

J. M. KAISER.  
COLLAR STAY DISPLAY CARD.  
APPLICATION FILED FEB. 25, 1911.

998,249.

Patented July 18, 1911.

Fig. 1.

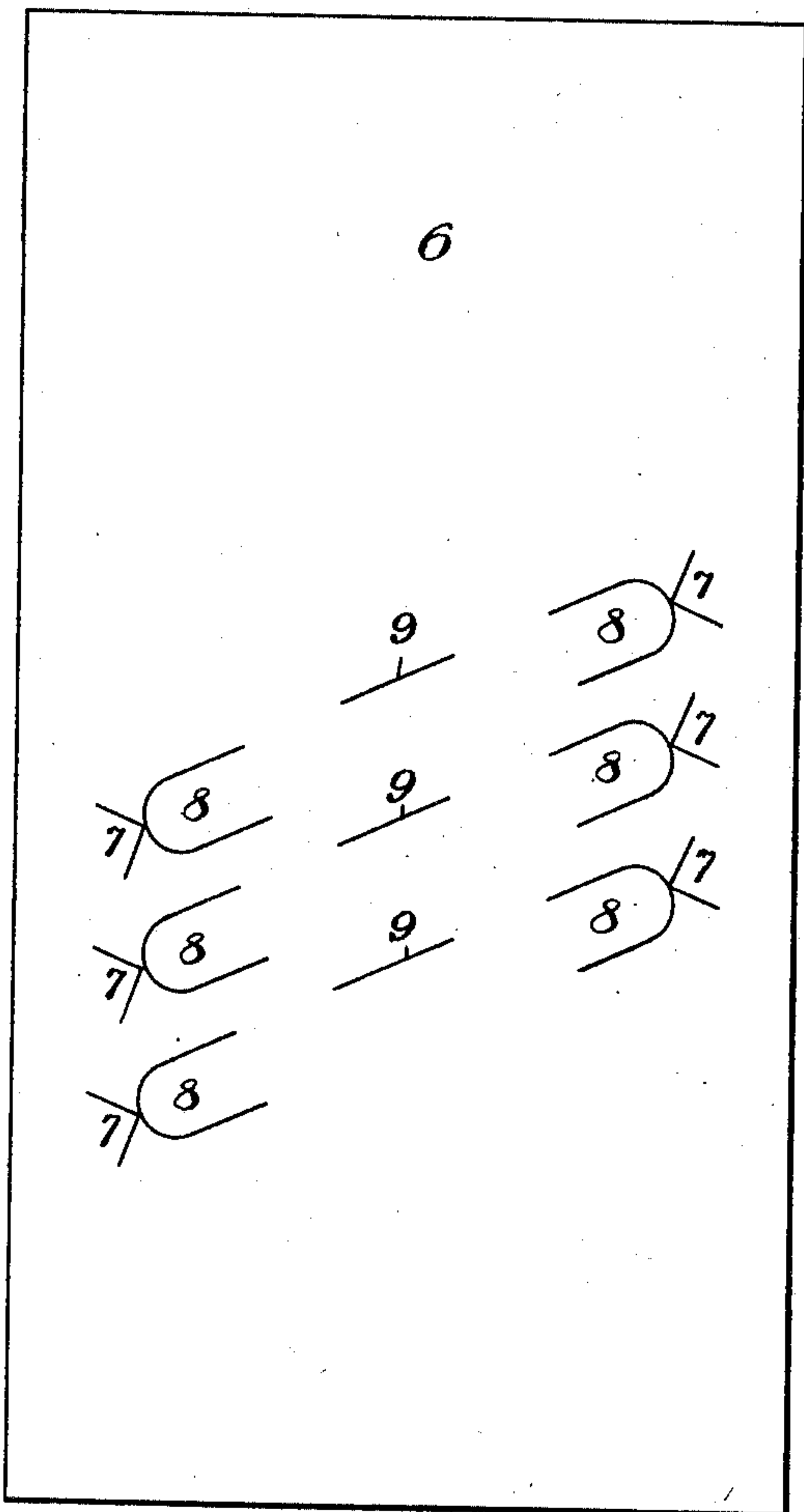


Fig. 2.

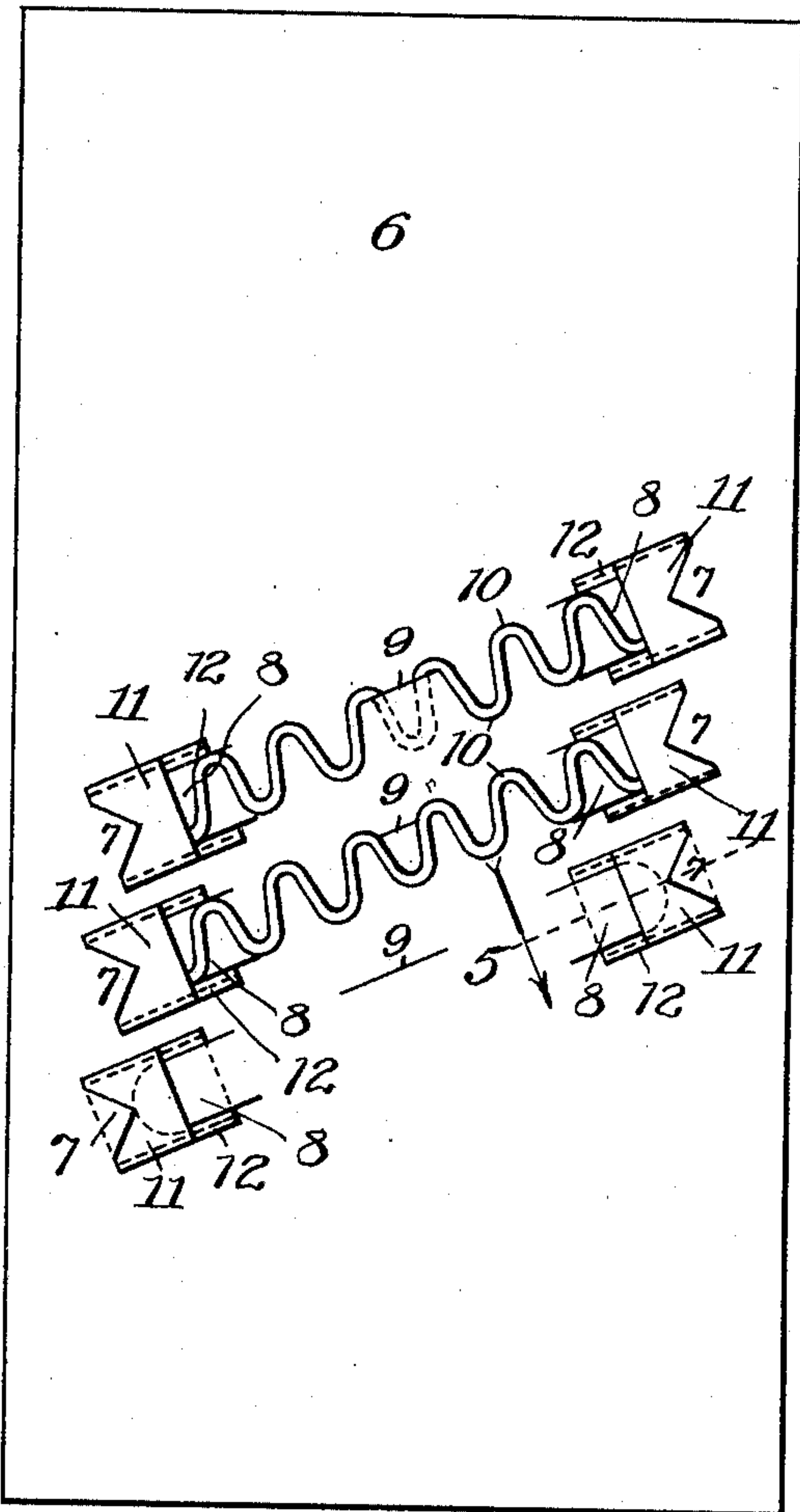


Fig. 3.



Fig. 4.

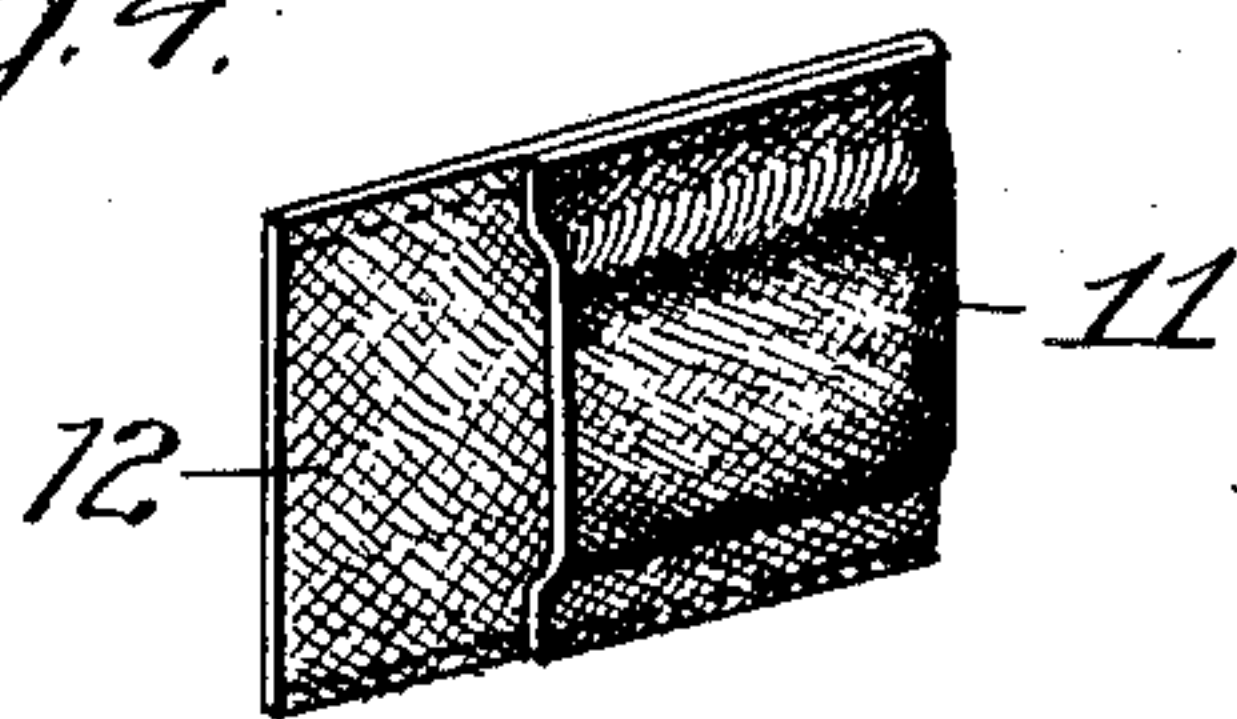
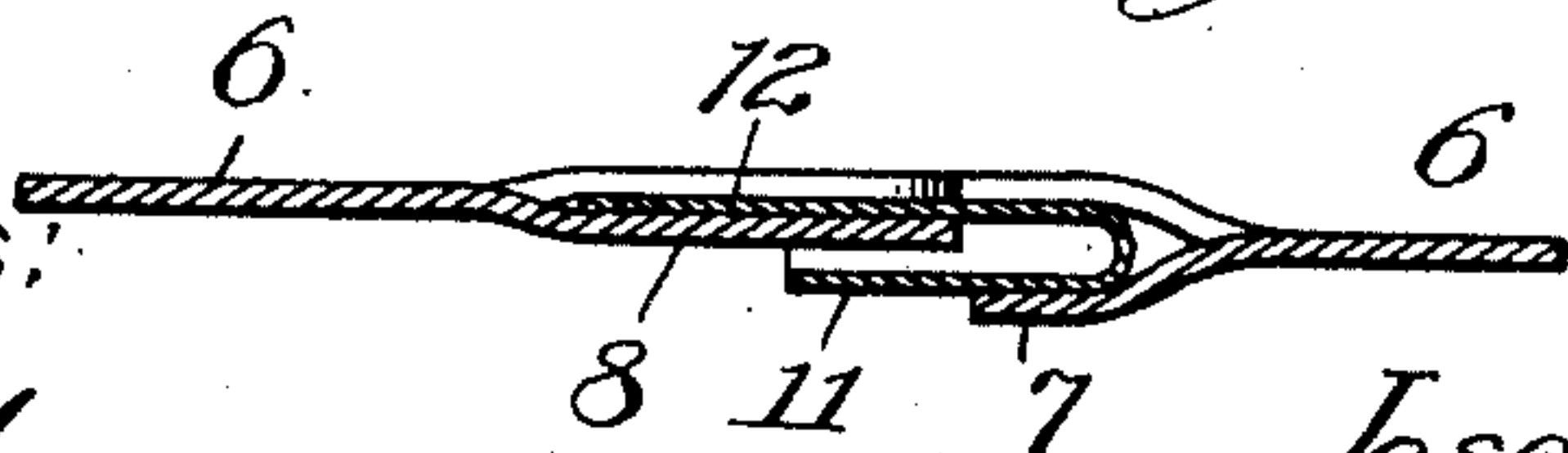


Fig. 5.



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# UNITED STATES PATENT OFFICE.

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## COLLAR-STAY-DISPLAY CARD.

998,249.

Specification of Letters Patent.

Patented July 18, 1911.

Application filed February 25, 1911. Serial No. 610,695.

*To all whom it may concern:*

Be it known that I, JOSEPH M. KAISER, a citizen of the United States, residing at Chicago, in the county of Cook and State of Illinois, have invented a new and useful Improvement in Collar-Stay-Display Cards, of which the following is a specification.

My invention relates to an improvement in the construction of display-cards of the class used in trade for holding articles of merchandise which it is customary to support for display on cards; and my object is to provide a novel construction of card in the class referred to which shall especially adapt it for holding and demonstrably displaying a peculiar article of supporter of the kind commonly used as stays on women's collars.

The collar supporter is composed of a sinuously bent length of wire terminating at its ends in eyes and covered with a close winding of suitable thread; and each supporter has furnished with it a pair of pockets, made of any desired fabric, for permanent attachment by the user to the inner face of the collar to be reinforced by the supporter. Each pair of the pockets on a collar affords means of releasable confinement to a stay or supporter by holding it at its ends, which are readily withdrawable to remove the stay preparatory to consigning to the laundry the collar with the pockets upon it, thereby to avoid laundering the stay and consequent liability to oxidizing the wire and staining the collar.

In the accompanying drawing, Figure 1 is a face-view of a display-card of my improved construction; Fig. 2 is a similar view of the same with a set of the collar-supporters upon it; Fig. 3 shows one of the supporters in elevation; Fig. 4 is a perspective view of a pocket, and Fig. 5 is an enlarged broken section on line 5, Fig. 2, illustrating the manner of holding a supporter in place on the card. The card 6, which is usually of pasteboard and shown of rectangular shape, has cut out of it two vertical series of inwardly-extending V-shaped or pointed lips 7, these series being, respectively, near the opposite lateral edges of the card and forming pairs, the members of which are opposite each other diagonally across the card. Similar tongues 8 are formed by cutting the card to extend the tongues outwardly toward the opposite edges of the card, with their round-

ed ends concentric with the apexes of the lips, these tongues forming pairs the members of which are opposite each other diagonally across the card. In line with the upper edges of the tongues of each pair thereof is formed in the card a slit 9. I thus describe the arrangement and shapes of the lips and tongues and the slits as they are shown in the drawing, but it is to be understood that such arrangement and shapes may be variously departed from without departure from my invention, the essential features of which are pairs of lips, of suitable shape, extending inwardly from opposite edges of the cards, and pairs of tongues, of suitable shape, extending outwardly toward the same edges to cooperate as and for the purpose hereinafter described. The diagonal disposition of the set of supporters on the card, however, is desirable in enhancing the effect of their display.

The stay or supporter fits at its eye-shaped ends in similar pockets 11 of cloth, each being shown to have its back extended beyond its face to afford a guide in inserting a supporter-end into the pocket and to facilitate opening the pocket in the event of its being closed by sticking the back and face together in laundering a collar on which the pocket is sewed.

To equip my improved card with the pockets and supporters, the pockets are inserted, at their closed ends, under the lips and the tongues 8 are inserted into the pockets, thereby stably confining the latter in place on the card. The supporters 10 may then be applied to the card by inserting the ends of each into the opposite members of a pair of the pockets and introducing a section between the ends into a slit 9, thereby to further secure the supporter against accidental displacement.

The card, thus constructed, holds the pockets and supporters securely against accidental dislodgement, thereby avoiding a usual defect in cards of the present class in more or less readily freeing and shedding the articles upon them when packed or handled, and so disarranging them as to impair their display. Moreover, the construction affords to the sales-person a medium for readily demonstrating to the customer the manner of using the pockets, by withdrawing an end of a supporter from and reinserting it into its pocket while leaving the



latter undisturbed on the card to illustrate the manner of manipulating it on a collar.

What I claim as new and desire to secure by Letters Patent is—

5 1. As a means for carding pocket-equipped collar-stays of the construction described, a card having sections forming opposite inwardly-projecting lips for embracing the pockets and sections between said lips forming  
10 ing outwardly-projecting tongues to enter said pockets and coöperating with the lips in securing the pockets in place.

2. As a means for carding pocket-equipped collar-stays of the construction described, a

card having a series of sections adjacent to 15 each of opposite edges thereof forming inwardly-projecting lips for embracing the pockets, said lips forming pairs with the members of each pair diagonally opposite each other, and pairs of sections in line with 20 said lips forming outwardly-projecting tongues to enter said pockets and coöperate with the lips in securing the pockets in place.

JOSEPH M. KAISER.

In the presence of—

R. A. RAYMOND,

J. G. ANDERSON.

Copies of this patent may be obtained for five cents each, by addressing the "Commissioner of Patents, Washington, D. C."