

S. H. STIX.  
 MERCHANDIZING SAMPLE.  
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946,165.

Patented Jan. 11, 1910.

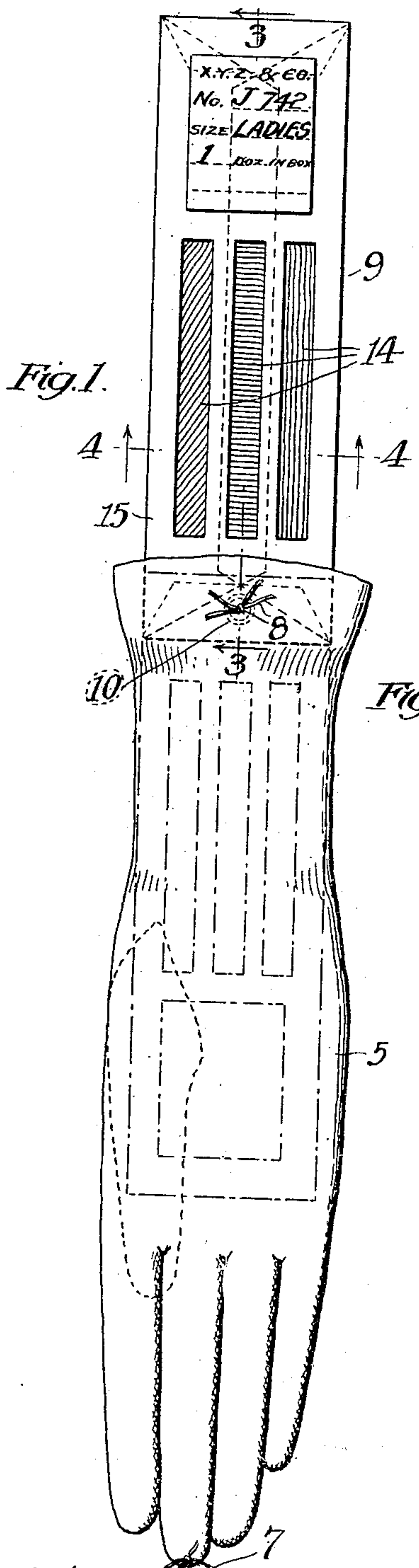


Fig. 1.

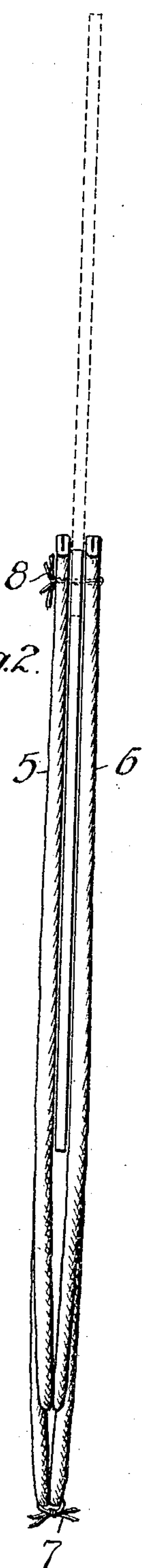


Fig. 2.

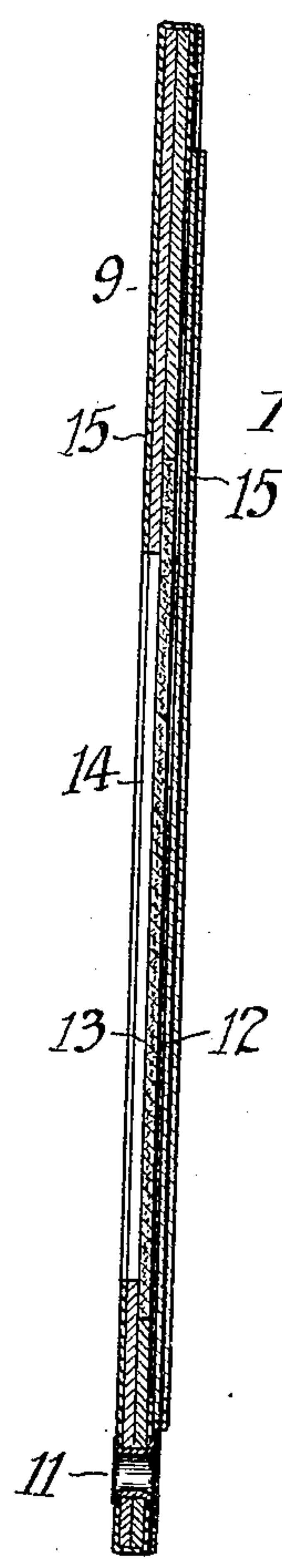


Fig. 3.

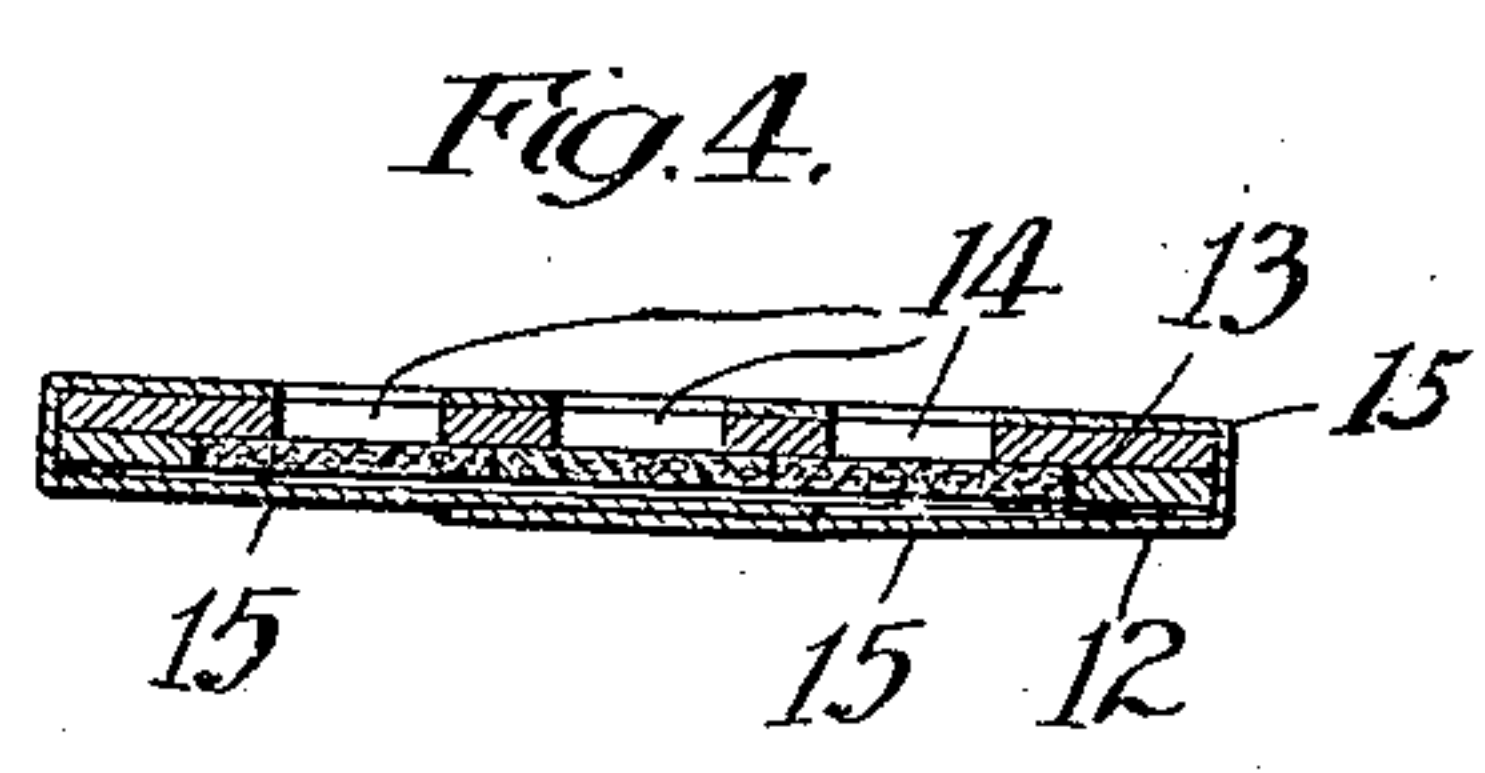


Fig. 4.

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# UNITED STATES PATENT OFFICE.

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MERCHANDIZING-SAMPLE.

946,165.

Specification of Letters Patent. Patented Jan. 11, 1910.

Application filed November 27, 1908. Serial No. 464,651.

*To all whom it may concern:*

Be it known that I, SOLOMON H. STIX, a citizen of the United States, and resident of Chicago, in the county of Cook and State of Illinois, have invented certain new and useful Improvements in Merchandizing-Samples, of which the following is a full, clear, and exact specification.

This invention relates to improvements in merchandizing samples, and particularly sample gloves, and other small articles of merchandizing, such as hosiery, etc., for displaying goods in stock to purchasers, and taking their orders therefor, and wherein a single or pair of articles represent but one of several colors, designs or patterns of the same stock number and price.

Before my invention it has been necessary, in order to make a satisfactory display, from a line of goods, such as above described, for a salesman to carry a line of samples, complete, not only as to stock number, style and price, but as many more samples as there are variations in colors, design and pattern or either of them, in order that those purchasing from samples might, from inspection of the whole number of articles of the same price, make an accurate selection of one or more, between which and others, there may be a marked or but slight difference in design, color or shades of color. It, therefore, follows, in many instances, that a salesman is required to carry four or more samples differing only in the respects above described, with the result that there is a cost in packing, for sample cases for containing them, for transportation, space in hotels for exhibiting them, for excess of baggage to be paid, loss on samples when sold at the end of the season, amounting to a large sum of money, in view of the common and general practice of a traveling salesman to frequently carry several hundred samples, for a single line of goods, differing in stock number and prices. The common practice before my invention has also been to identify them with their stock number, style and price to paper labels, so marked, pinned or stitched to the article in such a manner as to conceal a sufficient portion of the exposed face of the sample as to mar its aspect and otherwise detract from its best possible appearance, makes it desirable to entirely dispense with the use of such labels. Furthermore, whether such labels are employed or not, the samples re-

ferred to soon become out of shape, during their packing and shipment, because of their flexibility, with the result that their attractiveness is lessened so that sales therefrom are lost and the subsequent price secured from the sale of the samples themselves is substantially reduced.

The object of my invention is a single merchandizing sample, having combined therewith means on which may be indicated a single price, style and number, not concealing any part of the sample, disclosing the several differing designs or colors or both, as may be, and adapted to be concealed by and maintain the sample in shape and in a smoothed-out condition. In other words, an essential and important object of my invention is to combine with a single sample article, as for example, a pair of gloves, a card so constructed that samples of other gloves of the same style and price, but differing in color or design or both, may be fully disclosed to a prospective purchaser in the absence of such other gloves, which card also provides for indicating thereon the stock number, the size or style and the number to a box and to so connect said sample card with the sample pair that when exposed to view the attached sample will be exposed throughout its surface, and that when the card is swung beneath the article, as for example, between the two gloves of a pair, it will operate to prevent the gloves from wrinkling and folding and maintain both gloves in a smooth and in their best presentable, condition.

With these ends in view, my invention finds embodiment in certain features of novelty in the construction, combination and arrangement of parts by which the said objects and certain other objects are hereinafter attained, all as fully described with reference to the accompanying drawings, and more particularly pointed out in the claims.

In said drawings Figure 1 indicates a plan view of a pair of gloves and a sample card and the means of securing it thereto embodying my invention, with dotted lines indicating the position of the card when not in use. Fig. 2 is a side elevation showing the sample card lying between the two gloves of a pair with dotted lines showing the card in the position indicated in full lines in Fig. 1. Fig. 3 a longitudinal section on the line 3—3 of Fig. 1 and Fig. 4



a transverse section on the line 4—4 of Fig. 1.

Similar characters of reference indicate the same parts in the several figures of the drawing.

5 5 and 6 respectively indicate the gloves of a single pair which for sample purposes are usually laid one upon the other with the tips of the ends of their second fingers stitched together as indicated at 7, and  
10 sometimes likewise stitched at about the middle of width of and at the end edges of the wrist portion, but as shown herein the stitching is sufficiently away from the wrist  
15 end edges in order that the sample card hereinafter described when lying between the gloves shall be fully concealed, and as indicated by the stitch or tie 8.

9 indicates a card, which as shown is rectangular in shape but may be of any other form best adapted to operate as hereinafter described, which card is provided toward one end with a perforation 10 which is preferable by means of an eyelet 11 through  
20 which the doubled thread of the tie stitch or cord passes, and by means of which the sample card is pivoted between the gloves of the pair and may be swung outwardly therefrom, as shown in full lines in Fig. 1,  
30 and that when swung inwardly between the gloves will be entirely concealed from view.

For convenience of manufacture the sample card 9 is composed of two pieces 12 and 13 of card board and may be secured together by any suitable means, one of which  
35 12 has cut therethrough openings 14 corresponding in number with the sample fabrics to be exposed therethrough, and the other card 13 with a single opening of an area including the several openings in the  
40 card 12 and in such a manner that a recess is formed in which the several sample fabrics exposed through their several openings 14 are counter-sunk in the card so that when  
45 held in place by an envelop 15 the card together with the samples shall be of uniform thickness, that is to say, substantially flat on both sides. Between the sample openings of the free end of the sample card sufficient  
50 space is left for pasting a label or printing on the envelop on which to indicate, and as indicated the manufacturer or jobber of the sample, the stock number and either the size or style, that is to say whether the glove is  
55 a "lady's", "gentleman's", or "child's" glove, and also to fill in a number of how many are contained in the boxes in which said gloves are packed.

Instead of forming the sample card of two  
60 layers of card board and cutting out the single larger opening in the card 13, the card may be a two-ply or even a single-ply card board to which but the three smaller openings are cut and the counter-sinking of the  
65 samples be provided for by embossing the

card upon its upper side sufficiently to produce a depression sufficient to counter-sink the samples therein and maintain the structure flat thereat both surfaces.

In manufacturing these sample cards, it  
70 is convenient, if not preferable, to first paste, or otherwise secure, the two pieces of card board together, after having first cut out the single large opening in the rear card  
75 board, then pasting the envelop upon the face of the front card board, with the end flaps of the envelop overlapping the back of the rear card board, then stamping out the openings through which the samples are  
80 to be exposed, and finally inserting the eyelet through the end of the sample card and the folded end of the envelop pasted thereon.

One or both of the side edges of the envelop may be gummed at any time, preferably at the time the card is made, thereby  
85 making the sample card more convenient of use when kept in stock and used from time to time as needed, when all that is necessary is to insert the samples, dampen the gummed edge of the flaps and paste them together. 90

By forming the card and exposing the samples through the small openings therein as described they have the appearance of tangents differing in color or style or both and being of sufficient area to indicate their  
95 variations between each other, and the pair of gloves to which the sample card is pivoted so that by comparing the sample gloves with these panel samples the prospective purchaser may have, and has a definite and  
100 distinct knowledge of the colors and designs of the several varieties of gloves, the texture of which and one other color and design is exhibited in the sample pair.

It would be no departure from my invention  
105 to have the sample card outlined to conform to the configuration of the outline of the gloves or even to extend it a portion or the length of the fingers, but in any event it should be of such less dimensions than that  
110 of the gloves that it be not substantially exposed when lying between either of them or below a pair or single sample article to which it is attached. So far, however, I have found in practice that it is unnecessary  
115 for the sample card to follow the outline of the glove, and that when of the area and secured, as described, to a glove or pair of gloves or other articles, the sample card as shown in the drawing, is substantially a tangible  
120 embodiment of my invention.

The card should be of sufficient thickness not to double upon itself or break in ordinary usage, for then it would not sufficiently  
125 perform the very desired intended function of maintaining the article to which it is attached, smoothed out and therefore in its best presentable condition as before described and enhancing the attractiveness of the sample to which it is secured. In con- 130



clusion it should be observed that the sample card not only maintains in a smoothed out condition and against wrinkling the article to which it is attached, and particularly gloves when they are laid upon a sample table, but when laid upon each other in packing them and repeatedly repacking them for shipment from place to place; and that if there is no excess of baggage there is certainly in most instances three or four times a less amount of baggage to be paid for when it is borne in mind that heretofore three or four samples must be carried where by my invention but one is necessary.

15 Having described my invention what I claim and desire to secure by Letters Patent is.

1. A merchandizing sample card, provided with means pivoting and confining said card to a sample whereby it may be swung to a plane concealing it beneath a sample, and when swung outwardly therefrom substantially its entire surface will be exposed to view, substantially as described.

2. A merchandizing sample comprising in combination an article, a sample card, one end of which is pivoted to and confined within a plane beneath one extremity of the article, the exposing portion of the surface of which card is adapted to be swung outwardly from the article without concealing any portion of the surface thereof, and when swung inwardly beneath the article operates to support and maintain the article in a smoothed out condition, substantially as described.

3. A merchandizing sample comprising in combination a sample, a card, one extremity

of which is overlapped by and pivoted toward one edge of the sample and provided with recesses exposing in differing designs or colors, as may be, of the attached article and which swung inwardly is concealed by and supports the article in a smoothed out condition.

4. A merchandizing sample comprising in combination a pair of gloves, a card, one end of which is confined between and pivoted to said gloves, said card being provided in panel like form with samples of the same material, but differing in design from the gloves attached thereto, and with a space for containing the stock number, the style, price, etc., of gloves conforming to said article and samples.

5. A merchandizing sample comprising in combination a sample pair of an article, a sample card so constructed and suspended therefrom that it may be concealed between and maintain both of said articles in a smoothed out condition when laid flat, said card being provided with recesses confining, and openings through which to expose the samples corresponding to the attached pair, but differing in design or color or both, and an envelop secured to the card and inclosing said samples and card together, substantially as described.

In witness whereof, I have hereunto set my hand and affixed my seal, this 10th day of November A. D. 1908.

SOLOMON H. STIX. [L. s.]

Witnesses:

JNO. G. ELLIOTT,  
F. E. BROM.