June 19, 1951 S. J. KNODE 2,557,663

SHOE ADVERTISING ATTACHMENT

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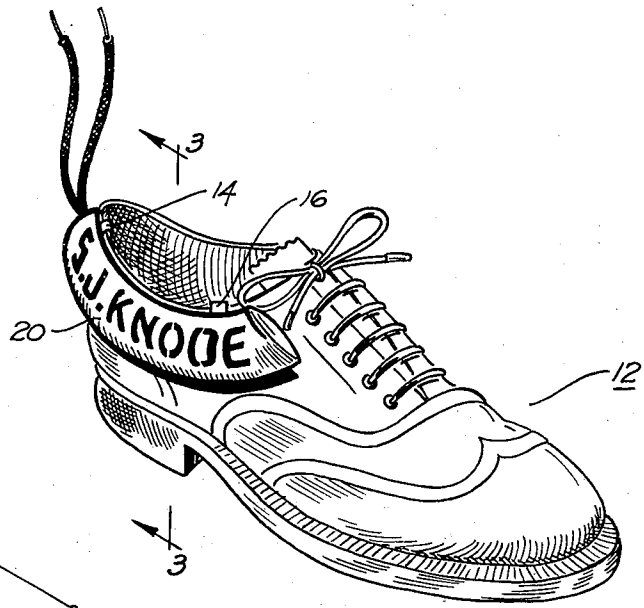


Fig. 1.

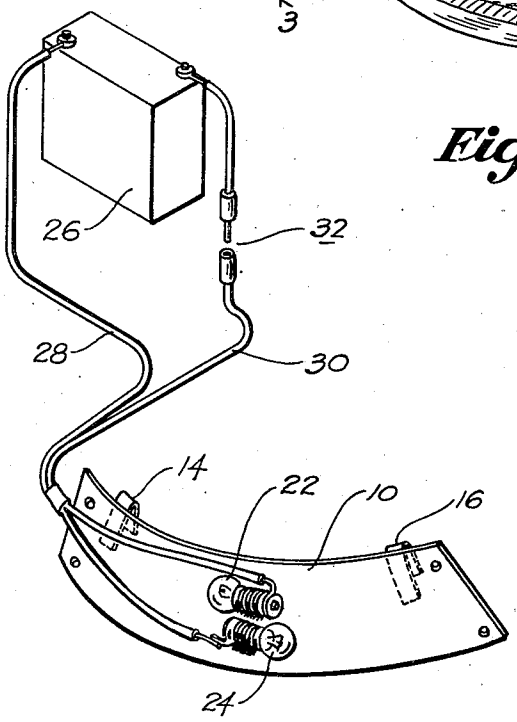


Fig. 2.

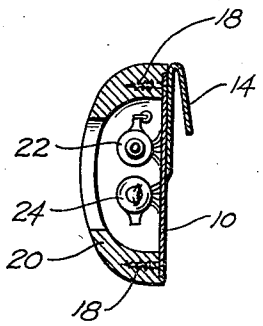


Fig. 3.

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SHOE ADVERTISING ATTACHMENT

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1 Claim. (Cl. 40—130)

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My invention relates to an electrically illuminated shoe advertising device particularly one to be detachably mounted upon the shoe of a pedestrian. The invention relates to an especially designed and constructed advertising accessory such as may be classified broadly as an attachment, the same being detachably mounted upon a shoe when the same is being worn.

It is an object of my invention to provide an inexpensive and effective device of the character described which can be detachably fastened in position upon the upper portion of the outer side face of a conventional Oxford shoe, and which shall be provided with illuminating means that can be lighted and extinguished at the will of the wearer.

Other features and advantages of my invention will become more readily apparent from the following description and drawings.

In the drawings, wherein like numerals are employed to designate like parts throughout the several views:

Figure 1 is a view disclosing the advertising device of my invention mounted in its place upon the shoe to be worn;

Figure 2 is a view disclosing the mounting plate of the device constituting my invention, together with the illuminating means mounted on said plate; and

Figure 3 is a sectional view, taken on the line 3—3 of Figure 1, disclosing certain details of the device constituting my invention.

Referring now to the figures of the drawing disclosing a preferred embodiment of my invention, there is provided a mounting or support plate 10, Figure 2, preferably of metal, said plate being preferably rectangular in outline and preformed to fit snugly against and cover the upper portion of the outer side of an Oxford shoe 12, Figure 1. Support members, for example straps 14 and 16, are preferably permanently secured as by welding to the upper edge of the inner face of the plate 10 thereby providing means for detachably mounting said plate in position upon the shoe.

To the outer face of the plate 10 there is detachably secured, as by screws 18, a cover plate 20 which is preferably cup-shaped in cross section; and said plate, or possibly better defined as name plate, may be constructed of aluminum or a mouldable or plastic material, for example gypsum, artificial wood, artificial resins or the like. The plate 20 is preferably cut away to provide openings outlining the trade name of the shoe to be advertised; and said plate, together

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with the plate 10, constitutes the advertising attachment constituting my invention. If the plate is made of a plastic material the trade name may be printed thereon; or if the plate is painted said name may be blocked out.

To render the aforementioned name more distinguishable, particularly during the hours of darkness, there is provided a source of light within the advertising device constituting my invention; and in the embodiment disclosed in the figures of the drawings, this source of light is made up of two electric lamps 22 and 24 which are preferably electrically connected in series with a dry cell battery 26, by means including conductors 28 and 30 and a control switch 32. The battery 26 may be carried in some convenient part of the clothing of the party whose shoe is supporting the advertising attachment; and the electrical conductors 28 and 30 may be covered in part by the stocking of said party. The lamps 22 and 24 may then be lighted or extinguished at will, by opening or closing the switch 32, which may be conveniently carried in some readily accessible part of the clothing of the wearer.

There is thus provided, by my invention, a simple, effective and cheaply manufactured shoe advertising device which may be easily attached to and detached from the shoe of the pedestrian. If desired, both of the shoes of the pedestrian may be provided with the device of my invention; and it will be apparent that my invention is particularly effective as an advertising means if displayed at night.

Although this invention has been described in connection with a certain specific embodiment, the principles are susceptible of numerous other applications that will readily occur to persons skilled in the art. The invention is, therefore, to be limited only as indicated by the scope of the appended claim.

Having thus described the various features of the invention, what I claim as new and desire to secure by Letters Patent is:

The combination with an Oxford shoe including an upper, of an advertising device adapted to be detachably mounted upon a portion of the outer side face of said upper and to snugly engage said outer side face, said advertising device including a support plate curved along its upper edge to conform to the curved upper edge of the upper and curved longitudinally throughout the body thereof to conform to the longitudinal curvature of the body of the upper, a name plate, convex in cross-section and curved to conform

with the curvatures of the support plate, detachably mounted upon the support plate, and defining with said plate, a hollow chamber, said plate being cut away to provide openings outlining letters, a plurality of inverted U-shaped hooks secured to the support plate adjacent opposite ends of the latter for detachably supporting the advertising device upon the upper edge of said upper, with the upper edges of the plate and upper being contiguous, and electrical means including a lamp within said chamber for illuminating the device.

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