June 7, 1949. J. J. HELLMAN 2,472,532

BUTTON CARD

Filed April 18, 1947

Fig. 1.

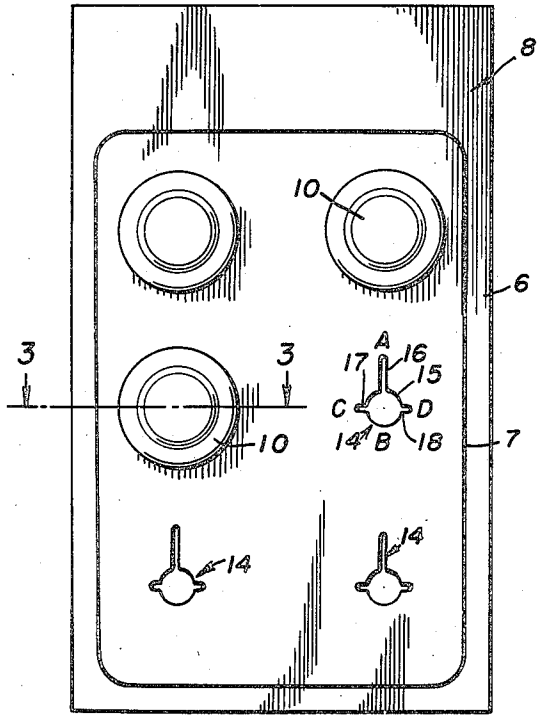


Fig. 2.

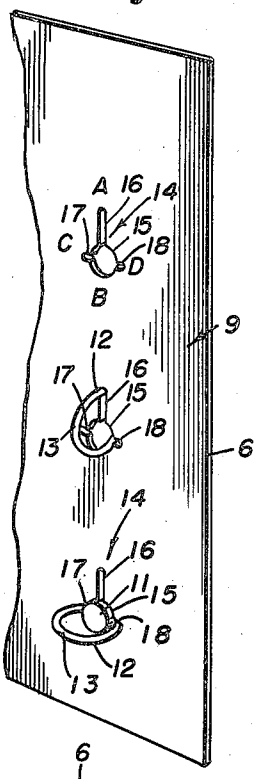


Fig. 4.

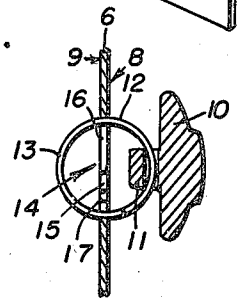
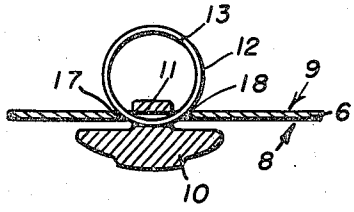


Fig. 3.



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BUTTON CARD

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6 Claims. (Cl. 206—79)

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The present invention relates to novel and improved ways and means for handling and displaying buttons on so-called button cards, the types used in retail establishments and the like where, usually, six or twelve buttons are carried on a single display card.

It is a matter of common knowledge that better buttons are sold to purchasers individually, or by the piece. A customer may want to purchase a whole set of six or twelve, or perhaps may need and want to buy one, two, or three buttons. Although special mounting and attaching devices for carded buttons may be known, some patented, as a general rule, the buttons are simply sewed on such cards for selection, removal and sale. Now, when one button is cut from the card, the remaining ones become loose and eventually fall off. It is known too that some cards have adhesive pasted over the thread, on the reverse or back side of a card, in order to cope with the problem met in retailing buttons. Since customers often return a button, for one reason or another, one can appreciate the difficulty met in replacing and again sewing the buttons correctly on proper cards. In addition, there are other objections to modes and means for constantly handling carded buttons but these need not necessarily be covered since the foregoing will suffice for purposes of providing a background and setting forth the need for improvements in this line of endeavor.

The object of the present invention is to generally, specifically, and otherwise improve upon the construction of the card and to provide simple and economical means permitting the buttons to be individually mounted for expediency and economy in handling.

Wholesalers encounter needless disadvantages and expense in satisfactorily commercializing and selling button cards and carded buttons. Retailers commonly return purchases where buttons, having fallen off, requiring re-carding, handling and mailing. It follows that an object of the invention is to provide a card and button fastening means which is such as to meet the requirements of wholesalers, retailers and the trade in general, this being a resultful attainment of the present invention in that, through its use, girls in the retail store, may re-attach buttons,

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and customers may detach same for complete inspection before making a purchase.

One phase of novelty of the instant invention has to do with a novel card in which simple keyhole-shaped slots provide the chief means available in accommodating the steps of attaching and detaching buttons.

Another phase of the invention has to do with the employment of a simple split ring which is attachable to the stud on the back of the button, and which serves as a retainer and stay, once the button is mounted on the card.

Additional novelty is predicated upon a card which, in addition to the keyhole-shaped slot, has complemental keeper notches to accommodate the retaining ring, this in the manner to permit the button to be bodily turned to assume positions in which it stays put until moved by hand.

Other objects and advantages will become more readily apparent from the following description and the accompanying illustrative drawings.

In the drawings, wherein like reference characters designate like parts throughout the views:

Figure 1 is a view of the obverse face of a button card constructed in accordance with this invention, adapted to accommodate six buttons, and showing three in place, and three removed to expose certain phases of the invention;

Figure 2 is a fragmentary perspective view of the reverse side of the card showing the ring of one button being inserted, and the ring of another button turned to a position for maintenance on the card;

Figure 3 is a fragmentary horizontal section on the plane of the line 3—3 of Figure 1, looking in the direction of the arrows; and

Figure 4 is a fragmentary sectional view at right angle to Figure 3 showing the position of the retainer ring during the steps of attaching and detaching.

Referring now to the drawings the card is denoted by the numeral 6 and includes a suitable display panel 7. This is printed on the obverse face 8 of the card. For convenience, the reverse side or face of the card is denoted by the numeral 9. The buttons are denoted by the numerals 10 and are of any suitable types and are provided on their inner or undersides with apertured studs

11 for customary attachment to garments and apparel. In carrying out the principles of the present invention, I provide each button with a split ring 12 whose separable ends are denoted at 13. The ends are simply spread apart and the ring is passed through the hole in the lug to attach the ring to the lug or stud, as shown to advantage in Figures 3 and 4. The rings are detachable from the buttons when they are sold. This permits the rings to be used over and over in a retail establishment, as is obvious.

All of the apertures in the button card are the same and a description of one will suffice for all. To this end, the principal aperture is a so-called keyhole-shaped slot and this is denoted by the numeral 14. It includes a circular opening 15 to accommodate studs 11 and a restricted slit 16 radiating from and communicating with the hole 15. The distance from point A to B corresponds to the outside diameter of the retaining ring 12. This permits the ring to be lined up properly with 15 and 16 and to be inserted or withdrawn (see Fig. 4) in an obvious manner. On diametrically opposite sides of the circular hole 15, I provide relatively short keeper notches 17 and 18. The distance from the points C to D (the extreme outer ends of the notches 17 and 18) is considerably shorter than the diameter of the ring 12, thus permitting the ring to be seated and lodged in place as shown in Figures 2 and 3.

When attaching a button to the card, the ring is held in the position seen in Figure 4 and is then pushed through the keyhole slot 14, in an obvious manner. After the ring has cleared through it is turned 90°, thus placing it in a horizontal position or at right angles to Figure 4, as brought out in Figure 3. Here, the outer perimeter portion of the ring becomes seated in the keeper notches, thus staying and "locking" itself and the accompanying button in place. At this time, the stud 11 fits into the circular opening 15 as is evident from the drawings. In Figure 2 we see the two steps, the ring being inserted vertically, and the ring having been turned horizontally for retention purposes.

Covering again some of the advantages attending the present invention, this to stress the usefulness and practical nature thereof, I mention these points somewhat briefly, to wit:

Better buttons are sold by the piece. A customer may want one, two or three. There are usually six to twelve buttons on a card, which are sewed on. When one button is cut from the card, the remainder become loose and eventually fall off. This has been a problem the retailers have had and are having with button departments. Some cards have adhesive pasted over the thread on the backs of the cards in order to avoid this trouble. Besides being not entirely satisfactory, the button cannot be replaced on the card if a customer should return it. Buttons can be readily put back on my stay-on button card without the ue of needle and thread, and with very little effort.

This card has a great advantage to the wholesaler who cards buttons. It will cost him less per gross cards to card. Often his customers return buttons that have fallen off the cards to be recarded. This is quite expensive nowadays. If he should get such a request he would merely send the cards to the retailer and the girls in the store could card the buttons with virtually no trouble and with the expenditure of a minimum of time.

A careful consideration of the foregoing description in conjunction with the invention as illustrated in the drawings will enable the reader to obtain a clear understanding and impression of the alleged features of merit and novelty sufficient to clarify the construction of the invention as hereinafter claimed.

Minor changes in shape, size, materials and rearrangement of parts may be resorted to in actual practice so long as no departure is made from the invention as claimed.

I claim:

1. As a new article of manufacture, a button mounting and display card provided with aperture means to accommodate a detachable stay ring on a readily removable and applicable button, said aperture means including a keyhole-shaped slot of predetermined length, and diametrically opposite relatively short keeper notches cooperable with and at right angles to one end portion of said slot.

2. In a structure of the class described, a button mounting and displaying card provided with a keyhole-shaped slot, a button, a ring carried by said button, said ring being insertible and removable by way of said slot, whereby to permit the ring to function as a retainer when disposed on the reverse side of the card, permitting the button to be displayed from the obverse side of the card, the total length of the keyhole-shaped slot being approximately equal to the outside diameter of the ring, the enlarged end portion of the slot having communicating short keeper notches, said keeper notches being on diametrically opposite sides of said enlarged end portion.

3. In a structure of the class described, a button mounting and displaying card provided with a keyhole-shaped slot, a button, a ring carried by said button, said ring being insertible and removable by way of said slot, whereby to permit the ring to function as a retainer on the reverse side of the card, permitting the button to be displayed from the obverse side of the card, the total length of the keyhole-shaped slot being approximately equal to the outside diameter of the ring, the enlarged end portion of the slot having communicating short keeper notches, said keeper notches being on diametrically opposite sides of said enlarged portion, and the combined distance between the outer ends of the respective notches being considerably shorter than the diameter of said ring.

4. A new article of manufacture comprising an apparel button holding and display card, said card being provided with a slot of a length corresponding to the diameter of a button attaching and retaining ring and being provided, in addition, with a pair of notches at right angles to and opening into one end portion of said slot, the distance ranging from the outer end of one notch to the outer end of the remaining notch being predetermined and shorter than the length of said slot.

5. As a new article of manufacture, an apparel button assembling and display card, said card being provided with a keyhole shaped slot, said slot being of a predetermined length, said card being further provided with a pair of complemental relatively short notches, said notches being at right angles to the slot and arranged on diametrically opposite side portions of the enlarged end portion of the slot, the combined diameter and lengths of said notches and enlarged portion being proportionately less than the overall length of said slot.

6. In a structure of the class described, an apparel button mounting and displaying card, said card being provided with a keyhole shaped slot,

an apparel button having an apertured stud insertable removably into the enlarged end portion of the keyhole slot, a lap-ring detachably connected with said apertured stud, the outside diameter of said ring corresponding to the length of said slot, said card being further provided with a pair of keeper notches, said notches being at right angles to said slot and situated on diametrically opposite sides of the enlarged end portion of the keyhole slot and opening into said enlarged portion, the stud of said button fitting through said enlarged portion, and portions of said ring being seated in said keeper notches, whereby to removably mount the button on the card by way of said ring and the associable portions of said slot and notches.

JACOB J. HELLMAN.

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