Feb. 5, 1929. 1,700,740

J. O. LANG ET AL

DISPLAY FIXTURE

Filed June 26, 1928

Fig. 1.

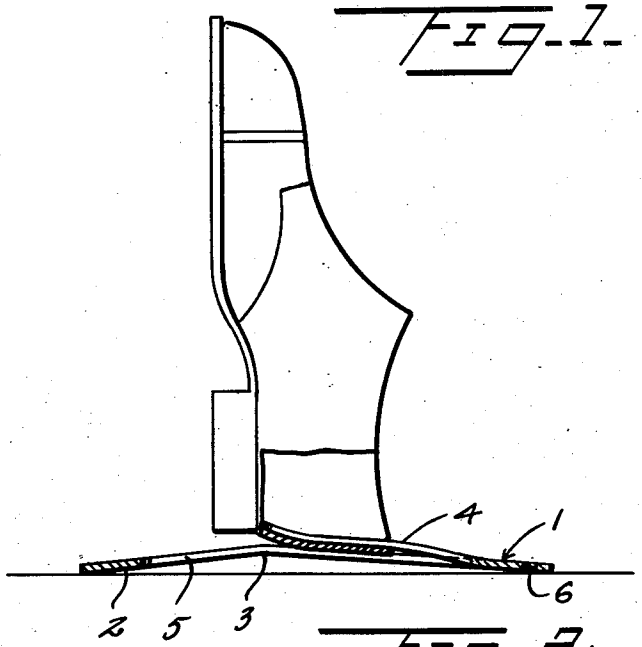


Fig. 2.

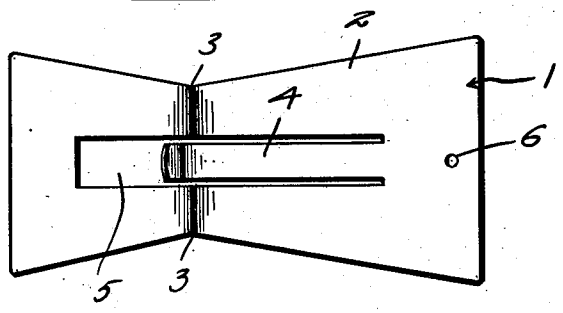
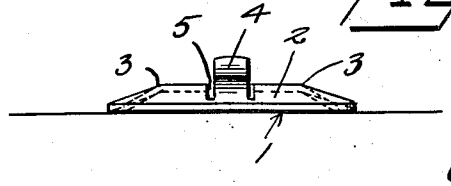


Fig. 3.



Inventor

J. O. Lang

C. M. Barnett

By

Patented Feb. 5, 1929. 1,700,740

UNITED STATES PATENT OFFICE.

JESSE OSCAR LANG AND CHARLES MARION BARNETT, OF LOS ANGELES, CALIFORNIA.

DISPLAY FIXTURE.

Application filed June 26, 1928. Serial No. 288,453.

This invention relates to the class of store furniture and pertains particularly to a novel type of display fixture designed especially for the display of shoes.

At the present time one practice in placing shoes on display in position to show the soles thereof is to force a nail into the heel upon each side and at an acute angle with respect to the length of the shoe, these nails acting as legs to maintain the shoe in vertical position upon its counter. This method of exhibiting the shoe is unsightly and is also damaging to the shoe as the heel is left with the broken places where the nails have been driven in. The present invention has for its primary object to provide means whereby shoes may be mounted in upright position without in any way damaging the leather upon the inside or the outside.

The present invention contemplates the provision of a supporting plate preferably made of soft metal which can be bent as desired, the central portion of the plate having an elongated tongue struck therefrom. When in use the plate is bent slightly transversely and the free end of the tongue is slipped into the heel portion of the shoe, positioning the counter of the shoe in the slot beneath the tongue. Means is also provided whereby a securing element such as a thumb tack or the like can be employed for securing the plate in position upon the floor or a stand so that vibrations will not overbalance the display.

The invention will be best understood from a consideration of the following detailed description taken in connection with the accompanying drawings forming part of this specification, with the understanding, however, that the invention is not confined to any strict conformity with the showing of the drawings but may be changed or modified so long as such changes or modifications mark no material departure from the salient features of the invention as expressed in the appended claims.

In the drawings:—

Figure 1 is a longitudinal sectional view of the fixture showing a shoe in position thereon;

Figure 2 is a plan view of the fixture; and

Figure 3 is an end elevation.

Referring to the drawing in detail the numeral 1 indicates the invention as a whole, it being seen that the same consists of an elongated plate body 2, constricted intermediate its ends as indicated at 3, thus forming a relatively long portion and a short portion.

Struck from the body of the plate and extending longitudinally thereof, is the tongue 4. The free end of the tongue is located adjacent the short portion of the plate while the other or secured end lies adjacent the end of the longer portion. It will be seen also that the free end of the longer portion is somewhat broader than the free end of the smaller portion, the free end of the smaller portion constituting the front edge of the display fixture.

When in use, the plate is slightly bent transversely at its narrowest portion or at the points 3 so that when it is placed in position for use the transverse center will be raised above the ends, thus causing the free end of the tongue 4 to extend upwardly and forwardly as shown. The shoe to be placed on display is then arranged with the counter resting in the slot 5 and is moved rearwardly to cause the tongue 4 to extend into the shoe and brace the same downwardly against the plate.

In order to maintain the plate securely in position an aperture 6 is formed therethrough at the rear end and a thumb tack or other type of tack or securing element may be passed through this aperture and into the underlying supporting surface. In this way the display will not be overbalanced by vibrations caused by traffic or other conditions.

From the foregoing description, it will be readily understood that with the present device any type of low quarter shoe may be conveniently placed on display to show the important features of the arch structure or of the sole without in any way damaging any portion of the shoe.

It will also be readily seen that this device may be economically made from sheet metal and quickly adjusted for use.

Having described our invention what we claim is:—

1. A shoe display fixture of the character described comprising a base plate having a raised central portion, and an engaging tongue carried at one end by the base and arranged in a substantially horizontal plane slightly thereabove and designed to engage the inside of a shoe to maintain the same in display position on the base.

2. A shoe display fixture of the character described comprising a base plate formed to provide two adjoining oppositely inclined surfaces, the joint of joinder of the two sur-

faces constituting the high point of the base, said base having a slot formed therein, and a resilient tongue secured at one end to the base at a point remote from said high point and extending over the slot and terminating at its other end adjacent said high point.

3. A shoe display fixture comprising an elongated plate constricted slightly intermediate its ends and designed to be transversely bent at the constricted portion to raise the center above the ends, and an elongated resilient tongue extending longitudinally of and struck from the plate and designed to have its free end extended into a shoe to maintain the same in display position.

4. A shoe display fixture comprising an elongated plate constricted slightly intermediate its ends and designed to be transversely bent at its constricted portion to raise the center above the ends, and an elongated resilient tongue extending longitudinally of and struck from the plate and designed to have its free end extended into a shoe to maintain the same in display position, said plate being of greater width at the rear than at the front for stabilizing the display.

5. A shoe display fixture comprising an elongated plate constricted slightly intermediate its ends and designed to be transversely bent at the constricted portion to raise the center above the ends, and an elongated resilient tongue extending longitudinally of and struck from the plate and designed to have its free end extended into a shoe to maintain the same in display position, said plate having means at the rear end to receive a securing element to maintain it steadily in position.

In testimony whereof we hereunto affix our signatures.

JESSE OSCAR LANG.
CHARLES MARION BARNETT.