Aug. 16, 1927. 1,639,290

B. H. HARRIS

SHOE DISPLAY STAND

Original Filed Jan. 23, 1924

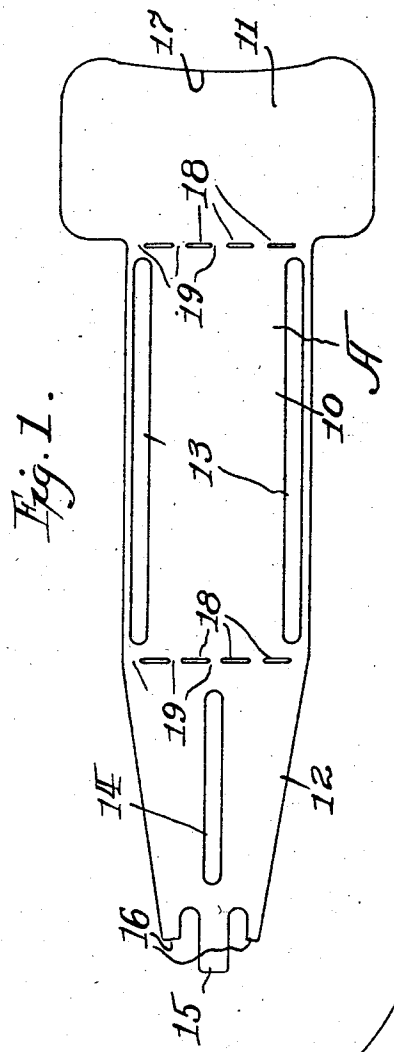


Fig. 1.

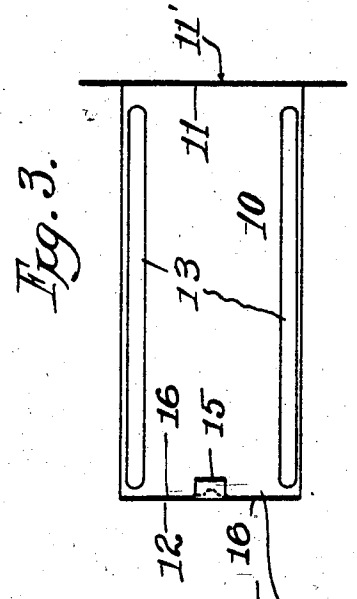


Fig. 3.

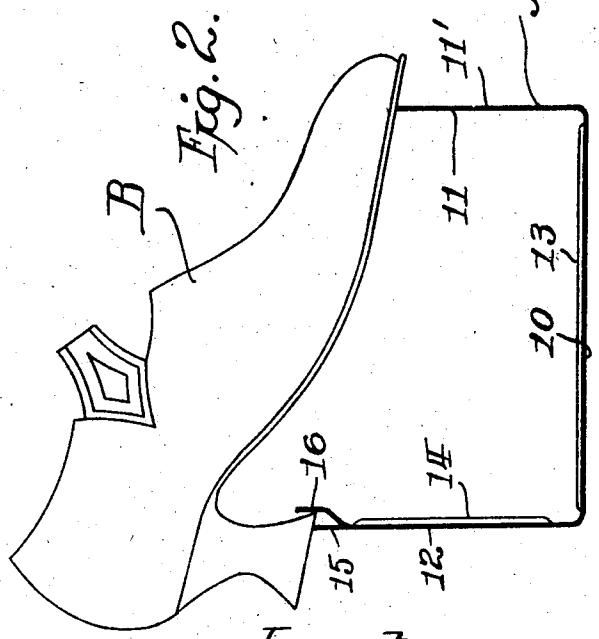


Fig. 2.

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UNITED STATES PATENT OFFICE.

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SHOE-DISPLAY STAND.

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This invention relates to display stands for displaying an article of merchandise which is offered for sale, whether in a show window or otherwise and a feature of the invention being in providing a display stand made from a single piece of sheet material.

The invention also includes a display stand which is formed from a single piece of sheet material and is adapted to be normally flat so that it can be sent through the mail or readily packed for shipment or storage and when it is desired for use it can be set up by bending the ends of the same into the desired position.

A feature of the invention resides in providing a display stand formed with reinforcing means in the body of the same so that the stand can be made from a single piece of thin sheet material. The body of the stand is reinforced by suitable ribs formed in the material at the time of blanking out the display stand so that in a single operation the stand is made complete. This construction provides an inexpensive stand or display means which is of such construction as to provide an attractive support for shoes and other articles of merchandise.

The invention includes a display space or plate formed on the stand upon which printed matter can be placed so as to add to the attractive nature of the same.

In the drawings forming part of the specifications

Figure 1 illustrates the blank form of the stand complete and extending into approximately a flat plane.

Figure 2 illustrates the stand in use to display and support a shoe.

Figure 3 is a plan of the view of the stand illustrated in Figure 2.

In the drawings the display stand A is formed from thin sheet material which can be suitably coated with enamel, paint, or other substance to decorate the same.

The support or stand A is formed with a body portion 10 which is provided with a front plate member 11 and a rear supporting member 12 projecting from the body.

In blanking out the stand A with the outline and formations illustrated in Figure 1 the body portion 10 is formed with longitudinally extending marginal reinforcing ribs 13 so as to increase the rigidity of the body which forms the base of the supporting stand A. The reinforcing ribs 13 also serve to shape the body portion 10 so that it will extend in a flat plane to form a substantial base for the stand while the width of the body portion is sufficient to provide area for the base so as to balance and hold the stand in a manner so that it can support a shoe B or other articles or merchandise where a stand of this nature is desired.

The rear supporting member 12 extending from the body 10 is formed with a central reinforcing rib 14 while the outer free end of the same is formed with a central tongue member 15 and tongue members 16 extending on either side of the same. The member 15 is somewhat longer than the members 16 and is bent in a manner so as to be spaced to one side of the alignment or single plane in which the members 16 extend. In this manner the members 15 and 16 cooperate to form a heel rest and stop for the shoe B which is adapted to support the shoe as illustrated in Figure 2.

The plate member 11 is formed substantially T shaped projecting from the body portion 10 and the area of the same is such as to provide a suitable place for advertising or display matter on the outer surface 11'. This member is cut away to form the curved portion 17 upon which the toe of the shoe B is adapted to rest. Member 11 is of a less height than the member 12 when these members are bent into supporting position as illustrated in Figure 2. By reason of this construction the shoe B is supported so that the toe tilts forward in the desired angle to most advantageously display the same. It is obvious that the supporting members 11 and 12 can be made of the desired configuration and formation so that they can display the merchandise for which they are designed.

It is desirable to make the stand A from thin sheet material or metal and when they are made of metal the same should be soft enough so that when the end supporting members are bent to extend substantially perpendicularly to the base or body portion 10 and in fact the material, if of the proper nature, can be folded or bent a good many times without cracking or breaking the stand. To facilitate the bending of the material forming the stand, along a transverse line with the body 10 openings 18 are formed in the stand illustrated in Figure 1 to form spaced apart connecting portions 19 which are weakened sufficiently by the openings 18

to permit the supporting members 11 and 12 to be bent to extend perpendicular or at approximately right angles to the base portion 10.

In the formation of the supporting stand A it is desirable to provide a support which can be packed in a substantially flat, thin state so that it can be nailed or so that the stands in quantity can be stored away or shipped and yet be complete so that when the merchant secures the stand he can readily set it up for use. It is extremely important that the support be inexpensive so that the shoe manufacturer can supply the merchant with these supports with little or no expense to the merchant.

It is important that the stand A is formed of thin sheet material so that the weight of the same is reduced to a minimum even though ordinary sheet metal is used, while if an aluminum sheet material is used then the stand is very light and can be shipped at a very small cost in comparison to stands that are already set up and of a bulky nature. The desirable design and formation of the stand A together with the economy of manufacture increases the utility. With a display of this nature the merchant can have different sets which can be interchanged so that the display does not become old and retains its attractiveness, thus providing a very desirable and practical supporting stand.

I claim:

A display support for a shoe, including a support formed of thin sheet material comprising a flat base portion having reinforcing grooves therein, supporting members extending at right angles to said base portion, weakened portions formed between said base portion and said supporting members so as to permit easy bending of said supporting members with reference to said base portion, a heel rest comprising a tongue cut out and bent inwardly from one of said supporting members and the other of said supporting members having a concave edge.

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