc., Long Island City, N. Y., a corporation of Delaware

Application November 2, 1935, Serial No. 47,967

4 Claims. (Cl. 248—174)

My present invention relates generally to display devices, and has particular reference to a display stand adapted to accommodate merchandise which is offered for sale.

It is a general object of the invention to provide an improved device of the character which is known in the trade as a basket-type floor merchandiser, such a device consisting essentially of a pedestal which supports a wide-mouthed receptacle within which articles of merchandise are adapted to be accommodated. The device is designed primarily for use in a store at a location easily accessible to prospective purchasers; and, preferably, though not necessarily, the articles of merchandise are disposed within the device in a jumbled haphazard relationship. Such an arrangement has been found in practice to be conducive toward having the purchaser serve himself, thus effecting more ready sales.

While the device is referred to herein as a "floor" merchandiser, nevertheless it will be understood that it is equally adapted for use on a counter, when made of somewhat smaller size.

The characterizing feature of the present invention lies in the fact that the device is in the form of a knock-down cardboard structure, composed entirely of simple elements of sheet material shaped and constructed to permit the same to be "set up" with rapidity and facility, and adapted to be collapsed (when the device is disassembled) into substantially flat condition. The term "cardboard" is used in a generic sense, and is intended to signify sheet material of the cardboard variety, as distinguished from more permanent and rigid material such as metal or wood. Cardboard or the like is admirably suited for the present purpose because of the extremely small expense which is involved in manufacturing the device; because of the ease with which it may be shaped, cut, and configured into collapsible elements; and because of the ability to print or lithograph upon the cardboard whatever ornamental indicia and advertising material is desired.

Briefly, the present improved structure is composed of a cylindrical pedestal element having an open upper end, and a substantially conical element adapted to accommodate the merchandise and concentrically supported on the rim of the pedestal with its apex extending downwards into the pedestal. Each of these elements is formed of sheet stock and is suitably configured and constructed so that it may be readily set up or collapsed into a substantially flat condition.

In accordance with my present invention, the conical element is constructed in a novel and unique manner, whereby it may be collapsed into flat condition or opened up into operative position without the necessity for effecting any interengagement of tabs, slots, or other interlocking devices. The conical element, constructed in accordance with the present invention, consists of hingedly connected sectors which permit the element to be collapsed by folding along the hinge lines and thereby doubling the sectors into superposed relationship. In a preferred embodiment, the sectors are six in number; two adjacent sectors being substantially triangular; the opposite two sectors being also triangular; and the remaining two sectors being substantially trapezoidal.

Another feature of my invention lies in providing an integral extension on the wall of the conical element, such extension being adapted to serve as a display panel, and having a substantially concave horizontal cross-section so as to maintain the panel in erect condition when the structure is set up.

A still further feature of my invention lies in providing upstanding ears on the cylindrical pedestal element, and in arranging cooperating slots in the conical element to permit the ears to pass through the slots when the conical element is positioned on the pedestal. These ears serve to enhance the stability of the assembled device, and they are purposely made of a sufficient size to permit them to be grasped as handles for the purpose of moving the assembly bodily from place to place.

The present device is characterized by the extreme simplicity of its structure and component parts, and by a total absence of any supporting elements or material other than cardboard or the like. As a result, the elements can be picked up and shipped in a flat container; easily set up and assembled; and completely discarded after the device has served its purposes.

I achieve the foregoing objects, and such other objects as may hereinafter appear or be pointed out, in the manner illustratively exemplified in the accompanying drawings, wherein—

Figure 1 is a perspective view of a basket-type floor merchandiser of the present character, with illustrative articles of merchandise accommodated therein;

Figure 2 is a perspective view taken from a slightly higher point of view, with the articles of merchandise omitted;

Figure 3 is a cross-sectional view taken substantially along the line 3—3 of Figure 2;

Figure 4 is a plan view of the blank from which the conical element of the present invention is constructed;

Figure 5 is a plan view of a typical blank from which the pedestal element may be formed;

Figure 6 is a plan view of a cardboard brace that may be employed;

Figures 7, 8, and 9 are perspective views showing, successively, the steps involved in collapsing the conical element into substantially flat condition;

Figure 10 is an enlarged cross-sectional view taken substantially along the line 10—10 of Figure 9;

Figure 11 is a perspective view showing the pedestal element in partially collapsed condition;

Figure 12 is a view of the pedestal element in completely collapsed condition; and

Figure 13 is an enlarged cross-sectional view taken substantially along the line 13—13 of Figure 12.

In Figure 1, the device is depicted as it appears to a prospective purchaser in a store. If used on the floor, the device is approximately two or three feet high, so that the articles of merchandise are within easy reach. If used on the counter, the device is of suitably reduced size, but is structurally the same. The customer perceives a pedestal 10 on the top of which a basket-type receptacle 11 is arranged. Within the latter there may be a jumble of merchandise such as that designated by the reference numeral 12. Projecting upwardly from the periphery of the receptacle 11 is a display panel 13. On the panel, and also on the pedesal 10, if desired, suitable indicia, such as a trade mark or the like, are printed or lithographed.

Reference will first be had to Figures 3, 5, 6, 11, 12, and 13, in which the pedestal element has been shown as a cylindrical tube of substantially uniform circular cross-section throughout. This tube is preferably formed on a substantially rectangular blank 14 (Figure 5) adapted to be rolled upon itself with the edges 15 and 16 brought into overlapped relationship and glued together or similarly fastened. This tube is then preferably folded along diametrically opposed lines 17 and 18, so that the walls are brought into flat superposed relationship, as shown most clearly in Figures 12 and 13.

When the tube is to be set up in order to form the pedestal of the device, it is preferable to insert a bracing disc 19 into the bottom end. This disc is shown most clearly in Figure 6, and consists preferably of relatively rigid material such as corrugated board or the like. It conforms in contour to the internal cross-section or the pedestal and is provided with the marginal flaps 20 which help to hold it in position and which assume the upright positions shown in Figure 3 when the disc 19 is inserted.

In accordance with the invention, the upper rim of the tube or pedestal is provided with the upstanding ears 21, in diametrically opposed relation. In the illustrated embodiment, it so happens that one of these ears is formed adjacent to the adhesively joined edges 15 and 16 of the blank, but this is not absolutely essential.

The structure is completed by applying to the top of the pedestal the conical element illustrated most clearly in Figures 2, 3, 4, and 7–10. It is formed of a blank of sheet stock shaped substantially in the manner shown in Figure 4. It will be observed that a substantially circular disc 22 is provided with a radial cut-out 23, so that when the marginal portions 24 on opposite sides of the cut-out are adhesively secured together, a substantially cone-shaped body results. The resultant cone-shaped body is constituted of six integral sector portions designated by the reference numerals 25–30 inclusive. The sectors 25 and 26 are substantially triangular with the apexes coinciding at the point 31, this point being spaced from the apex 32 of the cone. The opposite sectors 28 and 29 are symmetrically shaped and arranged, the apexes 33 coinciding at a point similarly spaced from the apex 32 of the cone. The remaining sectors 27 and 30 are substantially trapezoidal. In Figure 4, the sector 27 is shown in two parts, but it will be understood that when the margins 24 are secured together, a unitary sector, symmetrically similar to the opposed sector 30, results.

On the sector 30 I provide an extension 34 which is ultimately adapted to serve as a display panel. Lateral flaps 35 are provided on this extension, and these flaps are adhesively secured to the triangular sectors 25 and 29, respectively. The area of adhesion is designated by areas 37 in Figure 4, the triangular tips 36 of the flaps 35 thereby assuming positions overlying the triangular areas 37.

When the conical basket-like receptacle is set up, in assembly with the pedestal, it assumes the position shown in Figures 1, 2, and 3. Slots 38 are formed in the conical element to receive the upstanding ears 21 therethrough. These ears are purposely made of a size and shape adequate to permit them to be grasped as handles so that the entire device can be moved from place to place by merely grasping hold of these ears. The panel 34, with its lateral flaps 35, has a substantially concave horizontal cross-section, so that it remains in erect condition as shown in Figures 1 and 2. The panel 34 is admirably adapted to serve as a display panel upon which a trade mark or other advertising matter, or ornamentation, may be printed or applied.

The apex of the cone is downwardly disposed within the upper portion of the pedestal, and the result is that a very staunch device is produced, well adapted to receive large quantities of merchandise, as shown most clearly in Figure 1. Regardless of the weight of the merchandise, the articles gravitate toward the apex of the cone, and in this way the center of gravity of the device is well within the confines of the pedestal. In fact, the device is stauncher and more rugged when it is in use, accommodating articles of merchandise, than when it is empty.

The manner in which the conical element may be collapsed into substantially flat condition is shown most clearly in Figures 7–10. The first step is to double the sector pair 25—26 inwardly along the common hinge line 39. The same manipulation then takes place along the common hinge line 40. The sectors 30 and 27 are then doubled upon themselves along the common hinge line 41, and the result is that the several sectors ultimately are disposed in superposed relationship. Figure 10 is somewhat exaggerated in so far as the thickness of the material is concerned, but it shows the manner in which the conical element may be collapsed into substantially flat condition. To open the element up is equally as simple.

It will thus be observed that the complete device is characterized by its utter simplicity of structure and mode of use. The two elements comprising the pedestal and the basket are each

composed of ordinary flat sheet stock of cardboard or its equivalent, and in collapsed condition these elements may be stored or shipped in a flat container. The third element **19**, when used, does not contribute any bulkiness, being itself flat. In setting up the device, no complicated interengagement of flaps or other similar manipulations are required. The conical element is merely opened up and applied to the top of the pedestal, with the ears **21** projecting through the slots **38**. The device is then ready for use.

It will be understood that the elements herein illustrated by way of example are not the only shapes which may be employed. The pedestal element need not, for example, be of strictly cylindrical cross-section nor of uniform cross-section throughout; the conical element need not have a periphery which is strictly circular; and the panel element need not necessarily have the shape illustrated.

After the device has served its function, it may be discarded in its entirety, since it is sufficiently inexpensive; or, if preferred, the elements may be disassembled and collapsed into substantially flat condition, whereby they are again ready for compact shipping and storing.

In general, it will be understood that changes in the details, herein described and illustrated for the purpose of explaining the nature of my invention, may be made by those skilled in the art without departing from the spirit and scope of the invention as expressed in the appended claims. It is, therefore, intended that these details be interpreted as illustrative, and not in a limiting sense.

Having thus described my invention, and illustrated its use, what I claim as new and desire to secure by Letters Patent is—

1. A basket-type floor merchandiser comprising a knock-down cardboard structure composed of a cylindrical pedestal element having an open upper end, and a substantially conical element adapted to accommodate a jumble of merchandise and concentrically supported on the rim of said pedestal with its apex extending downwards into the pedestal, said pedestal having upstanding ears on its upper rim, and said conical element having slots to receive said ears therethrough, said conical element being formed of sheet stock and comprising six hingedly connected sectors, each of two adjacent sectors being substantially triangular with their apexes coinciding at a point spaced from the cone apex, the two opposite sectors being symmetrically shaped and arranged, and each of the remaining two sectors being trapezoidal, whereby the element may be collapsed into substantially flat condition by doubling each triangular pair inwardly along the common hinge axis, and thereupon doubling the trapezoidal sectors along the common hinge line.

2. A basket-type floor merchandiser comprising a knock-down cardboard structure composed of a cylindrical pedestal element having an open upper end, and a substantially conical element adapted to accommodate a jumble of merchandise and concentrically supported on the rim of said pedestal with its apex extending downwards into the pedestal, said pedestal having upstanding ears on its upper rim, and said conical element having slots to receive said ears therethrough, said conical element being formed of sheet stock and comprising six hingedly connected sectors, each of two adjacent sectors being substantially triangular with their apexes coinciding at a point spaced from the cone apex, the two opposite sectors being symmetrically shaped and arranged, and each of the remaining two sectors being trapezoidal, whereby the element may be collapsed into substantially flat condition by doubling each triangular pair inwardly along the common hinge axis, and thereupon doubling the trapezoidal sectors along the common hinge line, one of the trapezoidal sectors having an extension adapted to serve as a display panel, and lateral flaps hinged to said extension and secured to the adjacent triangular sectors, respectively.

3. A collapsible substantially conical element of sheet material, adapted to serve as a basket-like receptacle for merchandise, comprising six hingedly connected sectors, each of two adjacent sectors being substantially triangular with their apexes coinciding at a point spaced from the cone apex, the two opposite sectors being symmetrically shaped and arranged, and each of the remaining two sectors being trapezoidal, whereby the element may be collapsed into substantially flat condition by doubling each triangular pair inwardly along the common hinge axis, and thereupon doubling the trapezoidal sectors along the common hinge line.

4. A collapsible substantially conical element of sheet material, adapted to serve as a basket-like receptacle for merchandise, comprising six hingedly connected sectors, each of two adjacent sectors being substantially triangular with their apexes coinciding at a point spaced from the cone apex, the two opposite sectors being symmetrically shaped and arranged, and each of the remaining two sectors being trapezoidal, whereby the element may be collapsed into substantially flat condition by doubling each triangular pair inwardly along the common hinge axis, and thereupon doubling the trapezoidal sectors along the common hinge line one of the trapezoidal sectors having an extension adapted to serve as a display panel, and lateral flaps hinged to said extension and secured to the adjacent triangular sectors, respectively.

NATHAN JOSEPH LEIGH.