

(No Model.)

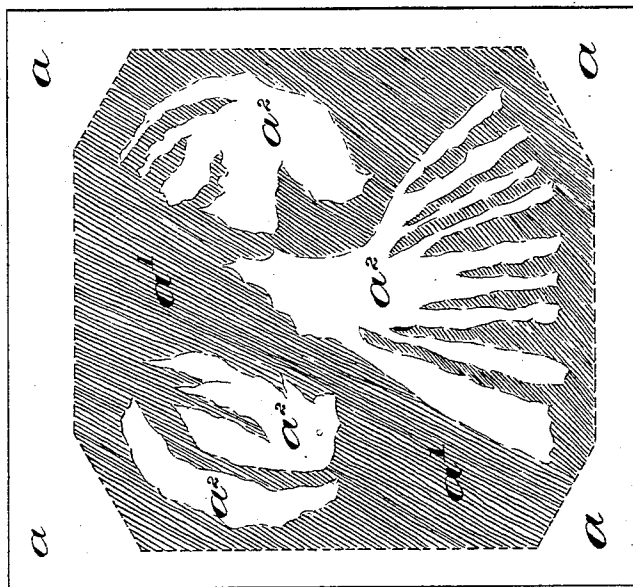
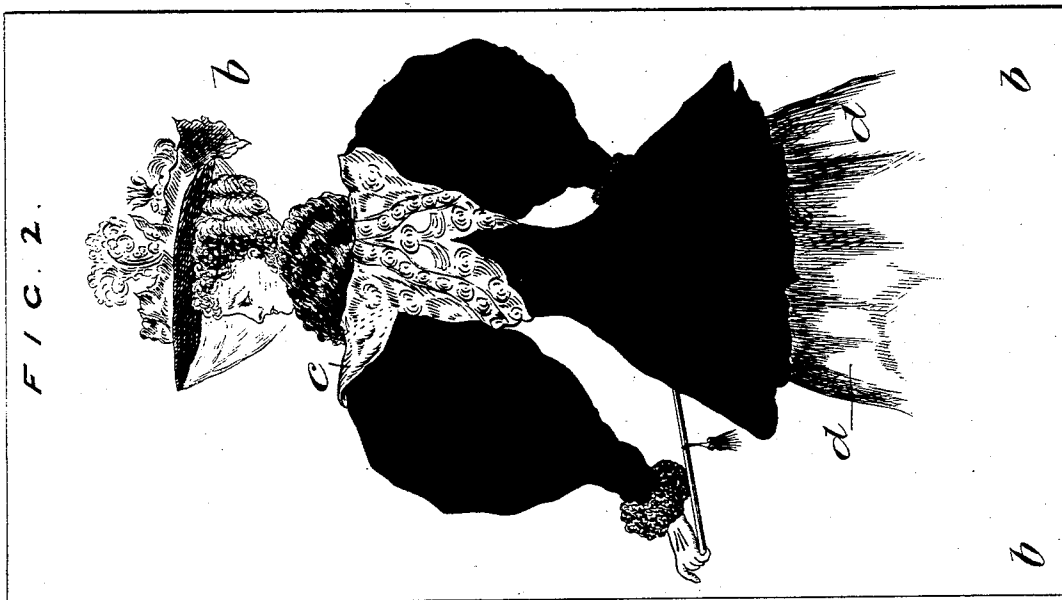
2 Sheets—Sheet 1.

R. J. N. RUSDEN.

SHOW CARD, &c., OR MEANS FOR DISPLAYING VELVETS, &c.

No. 573,538.

Patented Dec. 22, 1896.



Witnesses

Otto Mueck

E. A. Scott

INVENTOR

Richard James Nelson Rusden

By his atty. *Richard J.*

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FIG. 3



Witnesses
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UNITED STATES PATENT OFFICE.

RICHARD JAMES NELSON RUSDEN, OF DIDSBURY, ENGLAND.

SHOW-CARD, &c., OR MEANS FOR DISPLAYING VELVETS, &c.

SPECIFICATION forming part of Letters Patent No. 573,538, dated December 22, 1896.

Application filed May 9, 1896. Serial No. 590,898. (No model.) Patented in England October 5, 1895, No. 18,636.

To all whom it may concern:

Be it known that I, RICHARD JAMES NELSON RUSDEN, buyer, a subject of the Queen of Great Britain and Ireland, and a resident of 17 Lansdowne Road, Didsbury, in the county of Lancaster, England, have invented a certain new and useful Improvement in Show-Cards, Tickets, and Labels or other Means for Displaying Velvets, Velveteens, or other Fabrics, (for which I have made application for a patent in Great Britain, No. 18,636, dated October 5, 1895,) of which the following is a specification.

My said invention relates to improved means for displaying garments made of velvets, velveteens, and other fabrics. At present it is the custom to display such goods by means of a picture of a figure of a person printed on paper or pasteboard, the skirt, jacket, or other part or parts of the clothing being cut out of the paper and the material placed beneath, so as to show through the cut-out portions or blanks in the paper or pasteboard. In order to increase the effect and take away from the deadness of the even surface of the velvet or other fabric, it has been attempted to imitate the folds in the fabric by means of appended or attached slips of paper or by actual small folds or crimps in the fabric. According to my invention I produce the said fold-indications in the fabric by pressing, creasing, or embossing the indications in the fabric itself by means of a prepared die or block, or by printing on the material in color or colors or in metallic effects the formations of the folds and imitations of the trimmings. The said stamped, embossed, or printed indications of the folds and ornamentations give an appearance of reality and artistic *vraisemblance* not obtainable by the former means and enable the purchaser to judge better how the material will look when made up into a garment or when draped and hanging in folds. This is an effect not obtainable when the material is left plain or flat and the folds are imitated as in the old way.

The invention will be best understood by a reference to the annexed sheet of illustrative drawings, to which I will refer in the course of the following more particular description.

In the drawings, Figure 1 is a view of a piece

of fabric used in carrying out my invention. Fig. 2 represents a card with a figure printed or otherwise represented thereon, the dark portions representing where the card is cut out for the reception of my specially-formed material of Fig. 1. Fig. 3 is a view of the complete article forming my invention, and Fig. 4 is a sectional view of Fig. 3 on the line 4 4.

Fig. 1 represents a background consisting of a piece of fabric marked *a*—say, for instance, a piece of velvet or velveteen—stamped, creased, or embossed, as by a die or block, so as to give indications which will represent folds or markings. The block or die may be of any suitable material and is cut, molded, or otherwise manufactured so that the prominent stamping parts press down and flatten the pile of the velvet or fabric or otherwise indent or mark it at the darkened or lined parts marked *a'* in the drawings. The sunk portions of the die or block leave the fabric or pile untouched at the parts marked *a''*, and the contrast between those stamped and unstamped portions of the fabric—that is to say, between the surfaces *a'* and *a''*—gives the appearance of creases or folds in the fabric when draped on the person. When the piece of fabric is combined with the partly-printed and partly-cut-out figure on paper, it will delineate and show the shape and fashion of the garment. The edges of the embossing portions of the block may be sharp or rounded, as desired, so as to give correspondingly sharp or soft outlines to the fold-indications.

Fig. 2 shows a piece of paper or pasteboard (marked *b*) upon which is printed or otherwise produced a figure of a fashionably-dressed lady. The portions of the figure which appear a dead-black in Fig. 2 are cut out and removed. Now it will be evident that if I take the stamped piece of velvet shown in Fig. 1 and place it behind the partly-printed and partly-cut-out figure blank in Fig. 2 I obtain the result shown in Fig. 3. The piece of fabric *a* is firmly secured to the back of the paper or pasteboard picture *b*, and the stamped or embossed portions of the fabric show through the cut-out blanks representing the body and sleeves of a lady's jacket. The markings *a''* now assume their proper value relatively to the shape of the garment and

indicate folds in a very pleasing and artistic manner. The jacket is delineated in the actual stuff of which it may be made, and the fold-indications are designed and produced by the die to correspond to the shape of the garment and to the pose of the figure representing the wearer. The figure may be colored and the printed portions of the dress, such, for example, as the yoke or collar *c* and the skirt *d*, might be tinted to correspond or harmonize with the color of the stamped velvet. I might also use color or metallic paints, such as bronze or gold, in conjunction with the stamping or embossing die or block to accentuate or enrich the stamped fold-indications, or I might print trimmings or ornamentations upon the velvet or fabric in color or in metallic effects from the embossing-block or from an auxiliary block. In a picture or display-card of the indicated nature the displayed backing might consist of one or of more fabrics illustrating different garments or parts of garments. For example, the yoke or collar *c* might be cut out of the paper and a backing of stamped fabric inserted to show the material from which it might be made, while the skirt *a*³ might also be cut away and a backing of similarly-treated but

different fabric, or fabric of a different color, inserted to illustrate the skirt.

What I claim as my invention is—

1. The display-card herein described consisting of a background composed of suitable fabric having stamped, embossed or creased thereon or therein, markings representing the natural folds or creases of said fabric when draped, combined with a cut-out figure, substantially as described.

2. The improved show-card, ticket, label or means for displaying velvets, velveteens and other fabrics, consisting of a printed or otherwise produced picture of a figure having parts cut away, in combination with a backing or backings of velvet, velveteen or other fabric, stamped, creased or embossed or pressed with indications of folds, trimmings or markings, designed or modeled to correspond to the shape of the garment and position of the figure, substantially as described and shown.

In witness whereof I have hereunto set my hand in presence of two witnesses.

RICHARD JAMES NELSON RUSDEN.

Witnesses:

JOSHUA ENTWISLE,
RICHARD IBBERSON.