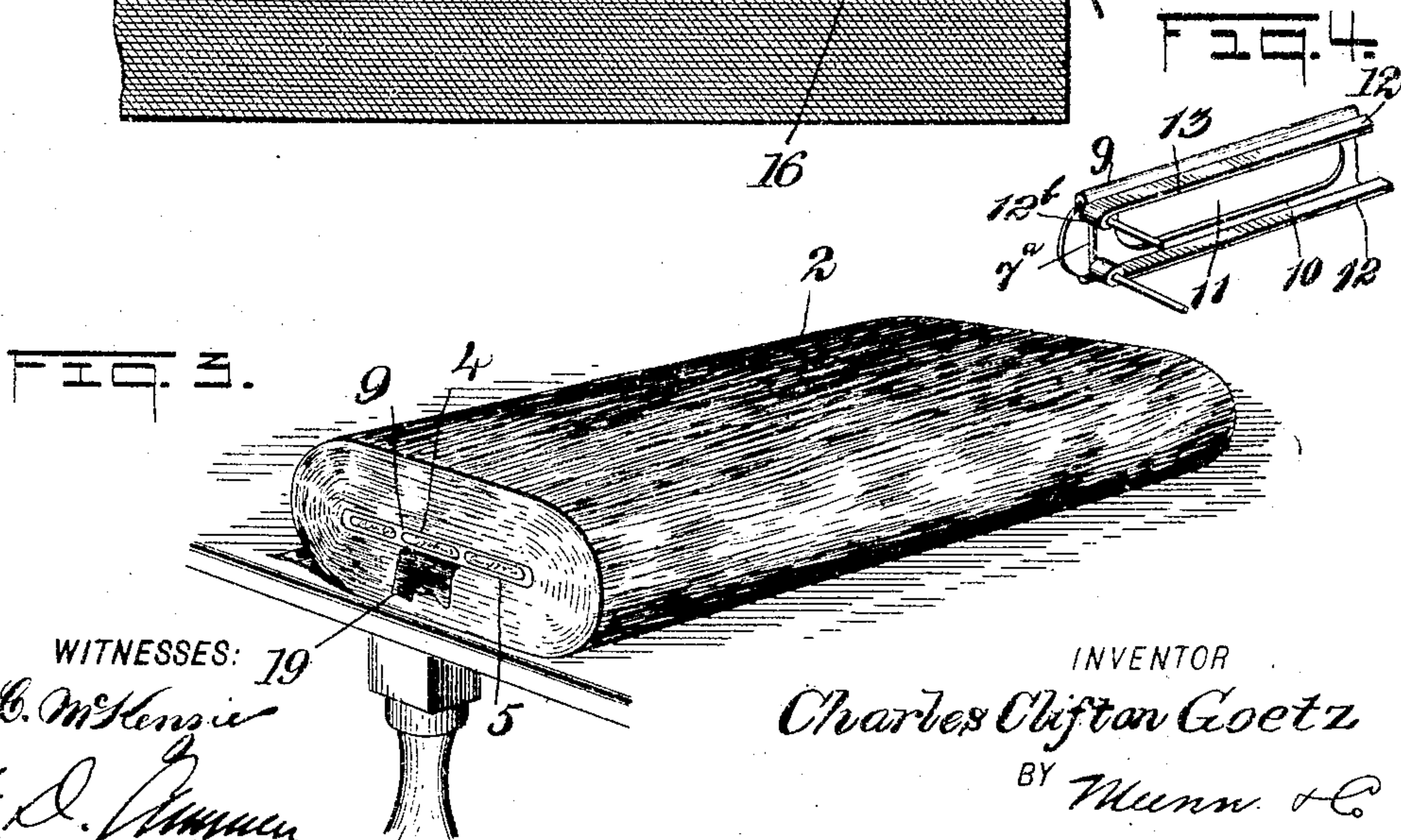
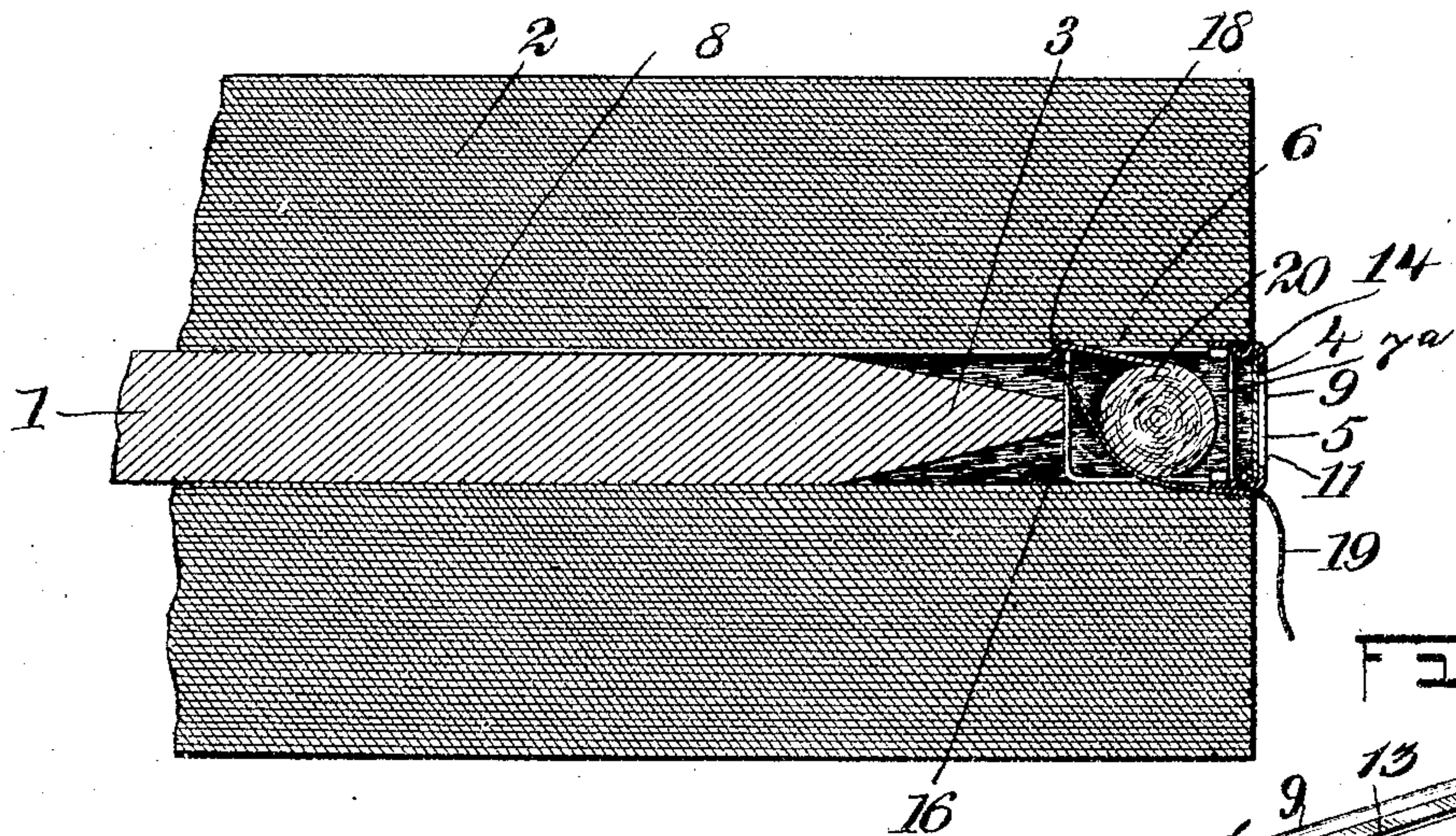
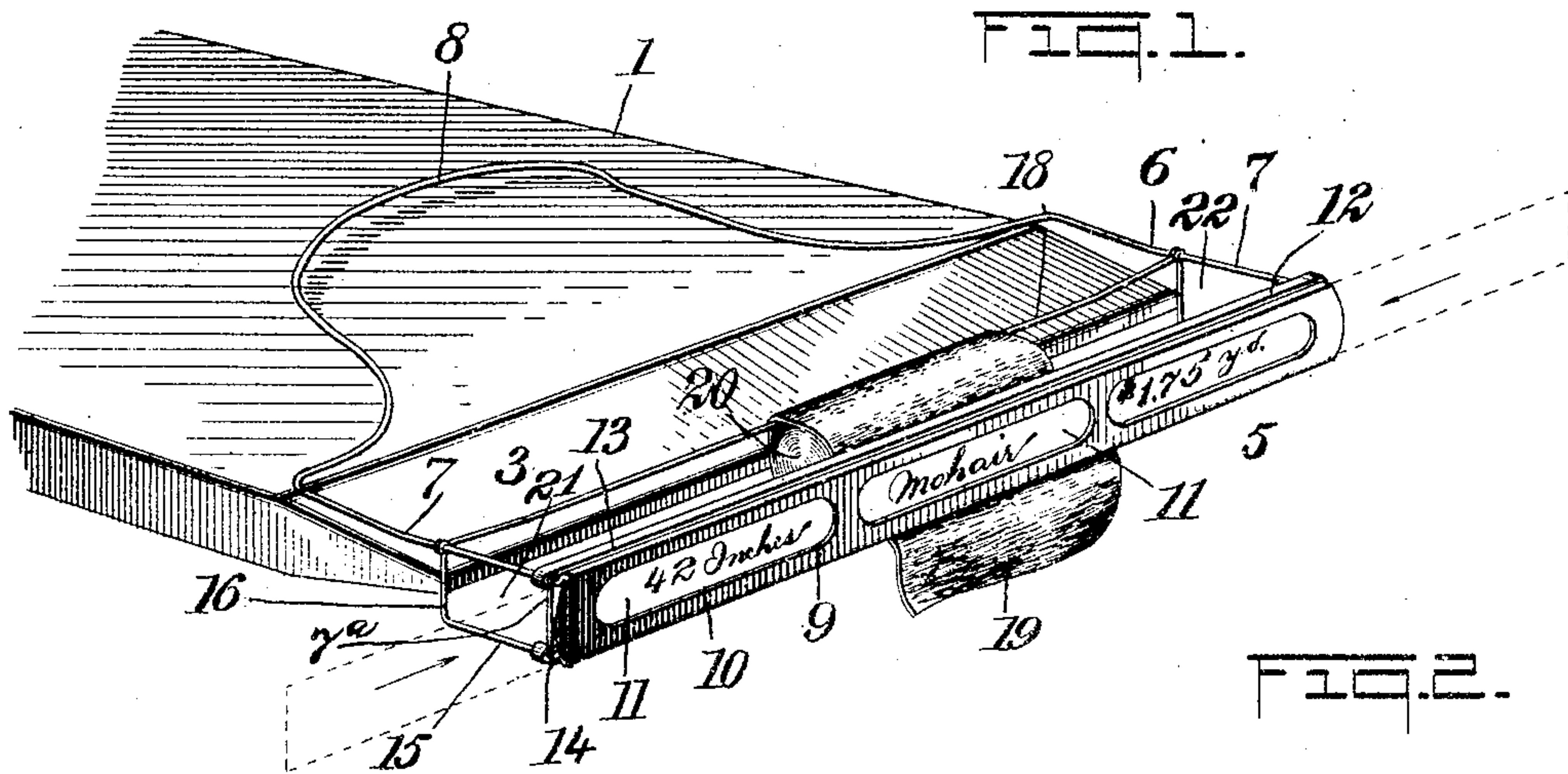


No. 778,029.

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C. C. GOETZ.  
DISPLAY CARD HOLDER.  
APPLICATION FILED AUG. 2, 1904.

NO MODEL.



WITNESSES:  
*Wm. C. McKenzie*  
*J. D. [Signature]*

INVENTOR  
*Charles Clifton Goetz*  
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ATTORNEYS



# UNITED STATES PATENT OFFICE.

CHARLES CLIFTON GOETZ, OF NATCHEZ, MISSISSIPPI.

## DISPLAY-CARD HOLDER.

SPECIFICATION forming part of Letters Patent No. 778,029, dated December 20, 1904.

Application filed August 2, 1904. Serial No. 219,222.

*To all whom it may concern:*

Be it known that I, CHARLES CLIFTON GOETZ, a citizen of the United States, and a resident of Natchez, in the county of Adams and State of Mississippi, have invented a new and Improved Display-Card Holder, of which the following is a full, clear, and exact description.

My invention relates to holders adapted to receive display-cards, and it is especially adapted for use in connection with the selling of textile fabrics from bolts or rolls.

The object of the invention is to produce a device of the class described which is simple in construction and inexpensive, at the same time being neat in appearance and easily applied.

While the device is intended, primarily, as a holder for a display-card, it affords means also for supporting a small bolt of the material which is to be sold, from which bolt or roll small samples of the material may be detached.

The invention consists in the construction and combination of parts to be more fully described hereinafter and definitely set forth in the claims.

Reference is to be had to the accompanying drawings, forming a part of this specification, in which similar characters of reference indicate corresponding parts in all the views.

Figure 1 is a perspective view representing the extremity of a board which is shown removed from its bolt of cloth and showing in perspective my device in the relation which it assumes with respect to the board when it is applied. Fig. 2 is a longitudinal vertical section through the end of a bolt and board to which the invention has been applied. Fig. 3 is a perspective view of a bolt of cloth lying upon a table, the same being provided with my display-card holder; and Fig. 4 is a perspective view of a portion of the face-plate of the device seen from the rear, illustrating the manner of attaching the same to its frame.

Referring more particularly to the parts, 1 represents the board of a bolt 2 of cloth, the extremity of the said board ending in a wedge 3 in the usual manner, which falls short of the extremity of the bolt, so as to form an open mouth 4 in the usual manner. My card-holder 5 is intended to be applied in this mouth. As

indicated in Figs. 2 and 3, it comprises a light metal frame 6, preferably formed of wire and of a single piece, said wire being bent so as to present two oppositely-disposed parallel extensions 7, which are formed integrally with a tongue 8, disposed rearwardly, bent slightly upwardly at its extremity, and preferably curved, as shown. The extensions 7 are bent downward at the front to form forward vertical extensions 7<sup>a</sup>, and these bend rearwardly below to form horizontal extensions 15. The horizontal extensions 15 bend upwardly to form rear vertical extensions 16, which attach to the main extensions 7, as shown, and at these points the wire is bent to form a transverse brace 18, connecting the main extensions 7, as indicated.

A face-plate 9 is provided, the same being formed, preferably, of sheet metal having openings 10 to receive a card 11, as shown. Upon this card any desired names, characters, &c., are placed. The card would of course be inserted by sliding the same longitudinally into position between the body of the face-plate and the ribs, as indicated in the dotted lines in Fig. 1. Where it is not desirable to make openings through the face-plate, as suggested, the card could be attached to the face of the plate simply by glue or similar means. In order to retain the card 11 in position, the upper and lower edges of the plate 9 are formed into flanges 12, which flanges are offset inwardly, as shown, so as to form channels or grooves 13 and retaining-ribs 14, the said ribs being formed on the inner sides of the flanges, as indicated.

The face-plate 9 is attached to the wire frame 6, preferably by means of ears 12<sup>b</sup>, which constitute extensions of the flanges 12 and are crimped around the extensions 7 and 15, as indicated.

The wire 18 constitutes a turner-bar for a sample-web 19, which is of the same material as the bolt 2, the said web being adapted to pass from a roll 20, carried in the space between the turner-bar 18 and the face-plate 9. As shown most clearly in Fig. 2, the web passes upwardly from the roll 20 toward the rear and passes over the turner-bar 18, whence it passes downwardly out of the mouth of the bolt under the lower edge of the face-plate 9.



In this manner a sample-roll is neatly stowed within the mouth of the bolt, the web passing under the roll, as indicated in Fig. 2, as it comes toward the point of exit.

5 In Fig. 1 the relation of the device to the board when applied within the bolt is very clearly shown, it appearing that the tongue 8 rests upon the upper face of the board, as will be readily understood. It should be observed  
10 that the tongue 8 is of smaller dimensions toward its extremity, which facilitates its application to the mouth of the bolt. As indicated most clearly in Fig. 2, the device will be shoved rearwardly into the mouth of the  
15 bolt until the extensions 16, which constitute stops, abut against the extremity of the board, and when this occurs the face-plate 9 will be substantially flush with the end of the bolt. Evidently the pressure of the bolt upon the  
20 tongue 8, which is bent slightly upwardly at its extremity, will operate to prevent accidental displacement of the device when in use.

The device is evidently very neat in appearance, inexpensive to manufacture, and readily  
25 applied.

In one aspect the frame 6 may be considered as consisting of oppositely-disposed side frames 21 22 of substantially rectangular form and connected by a brace 18.

30 In Fig. 1 the card 11 represents that the material has a width of forty-two inches, that the material is mohair, and that its value is one dollar and seventy-five cents a yard. If samples of the material were desired, they  
35 could be readily cut with scissors from the web of the sample-roll.

The simplicity and economy resulting from forming the frame 6 of a single piece of wire should be readily apparent; but while I prefer to construct the frame of wire, as described, it should be understood that in practice it could be constructed of sheet metal or other material, as might seem desirable.

Having thus described my invention, I claim  
45 as new and desire to secure by Letters Patent—

1. A device of the class described, comprising a frame adapted to be inserted in the opening of a bolt of cloth, and a face-plate having flanges at the upper and lower edges thereof  
50 attached to said frame, said flanges being offset inwardly to form ribs adapted to retain a card upon said face-plate.

2. A device of the class described, comprising, in combination, a wire frame presenting  
55 forwardly-projecting extensions and vertical extensions constituting stops adapted to abut a board within a bolt of cloth, in the opening whereof said device is applied, and a face-plate having rearwardly-disposed flanges at  
60 the upper and lower edges thereof, said flanges being attached to said forwardly-disposed extensions and said flanges having longitudinally-disposed ribs formed therein, adapted to retain a card behind said face-plate.

3. In a device of the class described, in combination, a wire frame comprising a rearwardly-disposed tongue bent upwardly at its extremity, and forward extensions, braces attached to said extensions and projecting at an angle thereto, to constitute stops, a face-plate  
65 70 having flanges at the upper and lower edges thereof, attached to said forward extensions and to said braces, a transverse turner-bar connecting said forward extensions, and a sample carried behind said face-plate, the web of  
75 which passes around said turner-bar.

4. In a device of the class described, in combination, a face-plate, means for mounting the same in the mouth of a bolt of cloth, and means for supporting a sample-roll in said mouth behind said face-plate.  
80

5. In a device of the class described, in combination, a face-plate, a wire frame to which the same is attached and adapted to be inserted in the mouth of a bolt of cloth, said wire  
85 frame comprising a transverse turner-bar, and a sample-roll carried behind said face-plate, the web of said roll passing about said turner-bar.

6. In a device of the class described, in combination, a face-plate, a wire frame upon which the same is attached and adapted to be inserted in the mouth of a bolt of cloth, said wire  
90 frame comprising a transverse turner-bar, means for attaching a card to said face-plate,  
95 and a sample-roll disposed in the space between said turner-bar and said face-plate, the web of said sample-roll passing rearwardly around said turner-bar, under said roll and under the lower edge of said face-plate.  
100

7. In a device of the class described, in combination, a frame adapted to be inserted in the mouth of a bolt of cloth, and presenting forwardly-projecting extensions, and a face-plate for carrying a card, said face-plate having ears  
105 crimped around said extensions.

8. In a device of the class described, in combination, a frame formed of a single wire adapted to be received in the mouth of a bolt of cloth and presenting forwardly-projecting  
110 extensions, and a face-plate having flanges projecting laterally therefrom, said flanges having ears at the extremities thereof crimped around said extensions.

9. In a device of the class described, in combination, side frames of wire, of substantially rectangular form adapted to be thrust into the mouth of a bolt of cloth, a face-plate attached to said side frames, and a cross-bar connecting  
115 said side frames and constituting a brace.  
120

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

CHAS. CLIFTON GOETZ.

Witnesses:

JOSEPH W. KAISER,  
HENRY FRASSLE.