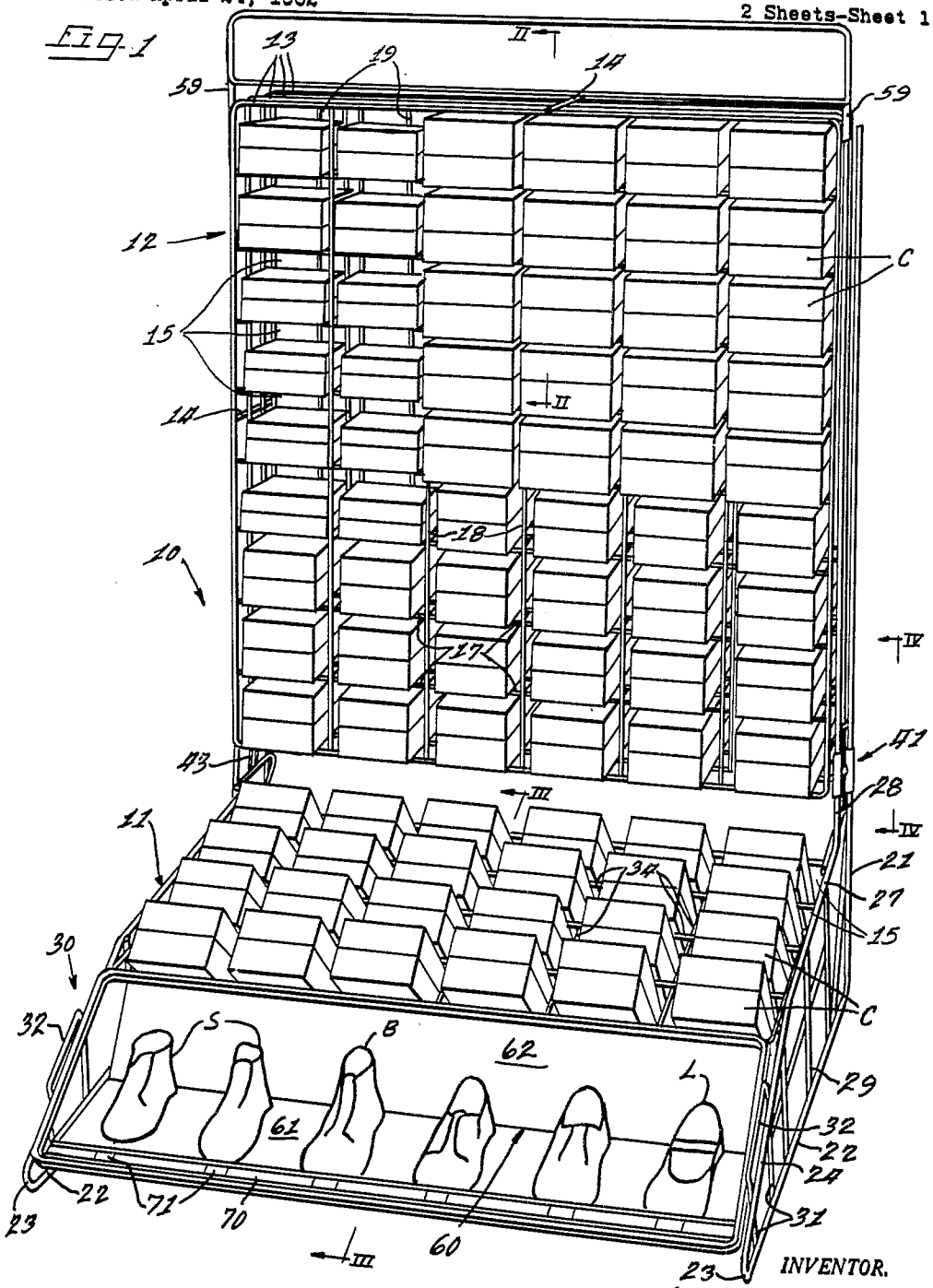
June 4, 1963 F. H. ROUNTREE 3,092,257

COUNTER DISPLAY RACK

Filed April 24, 1962 2 Sheets-Sheet 1

FIG. 1



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Fig. 4

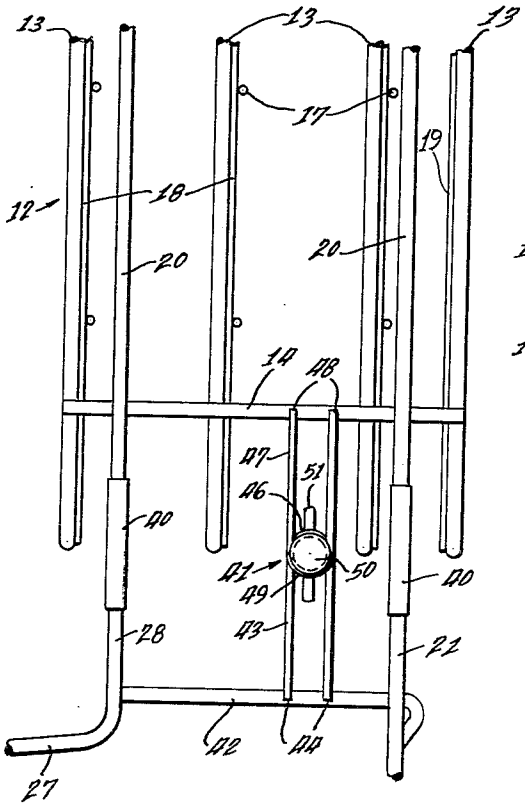


Fig. 2

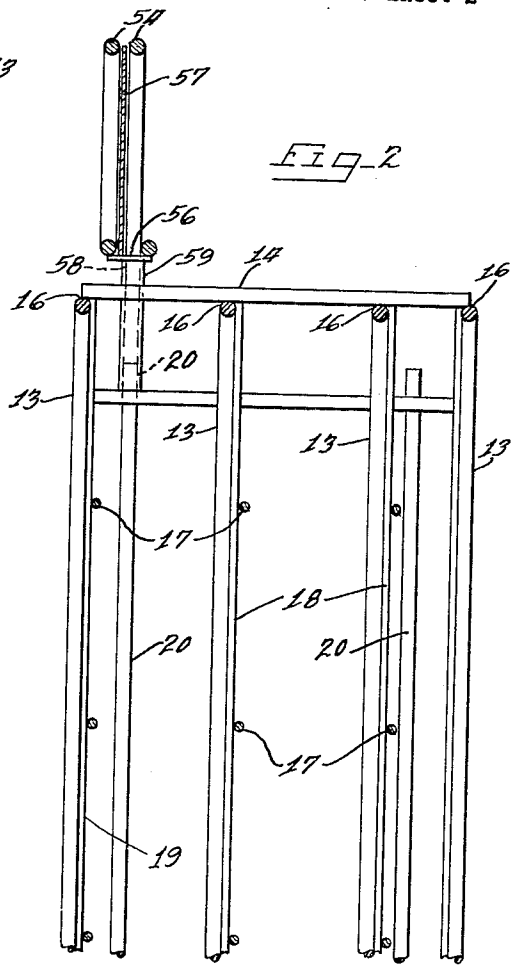
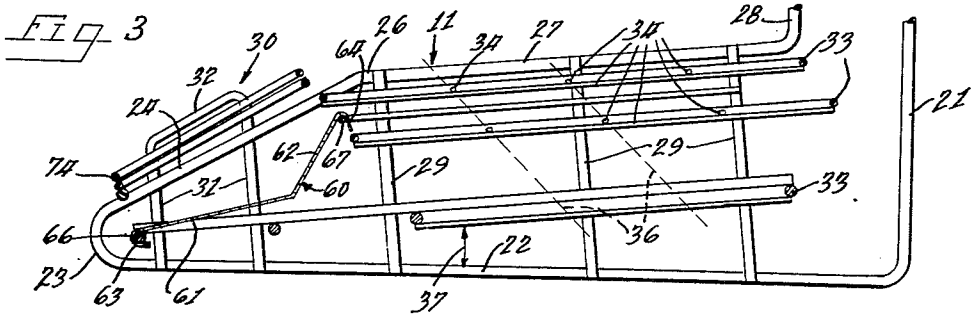


Fig. 3



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3,092,257

COUNTER DISPLAY RACK

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Filed Apr. 24, 1962, Ser. No. 189,770
8 Claims. (Cl. 211—49)

This invention relates generally to a counter display rack for boxed infants' and children's shoes, boots and slippers.

In accordance with the principles of the present invention, the counter display rack is provided by forming wire members into an upright rack and a base. The upright rack is characterized by a plurality of compartments disposed in vertical and horizontal rows. The base also has a plurality of display compartments, however, the wire members are disposed to align the boxes contained within the compartments at an inclined angle so the end panels of the boxes will be rendered readily visible and accessible. At the forwardmost part of the base there is provided a sheet form panel member on which the sample children's shoes or other merchandise contained within the boxes may be displayed. Accordingly, the prospective customer is given complete visibility of all styles and sizes on sale, thereby making it easy to pick out the style and size desired by self-selection. Further, by utilization of the rack of the instant invention, it is possible for selling personnel to observe the sizes that are "off-sale" so they can replace the needed size from back-up stock.

It is an object of the present invention, therefore, to provide an improved merchandise or selling display rack.

A further object of the present invention is to provide a counter display rack for boxed infants' and children's shoes, boots and slippers which gives complete customer visibility of all styles and sizes on sale and which makes it easy to pick out style and size by self-selection.

Many other advantages, features and additional objects of the present invention will become manifest to those versed in the art upon making reference to the detailed description which follows and the accompanying sheets of drawings in which a preferred structural embodiment of a counter display rack incorporating the principles of the present invention is shown by way of illustrative example.

On the drawings:

FIGURE 1 is a perspective view of a counter display rack incorporating the principles of the present invention and shown filled with a supply of children's or infants' shoes, boots and slippers;

FIGURE 2 is an enlarged cross-sectional view taken generally on line II—II of FIGURE 1 and illustrates additional details of construction of the vertical rack portion of the counter display rack;

FIGURE 3 is an enlarged cross-sectional view taken on line III—III of FIGURE 1 and illustrates additional details of construction of the base portion of the counter display rack; and

FIGURE 4 is an enlarged fragmentary view showing additional details of construction of the portion of the counter display rack joining the base of FIGURE 3 with the upright portion of FIGURE 2.

As shown on the drawings:

The counter display rack of the present invention is shown generally in FIGURE 1 by the reference numeral **10** and constitutes a knock-down assembly of a base shown generally at **11** and an upright or vertical rack shown generally at **12**. The base **11** and the vertical rack **12** are separable, thereby facilitating easy shipment and can be readily and conveniently assembled with one another in order to place the counter display rack **10** into usage.

As will be evident from an inspection of FIGURES 1 and 2, the vertical rack **12** is constituted by a plurality

of circumferentially closed, generally rectangular loops each formed by a wire member **13**. In the present embodiment, there are four separate loops or members **13** and they are held in firm assembly with one another by a plurality of reinforcing struts **14**. The loop members **13** are disposed in parallel spaced relation and are arranged in generally vertical planes spaced apart from one another from front to rear, thereby to form a generally rectangular enclosure. It will be understood that the reinforcing struts **14** which also develop a retaining function can be conveniently connected with the loop members **13** in firm assembly therewith by means of spot welding as at **16** (FIGURE 2). Thus, the subassembly constituting the loop members **13** and the reinforcing struts **14** form a subassembly having a top, bottom and two opposite sides.

In order to divide the interior of the enclosure into a plurality of separate compartments **15**, there are provided horizontal cross pieces **17** and vertical pieces **18** which together with one another partition the interior of the enclosure into a plurality of separate compartments **15** arranged in horizontal and vertical rows. In a typical rack for displaying boxed infants' and children's shoes, boots and slippers and wherein the rack is intended to be approximately four feet high, the cross pieces **17** and vertical pieces **18** are disposed to form individual compartments **15** of approximately three to four inches high and approximately four to five inches wide. At the rearwardmost loop member **13**, the vertical cross pieces or members as at **19** (FIGURE 2) are disposed in register with the individual compartments **15**, thereby to prevent the individual boxes from being pushed through.

At opposite sides of the vertical rack **12**, there are provided end standards. The end standards comprise a pair of wire members **20** which are connected in firm assembly with spaced struts **14** and which are disposed to extend vertically in spaced relationship to one another but inwardly of the forwardmost and the rearwardmost loop members **13, 13**.

Referring now to the base unit **11**, as shown in FIGURE 3 in conjunction with FIGURE 1, it will be noted the base is provided by a pair of standards located at opposite sides of the base unit **11** and each comprising a wire member shaped to provide a rear vertical leg **21**, a horizontal base portion **22**, a forward bight portion **23**, a first angularly inclined portion **24** which extends upwardly and rearwardly, terminating in an angled portion **26** which blends into a second inclined portion **27** which extends rearwardly and upwardly at a lesser angle of inclination than the portion **24** and which terminates in a front vertical leg **28**. The front vertical leg **28** is spaced from the rear vertical leg **21** by a spacing dimension corresponding to the spacing dimension between the standards **20, 20** on the rack **12**.

A plurality of generally vertically extending struts **29** are connected between the inclined portion **27** and the base portion **22** of the base end standards and a generally U-shaped strut **30** having a pair of vertical legs **31** and a bight portion **32** is connected in firm assembly between the leg **24** and the leg **22** of the base end standards.

Extending between the base end standards are a plurality of rectangular wire loop members **33**, which loop members **33** are spaced apart vertically from one another and which may be connected in firm assembly with the struts **29** by spot welding or the like in spaced relation to one another.

The loop members **33** thus form an enclosure having a forward portion, a rearward portion and side portions. Extending therebetween in both longitudinal and transverse direction are a plurality of wire cross pieces **34**. The transverse cross pieces **34** are staggered or offset out

of a vertical plane thereby to be aligned with respect to one another on an inclined plane depicted by dotted lines in FIGURE 3 and shown at **36**. Thus, the cross pieces **34** together with the loop members **33** and the struts **29** form a plurality of individual compartments each adapted to position a shoe box in angular disposition at the angle corresponding to that shown at **36** and the end panels of the boxes will thus be advantageously displayed in a readily visible and accessible position.

It will be noted that the loop members **33** are disposed at a slight angle to the horizontal corresponding to the angle of inclination of the leg **27** and which angle is shown generally on FIGURE 3 at **37**. Thus, the cross pieces **34** have the effect of partitioning the interior of the enclosure provided by the loop members **33** and the struts **29** into a tier of separate box compartments which slope or incline upwardly away from the rows of compartments provided in the vertical rack **12**.

In order to place the vertical rack **12** in assembly with the base **11**, it is contemplated that the end standards **20**, **20** of the vertical rack **12** will be placed in aligned register with the end standards of the base **11**. Thus, the forwardmost leg **20** will be placed in register with the leg **28** and the rearwardmost leg **20** will be placed in register with the leg **21**.

A sleeve-like socket member **40** is permanently fastened to one or the other of the legs **20** and **28** and to one or the other of the legs **20** and **21** and serves to receive in plug-in assembly the other leg. To lock the parts in assembly, there is provided a locking mechanism shown generally at **41**. In this connection, the base **11** has a cross strut **42** to which is attached a U-shaped member **43** welded to the cross strut **42** as at **44** and having a bight portion **46** extending upwardly.

The vertical rack **12** has a somewhat corresponding U-shaped member **47** welded as at **48** to a reinforcing strut **14** and having a bight portion **49** depending towards the base **11**.

When the legs **20**, **20**, **28**, **21** are fully received within the sockets **40**, the two bight portions **46** and **49** will be in adjoining register with one another whereupon a suitable locking clamp is passed through the respective bight portions and is clamped tightly, thereby locking the vertical rack portion **12** to the base portion **11**. The locking clamp is shown as comprising a screw **50** and a wing nut **51**.

An indicia standard may be attached to the top of the vertical rack portion **12** in order to properly identify the display and to contain other suitable sales information. For example, the display or indicia standard may comprise a pair of closed rectangular wire form loops **54** interconnected by cross pieces **56** at the bottom thereof and spaced from one another to provide a slot for accepting a sheet form indicia bearing member **57**. Thus, the sheet form member **57** rests on the cross pieces **56** and is prevented from falling through. A support post **58** is provided at each end of the indicia standard **54** and is assembled to one of the end standards of the vertical rack **12** by means of a socket sleeve **59**.

In order to display samples of the moxed merchandise, a display shelf is provided which comprises a sheet form member **60**. The sheet member **60** is shaped to form a first leg **61** which extends generally horizontally and is angled upwardly and a second leg **62** which extends generally vertically. At the end of the leg **61** there is provided a reversely turned hook flange **63** and at the end of the leg **62** there is a reversely turned hook flange **64**. The flanges **63** and **64** hook and engage wire members **66** and **67** rspectively. It will be noted the wire members **66** and **67** are located so that the display shelf **60** extends between the struts **31** and the legs **24** of the base structure. The leg **62** provides a front surface which is particularly suitable for bearing informational indicia, for example, information pertaining to the respective sizes of infants and children at different ages.

The leg **61** provides an advantageous support surface on which to carry the various samples of merchandise contained within the rack, for example, shoes S, boots B and slippers L. At the forwardmost edge of the base structure **11** there is provided a channel strip **70** suitably flanged for the reception of slidably insertable price tags **71**.

The forward portion of the base structure **11** is rigidified and aesthetically enhanced by the provision of rectangular loop members **74** which are fastened in firm assembly between the U-shaped strut members **30** at opposite sides of the base structure **11**.

After the rack has been assembled, each of the individual compartments is filled with an appropriate box containing the infants' and children's shoes, boots and slippers displayed on the display shelf **60** so the entire rack will be filled with box containers shown at C. The prospective customer is thus afforded visibility of all styles and sizes on sale and it is easy for the customer to pick out the style and size by self selection. Further, the rack makes it readily convenient for selling personnel to observe the sizes that are "off-sale" so the needed size can be replaced from back-up stock.

Although minor modifications might be suggested by those versed in the art, it should be understood that I wish to embody within the scope of the patent warranted hereon all such modifications as reasonably and properly come within the scope of my contribution to the art.

I claim as my invention:

1. A counter display rack for boxed infants' and children's shoes, boots and slippers comprising,
wire members bent to form a pair of upright base end standards,
a pair of upright back end standards, connected to loops by struts and to horizontal cross wires,
and plural sets of vertical pieces, each connected to said loops and cross wires to form compartments,
each said base end standard comprising a horizontal lower portion for engaging a support surface,
said lower portion terminating at one end in a first vertical base leg,
said lower portion terminating at its opposite end in an upwardly and rearwardly extending portion,
and, in turn, terminating in a second vertical leg spaced forwardly of said first vertical leg,
each said rack end standards including first and second vertical rack legs in register with the corresponding vertical base legs,
and a sleeve forming a socket receiving each set of corresponding first and second legs.

2. A counter display rack as defined in claim 1,
each of said base and rack end standards having a U-shaped wire member disposed in a vertical plane and arranged to have their respective bight portions in register with one another when said legs are fully received in said sockets,
and a clamping means operatively interconnecting said bight portions to keep said end standards in firm assembly with one another.

3. A counter display rack as defined in claim 1,
each of said base end standards having rows of horizontal cross pieces disposed in generally vertically spaced relation,
but offset forwardly and rearwardly with respect to one another to form angularly inclined compartments for receiving boxes with the box end panels in a readily visible access position.

4. A counter display rack as defined in claim 3,
each of said rack end standards having cross pieces disposed to form horizontally and vertically spaced compartments for receiving the boxes.

5. A counter display rack as defined in claim 1,
said base end standards having extended therebetween at the forwardmost portion thereof a sheet form

panel adapted to support for display unboxed samples of the boxed merchandise.

6. A counter display rack for boxed children's shoes comprising,

a plurality of vertical rectangular wire loops spaced apart from one another and interconnected by a plurality of wire retainer struts,

a plurality of vertical and horizontal cross pieces made of wire members connecting said loops and partitioning the interior of said loops into box sized compartments, and thereby forming together therewith a vertically disposed rack, front and rear vertical wire rack legs on opposite sides of said rack,

a pair of base standards each comprising a wire member shaped to form a horizontal support portion, a rear vertical leg, a front vertical leg and an upper inclined portion extending generally horizontally and vertically to interconnect said horizontal support portion and said front vertical leg,

vertical wire retainer struts on said standards, a plurality of vertically spaced wire rectangular loops connected to said struts and extending between said base standards,

and a plurality of longitudinal and transverse cross pieces made of wire connecting said second loops and partitioning the interior of said base loops into box sized compartments and disposed in offset relation to support each box at an inclined alignment positioning the box end panel in a visible access position, and forming together with said base standards a support base, and a socket sleeve for each pair of front and rear vertical legs interconnecting said support base and said rack.

7. A counter display rack as defined in claim 6,

each of said end standards having a U-shaped wire member,

said U-shaped wire members being disposed in a vertical plane and arranged to have their respective bight portions in register with one another when said legs are fully received in said sockets,

and a clamping means operatively interconnecting said bight portions of said U-shaped wire form members to keep said end standards in firm assembly with one another.

8. A counter display rack as defined in claim 6,

said base end standards having extended therebetween at the forwardmost portion thereof a sheet form panel adapted to support for display unboxed samples of the boxed merchandise.

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