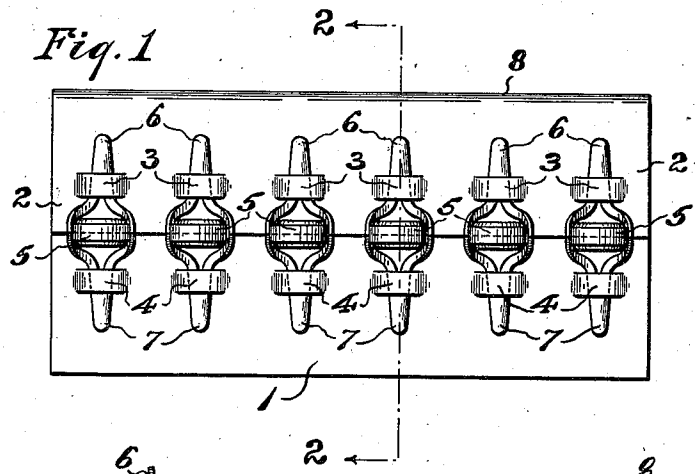
W. H. MEYER.

CARD MOUNT FOR ARTICLES OF MERCHANDISE.

APPLICATION FILED JAN. 14, 1920.

1,378,262. Patented May 17, 1921.

Fig. 1



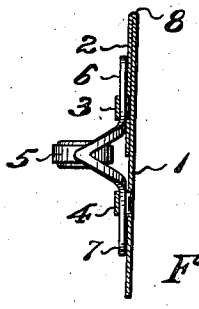


Fig. 2

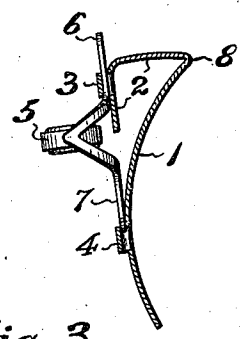


Fig. 3

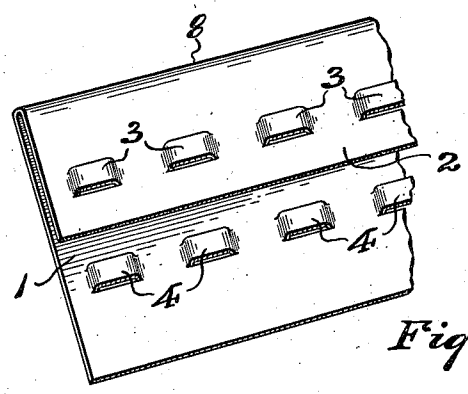


Fig. 4

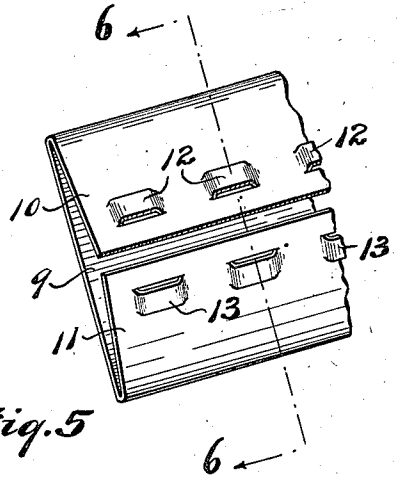


Fig. 5

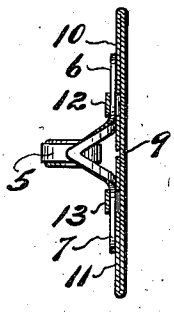


Fig. 6

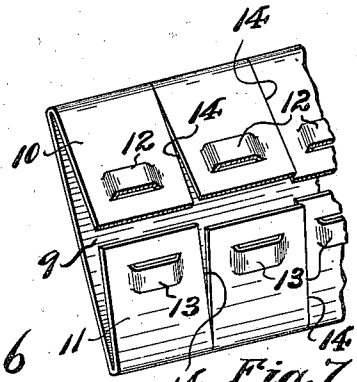


Fig. 7

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CARD-MOUNT FOR ARTICLES OF MERCHANDISE.

1,378,262. Specification of Letters Patent. Patented May 17, 1921.

Application filed January 14, 1920. Serial No. 351,289.

To all whom it may concern:

Be it known that I, WILLIAM H. MEYER, a citizen of the United States, residing at Brooklyn, in the county of Kings and State of New York, have invented certain new and useful Improvements in Card-Mounts for Articles of Merchandise; and I do hereby declare the following to be a full, clear, and exact description of the invention, such as will enable others skilled in the art to which it appertains to make and use the same, reference being had to the accompanying drawings, and to characters of reference marked thereon, which form a part of this specification.

The present invention relates, generally, to improvements in means for carding articles of merchandise; and the invention has reference, more particularly, to a novel construction of card mount for holding and displaying articles of merchandise.

The invention has for its principal object to provide a very simple, neat and easily manipulated card mount for articles of merchandise, the same being provided with novel means for securely retaining said articles in mounted relation to the card. My improved card mount with its novel retaining devices offers a means of very quick and easy manipulation when assembling the articles therewith, in this respect saving much time and labor, and avoiding all necessity of employing the tedious, more or less expensive and time consuming operations of sewing, stapling or other similar methods of fastening the articles to the cards which have been heretofore most commonly used.

Other objects of the present invention, not at this time more particularly enumerated, will be clearly understood from the following detailed description of the same.

With the objects of the invention in view, the same consists, primarily, in the novel construction of card mount for articles of merchandise hereinafter more fully set forth; and, the invention consists, furthermore, in the novel arrangements and combinations of the various devices and parts, as well as in the details of the construction thereof, all of which will be hereinafter more fully described and claimed.

The invention is clearly illustrated in the accompanying drawings, in which:—

Figure 1 is a face view of my novel card mount, embodying the principles of my invention, the same being shown with a plurality of articles of merchandise mounted and secured thereon.

Fig. 2 is a vertical cross-section through the same, taken on line 2—2 in said Fig. 1.

Fig. 3 is a view similar to that shown in Fig. 2, but illustrating how the card mount may be manipulated to operatively engage its retaining devices with an article of merchandise to be mounted and displayed thereon.

Fig. 4 is a fragmentary detail perspective view of my novel card mount, the articles of merchandise being removed therefrom.

Fig. 5 is a fragmentary detail perspective view of a slightly modified form of my novel card mount, with the articles of merchandise removed therefrom.

Fig. 6 is a vertical cross-section, taken on line 6—6 in said Fig. 5, and showing an article of merchandise in assembled and mounted relation thereto.

Fig. 7 is a detail perspective view of another modified form of my novel card mount, with the articles of merchandise removed therefrom.

Similar characters of reference are employed in all of the hereinabove described views, to indicate corresponding parts.

Referring now to said drawings, the reference-character 1 indicates the main body of my novel card mount, which is preferably rectangular in shape, and which is made of any suitable material that possesses a requisite degree of flexibility, but which is of sufficient stiffness to easily maintain its shape; as examples of such materials may be mentioned stiff paper, stiffened linen, thin celluloid and the like. The upper longitudinal portion of said main body 1 is doubled lengthwise upon itself to provide a downwardly folded flap 2 extending partially across the face of said body 1. Struck out of or otherwise formed in or secured to the said flap 2 in longitudinally alined and mutually spaced relation to each other, above and preferably parallel to the free lower edge of said flap, are a plurality of loop portions 3. In like manner, or struck out of or otherwise formed in or secured to said main body 1, intermediate its lower edge and the lower edge of said flap 2, in longitudinally alined and mutually spaced relation to each other, are a plurality of similar loop portions 4. The respective loop portions 4 of said main body 1

are preferably respectively vertically alined with the respective loop portions 3 of said flap 2. Of course, if desired a single set of holding loop portions 3 and 4 may be employed.

The card mount ready to receive articles of merchandise to be mounted thereon, is particularly adapted for mounting any type of articles possessing extending ends or portions receivable beneath the loop portions 3 and 4. In the drawings I have shown line guides 5 for fishing rods, having longitudinally and oppositely projecting end portions 6 and 7, secured upon my novel card mount, to illustrate the use and purpose of the latter.

The manner of manipulating the novel card mount when attaching the line guides 5 thereto is illustrated more particularly in Fig. 3 of the drawings. The upper end portions 6 of the line guides 5 are respectively inserted beneath the holding loop-portions 3 of the flap 2, the latter being then raised or swung upwardly from its folded edge 8 (which serves as a hinge) to separate the loop portions 3 from their normal vertically spaced relation to the loop-portions 4 of the main body 1, so that the extremities of the lower end portions 7 of said line guides 5 may be properly positioned and registered with said loop-portions 4 for insertion thereunder. The flap 2, being sufficiently flexible, will bend or yield in a manner readily permitting said lower end portions 7 of the line guides to be carried into the above described position. The flap 2 may now be pressed down to normal initial folded position flatly against the face of the body 1, this movement causing said lower end portions 7 of the line guides 5 to enter beneath the loop portions 4, at the same time drawing the loop portions 3 back to normal coöperative holding relation with said loop portions 4, so that said respective loop portions 3 and 4 embrace the respective end portions of the line guides 5. In this manner the respective loop portions 3 and 4 are brought close enough together to assure against any longitudinal movement of the line guides 5 sufficient to accidentally disengage said loop-portions from the end portions of said line guides, and consequently securely and firmly holding the same in a neat and presentable relation to the card mount, at the same time avoiding all necessity of employing sewn threads, or staples, or any other similar fastening means. It will thus be apparent that my invention provides a very simple, neat, durable and easily manipulated combined card mount and goods retaining means, upon which articles of merchandise may be rapidly and conveniently assembled with considerable saving of time and labor.

Referring now to Figs. 5 and 6 of the accompanying drawings, I have shown therein a somewhat modified construction of my novel card mount, which still embodies, however, the general principles of my present invention. In this construction I provide a main body 9 of rectangular shape, having its upper longitudinal portion folded lengthwise upon itself to provide a downwardly extending flap 10 projecting partially across the face of said body 9, and also having its lower longitudinal portion in like manner folded lengthwise upon itself to provide an upwardly extending flap 11 projecting partially across the face of said body 9. Formed in or struck out of the said flap 10 in longitudinally alined and mutually spaced relation to each other, above and preferably parallel to the free lower edge of said flap, are a plurality of integral loop portions 12. In like manner, formed in or struck out of said flap 11 in longitudinally alined and mutually spaced relation to each other, below and preferably parallel to the free upper edge of said flap, are a plurality of integral loop portions 13. The respective loop portions 12 and 13 are respectively vertically alined with each other, so that when said flaps 10 and 11 are raised to separate the same from such normal vertically spaced mutual relation, the end portions 6 and 7 of the line guides 5, may be inserted respectively beneath opposed loops of said flaps, and thereupon said flaps may be closed or folded down against the face of the main body 9, to bring said loop portions 12 and 13 again into normal vertically spaced relation whereby said line guides 5 are secured in desired mounted relation to the card mount, all as shown more particularly in Fig. 6 of the drawings.

Referring now to Fig. 7 I have shown a further modification of the novel card mount which consists in dividing the opposed upper and lower flaps 10 and 11 transversely by slits or tongues 14, located intermediate the vertically opposed pairs of loop portions 12 and 13. This arrangement reduces the flaps to a series of independently movable opposed tongues separately manipulatable when assembling the articles of merchandise therewith, and consequently permitting the card mount to be made of somewhat stiffer material without rendering the same less easy to manipulate, and have the added advantage, that the body 9 may be torn apart at any point between the pairs of opposed tongues, if it is desired to separate one or more of the articles from their fellows on the card mount, without necessity of dismounting the same from their engagement with the holding loops.

It will be seen that all of the different embodiments of my invention above described, and illustrated in the accompanying drawings, involve the same general

principles of construction and methods of manipulation, such differences as exist being matters of form merely.

I am aware, therefore, that some changes may be made in the general arrangements and combinations of the various devices and parts as well as in the details of the construction of the same, without departing from the scope of my invention as set forth in the foregoing specification, and as defined in the appended claims. Hence, I do not limit my invention to the exact arrangements and combinations of the devices and parts as described in said specification, nor do I confine myself to the exact details of the construction of said parts as illustrated in the accompanying drawings.

I claim:—

1. A card mount for articles of merchandise comprising a flat main body, said main body having a foldable portion adapted to extend in a parallel plane partially across the face of said main body when in normal folded position, means on said main body to engage one end of an article to be mounted, and means on said foldable portion to engage the opposite end of said article, said latter being engageable with said article by moving said foldable portion into normal folded position.

2. A card mount for articles of merchandise comprising a main body, said main body being provided with a foldable portion adapted to extend partially across the face of the same, holding loop-portions connected with said main body, and similar holding loop-portions connected with said foldable portion, said respective loop-portions being adapted to be brought into operatively engaged holding relation to the articles to be mounted by moving said foldable portion into normal folded position.

3. A card mount for articles of merchandise comprising a main body, said main body being folded longitudinally to provide a flap extending partially across the face of said main body, a longitudinal row of integrally formed holding loop portions struck out of said flap adjacent to its free edge, a similar row of integrally formed holding loop-portions struck out of said main body intermediate the free ends of said flap and the opposite edge of said main body, said loop-portions of said flap being respectively vertically opposite the loop-portions of said main body, and said vertically opposed loop-portions being positioned in normal holding relation to the articles to be engaged therewith when said flap is in normal folded condition but capable of being separated from such position when said flap is unfolded.

In testimony, that I claim the invention set forth above I have hereunto set my hand this 9th day of January, 1920.

WILLIAM H. MEYER.

Witnesses:
GEORGE D. RICHARDS,
ADOLPH HANSEN.