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2,285,491

SHOE DISPLAY RACK

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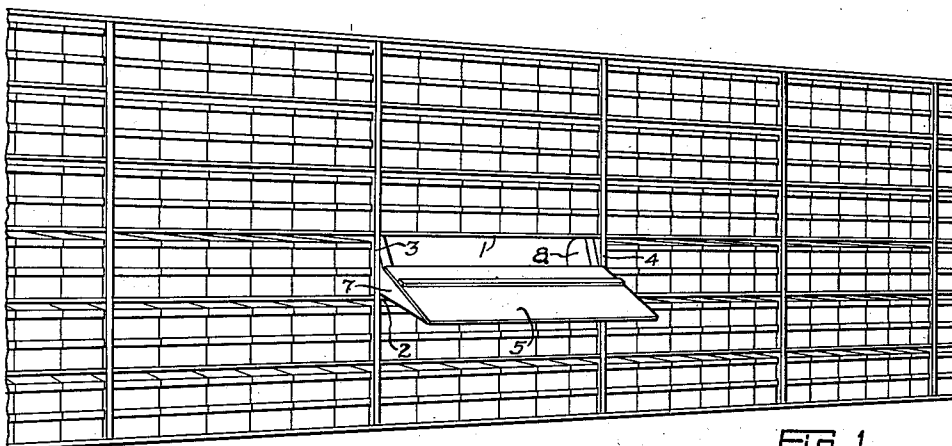


Fig. 1.

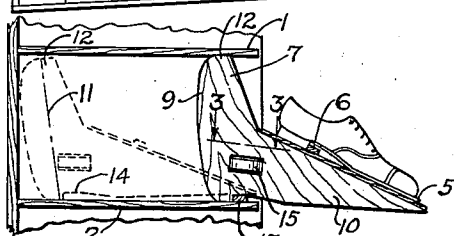


Fig. 2.

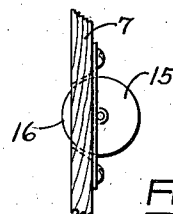


Fig. 3.

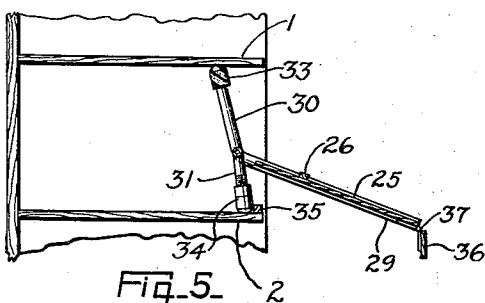


Fig. 5.

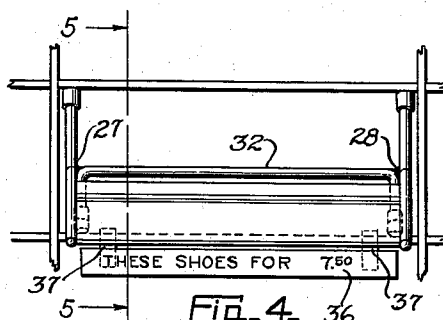


Fig. 4.

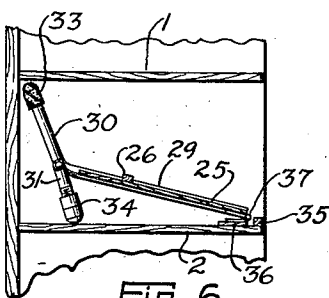


Fig. 6.

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SHOE DISPLAY RACK

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2 Claims. (Cl. 211—36)

This invention relates, generally, to display devices, and particularly to such a device for displaying shoes.

The common practice in the merchandising of shoes is such that it is difficult for a customer or prospective customer to examine a shoe offered for sale without attendance of a sales person. This is because shoes are ordinarily packaged in boxes, and the boxes arranged upon shelves or in tiers within the merchandising establishment. While a customer or prospective customer may observe a shoe at a distance, as through a window or show case, close examination thereof is seldom provided for, except through the intermediary of a sales person.

Shoe stores are conventionally equipped with a series of shelves, arranged to receive the boxes of shoes. Such shelves usually cover one or more of the walls in the establishment, and provide a practical place for displaying the shoes, with the provision of suitable display devices.

The object of the present invention, generally stated, is to provide a device for displaying shoes with may be utilized in connection with the conventional shoe store shelving.

A further object of the present invention is to provide a display device which is easy to install and remove, which is capable of displaying shoes in a position which will attract attention, and which may be retracted to protect the shoes from exposure or view.

Other objects will become apparent to those skilled in the art when the following description is read in connection with the accompanying drawing, in which:

Figure 1 is a perspective view of typical shoe store shelving, having the display device of the present invention inserted therein.

Figure 2 is a view in end elevation of one embodiment of the display device of the present invention associated with the usual shoe store shelving.

Figure 3 is a sectional view taken along line 3—3 of Figure 2.

Figure 4 is a view in front elevation of another embodiment of the invention.

Figure 5 is a sectional view taken along line 5—5 of Figure 4, and

Figure 6 is a view corresponding to Figure 5, but showing the display device in retracted position.

In accordance with the present invention, generally stated, a display stage is provided in association with the usual shelving of a shoe store, in such manner that while the stage may be

pulled out beyond the shelving to clearly expose the merchandise on the stage, it may nevertheless be retracted into a position well within the shelving where the merchandise will be protected from exposure and view. The present invention particularly contemplates that such display stage be constructed and arranged between parallel shelves so that it may be readily installed or easily removed, but not subject to unintentional removal; and arranged for operation in such manner that the stage is readily moved from a position well within the shelving to a position of exposure without the shelving.

Referring now to the drawing for an illustrative embodiment of the present invention, a series of shelves representing the conventional shoe store shelving is arranged in tiers as shown in Figure 1. The shelves are arranged in parallel spaced relation such as to receive two normal shoe boxes therebetween, as shown. Two such shelves, 1 and 2, supported at their respective ends by partitions 3 and 4, are shown in the drawing, without the usual shoe boxes therebetween, but in lieu thereof is provided the display rack of the present invention.

The display rack of the present invention comprises a stage 5, which is arranged to extend downwardly at an angle such as to attractively display shoes thereon. The stage 5 is provided with a heel abutment 6 extending across the same, behind which the heels of shoes on display may be engaged.

In the embodiment shown in the drawing, the stage 5 is associated with shelving 1, 2, and guided in position therein by a pair of chairs 7 and 8, arranged at the respective ends of stage 5. In the embodiment shown, the chairs 7 and 8 are substantially T-shaped, consisting of an upright leg 9 and a horizontal leg 10, upon the latter of which the stage 5 is directly mounted. The maximum length of upright leg 9 is represented by the broken line 11 shown in Figure 2. The length of line 11 is slightly in excess of the distance between shelves 1 and 2, so that when the chairs are disposed between shelves 1 and 2 with axis 11 inclined rearwardly, as shown in Figure 2, the stage with its adjunct parts may be moved back and forth between shelves 1 and 2, as in this position, shown in dotted lines in Figure 2, the upper terminus 12 of upright arm 9 is out of engagement with the lower surface of shelf 1.

Arranged adjacent the forward edge of shelf 2 is an abutment member 13, upon which the lower surface of arm 10 is arranged to ride dur-

ing back and forth movement of the parts between shelves 1 and 2. If desired, a recess 14 may be provided in the lower surface of arm 10 to receive abutment 13 when the rack nears the forward extreme of its movement.

In order to facilitate back and forth movement of the display rack between shelves 1 and 2, suitable antifriction devices may be provided in the side walls as well as the lower surface. One such device is illustrated in Figure 3, where a roller 15 is mounted on the interior of chair 7, as shown in Figure 2, and has a part 16 thereof extending through an aperture for rolling contact with the partition member 3. Likewise, similar rollers or other anti-friction devices may be provided in the lower surface of horizontal arm 10 of the chairs 7 and 8, and in other positions where and as desirable.

While the invention has been described with particular reference to its utility in connection with the conventional shoe store shelving, it is to be understood that other suitable supporting members, constituting the equivalent of shelves 1 and 2, may be employed in lieu thereof.

In the operation of the device, assuming the display rack to be in the position illustrated in the dotted lines in Figure 2, a person desiring to examine the shoes reposing upon stage 5 may grasp the forward edge thereof (which may be provided with a suitable handle or other suitable gripping device, if desired) and draw the same forwardly until the position illustrated in full lines is reached. Upon release of the forward terminus of stage 5, the same will move downwardly in response to the force of gravity, about abutment 13 as a fulcrum. This results in a movement of axis 11 in a direction toward plumb, and since axis 11 is of slightly greater length than the space between shelves 1 and 2, upper terminus 12 of leg 9 wedges itself against the lower surface of shelf 1. Even in this position axis 11 is still out of plumb, and inclined rearwardly so as to preclude further forward tilting of stage 5 and its adjunct parts. The stage is thereby positively locked in display position, but may be readily released by the application of a slight pressure beneath the forward edge of stage 5, which effects a counter-clockwise tilting about abutment 13 as a fulcrum.

When it is desired to remove the display device from between shelves 1 and 2, the stage 5 and its adjunct parts may be tilted into a position such that stage 5 is substantially level. In this position, sufficient space will exist between upper extremity 12 of arm 9 and the lower surface of shelf 1 to permit sufficient translation of the stage and its adjunct parts to free it of abutment 13, and permit its removal. The stage and its adjunct parts may be reinserted between shelves 1 and 2 in the same position, and after abutment 13 is cleared, the device may be restored to the position illustrated in dotted lines by being pushed rearwardly.

While in the device illustrated in the drawing, two chairs 7 and 8 are provided for sustaining stage 5, it is evident that one such chair is sufficient for accomplishing the purpose when suitable means is provided for stabilizing the ends of the stage. Obviously, a greater number of chairs may be employed without affecting the result.

While in the embodiment just described, the display device, including the supporting chairs, may be conveniently fabricated of wood, the device may conveniently be formed of metal. For

example, in the embodiment illustrated in Figures 4, 5, and 6, stage 25 is provided with a heel abutment 26, as in the previous embodiment, but the supporting chairs are formed of metal tubing. Obviously, the chairs may be formed of castings, or otherwise fabricated.

In the embodiment illustrated in Figures 4, 5, and 6, a pair of chairs 27 and 28 are provided at opposite ends of the stage 26, and suitably connected thereto, as for example by means of screws. Chairs 27 and 28 are substantially T-shaped, and provided with a forwardly extending leg 29 from the rear end of which a leg 30 extends upwardly, and a leg 31 extends downwardly. In the embodiment shown, the forwardly extending legs 29 of each of chairs 27 and 28 is a part of an integral piece of tubing, the intermediate portion 32 of which extends across the back of stage 25 as a brace. Legs 30 and 31 may be suitably connected to legs 29, as by welding or otherwise.

The upper terminus of leg 30 may be provided with a cap 33, which in order to provide an effective frictional grip against the lower surface of shelf 1, and in order to prevent undue wearing of shelf 1 at the points of contact, may advantageously be formed of a resilient material, such as rubber.

The lower terminus of leg 31 may be provided with a cap 34 of any suitable material, metal being desirable from the standpoint of ease of manipulation of the display device within the shelving. The cap 34 may be connected to leg 31 by screw threads, so as to provide a limited adjustment of the effective length of legs 30 and 31.

As in the previous embodiment, lower shelf 2 may be provided with an abutment 35 to limit the forward movement of the device when it is drawn from its retracted position, illustrated in Figure 6, to its extended position, illustrated in Figure 5. In this embodiment, however, the abutment 35 serves merely to limit the movement of the device, and does not, as in the previous embodiment, maintain the parts in front of the vertical leg member out of engagement with shelf 2, and does not provide a fulcrum about which the entire device is tilted at the forward extremity of its movement.

In the embodiment illustrated in Figures 4, 5, and 6, stage 25 is provided with a panel 36, connected thereto by means of hinges 37. The panel is thus arranged to depend from the forward edge of stage 25, and thus an advantageous location for suitable signs or insignia is provided. However, when the device is retracted as illustrated in Figure 6, the panel 36 may be turned backwardly beneath the forward terminus of stage 25. From the foregoing description, and the complete description of the operation of the device illustrated in Figures 1, 2, and 3, it is believed that the operation of the embodiment shown in Figures 4, 5, and 6 will be readily apparent.

From the foregoing description, it is apparent that the present invention accomplishes its objects and provides an effective means of displaying shoes which may be readily installed or removed in any shoe merchandising establishment equipped with shelving of the conventional type.

While in the foregoing description and in the accompanying drawing two complete embodiments of the invention have been disclosed, it is apparent that many modifications of the detailed structure will suggest themselves to those

skilled in the art without departing from the spirit of the invention. It is therefore to be distinctly understood that such modifications and variations as do not depart from the spirit of the invention, although not specifically described herein, are contemplated by and within the scope of the appended claims.

Having thus described the invention, what is claimed is:

1. The combination with spaced parallel shelves of a shoe display rack comprising, an inclined stage having a heel abutment thereon, a pair of T-shaped chairs supporting said stage, said chairs having their upright legs of slightly greater maximum dimension than the distance between the shelves and being disposed between said shelves with said maximum dimension inclined rearwardly, said chairs being arranged for sliding movement inwardly and outwardly between said shelves when the chairs are tilted so that the upper extremities thereof are free of the shelf thereabove, and a part elevated above

the lower shelf for maintaining said chairs tilted out of engagement with the shelf thereabove except when the stage is at the outward extremity of its movement, said part arranged to prevent complete removal of the chairs without substantial rearward tilting and vertical translation thereof.

2. The combination with spaced parallel shelves, of a shoe display rack comprising, an inclined stage having an abutment thereon, a pair of T-shaped chairs supporting said stage, said chairs having their upright legs of slightly greater maximum dimension than the distance between the shelves and being disposed between said shelves with said maximum dimension inclined rearwardly, said chairs being arranged for sliding movement inwardly and outwardly between said shelves when the chairs are tilted so that the upper extremities thereof, are free of the shelf thereabove.

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