

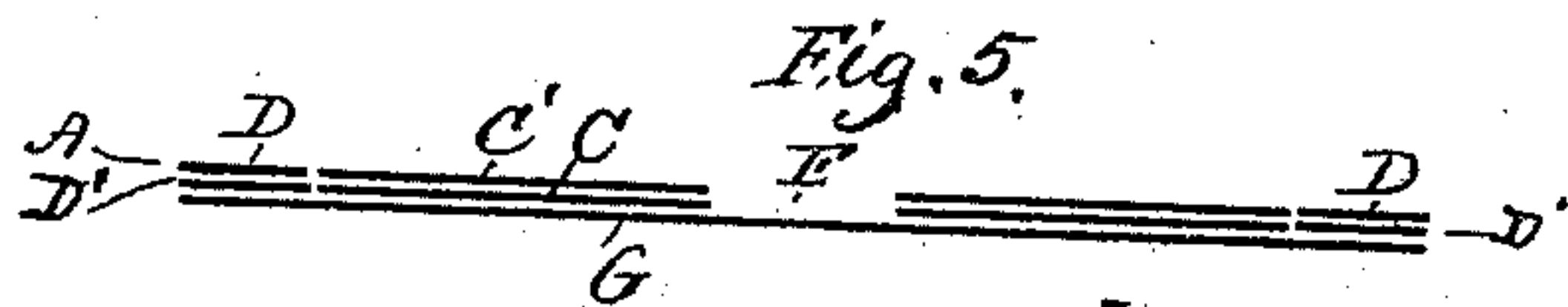
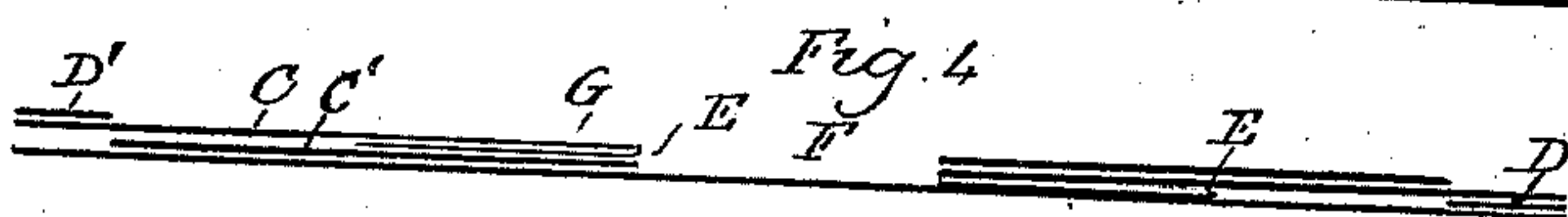
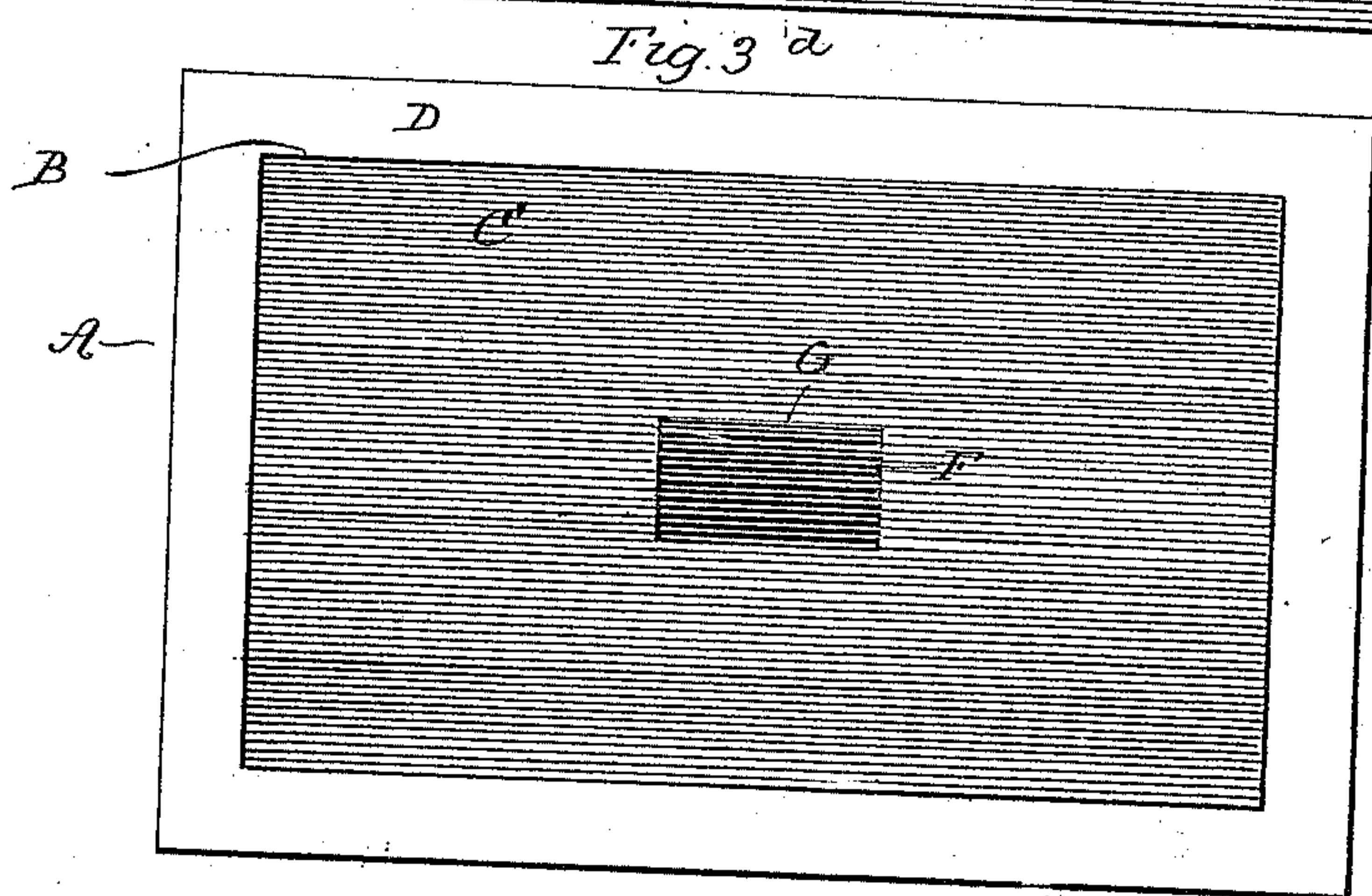
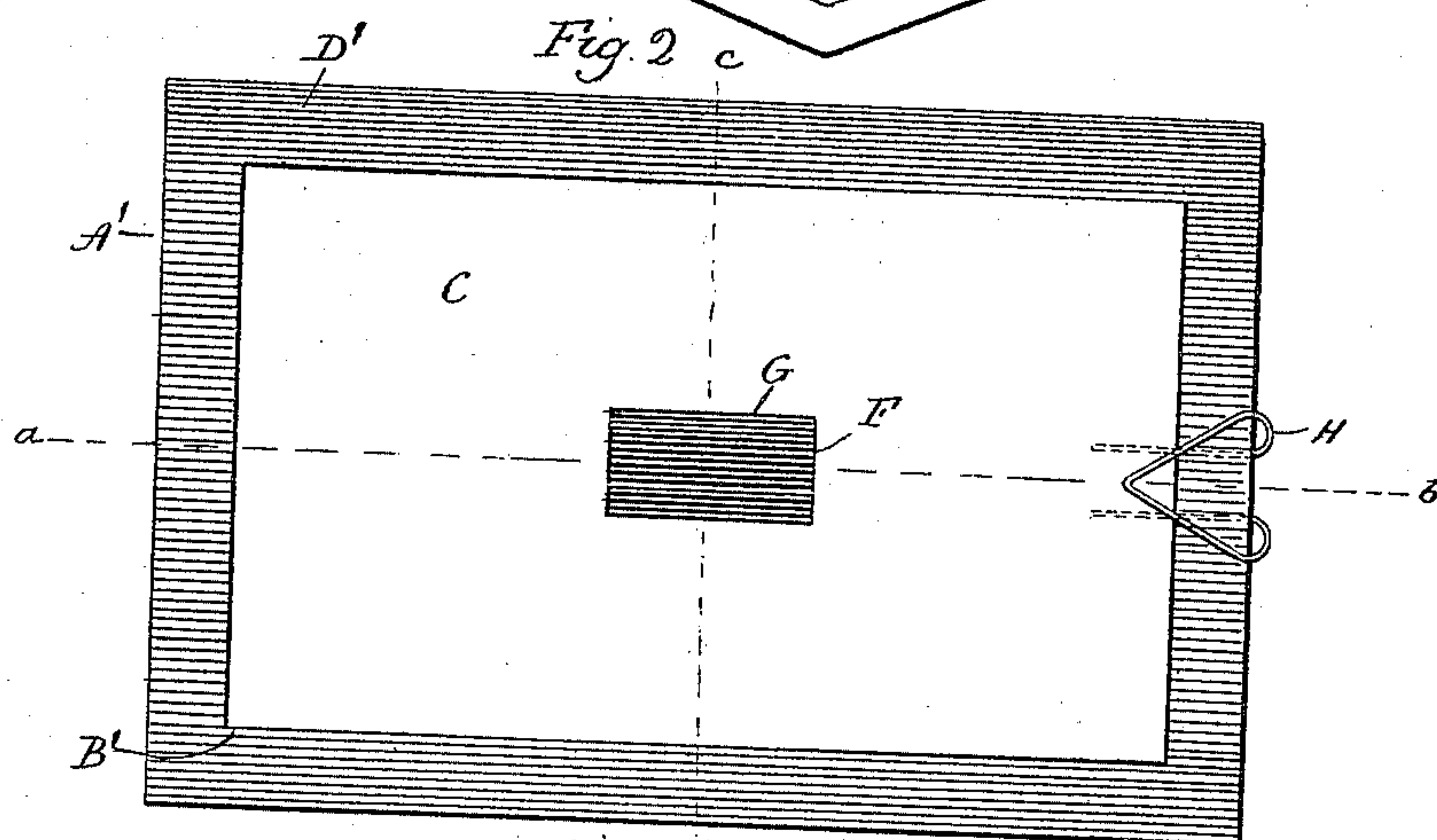
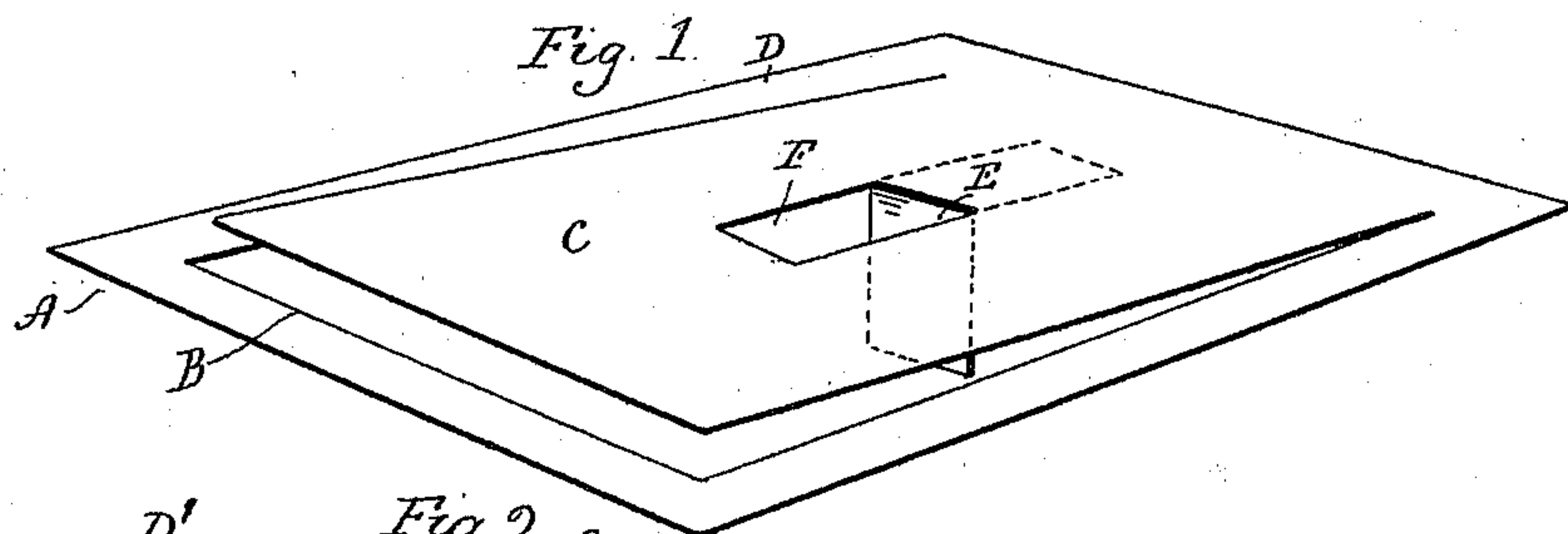
No. 688,997.

F. W. HALLOCK.
DISPLAY CARD.

Patented Dec. 17, 1901.

(No Model.)

(Application filed Jan. 15, 1901.)



Witnesses.
J. H. Shumway.
Lillian D. Keeley.

Frank William Hallock.
Inventor.
By Atty. Seymour & Carey

UNITED STATES PATENT OFFICE.

FRANK WILLIAM HALLOCK, OF DERBY, CONNECTICUT.

DISPLAY-CARD.

SPECIFICATION forming part of Letters Patent No. 688,997, dated December 17, 1901.

Application filed January 15, 1901. Serial No. 43,356. (No model.)

To all whom it may concern:

Be it known that I, FRANK WILLIAM HALLOCK, of Derby, in the county of New Haven and State of Connecticut, have invented a new Improvement in Display-Cards; and I do hereby declare the following, when taken in connection with the accompanying drawings and the letters of reference marked thereon, to be a full, clear, and exact description of the same, and which said drawings constitute part of this specification, and represent, in—

Figure 1, a perspective view of a display-card for colors constructed in accordance with my invention; Fig. 2, a plan view of three cards arranged to expose the three colors; Fig. 3, a view similar to Fig. 2 with the colors of the body and border reversed; Fig. 4, a sectional view on the line *a b* of Fig. 2; Fig. 5, a sectional view on the line *c d* of Fig. 2.

My invention relates to an improvement in display-cards, and particularly to display-cards for paints and colors.

The more general practice at the present time in advertising paints and colors is to attach to or place upon a large card a series of colors from which intending purchasers may choose. In the majority of cases purchasers desire two or more colors, and it not infrequently happens that the two colors preferred are widely separated upon the card, so that it is difficult, with the multitude of colors, to decide whether or not the two colors chosen will suitably blend.

The object of this invention is to employ separate cards, each bearing but a single color, and adapt these cards to be so placed together that an intending purchaser can see the result of blending in two or three colors; and it consists in the construction and arrangement of cards, as will be hereinafter described, and particularly recited in the claims.

It is apparent that in carrying out my invention I may employ cards of various shapes—round, oval, rectangular, or any other desired shape which will permit the arrangement of a border partially separated from the body.

As herein shown, the cards *A* are rectangular and each formed with a slit *B* extending nearly across one end and on opposite sides nearly to the other end, so as to form a body *C*, with a border *D* of uniform width on the

three sides thereof. Preferably the body will be similarly slitted at its center to form a flap *E*, which is adapted to be folded against the under side of the card, as shown in Fig. 4, and so as to leave a rectangular opening *F* in the center of the card. As before stated, the faces of these cards are variously colored, and should a purchaser wish to see how two colors will appear when used two cards bearing the desired colors are taken and the body *C* of one card placed over the body *C'* of the other card, as shown in Figs. 2 and 4, which presents a body *C* of one color with a border *D'* surrounding it of another color, or the position of the cards may be reversed, as shown in Fig. 3, which will then present a body *C'* like the border *D'* (shown in Fig. 2) and a border *D* like the body *C*. (Shown in Fig. 2.) As both cards will be provided with flaps, an opening will be formed through the center of both cards, and beneath the two cards thus placed together a third card *G* may be placed, the face of which will be exposed through the openings in the center of the card, and the third card may have a flap smaller than that of the first and second cards, so as to form a smaller opening through which a fourth color may be exposed. Thus three or four colors may be seen and their effect when together observed. If the effect is not what is desired, either the body or the border may be changed, at pleasure, by substituting other-colored cards, and if it is desired to expose the color of one of the cards having a flap *E* through the center of another card that flap *E* may be turned up into position to close the opening *F*. Two, three, or four cards thus arranged may be readily secured together by clips *H* of metal or wire.

The most important use for cards of this character is in displaying colors for house-paints, in which one color is desired for a body, a second for trimming, and a third or fourth for the sash or blinds. As the colors for sash and blinds are usually darker than those used for the body or trimming and colors used for blinds and sashes are seldom used on the body of the house, it is evident that the darker colors which are adapted therefor may be placed upon cards without cuts of any kind, but corresponding in size to the size

of the other cards and adapted to be placed beneath them, so as to have their color exposed through the openings in the upper cards.

5 I am aware that display-cards have been formed with openings, so that colors or materials placed beneath them may be seen, and I am also aware that display-cards having the body portion partially separated from the border of the cards are not new, and therefore
10 do not wish to be understood as claiming such as my invention; but,

Having fully described my invention, what I claim as new, and desire to secure by Letters
15 Patent, is—

1. The herein-described display-cards for colors, comprising cards of uniform sizes having their surfaces differently colored, each card having the central body portion partially
20 severed from the card to form a border, which border extends at least half-way around the central body portion, whereby when two of the said cards are placed together, the body of the second card will cover the body of the
25 first card, and the border of the first card will

be exposed around the body of the second card.

2. The herein-described display-card for colors, comprising cards of uniform sizes having their surfaces differently colored, each
30 card having the central body portion separated at one end and both sides from the border of the card for more than half its dimensions, and openings in the body portion of both cards adapted to register with each other
35 when the cards are placed one upon the other, the said cards being adapted to be arranged so that when two of the said cards are placed together, the body of the second card covers the body of the first card, and the border
40 of the first card will be exposed around the body of the second card.

In testimony whereof I have signed this specification in the presence of two subscribing witnesses.

FRANK WILLIAM HALLOCK.

Witnesses:

JOHN PETERSON,

THOS. S. BIRDSEYE.