June 28, 1955 C. NORDBAK 2,711,672

SHOE SALESMAN'S STOOL

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Fig. 1

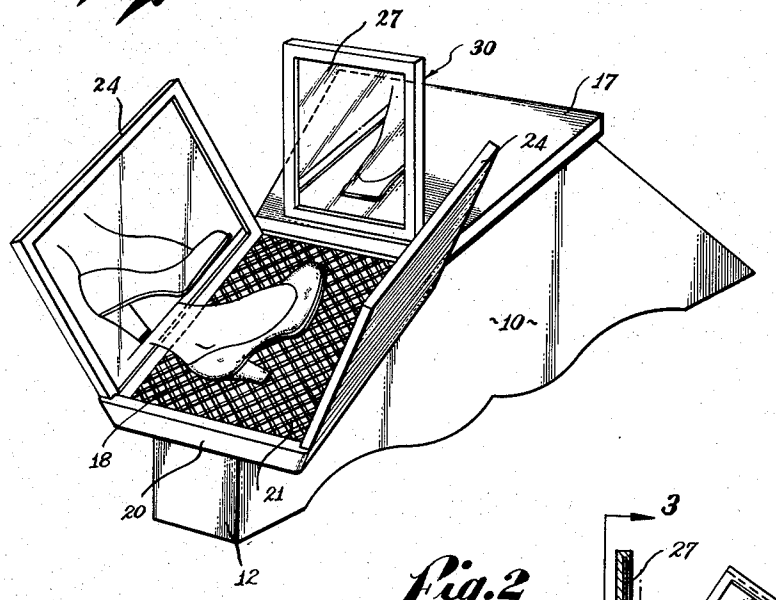


Fig. 2

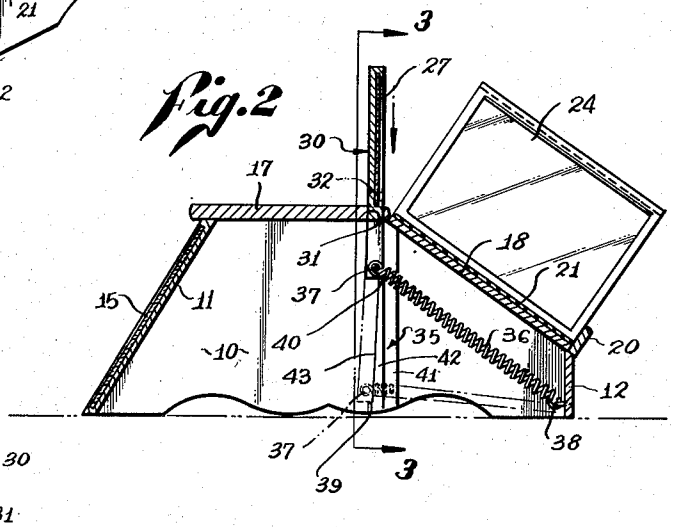
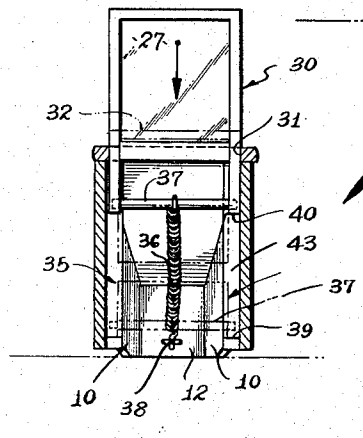


Fig. 3



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SHOE SALESMAN'S STOOL

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2 Claims. (Cl. 88—74)

This invention relates to a stool of the type used by retail salesmen in fitting shoes on a seated customer and is directed to improvements in such a salesman's stool having the general object of promoting sales as well as the object of reducing the time required to complete individual sales.

In the usual selling procedure wherein a conventional salesman's stool is used to try a shoe on a customer, the customer sees the shoe only from one viewpoint unless he rises from his seat and walks to a set of mirrors. Usually the one viewpoint is not enough for reaching a decision since the customer is naturally interested in how his shoes impress other people and other people see his shoes from other viewpoints, including front viewpoints and side viewpoints. Instead of taking the trouble to walk to a mirror a customer may sit looking at a newly fitted shoe from his limited viewpoint for an appreciable period of time trying to visualize the shoe as seen from other viewpoints. It has been found, too, that a customer may reject a pair of shoes on first sight from the single viewpoint that he would probably buy if he took trouble to walk to a viewing mirror.

It is a specific object of the present invention to give the customer multiple views of the newly fitted shoe while he is still seated. One result, of course, is to eliminate the time and trouble required to walk to a viewing mirror, thereby reducing the time necessary to try on and inspect a shoe. Another result is the psychological effect of promptly viewing the shoe from several angles. If the customer is inclined to favor the newly fitted shoe, the successive diverse images have a cumulative effect in building up a first impression conducive to a quick decision to buy. On the other hand, if the customer is not favorably inclined, the successive images encourage a prompt rejection. Thus the invention tends to minimize the indecision of a customer.

The invention is embodied in a stool having a seat portion for the salesman and having a forward downwardly sloping footrest for the customer's foot and the invention accomplishes its basic object by providing the stool with at least one mirror, preferably several mirrors. A certain problem arises, however, since mirrors positioned for front and side views of a customer's shoe on the footrest tend to interfere with the salesman's manual task of fitting shoes. The problem of providing a mirror for a front view is especially troublesome.

A feature of the invention is that it solves the mirror problem at the footrest of the stool by two different concepts. One concept is to place the mirrors for side views at such low angles on each side of the footrest as to minimize interference with the shoe fitting procedure. The other concept is to provide a retractable mirror for the front view of shoes, which mirror is normally in a retracted position out of the way but may be quickly shifted to a viewing position when desired. A further feature of the invention in this regard is the concept of placing a mirror on the side of the salesman's stool, preferably on the front side of the stool, for use by the

customer to view a shoe on his foot from a standing position.

The various objects and advantages of the invention may be understood from the following description in conjunction with the accompanying drawing.

In the drawing, which is to be regarded as merely illustrative:

Fig. 1 is a perspective view of the presently preferred embodiment of the salesman's stool;

Fig. 2 is a longitudinal vertical section of the salesman's stool shown in Fig. 1; and

Fig. 3 is a transverse vertical section taken as indicated by the line 3—3 of Fig. 1.

The illustrative embodiment of the salesman's stool is of hollow box-like structure having two side walls **10** that converge from a relatively wide rear wall **11** to a relatively narrow front wall **12**. The rear wall **11** is provided with an outer mirror **15** and is inclined at an angle to serve as a viewing mirror for the customer. At the salesman's suggestion the customer may rise to stand in front of the mirror **15** to view the shoes from various angles as may be desired. The salesman, of course, rises as the customer walks around the stool.

The top of the salesman's stool is made in two sections both of which are relatively wide to overhang the two side walls **10**. One of the top sections is a seat **17** for the salesman and may be padded or upholstered in any suitable manner. The other top section of the salesman's stool is a support surface or footrest **18** that slopes forwardly and downwardly from the seat **17** and is provided at its lower end with a suitable cross-strip **20**. The footrest **18** is preferably covered by a rubber mat **21**.

To afford side views of a shoe on the footrest **18** for the benefit of the customer a pair of side mirrors **24** is provided each being mounted on one side of the footrest and extending outwardly at an angle therefrom. Since a salesman seated on the seat **17** has ready access to the footrest **18** through the space between the two side mirrors **24**, the side mirrors **24** may be at relatively high angles with respect to the plane of the footrest **18**. Preferably, however, the two side mirrors **24** are inclined at relatively low angles with respect to the footrest **18**, not only to provide maximum freedom of movement for the salesman's hands and arms but also to provide low-angle side view images of a shoe for the customer.

A mirror **27** to afford the customer a front view of a shoe on the footrest **18** is suitably mounted on the salesman's stool to retract out of the way when not in use. In the present construction, for example, the mirror **27** is mounted in the upper part of an upright vertical frame **30** of rectangular configuration and the vertical frame **30** is suitably mounted in a slot **31** that extends transversely across the top of the salesman's stool between the seat **17** and the footrest **18**. The vertical frame **30** is movable in the slot **31** between an upright position shown in full lines in the three figures of the drawing and a lower position shown in dotted lines in Figs. 2 and 3. It will be noted in Fig. 3 that at the lower retracted position, the vertical frame **30** extends sufficiently upward from the slot **31** to afford a hand hold so that the salesman may grasp the retracted frame and lift it to its upper position. The top of the retracted frame is indicated by the dotted line **32** in Fig. 3.

Any suitable arrangement may be employed to guide the vertical frame **30** between its two positions and to releasably hold the vertical frame at either of the two positions. In the presently illustrated construction, for example, the vertical frame abuts a pair of upright guide strips or rails **35** that are mounted on the side walls **10** inside the stool. A suitable helical spring **36** connected at one end to a bottom cross-piece **37** of the vertical frame **30** and connected at its other end to an eye-screw

38 on the inner side of the front wall **12** serves to hold the vertical frame against the two rails **35** in a yielding manner.

The two guide rails **35** are formed with a lower set of shoulders **39** to support the vertical frame **30** at its lower retracted position as shown in dotted lines in Fig. 2 and are also provided with upper similar shoulders **40** to support the vertical frame at its upper position as shown in full lines in Fig. 2. In the particular rail construction here illustrated, each rail **35** is made in two pieces, namely, a main strip **41** of full width and an auxiliary strip **42** nailed thereto. The auxiliary strip **42** provides the two shoulders **39** and **40** as well as an inclined guide surface **43** between the two shoulders.

The manner in which the described salesman's stool serves its purpose may be readily understood from the foregoing description. With the upright mirror **27** in its lower retracted position the salesman has the necessary freedom for arm movement necessary to fit a shoe on the customer. The salesman may then lift the vertical frame **30** to its upper position thereby placing the upright mirror **27** in its effective position as shown in the three figures of the drawing. As may be understood by inspecting Fig. 1 the customer, without rising from his seat, is provided with a front view image of the shoe by the upright mirror **27** and is provided with two low angle side view images by the two side mirrors **24**.

If the customer desires to continue trying on shoes after inspecting one shoe with the aid of the three mirrors, the salesman lowers the upright mirror **27** out of the way by simply grasping the mirror and simultaneously rocking it forward and pushing it downward. The slot **31** serves as a fulcrum for rocking the vertical frame **30** out of engagement with the upper shoulders **40** of the guide rails **35**, thereby freeing the vertical frame for downward movement to its lower position into engagement with the lower shoulders **39**.

If a customer seems interested in a shoe as he views it in the upright mirror **27** and the two side mirrors **24**, the customer may be invited to rise and try out the shoe from a standing position, the sloping mirror **15** being available for the customer's convenience.

It is apparent that the described salesman's stool arouses customer interest and stimulates sales by affording multiple images of a new shoe while the customer is seated and will shorten the time required for a customer to make up his mind whether or not to buy a particular pair of shoes. It is also apparent that the described stool saves the usual time required to walk to and from a wall mirror.

My description in specific detail of the presently preferred form of the invention will suggest to those skilled in the art various changes, substitutions and other departures from my disclosure that properly lie within the spirit and scope of the appended claims.

Having described my invention, I claim:

1. A salesman's stool for use in fitting shoes on a seated customer, said stool comprising: a box-like structure forming a seat for the salesman and a footrest sloping downward therefrom, said structure having a transverse slot between said seat and footrest; an upright frame mounted for movement through said slot between a lower retracted position at least largely inside said structure and an upper position extending above the plane of said footrest; a mirror on said frame to present to the customer a front view image of a shoe on the customer's foot on said footrest when said frame is at its upper position; a shoulder on said structure for engagement by said frame to hold the frame at its upper position; yielding means interconnecting said structure and frame to urge said frame laterally into releasable engagement with said shoulder; and a pair of mirrors inclined outward from opposite sides of said footrest to present to the customer side view images of the shoe.

2. A salesman's stool for use in fitting shoes on a seated customer, said stool comprising: a box-like structure including a top wall having a substantially horizontal portion to serve as a seat for the salesman and an adjacent sloping portion to serve as a footrest for the seated customer, with a transverse slot in the top wall in the region of the juncture of said two portions; an upright mirror mounted on said structure for movement between a lower retracted position inside the structure affording the salesman full accessibility to said footrest portion and an upper position extending above the footrest portion to permit the seated customer to view his foot on the footrest from the front; means to retain said mirror releasably in its upper position; and two mirrors fixedly mounted by their lower edges on the opposite sides, respectively, of said footrest to permit the seated customer to view the sides of his foot on the footrest, said two mirrors being inclined outward from the vertical to give the seated salesman arm room for fitting a shoe on said footrest portion.

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