

R. C. KAISER.
 DISPLAY EASEL FOR TAILORS AND THE LIKE.
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1,327,618.

Patented Jan. 13, 1920.

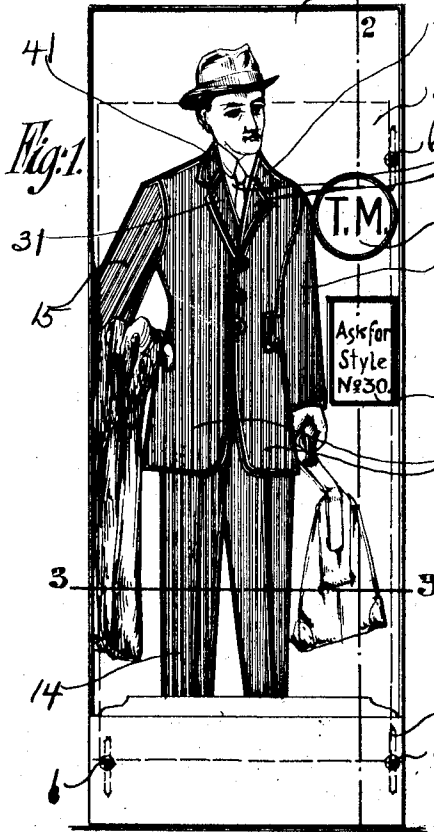


Fig. 1.

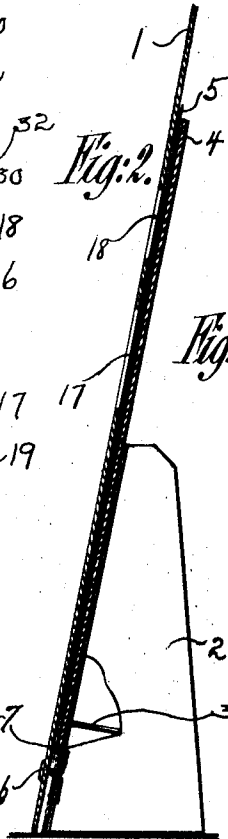


Fig. 2.

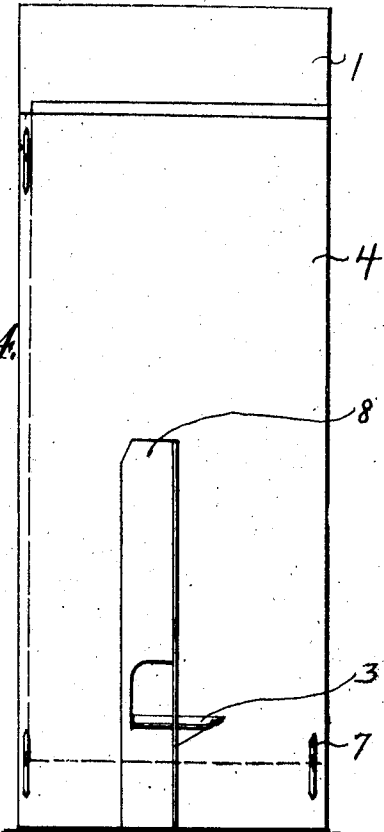


Fig. 4.

Fig. 3.

Fig. 6.

Fig. 7.



Fig. 5.

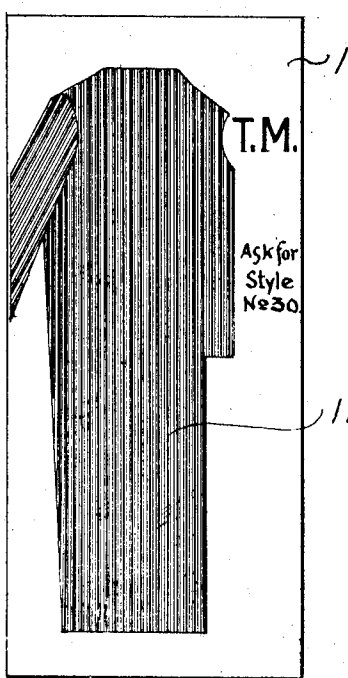


Fig. 10.

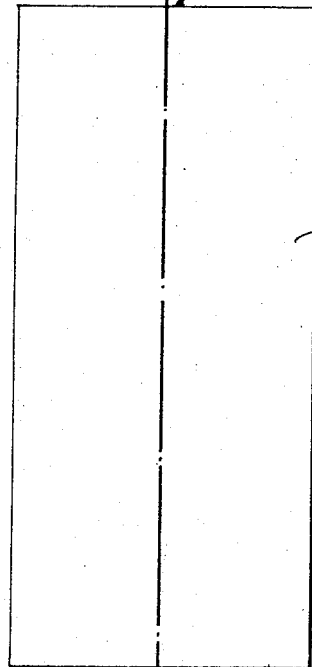


Fig. 10.



Fig. 10.

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UNITED STATES PATENT OFFICE.

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DISPLAY-EASEL FOR TAILORS AND THE LIKE.

1,327,618.

Specification of Letters Patent.

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To all whom it may concern:

Be it known that I, RICHARD C. KAISER, a citizen of the United States, residing at New Rochelle, in the county of Westchester and State of New York, have invented certain new and useful Improvements in Display-Easels for Tailors and the like, of which the following is a specification.

My invention relates to a display easel for tailors, to rapidly and attractively display to prospective customers a vivid imitation of the appearance of any particular style or design of fabric, when made up into a suit or coat. This device is of a cheap and simple construction and affords an attractive, permanent display at all times and is also suitable for temporarily displaying a variety of fabrics in a very lifelike manner. It is well-known at the present time that only an imperfect idea of how a suit of clothing will look when made up is secured by looking at a swatch or sample of the cloth to be used for this purpose, but according to my invention the need of using any cloth at all is obviated while satisfactory results are secured.

Other objects of my invention will be set forth in the following description and drawings which illustrate a preferred embodiment thereof:

Figure 1 is a front view.

Fig. 2 is a section along the line 2—2 of Fig. 1.

Fig. 3 is a section along the line 3—3 of Fig. 1.

Fig. 4 is a rear view.

Fig. 5 is front view of a pad of inserts.

Fig. 6 is a rear view of Fig. 5.

Fig. 7 is a section along 7—7 of Fig. 6.

The display easel consists of a front member 1 and a rear member 4 which are connected by a plurality of paper fasteners, having heads 6 and prongs 7, or any other suitable detachable fastening means. It is preferred to have three fastening means 6 located as shown in Fig. 1, although more or fewer could be used if desired.

The rear member 4 is preferably unperforated and has a supporting wing 2 secured thereto by means of a securing portion 8, which is pasted or otherwise secured to the rear member 4, and to which the wing 2 is hingedly connected along a vertical line, so that the wing 2 may either

be laid parallel to the rear member 4, or be secured at right angles thereto by means of the tongue 3 which is hingedly secured to the securing member 8 along a horizontal line as shown in Figs. 2 and 4. The front member 1 is cut out along the heavy black lines shown in Fig. 1, so as to provide sleeve openings 15 and 16, body openings 19, and trouser openings 14. It is also provided with an opening 18 for showing a trade mark which is printed on the insert 5 or any other insert which may be used. The front member 1 is also provided with an opening 17 for displaying the style number which is printed on the insert. Since the front member is only cut out along the heavy black lines shown in Fig. 1 the part thereof on which the heavy black vertical lines located in the trouser portions are printed, remain after the cutting out has been completed, to imitate the creases of the trousers.

A triangular portion 32 has the imitation of a collar and tie printed thereon and separates perforations 30 and 31, and 40 and 41, which respectively have the outline of the lapels and the collar portion of a coat. The facsimile of a head is printed on the front portion 1 above the collar portion 32, and the facsimile of a hand holding a bag and of a hand holding an overcoat are printed on the front portion 1, adjacent the sleeve perforations 16 and 15 respectively.

When, therefore, an insert 5 having a replica of the fabric intended to be displayed printed thereon is thrust into position as shown in Figs. 1 and 2, a very vivid impression of a complete suit made up from the fabric displayed is furnished to the prospective purchaser, as shown in Fig. 1.

Experience has shown that the eye of the observer secures a composite impression as though the figure represented a person actually wearing a suit made of the fabric displayed and the fact that the front member 1 is made of substantial thickness gives an impression of solidity and of three dimensions as compared to the ordinary flat configuration which is very valuable in securing the visual effect desired, and which is ordinarily secured in fashion magazines or the like with great effort and expense.

The insert 5 has a trade mark indicated in Fig. 1 by "T. M." which is displayed

through the opening 18 and it also has a style number printed thereon which is displayed through the opening 17.

It is preferable to furnish the tailor with a pad 9 of inserts 10 showing a large variety of styles, and to print the back 4 along the area ordinarily occupied by an insert, so that it will be impossible to negligently omit an insert, and destroy the visual impression of the solid figure dressed up in a suit of actual cloth, which it is desired to impart to the prospective purchaser from the very beginning. As shown in the drawings, the representation 11 is pressed against the front portion of the easel.

The representation 11 of the sheet of fabric preferably follows the configuration of the outline formed by cutting out the easel member 1, so that when an insert is pushed into place, the representation 11, of the fabric covers all the cut out openings in the easel 1, and the trade mark and style number are suitably displayed.

I have shown a preferred embodiment of my invention, but it is clear that numerous changes can be made in its details without departing from its spirit and I do not wish to be limited to its details.

I claim:

1. In combination, a front easel member having openings to imitate the outlines of the trousers of a man and having openings above said trousers openings to imitate the body, sleeve, lapel and collar portions of the coat of a man, the outlines of said collar and lapel portions being separated by a triangular strip upon which the imitation of a collar and tie are imprinted and above which is imprinted the representation of a man's head and means bearing the representation of a sheet of fabric conforming to the openings in the said easel member, so that when

the said means is held behind the said easel member it accurately covers the said openings with the representation of the said fabric, and an imitation of a human being wearing a suit of clothes is secured, and means contacting directly with said representation means to keep the same in close contact with the adjacent face of the said easel member.

2. In combination, a front easel member having two openings cut out to imitate the outlines of the trousers of a man, substantially vertical strips located in the said trousers openings to imitate the creases of said trousers, the said easel member being also cut out above the said trousers openings to imitate the body, sleeve, lapel, and collar portions of the coat of a man, the said strips in the said trousers openings being connected to the bottoms of the strips defining said body openings, the outlines of the said collar and lapel portions being separated by a triangular strip upon which the imitation of a collar and tie are imprinted and above which the representation of a man's head is imprinted, the said easel having the representations of human hands carrying objects printed adjacent the ends of said sleeve openings, and means for pressing against such front member a sheet of paper on which is printed the representation of a sheet of fabric, which representation conforms to the cut out portions in the said easel member, so that when the said sheet of paper is held behind the said easel member, it accurately covers the said openings with the representation of the said fabric and an imitation of a human figure wearing a suit of clothes is secured.

In testimony whereof I hereunto affix my signature.

RICHARD C. KAISER.