June 27, 1967 P. P. STANOS 3,327,419

CARD MOUNTING AND DISPLAY APPARATUS

Filed March 2, 1965

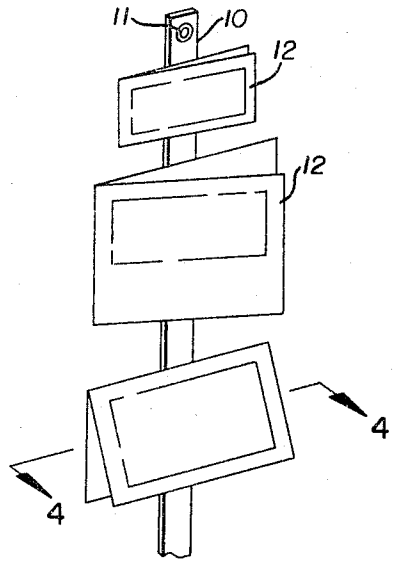


FIG. 1

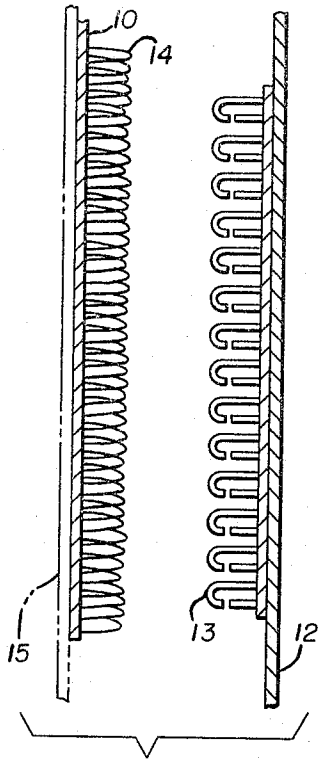


FIG. 2

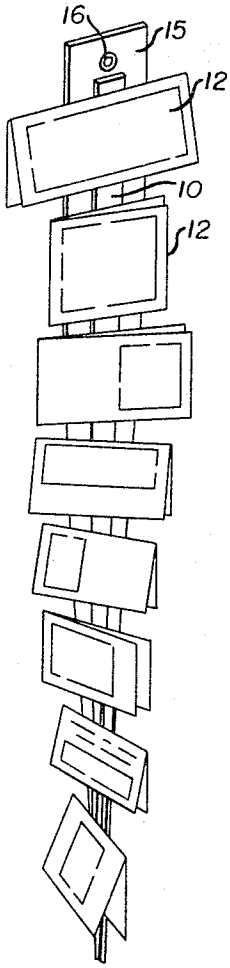


FIG. 3

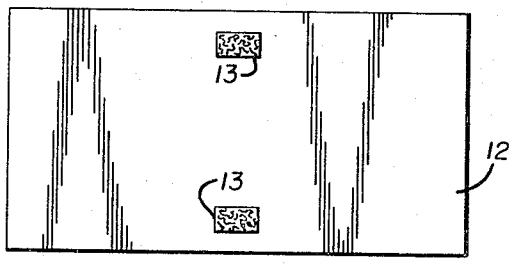


FIG. 4

INVENTOR.
PARDEE P. STANOS

BY

W. B. Harpman

ATTORNEY

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CARD MOUNTING AND DISPLAY APPARATUS

Pardee P. Stanos, 507 Central Tower,
Youngstown, Ohio 44503

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This invention relates to cards such as Christmas cards, advertising cards and the like and means for mounting the same for display purposes.

The principal object of the invention is the provision of card mounting apparatus comprising an integral attachment means on a card that enables the same to be secured to a supporting object having a compatible fastener means thereon.

A further object of the invention is the provision of a card mounting and display apparatus which is inexpensive and which may be easily used by inexperienced persons.

A further object of the invention is the provision of cards, such as Christmas cards, advertising cards and the like, with a section of material incorporating closely associated rows of flexible, resilient broken loop hooks thereon which are compatible with strips of supporting material comprising elongate sections of curly pile fabric.

A still further object of the invention is the provision of a elongate section of curly pile fabric material and means thereon for hanging the same on a supporting object, and a plurality of cards to be displayed each of which has a section of material incorporating closely associated rows of flexible resilient broken loop hook members thereon, and wherein the elongate strip of curly pile fabric is flexible so that it may be given a spiral twist to more advantageously display the card secured thereto.

The card and mounting means therefor disclosed herein comprises an improvement in the art relating to Christmas cards, advertising cards, signs and the like which are temporarily mounted for display on a suitable support. In the past, such cards have of necessity been mounted on wall surfaces, rigid poles or secured with adhesive tape to various other objects. The present invention discloses an elongate section of curly pile fabric and Christmas cards, display cards, advertising cards or the like each of which is provided with one or more small sections of fabric material incorporating a plurality of closely associated rows of broken loop hooks so that the small portions of the latter material on the cards will readily engage and securely attach to the curly pile fabric and thus mount the particular card or cards thereon. The curly pile fabric can be provided with an eyelet adjacent its upper end so that it can be hung from a fastener in a wall or ceiling, or on a display case, whereupon the Christmas cards, display cards, signs, or the like may be positioned thereon and removed therefrom at will, and while they are in display position they will be attractively displayed.

With the foregoing and other objects in view which will appear as the description proceeds, the invention resides in the combination and arrangement of parts and in the details of construction hereinafter described and claimed, it being the intention to cover all changes and modifications of the example of the invention herein chosen for purposes of the disclosure, which do not constitute departures from the spirit and scope of the invention.

The invention is illustrated in the accompanying drawing, wherein:

FIGURE 1 is a perspective view of a typical embodiment of the card display apparatus.

FIGURE 2 is an enlarged side elevation with parts in cross section and illustrating the fastening means positioned in oppositely disposed relation.

FIGURE 3 is a perspective view of a card support and display apparatus showing the flexibility of the display medium.

FIGURE 4 is a back view of a display card showing areas of the fastening means thereon.

By referring to FIGURE 1 of the drawings, it will be seen that an elongated section of curly pile fabric **10** has been disclosed which is provided with means for mounting the same, such as an eyelet **11** at its uppermost end. A plurality of cards **12** are shown fastened to the elongated section of curly pile fabric **10**, each of the cards **12** having a small area of a compatible fastening means comprising a fabric having closely associated rows of flexible resilient broken loop hook members **13**, as best illustrated in FIGURE 4 of the drawings.

By referring now to FIGURE 2 of the drawings, a greatly enlarged cross section of the elongated strip of curly pile fabric **10** may be seen in opposed spaced relation to a section of the fabric having the plurality of closely associated rows of flexible resilient broken loop hook members **13**. Those skilled in the art will observe that the curly pile fabric **10** may be of wool, flexible fine glass strands, flexible fine plastic threads, or the like, and as illustrated in the lefthand portion of FIGURE 2 of the drawings, the elongated section of curly fabric **10** has a mass of interwoven kinky strands **14** secured to the base strip of the fabric **10**. Such a fastener is old and in use today in conjunction with the compatible fastener **13** as herein disclosed.

When the Christmas cards, display card or sign **12** having the small area or areas of the compatible broken loop hook members **13** thereon are pressed into contact with the curly pile fabric **10** and, specifically, the interwoven kinky strands **14** thereof, the same becomes caught or hooked therein and thereby secure the Christmas card, display card or sign **12** to the elongated section of curly pile fabric **10**. Those skilled in the art will observe that the card **12** can be thus readily attached and equally readily removed from its supported position on the elongate section of curly pile fabric **10**, and that when the curly pile fabric **10** is hung up on a wall or suspended from a ceiling the Christmas cards, display cards, or signs **12** will thus be attractively displayed and can be removed and replaced as desired.

In FIGURE 2 of the drawings, broken lines on the left side of the elongate section of curly pile fabric **10** illustrate an alternate supporting strip of fabric or plastic material, flexible or rigid as desired, and illustrated in FIGURE 3 in greater detail. The broken lines in FIGURE 2 carrying the identifying numeral **15** indicate the support strip **15** in FIGURE 3 of the drawings which is preferably an elongated, attractively colored, flexible, ribbon-like material having an eyelet **16** at its uppermost end and to the longitudinal center line of which there is attached a section of the curly pile fabric **10** so that the cards **12** with their resilient hook members **13** may be readily attached and supported thereby.

The cards **12** as disclosed herein are shown in rectangular shape, but it will be obvious that the cards may comprise alternate shapes and designs, if desired, and that the decorative lengths of the curly pile fabric **10** and the cards **12**, particularly when associated with the additional support strip **15** of a bright or contrasting color, provide an attractive display medium. When it is desired to remove the cards **12** from the elongate section of curly pile fabric **10**, the same may be forceably removed therefrom due to the flexible resilient characteristics of the hooks **13** which unbend and permit the removal of

the hooks **13** from the loop strands **14** of the curly pile fabric **10**.

It will thus be seen that the combination of the elongate supporting section of curly pile fabric **10** and the cards **12** with their small sections of the closely associated rows of flexible resilient, broken loop hooks **13** provide a simple, inexpensive and very attractive means of temporarily, or permanently, mounting the cards **12** as desired.

The method of attachment of the fabric carrying the broken loop hook members **13** to the cards **12** may be any acceptable commercially practical method, such as, for example, utilizing a liquid adhesive material which will permanently bond the fabric carrying the broken loop hooks **13** to the back of the card **12**.

It will thus be seen that a combined mounting and display apparatus for Christmas cards, display cards, signs and the like has been disclosed which meets the several objects of the invention, and having thus described my invention, what I claim is:

A card and support means therefor, said support means consisting of a pair of separate devices, one of which is affixed to the card, said device affixed to said card comprising a section of material having a plurality

of resiliently deformable hook shaped elements incorporated therewith, the other of said devices comprising a flexible strip of curly pile fabric having looped elements, said resiliently deformable hook shaped elements arranged to internally engage said looped elements and thereby connecting said card to said flexible strip in a removable manner so that forceable separation of the card and strip is possible together with the re-engagement of said plurality of looped elements with said resiliently deformable hook shaped elements a secondary device secured to said flexible strip of curly pile fabric to support the same.

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EUGENE R. CAPOZIO, *Primary Examiner.*

W. J. CONTRERAS, *Assistant Examiner.*