O. C. NIELSEN.

DISPLAY CARD.

APPLICATION FILED FEB. 25, 1919.

1,359,617. Patented Nov. 23, 1920.

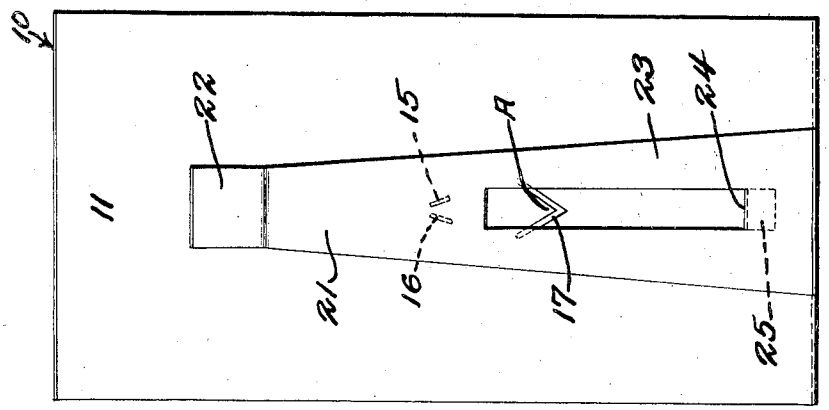


FIG.-3

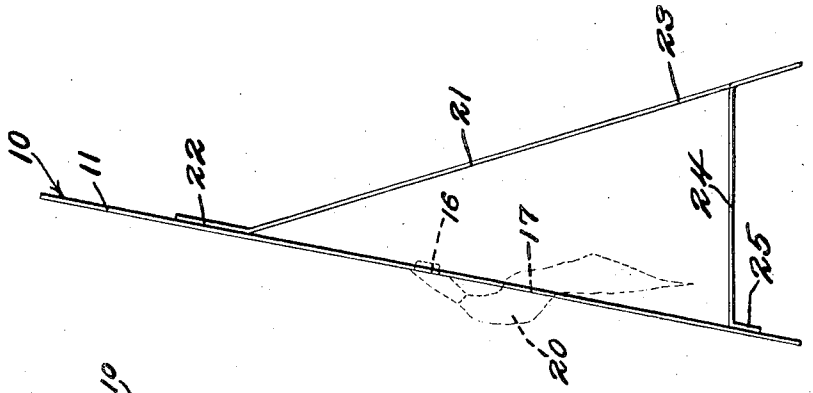


FIG.-2

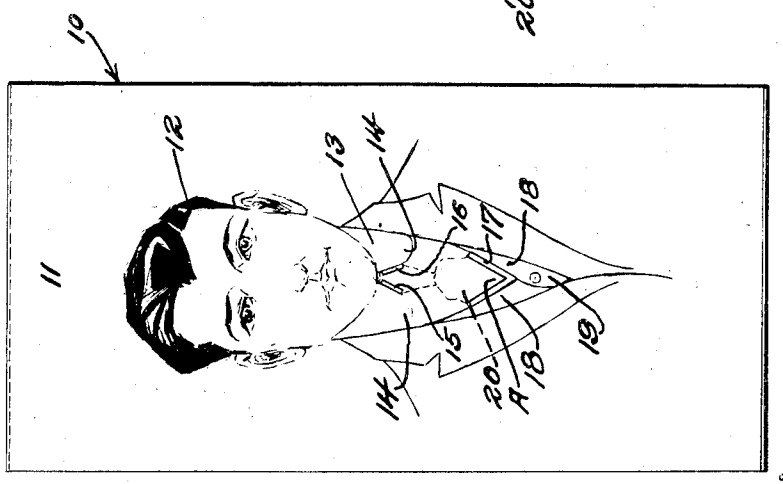


FIG.-1

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DISPLAY-CARD.

1,359,617. Specification of Letters Patent. Patented Nov. 23, 1920.

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To all whom it may concern:

Be it known that I, OSCAR C. NIELSEN, a citizen of the United States, residing at Chicago, in the county of Cook and State of Illinois, have invented new and useful Improvements in Display-Cards, of which the following is a specification.

This invention relates to a new and useful improvement in display cards and more particularly to those of the type adapted for the display of neckties or the like.

An object of this invention is the provision of a card so constructed as to permit a necktie of the four in hand or bow type to be readily adjusted thereto, and when in position will assume the exact position such a tie would assume upon an actual wearer.

A further object of this invention is the provision of a display card having the portrait of a man or woman thereon, whichever the neckware displayed thereon is adapted for, and sufficient of said portrait to permit the neckware to be displayed thereon to such an extent that the observer may readily note the appearance of such neckwear thereon, in connection with the portrait and thereby form his or her opinion as to the dressy effect or appearance of same when applied to an individual.

A still further object of this invention is the provision of a display card adapted for the display of neckwear in show windows or upon glass show cases, which usually form part of the counters in the majority of clothing stores.

With the above and other objects in view this invention resides in the novel features of construction formations, combinations and arrangements of parts to be hereinafter more fully described claimed and illustrated by the accompanying drawing in which—

Figure 1, is a front elevation of my improved display card, illustrating in dotted lines a tie of the four in hand type displayed thereon.

Fig. 2, is a side elevation of the same, and

Fig. 3 is a rear elevation of the same, with the tie removed.

Referring to the accompanying drawing by similar characters of reference throughout the numeral 10 denotes my improved display card which consists of a card or the like 11 which may be made of any suitable material, having the bust figure of a man painted or otherwise produced thereon as designated by the numeral 12, the figure in this particular case as illustrated by the accompanying drawing shows the bust figure in complete dress. The collar designated by the numeral 13 which is illustrated upon the figure 12, has provided in close proximity to each of the flaps 14 thereof a suitable opening or slot 15 and 16 which extends through the card 11 for the purpose to be hereinafter more fully described while suitably spaced below said opening or slot 15 and 16 is formed in said card 11 and extending therethrough another opening or V shaped slot 17 which is so located in said card 11, as to appear exactly at the V formation produced by the two converging edges 18 of the vest 19 illustrated upon the figure 12 and by Fig. 1 of the accompanying drawing. The opening or V shaped slot 17 is provided, with a member A which is pointed as clearly illustrated by Fig. 1 of the accompanying drawing and adapted to engage the fabric of the tie 20 illustrated by dotted lines upon the drawing, for the purpose of limiting the movement of the free ends of said tie 20 within said opening or V shaped slot 17 and to hold tie 20 substantially in the position desired upon the card 11 as clearly illustrated by Fig. 2 of the accompanying drawing.

This card 11 has secured to the rear side thereof a strip of suitable material 21 which may be secured thereto by any suitable means at one end thereof as designated by the numeral 22 while the lower portion 23 has a tongue 24 stamped therefrom, of sufficient length to engage at one end thereof the card 11 to which it may be secured by any suitable means as designated by the numeral 25 and clearly illustrated by Fig. 2 of the accompanying drawing.

The operation, by which the tie to be displayed, is applied to the card, is as follows:—

The small end of the ordinary four in hand tie is passed through the opening 15 from the front side of the card 11 to the rear thereof, then back again from the rear of said card 11 through the opening 16 to the front side of said card 11 and drawn therethrough until a suitable length of same extends therefrom to permit the customary manipulation of the two ends, a large and small one, whereby the desired four in hand tie is produced in the customary manner, which when so displayed in connection with

the portrait upon the card will display to the observer the exact appearance of said tie when worn by an individual.

It is to be understood in connection with this application, however, that while I have illustrated a four in hand tie applied to this card, that I may use this card for the purpose of displaying bow ties thereon by utilizing the two openings 15 and 16 only eliminating the V shaped opening 17 and that I may produce the picture of any object I deem necessary upon said card to cooperate with the openings therein to display my goods in connection therewith in a satisfactory and desirable manner.

It is now thought that the above description, together with the accompanying drawing sufficiently sets forth the construction and method of applying the goods for display upon this card, to enable those familiar with this art to readily understand the construction and method of applying thereto and the many advantages of the same. It should be understood, however, in this connection, that various minor changes in the detail of construction may be resorted to within the scope of the appended claims, without departing from or sacrificing any of the advantages of this invention.

From the foregoing disclosure taken in connection with the accompanying drawing, it will be manifest that I have provided a display card which is simple in construction, will cost little to manufacture and will fulfil all of the necessary requirements of such a device.

Having thus fully described this invention what I claim as new and desire to protect by Letters Patent, is:—

1. A display card, a plurality of openings formed therein whereby an article may be secured thereto for display upon said card, a V shaped member adapted to engage the free ends of said article and substantially hold said end of said article in spaced relation to the portion of said article engaging the plurality of openings and means for supporting said card.

2. A display card, a plurality of openings formed in said card for the reception of an article to be displayed thereon, a V shaped opening formed in said card in spaced relation to the first mentioned openings, a pointed member produced by said V shaped opening and adapted to limit the movement of said article upon said card and means for supporting said card.

OSCAR C. NIELSEN.

Witnesses:
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