June 28, 1932. S. LEWIS 1,865,377

SWATCH DEVICE

Filed Feb. 18, 1932 2 Sheets-Sheet 1

Fig. 1

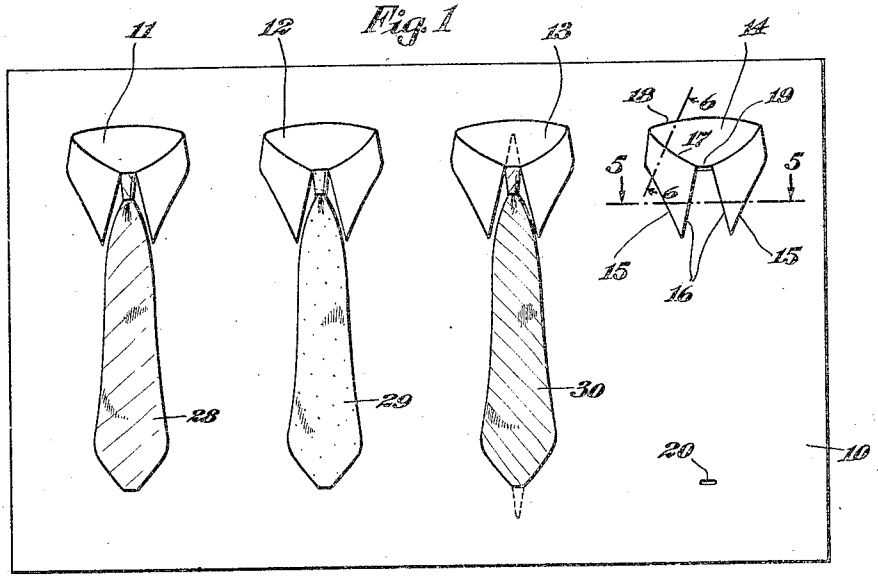


Fig. 3

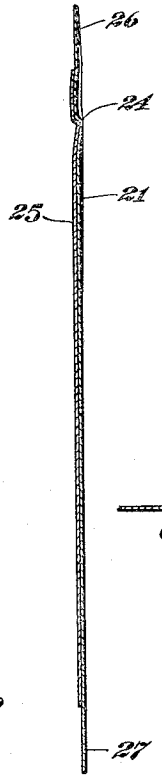


Fig. 2

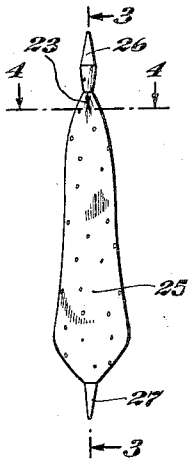


Fig. 4



Fig. 5

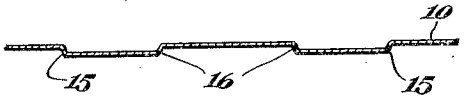
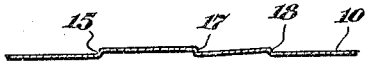


Fig. 6



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SWATCH DEVICE

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Fig. 7

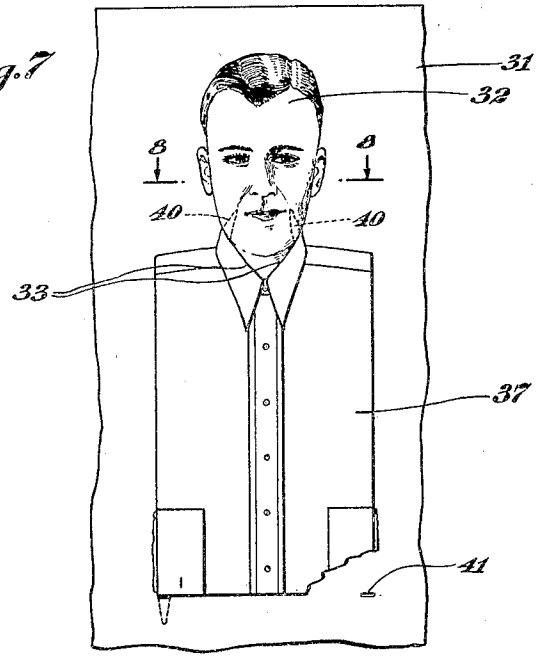


Fig. 9

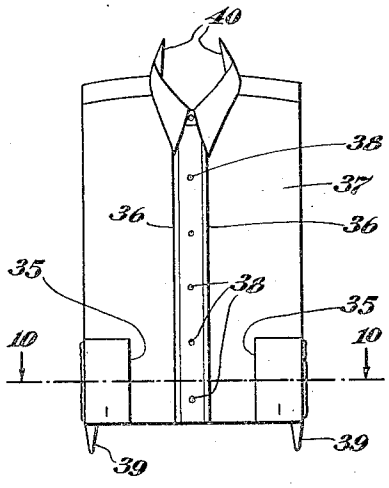
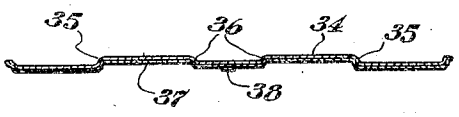


Fig. 8



Fig. 10



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UNITED STATES PATENT OFFICE

SAMUEL LEWIS, OF ASTORIA, NEW YORK

SWATCH DEVICE

Application filed February 18, 1932. Serial No. 593,839.

My present invention relates generally to swatch display devices, and has particular reference to an improved and simplified device for effectively displaying swatches of a garment material.

It is an established practice to display or present for inspection and selection to prospective purchasers of garments a swatch or swatches of the materials or fabrics of which the garments are to be made. Frequently, the swatches are shown to prospective purchasers of the fabrics or garment materials themselves.

It is a general object of my present invention to provide a means for displaying a swatch of material in a manner whereby the person to whom the swatch is shown is enabled to obtain an effective impression of the appearance which a finished garment will have when made of the swatch material. It is highly desirable to convey an impression of this character to the prospective purchaser since, obviously, many materials may appear to be attractive in swatch form but do not create garments of commensurate attractiveness; and similarly, it frequently happens that materials do not show to their best advantage until they are embodied in a completed garment.

It is a further object of my invention to provide a device whereby a swatch of fabric may be displayed in a manner which not only shows how the completed garment would look, but which conveys an effective impression of how the completed garment, when worn, will appear. In the case of a necktie, for example, my present invention provides a means for displaying, in swatch form, an almost exact depiction of what a completed necktie, when properly tied and worn, will look like.

I have found that the mere application of a swatch to a background, such as a card or backing, does not convey any true idea of how a completed garment would look, when made of the swatch material. Even where the swatch is cut to a particular configuration, or where it is displayed behind a cutout having a particular configuration, no correct and effective impression of the completed garment is created.

In accordance with my present invention, a swatch of garment material is associated in a particular manner with a backing having an embossed outer surface, and the backing and swatch together form a unitary display member or display strip which is, itself, adapted to be applied to a background member of particular character. The construction and arrangement, though extremely simple and inexpensive, is adapted to produce a startling and highly effective result in that it presents to the prospective purchaser an almost exact replica of a finished garment, just as it would appear on a wearer of the garment. In the case of a necktie, for example, the present invention provides a replica of a tied necktie shown in proper positional relation to the adjacent background of shirt, collar, and head of a wearer, the tie standing out in a lifelike manner and embodying the folds and convolutions that would appear in an actual necktie when properly worn.

Briefly, my invention may be said to comprise a cooperative association of a background member bearing a depiction of certain adjacent background against which the completed garment would be observed when worn, and a display strip consisting of a specially prepared and configured backing upon which the swatch is mounted.

It is a particular feature of my invention to provide a device which is of such extreme simplicity that it may be manufactured at very little expense. Also, the device is adapted to be used effectively and efficiently in connection with a number of swatches displayed adjacent to one another in a simple manner. Furthermore, my invention provides a means for interchanging, at will, the display strips or display members which are associated with the background member.

Although I have herein illustrated and shall hereinafter describe in detail the manner in which my invention is adapted to be employed in connection with the display of swatches of material designed for neckties and shirts, it will be understood that my in-

vention is by no means restricted to these particular garments and that it may be employed with equal facility to display swatches of materials designed for a wide variety of other garments, such as suits, socks, dresses, hats, scarfs, etc.

I achieve the foregoing objects, and such other objects as may hereinafter appear or be pointed out, in the manner illustratively exemplified in the accompanying drawings, wherein—

Figure 1 is a plan view of a device of the present character adapted to display swatches of necktie material;

Figure 2 is a similar view of one of the display members shown by itself;

Figure 3 is an enlarged, cross-sectional view taken substantially along the line 3—3 of Figure 2;

Figure 4 is an enlarged, cross-sectional view taken substantially along the line 4—4 of Figure 2;

Figure 5 is an enlarged, cross-sectional view taken substantially along the line 5—5 of Figure 1;

Figure 6 is an enlarged, cross-sectional view taken substantially along the line 6—6 of Figure 1;

Figure 7 is a view similar to Figure 1, showing a device adapted to display a swatch of shirt material;

Figure 8 is an enlarged, cross-sectional view taken substantially along the line 8—8 of Figure 7;

Figure 9 is a plan view of the display member of Figure 7 shown by itself; and

Figure 10 is an enlarged, cross-sectional view taken substantially along the line 10—10 of Figure 9.

In Figure 1, I have shown a background member 10 which may, for example, be composed of a sheet or blank of attractive cardboard or the like. In accordance with my invention, this background member is provided with depictions of certain adjacent background against which the finished contemplated garment would appear when worn. In the device illustrated in Figure 1 I have shown a depiction of four collars 11—14, and I prefer to enhance each of these depictions by making it embossed. Thus, on viewing Figures 1, 5, and 6, it will be observed that the collar depiction 14 is rendered more effective by embossing it upon the front surface of the background member 10. The outer edges 15 of the collar are made to appear more like real edges by virtue of the shoulders 15 produced by the embossing. The inner edges 16 are also effectively caused to stand out in the manner shown most clearly in Figure 5. Similarly, the top edges 17 and 18 are caused to protrude in an effective manner, as shown most clearly in Figure 6.

In accordance with my invention, a display member or display strip, which includes the swatch, is adapted to be applied onto the background member 10 in proper, positional, cooperative relation to the collar depicted. Although any suitable or desired means may be employed to permit the display member to be secured onto the background member 10, I prefer to provide a pair of apertures 19 and 20; one positioned at or near the midportion of the edge 17 of the collar, and the other positioned below the picture of the collar.

A display strip, by itself, is illustrated most clearly in Figures 2, 3, and 4. A backing 21 is composed of a thin and relatively rigid material such as cardboard or, preferably, thin metal or metallic foil. This backing is not only provided with a contour approximating that of the completed contemplated garment, such as a necktie, but it is provided on its outer surface with embossing which simulates the folds and irregularities that would be present in the completed garment, such as a necktie, when actually worn. In Figure 4, for example, it will be observed that the backing 21, while substantially convex on its forward surface, is provided near its upper end with the concaved portion 22, this irregularity simulating in an effective manner the corresponding fold that would be present as, for example, at the area 23 (Figure 2) in a completely tied necktie. Similarly, upon observing Figure 3, it will be noticed that the backing 21 is provided with a relatively sharp concavity or depression at 24, this configuration serving to simulate the irregularity that is produced in the finished tie where the knot at the top joins with the body of the tie.

The embossings 22 and 24 have been illustratively referred to merely for the purpose of explaining the general nature of my invention, and it will be understood that the backing 21 is suitably embossed on its forward surface in any desired manner for the purpose of imparting to the front surface of this backing an irregular contour which simulates the convolutions and irregularities of the particular finished garment which is in contemplation.

Applied to the outer, embossed surface of the backing 21 is the swatch 25, composed preferably of nothing more than a single layer of the garment material. This layer of material is cut to a shape which corresponds to that of the backing 21, and it is applied to the backing in close superposed relationship, as, for example, by adhesive means. In this way, the piece of material 25 conforms itself to the irregular contours of the embossed outer surface of the backing 21.

At its upper and lower ends, the backing 21 is provided with the tabs 26 and 27 which are adapted to engage, respectively, with the apertures 19 and 20.

The display strip of Figure 2 is a complete unit by itself, and it will be observed that it is of extremely simple structural nature, composed merely of a properly configured and embossed backing (preferably stamped out of a single, normally flat blank of inexpensive material) and an outer layer of the garment material itself. This unit may be readily applied and removed from the background member 10 by simply inserting or removing the tabs into and from the corresponding apertures. Any desired display member of this character may be associated with any desired collar or similar background depiction of the member 10. For example, in Figure 1, I have shown three display strips 28, 29, and 30 associated, in the manner hereinbefore described, with the pictures 11, 12, and 13, respectively. In each case, the swatch is displayed with great effectiveness since the embossed picture of the collar or similar background cooperates with the embossed and upstanding display member in a highly attractive manner to create an almost exact replica, usually in miniature, of the completed garment as it appears when used.

Although my device may be constructed in any desired size, I will state that the embodiment of Figures 1–6 has proven to be highly satisfactory when each display member is only an inch and a half or two inches in length. The background member 10 may include any desired number of background pictures, such as the four collars shown; and it may, of course, be embodied in a booklet or folder if desired. As hereinbefore stated, the display members are independent and removable and may be interchangeably applied to the background member 10. They may, for example, be removed by the prospective purchaser so that he may examine the fabric and feel its texture at close range.

In Figures 7–10, I have illustrated a modification merely to show the possible ramifications of my invention. The background member 31 is provided with an embossed depiction 32 of the head of a person. This picture, in the form shown, terminates at the lines 33 of the neck, and it is embossed in the manner shown most clearly in Figure 8.

In Figure 9, I have shown a display member adapted to simulate a shirt. This member is composed of nothing more than a backing 34 of thin and relatively rigid material, such as metallic foil or cardboard, and it is suitably embossed to simulate the irregularities of the contemplated garment, for example, a shirt. Thus, the cuff edges 35 are caused to appear in raised positions over the body of the shirt by virtue of the embossings 35 shown most clearly in Figure 10. Similarly, the placket edges 36 are shown in proper raised relationship by means of the embossing indicated at 36 in Figure 10.

Applied to the outer embossed surface of the backing 34 is a layer of the fabric or material 37, this piece of material being cut to substantially the contour of the backing 34 and being applied in snug superposition upon the backing, as by adhesive means, so that it conforms itself accurately to the irregularities of the forward surface of the backing 34.

I have also shown the possibility of applying additional elements to the display member of Figure 9 to enhance its simulation of the completed garment. For example, small elements 38, preferably in the form of miniature buttons, may be applied either adhesively or by stitching to the forward surface of the swatch 37 thereby simulating the buttons that would appear on the finished shirt.

In the display strip of Figure 9 I have shown connecting tabs 39 and 40 which are adapted to engage with suitably spaced apertures in the background member 31. One of these apertures, 41, is clearly shown in Figure 7 and is adapted to receive the lower, right tab 39 of Figure 9. The apertures for the tabs 40 are positioned closely adjacent to the embossed picture 32 so that when the display member is applied to the background member 31 it will be arranged in proper, cooperative, positional relation to the picture 32, in a manner shown most clearly in Figure 7.

It will thus be seen that I have provided a device of extreme simplicity yet of highly effective, practical value. The display members, regardless of the garment they may be designed to simulate, are simple and inexpensive, and large quantities of them may be produced at small cost. For example, large quantities of backings 34 or 21 may be stamped out of thin metal or cardboard with comparative facility; and a large variety of swatches, correspondingly shaped, may be applied with great ease to these backings, thereby producing a large number of differently appearing display members. Similarly, the background members, such as the members 10 or 31, may be manufactured in quantity at little expense, and may be used indefinitely with any desired variety of the corresponding display members.

It will be obvious that changes in the details herein described and illustrated for the purpose of explaining the nature of my invention may be made by those skilled in the art without departing from the spirit and scope of the invention as expressed in the appended claims. It is therefore intended that these details be interpreted as illustrative, and not in a limiting sense.

Having thus described my invention and illustrated its use, what I claim as new and desire to secure by Letters Patent is—

1. A swatch device for the fabric of gar-

ments having irregularities and folds when worn, comprising a background member bearing a depiction of the adjacent background against which the contemplated garment would be observed when worn, and a display strip having the contour of the contemplated garment and adapted to be secured onto the background member in cooperative, positional relation to said depiction; said display strip comprising a thin, relatively rigid backing which is embossed on its outer surface to simulate the irregularities and folds of the contemplated garment, and a layer of the garment fabric overlying said backing and conforming to the convolutions of its embossed outer surface.

2. A swatch device for the fabric of garments having irregularities and folds when worn, comprising a background member bearing an embossed depiction of the adjacent background against which the contemplated garment would be observed when worn, and a display strip having the contour of the contemplated garment and adapted to be secured onto the background member in cooperative, positional relation to said depiction; said display strip comprising a thin, relatively rigid backing which is embossed on its outer surface to simulate the irregularities and folds of the contemplated garment, and a layer of the garment fabric overlying said backing and conforming to the convolutions of its embossed outer surface.

3. A swatch device for the fabric of garments having irregularities and folds when worn, comprising a background member bearing a depiction of the adjacent background against which the contemplated garment would be observed when worn, and a display strip having the contour of the contemplated garment and adapted to be applied onto the background member in cooperative, positional relation to said depiction; said display strip comprising a thin, relatively rigid backing which is embossed on its outer surface to simulate the irregularities and folds of the contemplated garment, and a layer of the garment fabric overlying said backing and conforming to the convolutions of its embossed outer surface; and means for removably securing said display strip onto said background.

4. A swatch device for the fabric of garments having irregularities and folds when worn, comprising a background member bearing a depiction of the adjacent background against which the contemplated garment would be observed when worn, and a display strip having the contour of the contemplated garment and adapted to be applied onto the background member in cooperative, positional relation to said depiction; said display strip comprising a thin, relatively rigid backing which is embossed on its outer surface to simulate the irregularities and folds of the contemplated garment, and a layer of the garment fabric overlying said backing and conforming to the convolutions of its embossed outer surface; and tabs carried at spaced points by said display strip for engagement with said background member to removably secure said display strip on said background member.

5. A swatch device for the fabric of garments having irregularities and folds when worn, comprising a background member bearing a depiction of the adjacent background against which the contemplated garment would be observed when worn, said background member being provided with apertures adapted to receive tabs therethrough, and a display strip having the contour of the contemplated garment and adapted to be secured onto the background member in cooperative, positional relation to said depiction; said display strip comprising a thin, relatively rigid backing which is embossed on its outer surface to simulate the irregularities and folds of the contemplated garment, and a layer of the garment fabric overlying said backing and conforming to the convolutions of its embossed outer surface; and tabs carried by said display strip and adapted to engage with the background member through said apertures to removably hold the display strip on the background member.

6. As a new article of manufacture, a display strip of the character described, comprising a thin, relatively rigid backing shaped to the contour of a garment, said backing being embossed on one surface to simulate the irregularities and folds of the garment, and a layer of sample garment fabric overlying said backing and conforming to the convolutions of said embossed surface, and means for securing said display strip to a background member.

7. As a new article of manufacture, a display strip of the character described, comprising a thin, relatively rigid backing, shaped to the contour of a garment, said backing being embossed on one surface to simulate the irregularities and folds of the garment, and a layer of relatively limp sample garment fabric overlying said backing and conforming to the convolutions of said embossed surface, and tabs carried by said display strip for removably securing it to a background member.

In witness whereof, I have signed and sealed this specification this 12th day of February, 1932.

SAMUEL LEWIS.