

G. BENZE.
 DISPLAY OR COLOR CARD.
 APPLICATION FILED JAN. 13, 1910.

Patented May 17, 1910.

958,218.

Fig. 1.

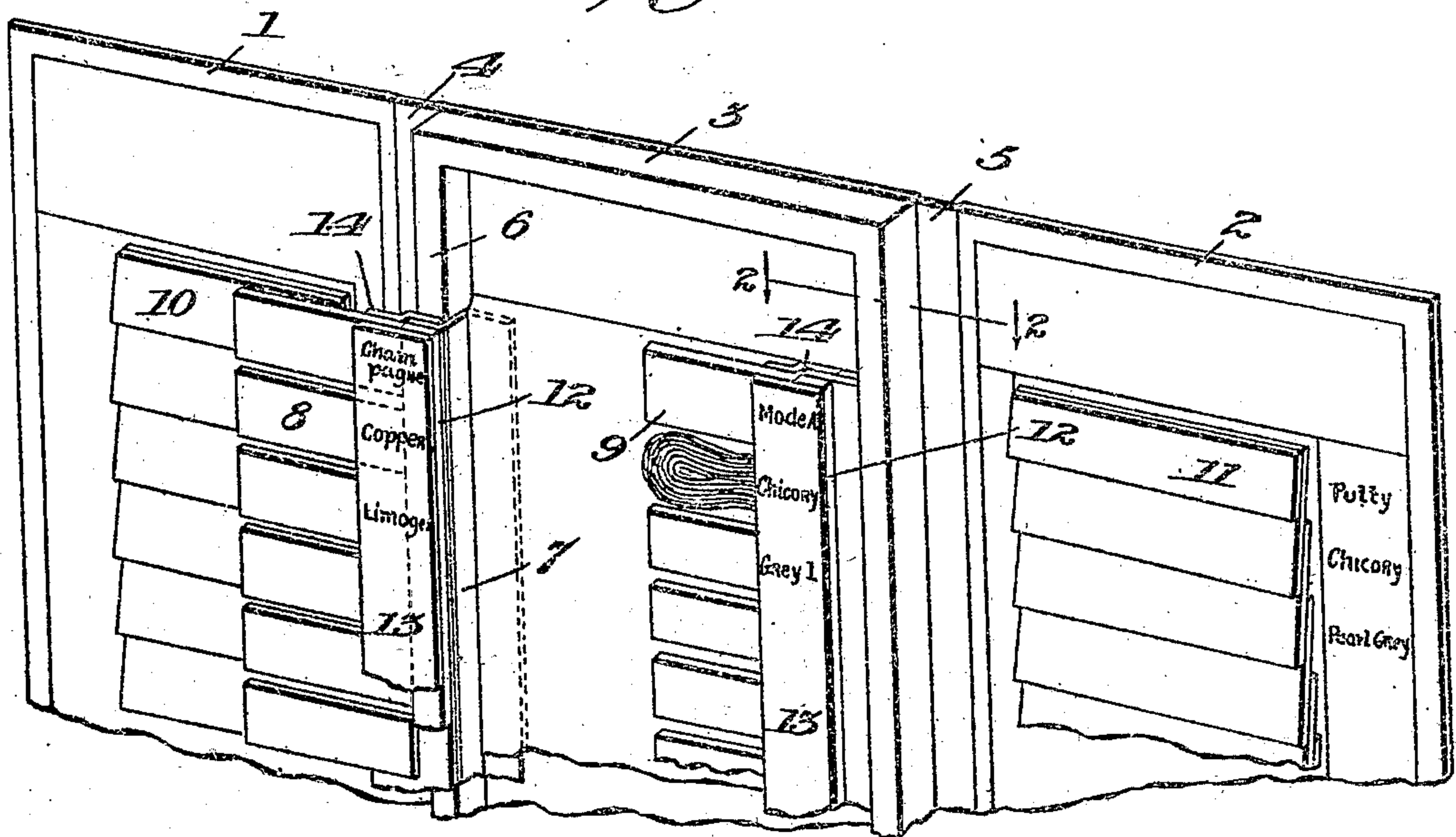
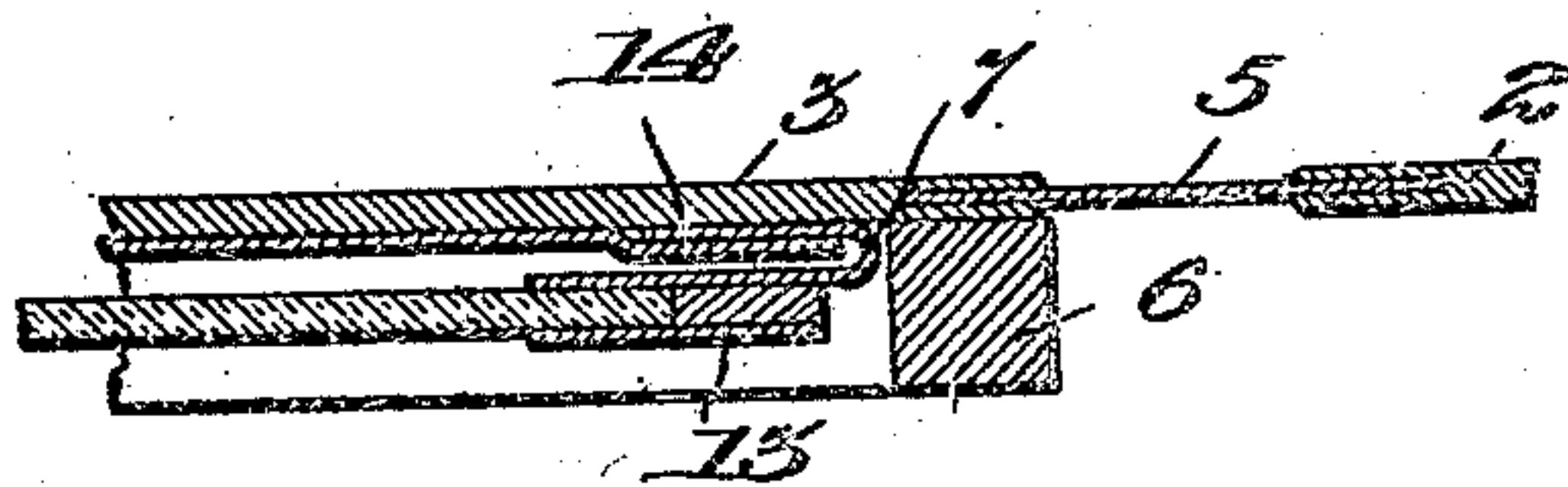


Fig. 2.



Witnesses:

W. H. Omand
A. M. Bunn

Inventor:

George Benze.
By Joseph L. Levy
attorney.

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.

958,218.

Specification of Letters Patent.

Patented May 17, 1910.

Original application filed June 19, 1909, Serial No. 503,172. Divided and this application filed January 13, 1910. Serial No. 537,942.

To all whom it may concern:

Be it known that I, GEORGE BENZE, a citizen of the United States, residing in 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 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.

50 In the accompanying drawings: Figure 1 is a perspective view of my improved display or color card showing the inside face thereof. Fig. 2 is a notched sectional view of a fragment thereof, the section being

taken on the line 2—2 of Fig. 1 looking in the direction of the arrows.

The embodiment of my invention as shown in the drawings comprises main end flaps 1 and 2 movably secured to an intermediate portion 3 by hinges 4 and 5. The central section 3 has a tray or like device 6 secured upon its inner face, and inside the tray are hinged strips 7, said strips having attached thereto samples of fabric 8 and 9 adapted to be lined with and closely positioned to the range of fabric samples 10 and 11 secured upon inner face of the end flaps 1 and 2.

In order to readily secure the samples 8 and 9 to the strips 7, I secure to either of their faces distance strips 12 and further strips 13 and 14, which strips overlie the edge of the strips 7 and between which the fabric samples 8 and 9 are secured. The strips 13 and 14 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 8 and 9 are adapted to be folded into the tray-like portion 6 of the card, or may be opened up as indicated at the left-hand side of Fig. 1 and juxtapositioned to the range or line of samples on the flaps 1 and 2, as the case may be. When folded into the tray 6, as shown at the right of Fig. 2, the flaps 1 and 2 may be folded over and the card closed up.

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

The intermediate portion 3 constitutes a backing for the tray as will be readily understood.

Modifications in detail and various changes may be made in the construction of the device embodying my invention without departing from the spirit thereof.

Having described my invention, I claim:

1. In an article of the class described, a backing having a tray formed therein, and flaps movably secured thereto, strips secured within the tray, a series of fabric samples disposed on the inner faces of the first mentioned flaps and a series of fabric samples secured to said strips.

2. An article of the class described comprising a section having a tray, end flaps

movably secured to opposite edges thereof, strips movably secured within the tray, a series of fabric samples disposed on the inner faces of the first mentioned flaps and a series of fabric samples secured to said strips.

3. In an article of the class described, a central section having a tray, end flaps movably secured thereto, strips hinged within the tray, strips secured to said strips upon opposite sides thereof and overlapping

the edge of the same and fabric samples secured between the overlapped edges of said strips.

Signed in the city, county and State of New York, this 7th day of January, 1910. 15

GEORGE BENZE.

Witnesses:

GERALD TUSHAK,
JAN BURIAM.