June 22, 1937. R. S. GHISELIN 2,084,971

DETACHABLE ADVERTISING DEVICE

Filed Feb. 19, 1937

Fig. 1.

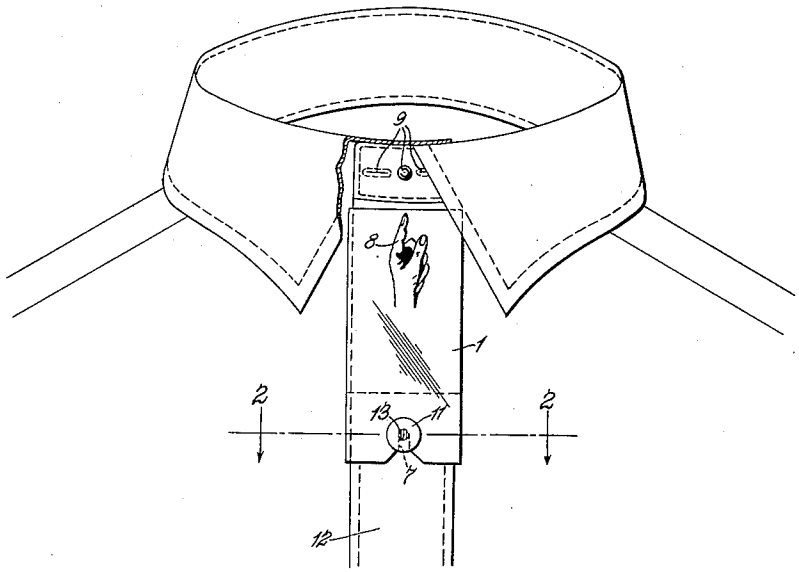


Fig. 2.

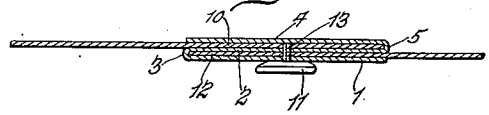


Fig. 3.

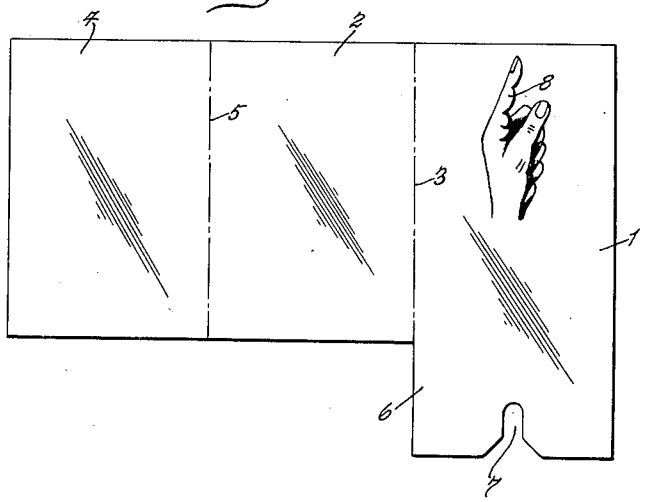
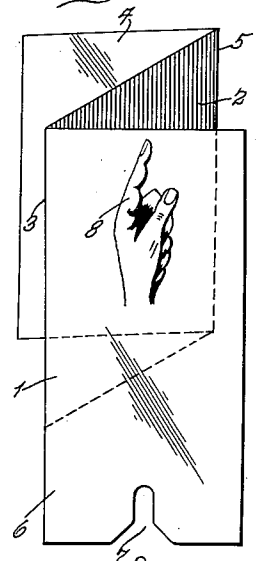


Fig. 4.



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UNITED STATES PATENT OFFICE

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DETACHABLE ADVERTISING DEVICE

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Application February 19, 1937, Serial No. 126,654

3 Claims. (Cl. 40—26)

This invention relates to detachable advertising devices, and has special reference to devices for use in connection with shirts and other garments.

An object of the invention is to provide a device comprising a number of sections of paper or the like pivotally connected along fold lines so that the overlapping margins of a garment may be engaged by the respective folded sections to hold the garment margins and the folded sections of the device in proper relationship so that the device will function properly.

Another object of the invention is to provide a foldable device of the character mentioned having means in connection therewith for engaging a button on the garment to hold the device and the garment margins from substantial relative movement.

An additional object of the invention is to provide a device of the character indicated having a designation thereon to call attention to a feature of the garment in instances in which such effect is desired.

Other objects and advantages of the invention should be readily apparent from the following description, reference being made to the annexed drawing, in which—

Fig. 1 is a front elevation of the device folded and attached to a garment and, incidentally, having thereon a designation indicating a feature of the garment.

Fig. 2 is an enlarged sectional view on the line 2—2 of Fig. 1.

Fig. 3 is a plan view of the detachable advertising device, enlarged as in Fig. 2.

Fig. 4 is a perspective view of the advertising device partially folded preparatory for engagement with the margins of the garment, and enlarged as in Figs. 2 and 3.

The device illustrated comprises an outer section 1, an intermediate section 2 connected with one edge of the outer section 1 by a hinge 3, and an inner section 4 connected with the opposite edge of the section 2 by a hinge 5. The hinges 3 and 5 are parallel. The outer section 1 has an end portion 6, which, in the present instance, may be termed a lower end extension, projecting beyond the lower end of the section 2 and provided with a notch 7.

When desired, the exposed surface of the outer section 1 may be provided with a designating device or emblem 8 attached to, embossed upon, or otherwise displayed thereon, in order to call attention to or indicate any emphasized or advertised features 9 of the garment. In the present instance, these features are means for adjusting the size of the collar of a shirt, although it should be clearly understood that the invention is not limited by this utility illustration.

It is known that a shirt has a marginal portion 10 having attached thereto buttons 11, and that the marginal portion 10 is designed and adapted to be overlapped by the opposite marginal portion 12 having buttonholes therein to be engaged by the buttons 11, and which arrangement is conventionally illustrated in Figs. 1 and 2 of the drawing. Some garments are characterized by important structural features, such as the adjustable means 9 conventionally illustrated, to which it is desired to call particular attention in promoting and expanding the sales of these garments.

As shown, the foldable and detachable advertising device, which is shown in plan view in Fig. 3, is folded to the position shown in Fig. 2 so as to embrace between the sections 2 and 4 the inner button-carrying margin 10 of the garment, and to embrace between the sections 1 and 2 the outer margin of the garment in which the buttonholes are formed.

In the specific use illustrated, the sections 1, 2 and 4 are folded along the respective fold lines 3 and 5, and then attached to the garment or shirt by embracing the margin 10 between the sections 2 and 4 and the margin 12 between the sections 1 and 2, and engaging the attaching threads 13 of the button 11 in the notch 7. Thus, the device is supported and prevented from slipping downwardly along the garment.

The folded sections 1, 2 and 4 with their respective attaching hinges 3 and 5 prevent the device from twisting or turning in either direction, or pivoting about the threads 13.

The indicating device 8 may be arranged in such a way, if desired, as to designate special features 9 of the garment; or, if desired, the indicating device 8 may be omitted. Wherever desired, any advertising matter may be imprinted or displayed upon the exposed surface of the section 1 of the device.

This device has been used with a high degree of satisfaction and attains all of its intended objects and purposes in a highly efficient and satisfactory manner.

I claim:—

1. The combination with a garment having overlapping marginal portions, of an advertising device comprising three pivotally connected sections of paper or the like embracing said marginal portions between them respectively, and

means on one of said sections for engaging a button at the outer side of the garment to support the device and hold said last named section substantially flat against the outer side of the margin along which it extends.

2. The combination with a shirt having overlapping marginal portions and a button for holding said portions together, of an advertising device comprising a sheet of paper or the like composed of an intermediate section extending between said marginal portions, an inner section hinged to the inner edge of said intermediate section and cooperating therewith to embrace the inner margin of the shirt between them, an outer section hinged to the outer edge of said intermediate section and cooperating therewith to embrace the outer margin of the shirt between them, and means on said outer section for engaging said button to support said device and hold said outer section flat against the outer surface of the margin along which it extends.

3. The combination with a shirt having overlapping marginal portions and buttons for holding said marginal portions together, of an advertising device comprising a sheet of paper composed of three pivotally connected sections folded in a relationship to embrace between them respectively the overlapping marginal portions of the shirt, leaving one of said sections at the outer side of the outer margin of the shirt, and means in connection with said last named section for engaging a button on the shirt to support the device and hold said last named section substantially flat against the outer side of the margin along which it extends, said sections and their pivotal connections preventing detachment or twisting of the device.

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