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E. M. GOLDSMITH

1,929,167

MOUNTING AND DISPLAY MEANS FOR ARTICLES OF MERCHANDISE

Filed Nov. 26, 1932

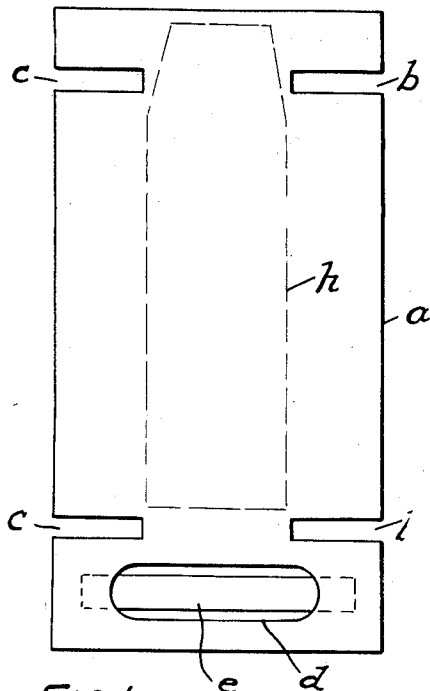


FIG. 1.

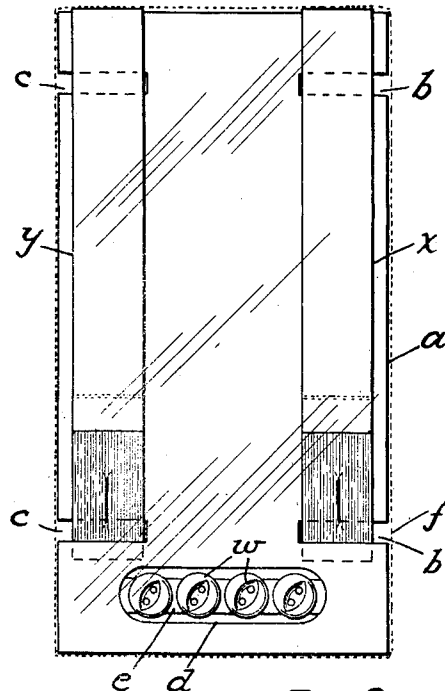


FIG. 2.

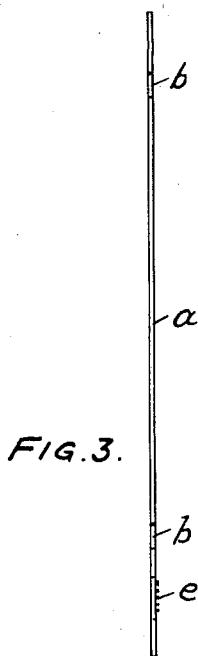


FIG. 3.

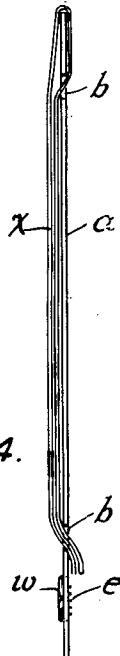


FIG. 4.

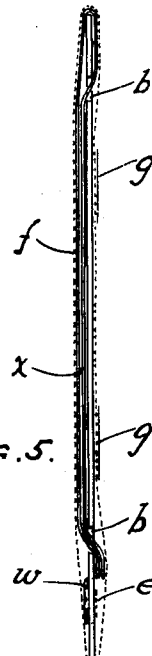


FIG. 5.

WITNESS:

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UNITED STATES PATENT OFFICE

1,929,167

MOUNTING AND DISPLAY MEANS FOR
ARTICLES OF MERCHANDISE

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Application November 26, 1932
Serial No. 644,458

3 Claims. (Cl. 206—79)

The object of the invention is to provide a mount for effectively displaying either articles of merchandise having the physical characteristics of tapes or straps, or articles of merchandise having the physical characteristics of buttons, and more particularly to provide a mount for displaying both such articles of merchandise where such articles are associated together to form a complete article, as, for example, shoulder straps with buttonhole ends, and buttons.

A preferred embodiment of the invention is shown in the drawing, in which—

Fig. 1 is a front view of a display card embodying the invention.

Fig. 2 is a front view of the display card with shoulder straps and buttons applied thereto.

Fig. 3 is an edge view of the card before application thereto of the articles of merchandise.

Fig. 4 is an edge view of the card of Fig. 3 with the shoulder straps and buttons applied thereto.

Fig. 5 is an edge view of the card and merchandise of Fig. 4 enclosed in a covering of transparent material.

Referring first to Figs. 1 and 3:

A piece of cardboard *a*, preferably of rectangular shape, is provided with two pairs of open-ended slots or indentations. One pair of slots *b* extends inward from one longitudinal edge of the card. The other pair of slots *c* extends inward from the other edge of the card. The slots of each pair are respectively near to the top and bottom of the card. At any convenient position the card is provided with a longitudinal slot or opening *d*. Extending longitudinally across the opening *d* is a strip of transparent adhesive material *e*, the ends of which are preferably secured to the rear face of the card.

Referring next to Figs. 2 and 4:

Secured to the face of the strip *e* is a row of buttons *w*. Two strips *x* and *y* of fabric to be displayed are engaged with the respective pairs of slots *b* and *c*. Each strip of fabric is engaged with its corresponding pair of slots by doubling the fabric strip upon itself on its transverse center and extending one end of the doubled or folded fabric strip from the rear of the card through the lower slot of the pair, thence extending it along the face of the card, thence through the upper slot of the pair, thence along the rear of the card, over its upper edge, down along the face of the fabric and through the lower slot. It is most convenient to so engage the folded fabric strip with the card by merely slipping it edgewise into engagement with the slots,

which are slightly longer than the width of the fabric strip.

The whole card, with the fabric strips and buttons engaged therewith as described, is then covered with a piece of transparent material *f*, as shown in Fig. 5, it being secured against the rear of the card by means of pasters *g*. It will be understood that for purposes of clearness it is necessary, in Fig. 5, to exaggerate the thickness of the complete device described. In fact, the fabric strips lie flat against the card, and the transparent covering, which is very thin, closely engages the card and the merchandise mounted thereon.

Instead of making the strip of material *e* of adhesive material, it may be made of non-adhesive material, and the ends thereof may be secured to the card, and the buttons *w* may be secured to the strip, by means of an adhesive or otherwise.

The area *h* enclosed in dotted lines in Fig. 1 represents a space which may contain descriptive or advertising matter.

What I claim and desire to protect by Letters Patent is:

1. Display means for articles of merchandise comprising a mounting card provided with a slot and a strip of transparent material adapted to support a row of articles and secured at its ends to the body of the card beyond the ends of the slot, and a covering of transparent material enclosing the card and adapted to enclose also any articles mounted thereon as specified.

2. Display means for articles of merchandise comprising a mounting card provided with two pairs of indentations, one pair extending inward from one longitudinal edge of the card and respectively near the top and bottom of the card and the other pair extending inward from the other longitudinal edge of the card and opposite the first pair, said pairs of indentations being adapted to receive and hold articles of merchandise having the physical characteristics of straps or tapes, said card also being provided with a slot and a strip of transparent material adapted to support a row of articles of merchandise having the physical characteristics of buttons and secured to the body of the card beyond the margin of the slot.

3. Display means for articles of merchandise comprising a mounting card provided with two pairs of indentations, one pair extending inward from one longitudinal edge of the card and respectively near the top and bottom of the card and the other pair extending inward from the

other longitudinal edge of the card and opposite the first pair, said pairs of indentations being adapted to receive and hold articles of merchandise having the physical characteristics of straps or tapes, said card also being provided with a slot and a strip of transparent material adapted to support a row of articles of merchandise hav-

ing the physical characteristics of buttons and secured to the body of the card beyond the margin of the slot, and a covering of transparent material enclosing the card and adapted also to enclose any articles of merchandise mounted thereon as specified.

EDWIN M. GOLDSMITH.

10	85
15	90
20	95
25	100
30	105
35	110
40	115
45	120
50	125
55	130
60	135
65	140
70	145
75	150