Sept. 11, 1956 M. B. STEINTHAL 2,762,503

SAMPLE HOLDER

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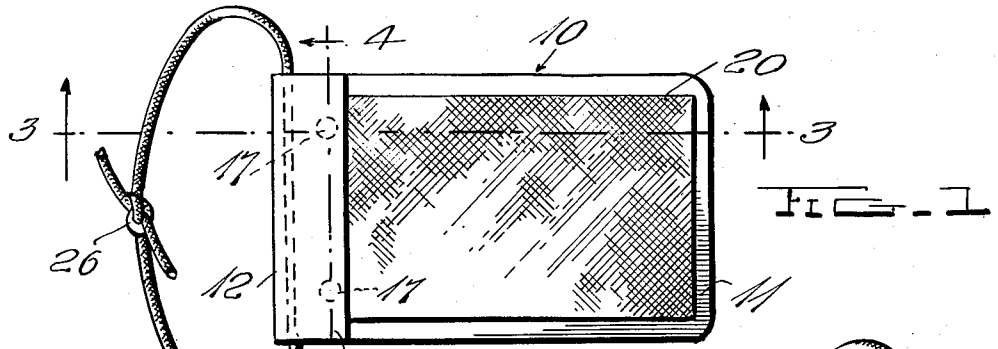


FIG. 1

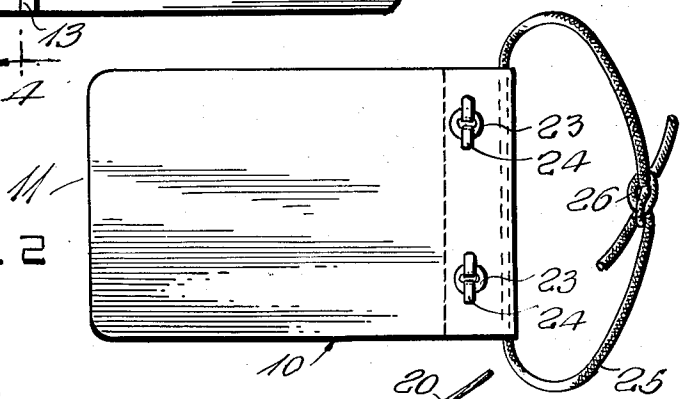


FIG. 2

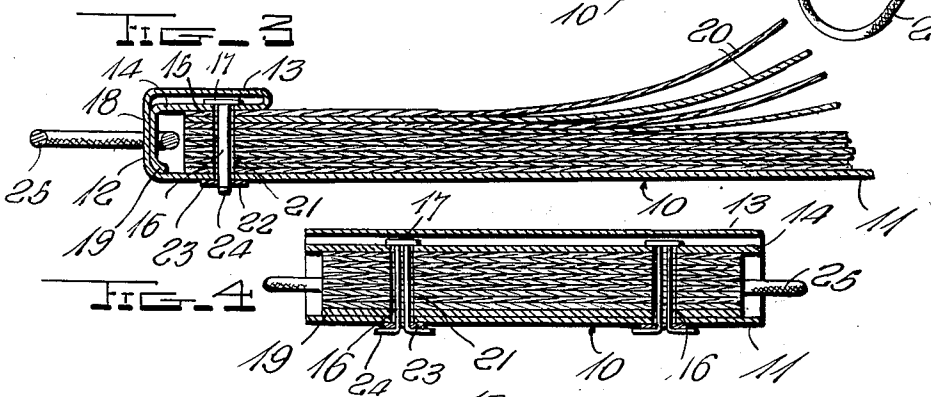


FIG. 3

FIG. 4

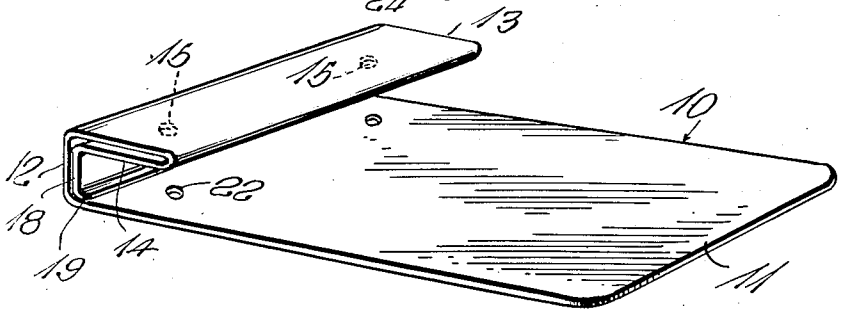


FIG. 5

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SAMPLE HOLDER

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2 Claims. (Cl. 206—82)

This invention relates to merchandising and more particularly to a device for binding and holding in book form a plurality of samples or swatches of material to be sold such as fabrics or the like.

The device of this invention may be utilized by salesmen in which case each book of samples or swatches may be conveniently packed in a sample case or briefcase, but the invention further contemplates use of the device in stores, salesrooms or the like and for such uses may be provided with means for conveniently suspending the same from a rack, from an article of furniture to which the fabric displayed may be applied or merely from a hook located on the wall of the room.

It is therefore an object of the invention to provide a sample holder which may be economically constructed of cardboard, plastic or other suitable material, which holder serves to retain and display a plurality of swatches or samples of material, the fastening means for securing the swatches in place being invisible from the front of the device.

A further object of the invention is the provision of a sample holder in which swatches or other samples of material to be displayed are bound in book form and in which the material of the holder is folded back upon itself to form a reinforcement at one end of the device to prevent crushing.

Another object of the invention is the provision of a sample holder for retaining swatches or other samples of material to be displayed and incorporating means for conveniently suspending the holder in any convenient location.

A still further object of the invention is the provision of a sample holder or display device which may be economically constructed by simple cutting, folding and punching operations and which requires no skilled labor in the fabrication thereof, thus providing a device which may be readily sold in a highly competitive market.

Further objects and advantages of the invention will be apparent from the following description taken in conjunction with the accompanying drawing wherein;

Fig. 1 is a top plan view of a sample holder and display device constructed in accordance with this invention;

Fig. 2, a bottom plan view of the device shown in Fig. 1;

Fig. 3, a sectional view on the line 3—3 of Fig. 1;

Fig. 4, a sectional view on the line 4—4 of Fig. 1; and

Fig. 5, a perspective view of the device with the samples or swatches removed therefrom.

With continued reference to the drawing there is shown a sample holder and display device constructed in accordance with this invention and comprising a base member 10 which may be formed of cardboard, plastic or other suitable material which is relatively inexpensive yet has sufficient rigidity to accomplish the purpose desired. The base member 10 is formed to provide a substantially rectangular, flat back portion 11 which at one end thereof is folded at substantially right angles to provide an upstanding end 12, this end being folded in overlying relationship to the back 11 to provide a relatively short cover portion 13. Portion 13 is folded back upon itself in underlying relationship to provide a binding or clamping portion 14 and this portion is provided with apertures 15 to receive fastening elements in the form of split rivets or other suitable fastening means 16 with the heads 17 thereof disposed between the cover portion 13 and the clamping portion 14.

Clamping portion 14 is folded downwardly at substantially right angles thereto to provide a reinforcing end portion 18, this reinforcing portion terminating in a curved end 19 abutting the upper surface of the back member 11 with the reinforcing portion 18 substantially parallel to and abutting the inner surface of the end 12.

The folded structure above described provides a channel portion at one end of the back member 11 which serves to conveniently receive a plurality of swatches or samples 20 which may comprise substantially rectangular pieces of material stacked in super-imposed relationship. The stack of swatches 20 may be provided with spaced apertures 21 in alignment with the apertures 15 in clamping portion 14, the apertures 21 serving to receive the rivets or other fastening means 16 which rivets may pass through apertures 22 in the back 11 which apertures are also in alignment with the apertures 15.

Reinforcing washers 23 may be applied over the rivets 16 and the ends 24 of the rivets bent outwardly and inwardly over the washers 23 to tightly clamp the stack of swatches 20 between the back member 11 and the clamping portion 14. It will be seen from an inspection of the drawing that the heads 17 of the rivets 16 are completely concealed between the clamping portion 14 and the cover portion 13 and that the assembly of the stack of swatches 20 in the device may be conveniently accomplished without the use of special tools and provides a holder of book like form in which the swatches may be inspected one after the other and which hold such swatches in convenient relationship thus preventing loss or damage thereto.

It will be noted from the inspection of Figs. 1 and 3 that the structure at the folded end of the back member 11 together with the swatches 20 assembled therewith provides a channel-like structure which conveniently adapts itself to the reception of supporting means in the form of a flexible member such as a cord or the like 25 extending through the channel structure between the reinforcing end portion 18 and the stack of swatches 20. The cord 25 may be knotted or otherwise secured together at 26 to provide an endless member by means of which the display holder 10 may be conveniently supported from any desired supporting means.

It will be seen that by the above described invention there has been provided a relatively simple and economical display or sample holder in the form of a book like device which is adapted to receive a plurality of samples or swatches in a manner to afford convenient inspection thereof, and which will prevent loss or damage thereto, the device further permitting convenient removal of such samples and replacement with other samples without damage to the device or the use of special tools. Even though the device of this invention is constructed of material which is relatively fragile nevertheless the construction thereof is such as to preclude damage in the form of crushing and this structure, likewise, provides a convenient means for receiving a flexible suspension element which may be conveniently utilized to support the device wherever desired.

It will be obvious to those skilled in the art that various changes may be made in the invention without departing from the spirit and scope thereof, and therefore the invention is not limited by that which is shown in the

drawing and described in the specification but only as indicated in the appended claims.

What is claimed is:

1. A sample holder and display device comprising a base member having a substantially rectangular relatively rigid back, an upturned end terminating in a relatively short portion overlying said back to form a cover portion, said cover portion being folded back upon itself in underlying relationship to provide a sample clamping portion, said clamping portion being folded downwardly in juxtaposed relationship to said upturned end to provide a re-inforcing end portion and terminating in a curved edge abutting the upper surface of said back, aligned apertures in said clamping portion and said back, a stack of samples received between said clamping portion and said back and spaced from said re-inforcing end portion, headed fastening means extending through said apertures and said samples to secure the same in said device with the heads of said fastening means concealed between said clamping portion and said cover portion and a flexible supporting means for said device extending through the channel formed by said back, said reinforcing end portion and said clamping portion and closed by said stack of samples.

2. A sample holder and display device comprising a

base member having a substantially rectangular relatively rigid back, an upturned end terminating in a relatively short portion overlying said back to form a cover portion, said cover portion being folded back upon itself in underlying relationship to provide a sample clamping portion, said clamping portion being folded downwardly in juxtaposed relationship to said upturned end to provide a reinforcing end portion and terminating in a curved edge abutting the upper surface of said back, aligned apertures in said clamping portion, and said back headed means extending through said apertures for securing a stack of samples in said device with the heads of said means concealed between said clamping portion and said cover portion and a flexible supporting means for said device extending through the channel formed by said back said reinforcing end portion and said clamping portion.

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