Nov. 15, 1938. C. F. SCHOLL 2,137,029

SALESMAN'S SHOE DISPLAY RACK

Filed March 13, 1937

Fig. 1

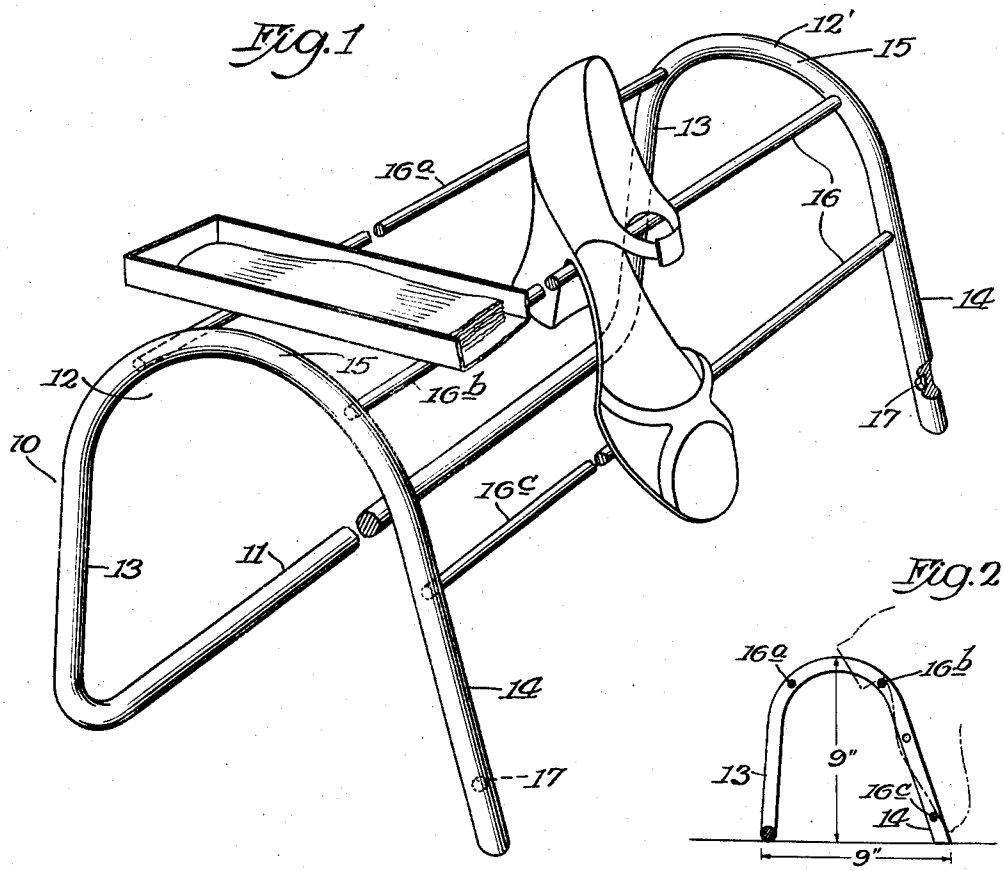


Fig. 2

Fig. 4

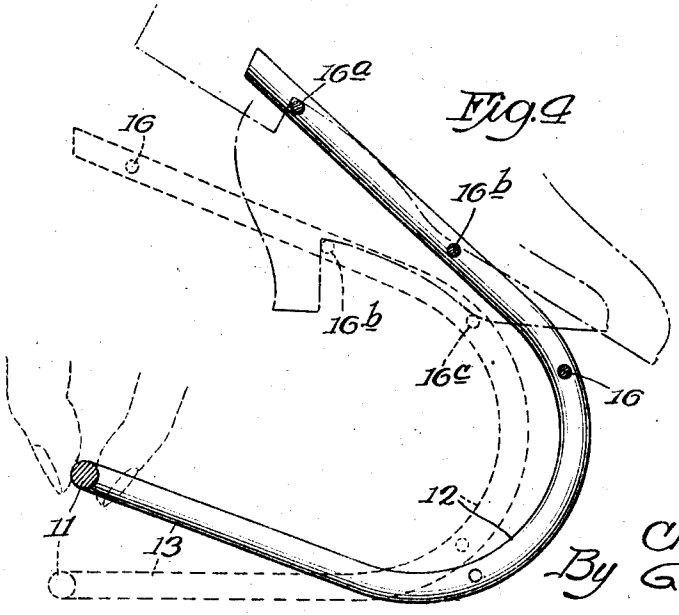
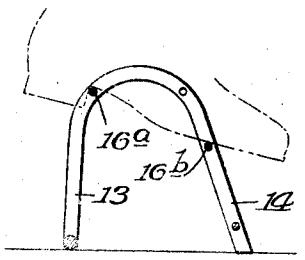


Fig. 3



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SALESMAN'S SHOE-DISPLAY RACK

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3 Claims. (Cl. 211—37)

In selling shoes, the salesman usually displays quite a diversity of styles and shapes and the customer's selection is usually made from a comparative few of them that meet first-blush approval.

The general object of my invention is to provide a neat and attractive display rack for the salesman's use to receive and attractively display such shoes as meet with the customer's tentative favor, thus to facilitate his work and the customer's comparison of stylings, etc.

Another object of the invention is to provide a very simple and effective construction of the supporting rack that, by different positioning of support bars in its frame, and different positionings of such frame, will accommodate a diversity of display-positioning of shoes of different lengths and other wares such as hose, arch supports, etc. that commonly are sold in conjunction with shoe-sales; and further objects will appear from the following description taken in conjunction with the accompanying drawing, in which I have shown and will describe, for purposes of full disclosure, a single embodiment of my invention that I have found to be highly satisfactory in use and economical in cost.

In the drawing:—

Figure 1 is a perspective view, with parts broken away, showing the rack in use in "standing" position;

Figs. 2 and 3 are small cross-sectional diagrams showing the rack in such position with its support bars in other selective positions in the frame, to vary the display or accommodate different lengths of shoes; and

Fig. 4 is a somewhat larger cross-sectional diagram showing the use of the rack in "laid down" position, for rocking manipulation to facilitate the customer's inspection and comparison of shoes.

The frame 10 of the rack structure shown is of single piece construction, made preferably of good steel rod-stock, formed to provide a longitudinal reach or backmember 11 and two identically-shaped end members 12, 12', each having a rear leg 13 merging into the back reach 11 and a front leg 14 connected at its top with the top of the back leg and downwardly out-sloped with respect to the rear leg for purposes that will presently appear; these end members standing in parallel planes at right angles to the axis of the reach 11.

While embodiments of my invention may be built in reasonable diversities as to size and material, and the drawing hereof is diagrammatic rather than to scale, a border frame of say half-inch bar stock and end-member shaping giving approximately a nine-inch spread between the legs at their lower ends and about a nine-inch height for the end members, as shown in Fig. 1, gives good results and appearance. A length to accommodate at least four or five shoes is desirable.

The connection 15 between the front and rear legs of each end member is shown as a smooth curve of increasing radius from its merger with the back leg to the center of its span, for smooth rocking action such as is illustrated in Fig. 4; for which purpose the rack is placed in "laid down" position with its back legs 13 and its longitudinal reach 11 constituting the base.

Longitudinal support-bars for the shoes, positionable in selected stations afforded by pairs of shallow, confronting recesses 17 in the two end frames, complete the rack; provision of four pairs of recesses 17 and three support bars 16 giving a desirable diversity of display-angles and accommodation of different lengths of shoes.

In the desirable specific arrangement shown, recesses 17 respectively near the top of rear leg 13 and the top of front leg 14 and suitably separated laterally as, say, by a distance approximating 5 inches, will position two support bars 16^a and 16^b in a horizontal plane, when the rack is in standing position, to serve as a skeleton platform on which to place boxes or display incidental wares aforementioned; and two other stations 17 at different heights in the front legs are selectively available to receive a third bar 16^c to act as one of the support members for shoes on display.

For convenient reference the receptive stations 17 will be spoken of as first to fourth, beginning with the pair at the back of the rockers 15, and the bars 16 in use will be referred to as 16^a to 16^c, reading from left to right in all figures, regardless of what numerically-indicated positions they occupy.

It will be noted that all of the bar-receiving recesses are sufficiently far away from the back-reach 11 to permit freeing of their engaged bars for removal, under relatively-slight, manual springing-apart of the sturdy end members, which are stiff enough to strongly retain the bars against accidental displacement from the shallow recesses.

In "stood up" position of the rack, medium lengths of shoes may have their heels hooked over bar 16^b in second position and their soles supported by bar 16^c located in either third or fourth

position as indicated in Figs. 1 and 2, respectively, while very long shoe-lengths may be accommodated, or angle of presentation of shorter shoes may be varied by locating bar 16a in No. 1 position and bar 16b in No. 3 position. Where only two bars are used the third may either be laid aside or inserted in an idle position in available recesses 17.

For purposes of presentation in rather flat or low-angle display, and for rocking display, it will be apparent that heel-receiving bar 16a may be placed in either fourth or third position in the recesses 17 and a sole-receiving bar 16b may be accommodatingly placed in a remaining position-number of the front leg, as indicated for a longer man's shoe and a shorter woman's shoe in the respective full line and dotted line positions of Fig. 4.

It will be noted that in either position—"stood up" or "laid down"—the support-bars may be so disposed that the rack is not subject to upsetting or rocking, as the case may be, under the weight of the full quota of long and heavy shoes. And that, in general, the rack may very conveniently be handled by the clerk in presenting an array of shoes to the customer for close comparison between them by the customer.

While for purposes of full disclosure I have herein described in detail a very advantageous embodiment of my invention, it will be understood variations in details thereof may be made without departure from the spirit of my invention, within the scope of the appended claims.

I claim:

1. In a rack for shoe-salesman's display of a line of shoes for customer's selection, a single-piece frame of metal rod-stock bent to provide a longitudinal back reach and two end members lying in planes at right angles to said reach, each said end member having recesses in its inner face and being shaped to present rear leg and front leg portions merging into a wide curved rocker portion, from which said legs diverge in acute-angle relation to each other; and parallel longitudinal support bars extending between said end members with their ends normally received in the recesses thereof and so positioned with respect to said rocker portion and to the free ends of the front legs as to display shoes at different angles of presentation when, respectively, said frame is in standing position on its four legs and in "laid down" rockable position on its back legs, with the shoe heels hooked over an appropriate upper one of said bars and their soles supported by a lower said bar, the longitudinal support bars being readily removed or inserted by a flexing of the front leg portions.

2. In a rack for shoe saleman's display of a line of shoes for customer's selection, a single piece frame adapted to be supported in upright or "laid down position", the frame comprising a longitudinal back reach and two end members lying in planes at right angles to said reach, each of said end members being shaped to present front leg and rear leg portions merging into a wide curved rocker portion from which said legs diverge in acute angle relation to each other, and longitudinal bars extending between and supported by said end members for supporting the shoes to be displayed, the front leg portions, when the frame is in "laid down position", extending upwardly and rearwardly from the curved rocker portion with the longitudinal shoe supporting bars in elevated position relative to the rear leg portions and the curved rocker portion permitting rocking of the frame.

3. In a rack for shoe salesman's display of a line of shoes for customer's selection, a single piece frame of metal rod-stock bent to provide a longitudinal back reach and two end members lying in planes at right angles to said reach, each said end member having recesses in its inner face and being shaped to present rear leg and front leg portions merging into a wide curved rocker portion permitting rocking of the rack when in "laid down position", from which said legs diverge in acute angle relation to each other, and parallel longitudinal support bars extending between said end members with their ends normally received in the recesses thereof and so positioned with respect to said rocker portion and to the free ends of the front legs as to display shoes at different angles of presentation when, respectively, said frame is in standing position on its four legs and in "laid down" rockable position on its back legs, with the shoe heels hooked over an appropriate upper one of said bars and their soles supported in elevated position above said back legs by a lower said bar in the corresponding elevated front legs.

CHARLES F. SCHOLL.