

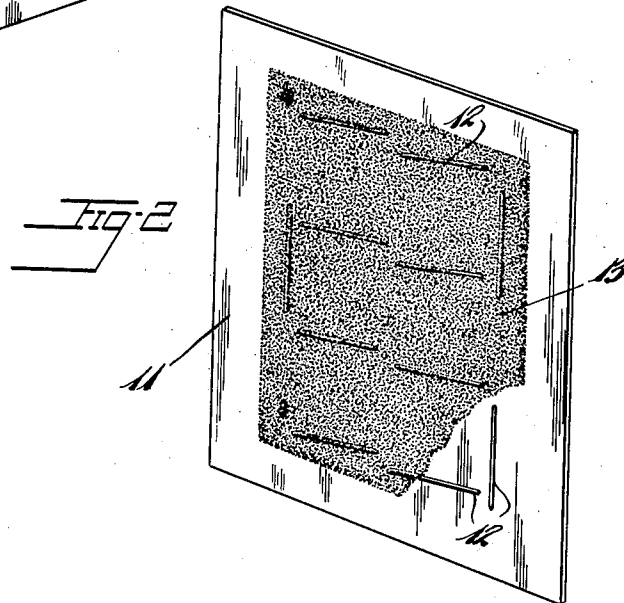
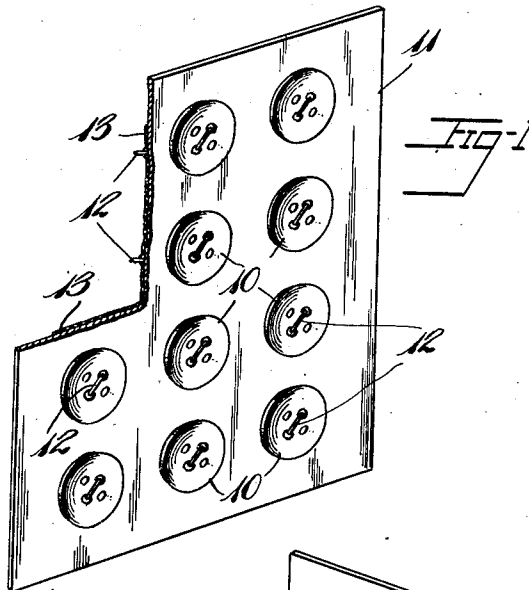
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DISPLAY CARD AND METHOD OF SECURING ARTICLES THERETO

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DISPLAY CARD AND METHOD OF SECURING
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5 Claims. (Cl. 206—80)

This invention relates to a method of mounting articles on a display card or similar supporting member, and to the product thereof.

Numerous articles of commerce are prepared for display and sale by being mounted on cardboard or other sheet material and secured thereto by thread, cord, or like strip material which is passed over the objects or through openings therein, then through the sheet, and to the position of another article on the sheet where it passes up through the sheet and over the second article, etc. a single thread or cord serving to hold a number of the articles in place on the sheet.

Difficulties often arise in handling such articles because the securing cords or threads may be accidentally broken, or intentionally severed in order to remove some of the articles from the card, or as is often desirable, a portion of the card itself with the associated articles may be severed from the remainder of the card, in which cases the ends of the threads or cord are left unsecured so that it may loosen and allow the remaining articles to fall from the card and become lost, or in any event, to present an untidy appearance likely to prove harmful to sales.

The object of the present invention is to provide a method of mounting articles on sheet material as hereinabove described in such manner that some of the articles may be removed without disturbing those remaining, and which will prevent their being easily loosened and lost by accidental breaking of the securing thread or cord.

The invention comprises mounting a plurality of articles on a piece of sheet material by means of an element of strip material passing through the sheet and over the articles or parts thereof, and securing said element to the sheet member by applying a film or coating of an adhesive material to the sheet member and to portions of the strip element so as to bind the latter to the sheet and prevent its loosening when broken at any point in its length.

The invention will be explained with reference to the accompanying drawing in which

Fig. 1 is a partially sectioned perspective front view of a display card with a number of articles mounted thereon, and embodying the present invention, and Fig. 2 is a perspective rear view of the card of Fig. 1.

In carrying out the invention, the articles 10, which may be buttons, to be mounted on the sheet material 11, such as cardboard, are placed thereon in any desired position and relative ar-

range and secured thereto by causing an element of strip material 12, such as thread, to pass over the articles or over parts thereof as through holes provided in the articles, and then through the cardboard or other sheet material and through the card again and over another article, etc. and thereafter a coating 13 of adhesive material is applied to the reverse side of the sheet and to portions of the strip 12 exposed thereat, to bind the strip to the sheet. The adhesive coating may cover the entire back of the card or may be restricted to the areas along the strip material or otherwise as desired.

Obviously, the adhesive may be applied to portions of the strip material exposed at the face side of the sheet, either independently or in conjunction with the preferred application at the reverse side.

Although numerous adhesives may be used in this invention, rubber, preferably in the form of a liquid dispersion of rubber, has proven to be particularly useful for binding the strip material to the sheet member. Dispersions of rubber in organic solvents, such as the so-called rubber cements, or aqueous dispersions such as latex are satisfactory for this purpose.

The liquid rubber dispersion may be applied in any convenient manner as by brushing or spraying, either with or without the aid of masks, or by pressing against the sheet and/or strip material a fibrous pad saturated with the dispersion, or through the use of transfer rollers and like printing means, or otherwise. In some cases the dispersion may be applied to the strip material alone and allowed to pass therethrough to the sheet member and bind the two together.

After such application, the dispersion is dried, either naturally or by forced means, and if desired, the rubber coating may be vulcanized though this is generally unnecessary.

When articles are mounted on and secured to a sheet in the manner of the present invention, the thread or other strip material holding the articles on the sheet may be severed, either accidentally or intentionally, at any point in its length without freeing all the articles, because the adhesive coating over the thread on the back of the sheet will hold the thread in place. Likewise a portion of the sheet with its associated articles may be severed from the main part of the sheet, as for sale or use of that portion of the articles, without loosening or freeing those remaining.

The utility of this invention is apparent in connection with numerous articles which are custom-

arily mounted for display and sale on a card or other similar material, such as buttons, hooks and eyes, nail files and other notions, toys, drug sundries, pencils, pipes, pocket knives, and count-
5 less other articles.

The term "rubber" has been used in a generic sense to include caoutchouc, balata, gutta percha, and similar gums, whether in an unvulcanized, vulcanized or reclaimed condition, as well as synthetic rubbers, rubber substitutes and the like; and the term "liquid dispersion of rubber" to include flowable liquids made by dispersing rubber as hereinabove defined, in liquid vehicles, either with or without the aid of dispersing and/or
10 stabilizing agents, as well as latices of rubber either in a natural condition, or modified by dilution, concentration and/or by the addition of thickening, thinning or other modifying materials. The liquid dispersions of rubber may contain fillers, vulcanizing agents, accelerators, age-
20 resistors, or other compounding material commonly used in rubber compositions.

I claim:

1. An article comprising a sheet member with
25 a plurality of articles mounted thereon by means of an element of strip material passing over the articles or parts thereof and through the sheet member, portions of said strip material being secured to the sheet member by an adherent
30 elastic rubber film.

2. An article comprising a sheet member with

a plurality of articles mounted thereon by means of an element of strip material passing over the articles or parts thereof and through the sheet member, portions of said strip material exposed at the reverse side of the sheet member being
5 secured thereto by an adherent elastic rubber film.

3. An article comprising a sheet member with a plurality of articles mounted thereon by means of an element of strip material passing over the articles or parts thereof and through the sheet member, portions of said strip material being secured to the sheet member by an adherent elastic film of unmasticated latex rubber. 10

4. An article comprising a sheet member with a plurality of articles mounted thereon by means of an element of strip material passing over the articles or parts thereof and through the sheet member, portions of said strip material being secured to the sheet member by an adherent elastic
20 film of vulcanized rubber composition. 15

5. An article comprising a sheet base having a plurality of objects sewed upon one face thereof by means of a continuous thread passing over portions of the objects and through the sheet
25 base, and on the opposite face of said sheet base an adherent elastic film comprising solids deposited in-situ from an aqueous dispersion of rubber serving elastically to bind portions of the thread to the sheet base. 30

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