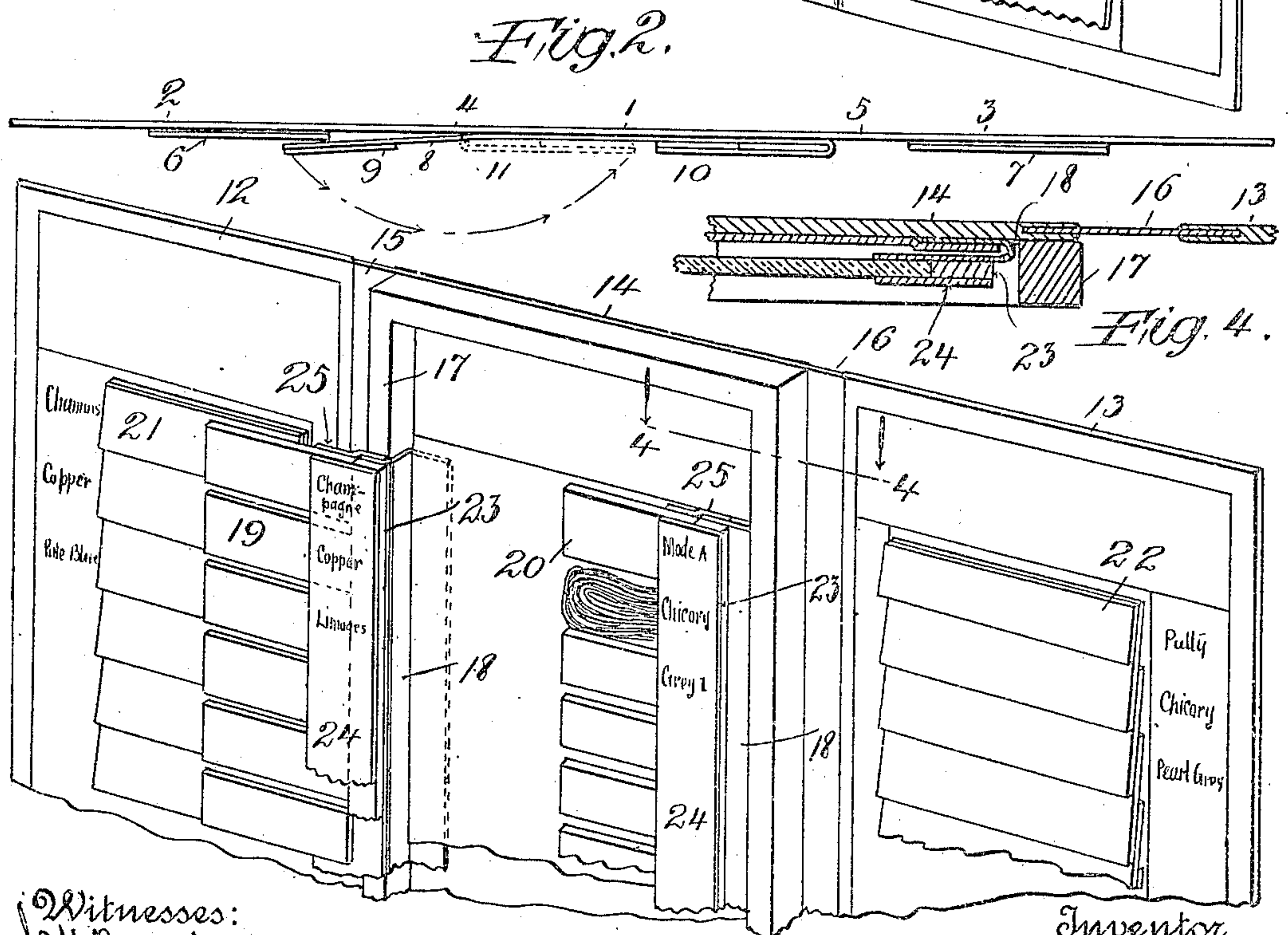
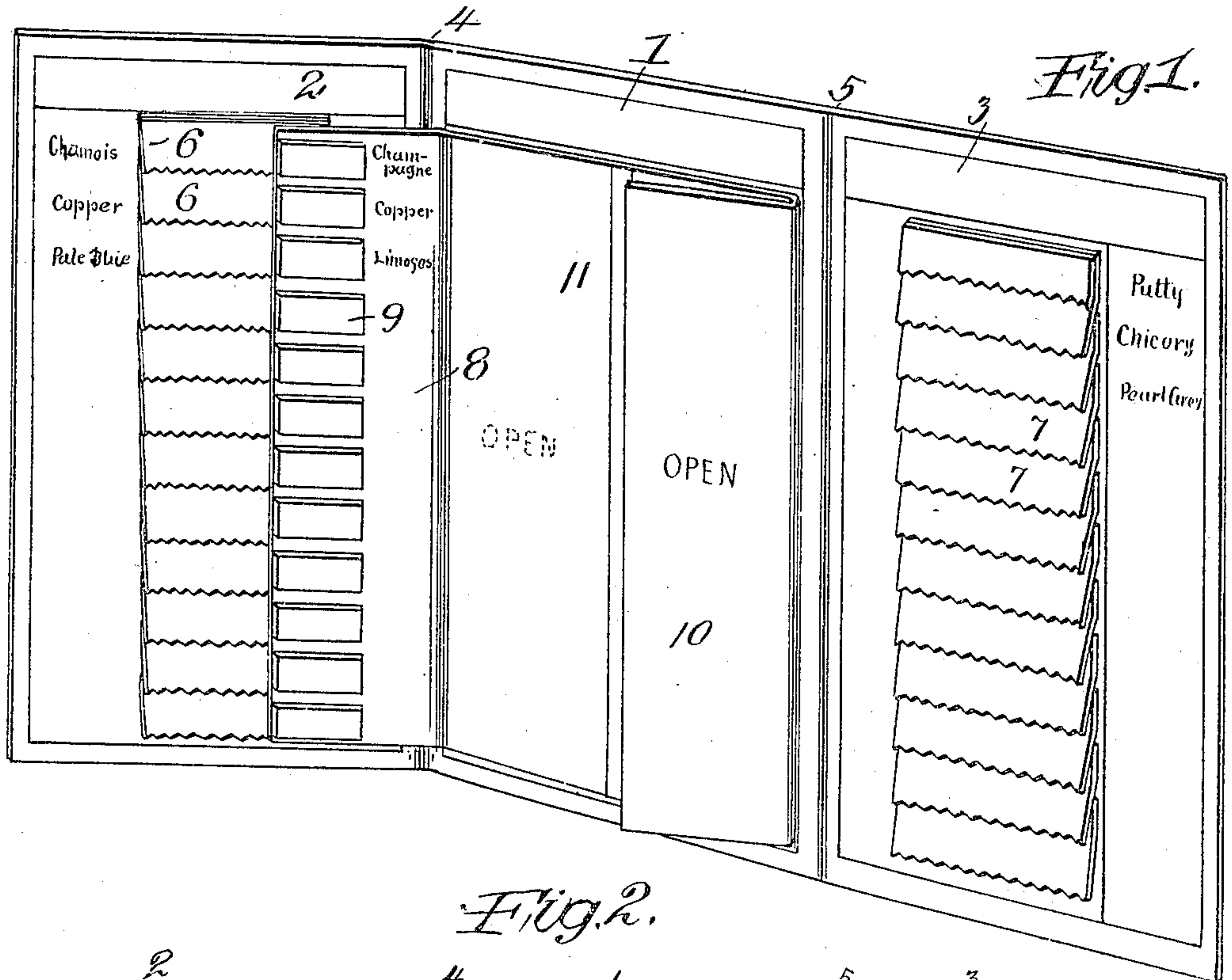


G. BENZE.  
 DISPLAY OR COLOR CARD.  
 APPLICATION FILED JUNE 19, 1909.

958,080.

Patented May 17, 1910.



Witnesses:  
 G. J. Arnold

Fig. 3.

Inventor  
 George Benze.  
 By his Attorney  
 John R. Day



# UNITED STATES PATENT OFFICE.

GEORGE BENZE, OF NEW YORK, N. Y., ASSIGNOR TO A. WIMPFHEIMER & BRO., OF NEW YORK, N. Y., A FIRM.

DISPLAY OR COLOR CARD.

958,080.

Specification of Letters Patent.

Patented May 17, 1910.

Application filed June 19, 1909. Serial No. 503,172.

*To all whom it may concern:*

Be it known that I, GEORGE BENZE, a citizen of the United States, residing at the city, county, and State of New York, and whose post-office address is No. 131 Spring street, in said city, have invented certain new and useful Improvements in Display or Color Cards, of which the following is a specification.

10 In the sale and distribution of fabrics such as silks, velvets, "dress-goods," cards have been employed for the purpose of displaying the range of colors in which the fabric presented for sale is produced by the manufacturer or retailer. Heretofore it has been customary to confine these color cards to the one class or kind of fabric. For instance, if the color card has been used to show the range of colors of silks only, that particular kind of fabric would be displayed on the card, or some fabric dyed or colored to show the range of colors of that fabric. But of late years it has been customary for manufacturers or dealers in some important commercial center to determine the prevailing shades of silk fabrics for the coming season, and accordingly the manufacturers of other fabrics seek to dye or color them so as to cause them to match or correspond in shade and color. As a result of this, it has become necessary for a retail merchant to carry a varied range of colors of fabric in stock when the purchaser of a piece of "dress-goods" of a certain color, say for example, desires to match such goods with velvet, silk or other materials forming part of the costume.

The object of my invention is to provide a simple and efficient device whereby a number of fabrics carried in stock can be readily and conveniently matched, and at the same time the range of colors of these different fabrics can be conveniently displayed.

My invention therefore resides in the novel construction and arrangements of parts hereinafter described and further pointed out in the claims.

In the drawing forming part of this specification, Figure 1 is a perspective view of my improved display or color card, showing the inside face thereof. Fig. 2 is a top edge view of the same. Fig. 3 is a perspective view of a modification; and Fig. 4 an enlarged sectional view of a fragment of said modified construction, the section being

taken on the line 4—4, Fig. 3, looking in the direction of the arrows.

The embodiment of my invention as shown in the drawing, as to the preferred form shown in Fig. 1, comprises an outside folder made of cardboard or other desired material having a central section 1, and two side flaps, 2 and 3, the flaps 2 and 3 being suitably hinged to the central section, as at 4, 5, so that said flaps may be folded over, one upon the other. The entire backing comprising the central section 1 and end flaps 2 may be made of cardboard bent along the lines 4 and 5, to form hinges.

Upon the inner face of the flaps I secure in desired order as to color, strips of material 6 and 7, the popular or actual color or shade being indicated in the column provided for it at one side thereof.

As my invention in its broad aspect relates to providing a color card with means for carrying additional pieces of fabric which may be expeditiously located against or in close juxtaposition to the fabric with which it is to be matched, the said invention will be realized by providing a single color card as at 2, arranging the samples of fabric to be matched, as shown at 6, and providing an additional flap as 8, movably supported upon or by the backing 1, and carrying with it pieces or portions of fabric 9 (accompanied or not with the popular or actual name of the shade or color of that particular fabric) so that the flap or carrier 8 can be moved over and placed upon the line of sample fabrics with which the other fabric is to be matched expeditiously and with certainty, to the end that the colors will substantially run into each other and enable the matching to be readily accomplished and with less difficulty and greater certainty than by matching a small sample of goods with a large piece of goods, as is now the custom.

I may embody my invention in a folder such as shown in Fig. 1 in which there are two or more matching sections, in which case the flap 3 and its row of samples 7 will be present and an additional matching flap 10 provided for the other flaps 3 upon which the samples to be matched with the samples 7 can be attached, as on the flap 8.

In order to economize in construction, I may form the flaps 9 and 10 from a sheet of paper, cardboard or any other desired ma-



terial 11 and secure its back to the face of the intermediate section 1 so that the flaps 9 and 10 may be folded in as indicated, or opened as indicated in Figs. 1 and 2, and covered entirely by the folding in of the flaps 2 and 3.

If desired, the blank spaces of the several flaps and central portion may be utilized for advertising purposes.

In the modification shown in Figs. 3 and 4, I provide the main end flaps 12 and 13 movably secured to an intermediate portion 14 by hinges 15, 16. The central section 14 has a tray or like device 17 secured upon its inner face, and inside the tray are hinged strips 18, said strips having attached thereto samples of fabric 19, 20 adapted to be alined with and closely positioned to the range of fabric samples 21, 22, secured upon the inner face of the flaps 12 and 13.

In order to readily secure the samples 19 and 20 to the strips 18, I secure to either of their faces strips 23 and further strips 24, 25, which strips overlap the edge of strips 18 and between which the fabric samples 19, 20 are secured. The strips 24, 25 may bear words indicating the popular or actual shade or color of the fabric secured thereto so as to make the comparison or matching easier.

The range of samples 19, 20 are adapted to be folded into the tray-like portion 17 or the card, or may be opened up as indicated at the left hand side of Fig. 3, and juxtapositioned to the range or line of samples on the flaps 12 and 13, as the case may be. When folded into the tray 17, as shown at

the right hand of Fig. 4, the flaps 12 and 13 may be folded over and the card closed up.

Many changes and modifications may be made in the construction of the device embodying my invention without departing from the spirit thereof.

The subject-matter herein shown and described but not claimed forms the basis of a separate application filed January 13, 1910, Serial No. 537,942.

Having described my invention, I claim:

1. In an article of the class described, a suitable backing, a flap secured thereto, a series of samples of fabric disposed on the face of said flap, and an additional flap movably secured to the backing and carrying a series of samples of fabric to be matched with the first named series, the second flap being adapted to be moved into close juxtaposition to the first named flap to aline the fabric samples carried by each.

2. In an article of the class described, two flaps and an intermediate section connecting them, a series of samples of fabric arranged upon the inner faces of said flaps, and an additional backing as 11, secured to the face of the first named intermediate section having two end flaps adapted to be moved over and into juxtaposition with the first named flaps.

Signed at the city, county and State of New York, this 17th day of June, 1909.

GEORGE BENZE.

Witnesses:

P. S. SCHIMMER,  
GERALD TUSHAK.