June 4, 1957 E. FEIBUSCH 2,794,549

SWATCH CARDS

Filed Nov. 10, 1951

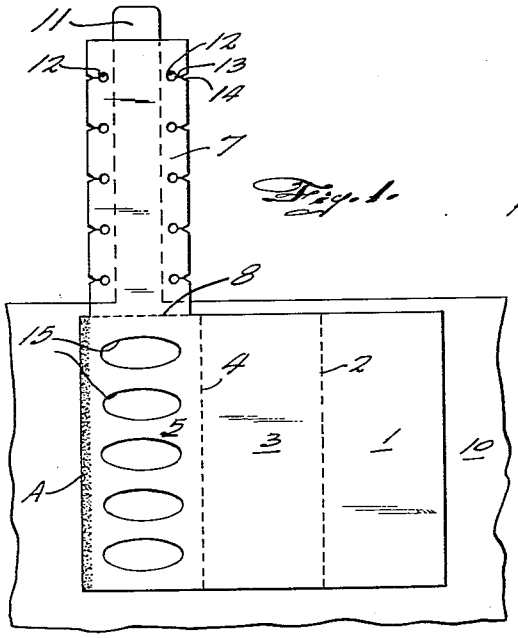
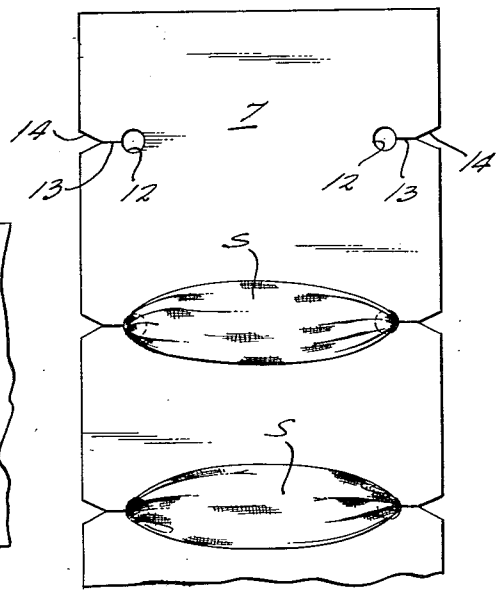


Fig. 1.

Fig. 2.



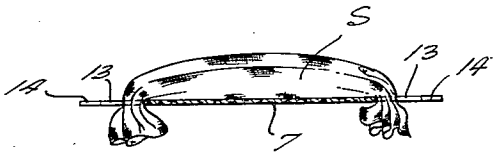


Fig. 4

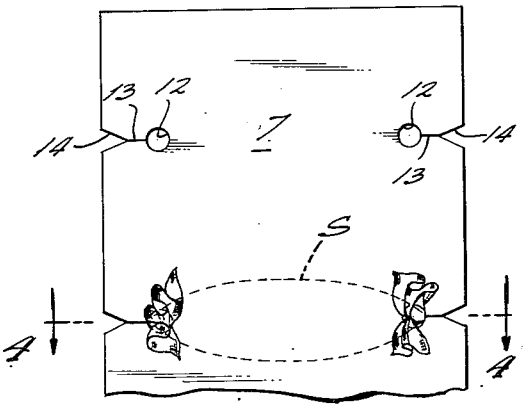


Fig. 3.

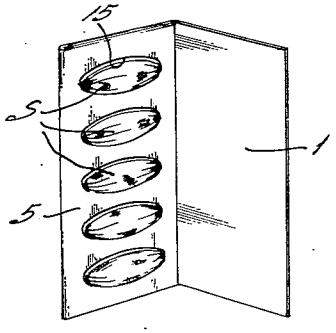


Fig. 5.

INVENTOR.
EMANUEL FEIBUSCH
BY
James J. Kennedy
ATTORNEY

United States Patent Office 2,794,549 Patented June 4, 1957

2,794,549

SWATCH CARDS

Emanuel Feibusch, Mount Vernon, N. Y., assignor to E. Feibusch Company Incorporated, New York, N. Y., a corporation of New York

Application November 10, 1951, Serial No. 255,865

8 Claims. (Cl. 206—82)

This invention relates to improvements in swatch cards, and, more particularly, the invention is concerned with swatch cards of the type in which samples of material, such as stocking material, are gathered and affixed to a card for the purpose of displaying to prospective customers various shades, colors or patterns.

The general object of the invention is to provide an improved swatch card and method of inserting and attaching swatches therein, providing certainty of holding of the swatches and a simple construction providing for insertion of the swatches in a very much simplified manner.

A swatch card and method of inserting swatches embodying the invention in a preferred form will now be described with reference to the accompanying drawing, and the features forming the invention will then be pointed out in the appended claims.

In the drawing:

Figure 1 is a plan or flat view of a swatch card blank, embodying the invention in a preferred form, and in position on a support adapted to hold the same for insertion of swatches;

Figure 2 is an enlarged view of part of Figure 1, showing some swatches in position;

Figure 3 is a rear view, corresponding to part of Figure 2;

Figure 4 is a section on the line 4—4 of Figure 3; and

Figure 5 is a perspective of the completed card.

The swatch card blank, as shown in Figure 1, comprises panels 1, 3 and 5 joined together along creased or scored lines 2 and 4 for folding, and a swatch supporting panel 7 joined to the panel 5 along a fold line 8, as indicated. There is indicated also schematically in Figure 1 a support, comprising a table or other supporting surface 10, having a projecting saddle or support 11, extending under the central part of the swatch panel 7.

The swatch panel 7 has provision for holding a desired number of swatches (five in the example shown). The means for holding each swatch consists of a pair of holes 12, through which the swatch material passes in the inserted position. A slot 13 to accommodate a swatch for insertion from the side of the panel 7 and a notch 14 at the end of the slit to permit ready insertion of the swatch in the slit 13, are provided in connection with each hole 12. Panel 5 is provided with a series of apertures 15, registering with the pairs of holes 12 when panel 7 is folded down on panel 5, the apertures 15 being preferably of oval or elliptical shape and their ends substantially coinciding with the outer edges of the holes 12.

In inserting the swatches, the blank is placed on a support, as indicated in Figure 1, so that the holes 12 are positioned to each side of the saddle 11, each swatch piece S is gathered together with the fingers in the usual way and being held by the ends is forced down over a pair of holes 12 so as to cause the ends of the swatch to enter first the notches and then to pass through the slits 13 into the holes 12, in the manner indicated in Figures 2, 3 and 4. When swatches have been inserted in all the positions

provided on the panel 7, this panel is folded back over the panel 5.

Adhesive, as indicated at A, having been applied to the edge of the panel 5, the panel 5 together with panel 7 folded over on it is now folded over on panel 3 and is adhesively joined thereto. Panel 1 is a cover panel and may now be folded over to cover the swatches or may be folded over at a later time and after shipment to a customer.

As will be apparent, the swatch panel 7 is somewhat narrower than the panel 5, so that in the folded condition, its edges are spaced from fold lines 2 and 4 so as to permit the construction to be substantially flat, and so as to provide space for the adhesive A outside the limits of the panel 7. The swatch panel 7 is, however, preferably only slightly narrower than the panel 5, so that the ends of the swatches are held firmly in position.

What is claimed is:

1. A swatch card comprising a swatch holding panel of generally rectangular form and having a plurality of pairs of holes for holding swatches, the two holes of each pair being located adjacent opposite edges of the panel, the panel having slits extending outwardly from the said holes to the said edges of the panel for permitting passage of a swatch for inserting the same in the said holes by movement inwardly from the said edges of the panel through the slits, a cover panel and means for holding the cover panel over the swatch holding panel, the cover panel having apertures registering with the pairs of holes for displaying swatches held therein.

2. A swatch card according to claim 1, in which the cover panel apertures extend substantially to the outer edges of the swatch panel holes.

3. A swatch card according to claim 1, comprising also a rear panel covering the other face of the swatch holding panel.

4. A swatch card according to claim 3, in which the rear panel is slightly wider than the swatch holding panel, extending outwardly beyond the said opposite edges, and is joined to the cover panel along and outside the said edges.

5. A swatch card according to claim 4, in which the rear panel is joined to the cover panel by a fold line at one edge and by adhesive at the other.

6. A swatch card formed of a unitary foldable blank comprising a swatch holding panel of generally rectangular form and having a plurality of pairs of holes for holding swatches, the two holes of each pair being located adjacent opposite edges of the panel, and the panel having slits extending outwardly from the said holes to the said edges of the panel for permitting passage of a swatch for inserting the same in the said holes and movement inwardly from the said edges of the panel through the slits, a cover panel joined to the swatch holding panel along a third edge thereof by a fold line and having apertures adapted to register with the pairs of holes in the swatch holding panel when the said swatch holding panel is folded over on the said cover panel, and a back panel joined to the cover panel on a fold line along an edge thereof adjacent the edge thereof which is joined to the swatch holding panel.

7. A swatch card according to claim 6, in which the cover and back panels are of substantially equal width, the swatch holding panel is slightly narrower, so that its edges are spaced from the edges of the back and cover panels when the blank is folded, and including means joining the cover and back panel together along their edges and outside the edge of the swatch holding panel.

8. Method of inserting swatches in a card for displaying the same, which comprises placing the card having a plurality of pairs of swatch holding holes adjacent two opposite edges thereof and connected to the said edges by

slits, upon a support extending along the central part of the card but inwardly of the holes, and pressing the swatches downwardly while holding onto their ends over the pairs of holes to cause the same to enter the slits and pass therethrough into the holes.

References Cited in the file of this patent

UNITED STATES PATENTS

646,630	Watson	Apr. 3, 1900
1,321,363	Chipman	Nov. 11, 1919
1,492,101	Mordecai	Apr. 29, 1924
1,871,426	Schmitt	Aug. 9, 1932
1,946,285	Judge	Feb. 6, 1934
2,242,114	Cramer et al.	May 13, 1941

FOREIGN PATENTS

237,322	Great Britain	July 28, 1925
398,351	Mayne et al.	Sept. 14, 1933