July 23, 1935. G. T. CROW 2,008,748

MERCHANDISE DISPLAY RACK

Filed Sept. 21, 1933

Fig. 1

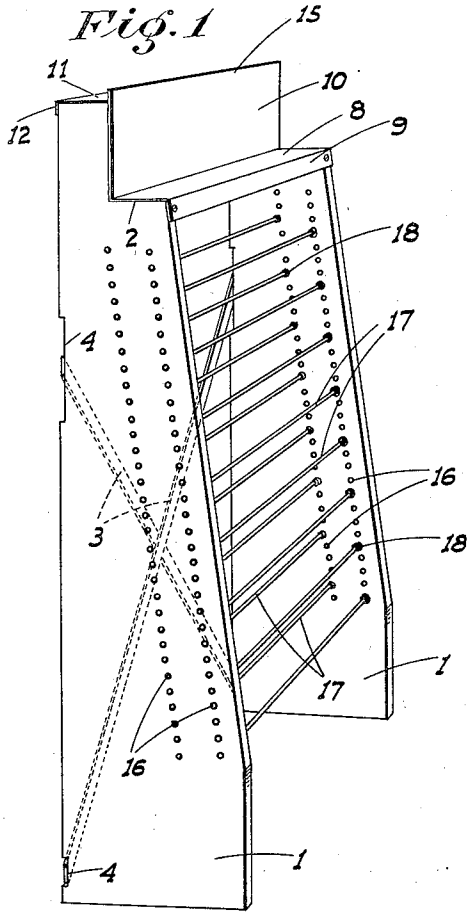


Fig. 2

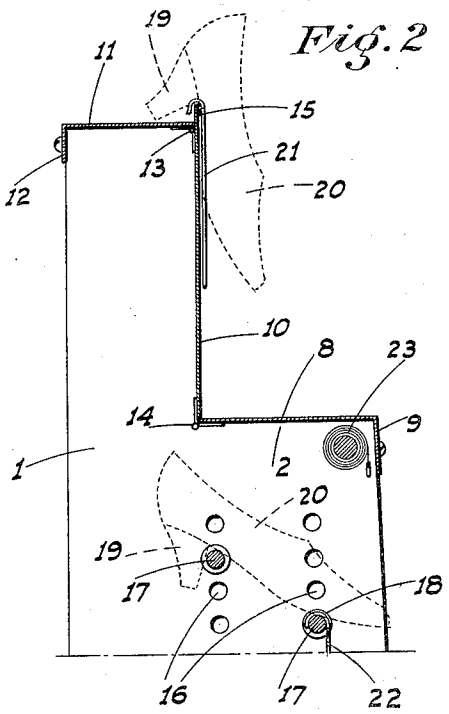


Fig. 3

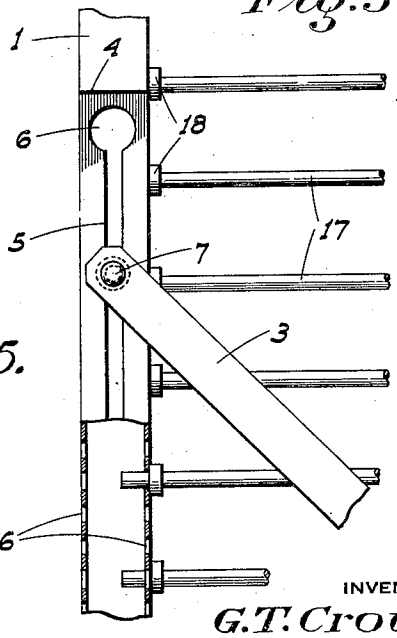


Fig. 4

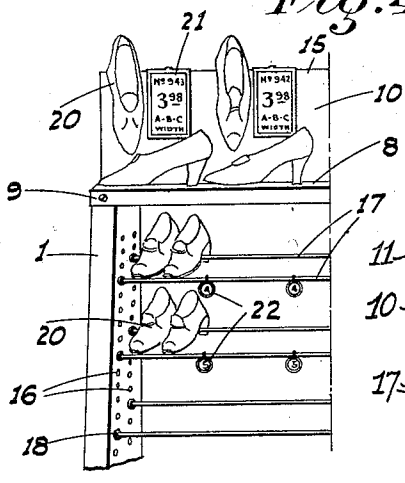
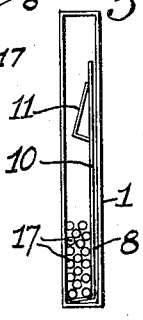


Fig. 5.



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MERCHANDISE DISPLAY RACK

Glenn T. Crow, Roseville, Calif.

Application September 21, 1933, Serial No. 690,339

1 Claim. (Cl. 211—34)

This invention relates to display racks and particularly to one especially designed for the display of shoes in retail stores.

The principal object of my invention is to provide a structure of this character so arranged that a large number of pairs of shoes of different styles and of practically all standard sizes may be attractively and simultaneously displayed in a secure and yet readily removable manner, so that prospective customers can readily see the shoes for themselves from practically all angles without handling them. The rack is also designed so that it may conveniently support price, style and size tags adjacent the different shoes in readily noticeable positions. The use of my improved rack in a store is therefore a help both to the clerks and customers, since the customers can inspect the various shoes for themselves and the clerks may give their full attention to trying on and fitting any particular shoes chosen to the customer's feet, and in subsequently closing the sale and wrapping up the purchase.

A further object is to construct the rack so that it may be readily knocked down for shipment and so that the various parts then occupy a minimum of space. I have also arranged the rack structure so that it may be set up in the form of individual separate units or it may be assembled as a number of adjacent sections with the use of a minimum number of parts.

A further object of the invention is to produce a simple and inexpensive device and yet one which will be exceedingly effective for the purpose for which it is designed.

These objects I accomplish by means of such structure and relative arrangement of parts as will fully appear by a perusal of the following specification and claim.

In the drawing similar characters of reference indicate corresponding parts in the several views.

Fig. 1 is a perspective view of the rack.

Fig. 2 is an enlarged fragmentary transverse section of the upper portion of the rack.

Fig. 3 is a fragmentary back view of the rack.

Fig. 4 is a fragmentary front view of the rack showing a certain number of shoes in position thereon.

Fig. 5 is a bottom plan view of one of the hollow end standards, showing the other parts of the rack disposed therein for storage.

Referring now more particularly to the characters of reference on the drawing, the rack comprises a pair of spaced end standards 1. These are preferably of sheet metal of rectangular form in section and of hollow construction and open to the interior on the bottom. The front edges of the standards slope back toward the top and near their upper end said standards at the front are cut back a certain distance horizontally as indicated at 2. The standards are removably tied together in the back by diagonally extending bars 3. The back edges of the standards are recessed as at 4 to receive the end of the bars so that the latter will not project from the back edges of the standards to interfere with the placing of the rack flatly against a wall if desired.

To aid in removably mounting the bars and to enable the width between the standards to be altered somewhat, the back edges of the standards in the upper recesses 4 are provided with vertical slots 5 terminating at their upper ends in enlarged openings 6. The slots are sufficiently wide to receive the rivets or bolts 7 which are mounted in the bars at their upper ends, while the openings 6 are of sufficient size to receive the inner heads of said rivets. To mount the bars therefore the lower ends are first secured in place in the corresponding recesses and the rivet heads are inserted through the openings 6 and lowered down the slots, thus spreading the standards until the desired spacing of the same is obtained.

The standards are connected at the top by a sheet metal unit which comprises a shelf 8 resting on the cut back portion 2 of the standards, a flange 9 rigid with the shelf and overlapping the front edge of the standards, a vertical wall 10 at the back of the shelf extending to and above the top of the standards somewhat, a top strip 11 resting on the top of the standards, and a flange 12 rigid with said strip and overlapping the back edge of the standards. The strip 11 is hinged to the wall 10 as at 13 and the wall 10 is hinged to the shelf 8 as at 14 in such a manner that the strip unit may be relatively unfolded so as to lie out flat with the exception of the flanges, the depth of which is less than the interior width of the standards. In this manner said unit, whose length is less than that of the standards, may be inserted in one standard from the bottom when shipping the structure. The strip unit is removably mounted on the standards by any suitable means such as by screws through the front and back flanges as indicated. The wall 10 extending above the strip 11 forms a top extension 15 for a purpose which will be seen later.

The standards are provided with vertically extending transversely spaced rows of holes 16 to receive rods 17. The transversely spaced bars are preferably disposed at different levels as shown, and only occupy certain ones of the holes,

the remaining holes serving as a means of adjusting the position of the rods relative to each other. The length of the rods is less than the distance between the outer faces of the standards or so that they terminate inside the same, as shown in Fig. 3. Said rods are removably held against longitudinal shifting by rubber washers 18 removably pressed onto the rods and engaging the inner faces of the standards.

The holes 16 are in both walls of the hollow standards as shown, so that any one standard may be used as a common support for two sets of rods in the event that it is desired to erect the structure as a number of adjacent rack sections. Also the length of the rods is less than the height of the standards so that said rods may be backed in one of the standards for shipment. The same is true of the brace or connecting bars 3.

In placing the shoes on the rack for display, the shoes of one style but of different sizes are preferably disposed in substantially vertical alinement from the top down. The extension 15 serves as a locating means and a support for the heel 19 of a shoe 20 so that the latter hangs down toward the shelf 8 and rests against the wall 10, the height of said wall 8 being greater than the length of any shoe so that the top edge of the thin extension 15 always engages the corner formed between the heel and the instep. In this manner there is no tendency for the shoe after having been once placed to tip sideways or become otherwise dislodged. The companion shoe of the pair is supported on and extends lengthwise of the shelf 8 and of the rack, as shown in Fig. 4. The customer therefore has a view of both shoes of the pairs from different angles or view points. Said extension 15 also serves as a support for the price and style tag holder 21 which is displayed to one side of and adjacent the depending shoe.

Other pairs of shoes of the same style but of different sizes are supported on corresponding pairs of rods 17 in vertically alined relation. The back rod engages the instep of the shoe just in front of the heel as shown in Fig. 2 while the front rod engages the fold of the shoe near the toe. The shoes are thus supported in facing relation to the front of the rack and the customer with a downward slant, but they cannot possibly slip forward or get out of place. At the same time it is very easy to remove the shoes from the rack when desired. The front rods also serve as supporting means for the size tags 22 which are disposed adjacent the corresponding pairs of shoes, as indicated in Fig. 4.

To cover and protect the shoes when the store is closed and preventing dust from possibly settling thereon, I mount a spring retracted curtain rod 23 of conventional form between the standards just under the shelf 8 and back of the flange 9 so that it is normally concealed from sight. If therefore the rack is disposed close against the wall, no dust can get to the shoes from behind, nor can it settle from above on account of the top metal strip cover, and when the curtain is pulled down the entire rack area is completely enclosed as will be obvious.

While I have shown and described this device as being particularly designed for use in displaying shoes, it is obvious that it may be used for the display of other merchandise, since the relative level of the rods may be altered as may be necessary to support packages or articles of different forms other than shoes.

From the foregoing description it will be readily seen that I have produced such a device as substantially fulfills the objects of the invention as set forth herein.

While this specification sets forth in detail the present and preferred construction of the device, still in practice such deviations from such detail may be resorted to as do not form a departure from the spirit of the invention, as defined by the appended claim.

Having thus described my invention what I claim as new and useful and desire to secure by Letters Patent is:

A shoe supporting rack comprising in combination a pair of spaced end standards, transversely spaced rows of horizontal shoe supporting members extending between the standards, the corresponding members in each row being in vertically staggered relation, a step formed at the upper end of each standard, said step comprising two off-set horizontal surfaces and an intermediate vertical surface, and a foldable hinged shelf unit adapted to rest atop the spaced end standards and to cooperate with the steps, said shelf unit comprising three relatively long flat members hinged together, the central member being extended beyond the hinges along one edge to form an upstanding shoe supporting flange when the unit is mounted on the standard, and downwardly extending rigid retaining flanges secured along the outer edges of the outer shelf members.

GLENN T. CROW.