Dec. 24, 1929. B. F. STENZ 1,741,080

SAMPLE CARD

Filed Nov. 9, 1928

Fig. 1.

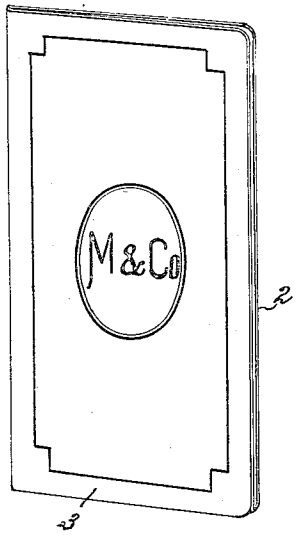


Fig. 2.

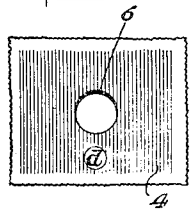
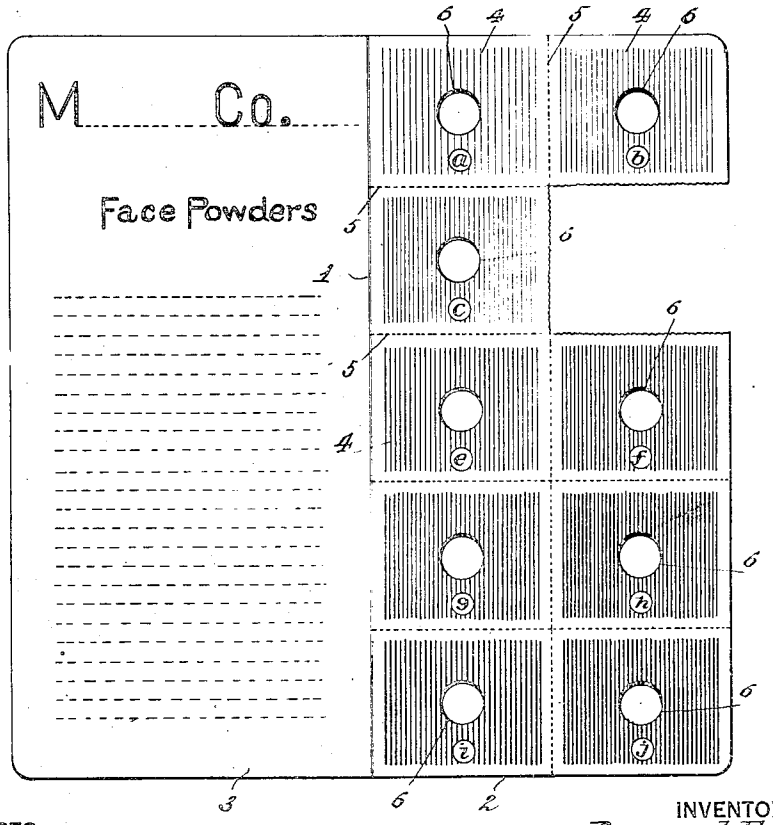


Fig. 3.



WITNESSES

William A. Goebel.

A. W. Foster

INVENTOR

Bernard F. Stenz.

BY Munn & Co.

ATTORNEY

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UNITED STATES PATENT OFFICE

BERNARD F. STENZ, OF NEW YORK, N. Y., ASSIGNOR TO SIMPLEX SAMPLING ASSOCIATION, OF NEW YORK, N. Y., A CORPORATION OF NEW YORK

SAMPLE CARD

Application filed November 9, 1928. Serial No. 318,198.

This invention relates to sample cards, an object of the invention being to provide a sample card containing a plurality of colored sections, the colors of the various sections differening in shade and each section having an opening or exposure area through which the skin of the face, hands or other portion of the body may be exposed and compared with the color and shade so that a purchaser is enabled to select a face powder, rouge or other material which is proper or pleasing for her particular use.

A specific embodiment of the invention includes a series of panels or sections of different shades or colors, the sections or panels being connected by perforated or weakened lines so that they may be separated as desired, and each panel or section having an opening, recess or other exposure area directly within the color field so that, when the panel or section is placed over the skin, the skin can be seen through the exposure area and compared with the color or tint of powder, rouge or the like which may be desired.

My improved sample card may be made in the form of a folder and so cheaply offered to the trade that it presents a convenient advertising medium as well as an efficient, useful device for the purpose stated.

With these and other objects in view, the invention consists in certain novel features of construction and combinations and arrangements of parts which will be more fully hereinafter described and pointed out in the claims.

In the accompanying drawings—

Figure 1 is a perspective view of the folder, the back or rear half of which constitutes my improved sample card;

Figure 2 is a plan view of one of the panels or sections removed from the sample card;

Figure 3 is a plan view of the folder in open position, showing the sample card with one section or panel removed.

In the drawing I show a single sheet of paper or other suitable material folded along a central longitudinal line 1, dividing the sheet into a sample card 2 and a cover 3 for the same. This cover 3 may contain any suitable ornamental and advertising features on both faces thereof or may contain any other data desired.

My invention has particularly to do with the sample card itself and it is in no wise limited to a covering sheet although the covering sheet performs the useful function of maintaining the card clean and preventing fading of the colors in addition to its provision for ornament and advertising.

The card 2 comprises a plurality of colored sections or panels 4. These panels or sections may be separated by perforated or weakened lines 5 to enable the panels or sections to be removed as may be desired. Each panel or section contains on its face a color area and all of the sections may show the same color but different tints thereof. The drawing is intended to indicate the color pink and the different sections or panels various shades of pink although of course any particular color or different colors may be used.

Each panel or section has an opening 6 therein which constitutes an exposure area, and while I have illustrated these exposure areas as circular openings at the centers of the sections or panels it is to be distinctly understood that I do not wish to be limited to this particular form of opening or its exact location as the broad idea of the invention is to include a card or section of a card having an exposure area so that when the card or section is placed on the face or other portion of the body the color on the card or section may be compared with the color of the skin so as to afford the user an opportunity of selecting just the color or shade of merchandise which she desires.

In using the card it may be used as whole so that through the different openings in the different sections or panels the user may observe the color comparisons between the skin and the shades of the sections, or the sections may be torn off and used individually, or after the card is used as a whole a desired section may be removed and given to the salesman or sent through the mail to secure the desired merchandise.

Each of the sections or panels or colored areas of the card may be marked with some suitable indicia which distinguishes them one

from the other, and to give one example of this idea I have shown each of the panels or sections as containing different letters although of course numerals, words or any other indicating indicia may be employed.

While I have illustrated what I believe to be a preferred embodiment of my invention it is obvious various changes and alterations might be made in the general form of the parts described without departing from my invention and hence I do not limit myself to the precise details set forth but consider myself at liberty to make such changes and alterations as fairly fall within the spirit and scope of the appended claims.

I claim:

1. As a new article of manufacture, a sample card having a plurality of colored sections thereon, the colors of the several sections being of different tints and each colored section having an opening or exposure area therein, and weakened lines between the several colored sections whereby one or more sections may be removed from the card.

2. As a new article of manufacture, a sample card including a sheet folded on a central line forming a card and a cover therefor, said card divided by intersecting weakened lines into a plurality of sections or panels, all sections containing the same color and each section having a different tint of the same color, and exposure areas or openings in each section or panel.

3. As a new article of manufacture, a sample card having a plurality of separable colored sections thereon, the colors of the several sections being of different tints and each colored section having an opening or exposure area therein.

Signed at New York in the county of New York and State of New York this 8th day of November, 1928.

BERNARD F. STENZ.