Sept. 7, 1965 S. PULITZER 3,204,838

NECKTIE DISPLAY HANGER

Filed March 5, 1963

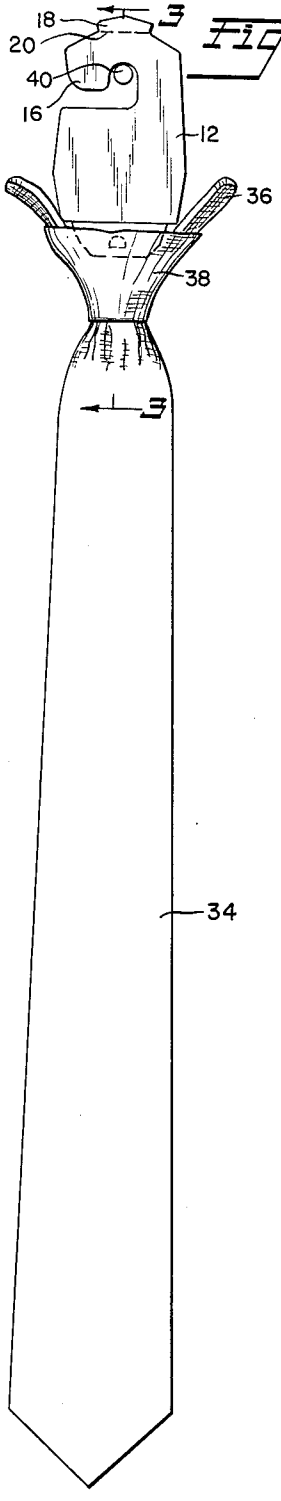


Fig. 2

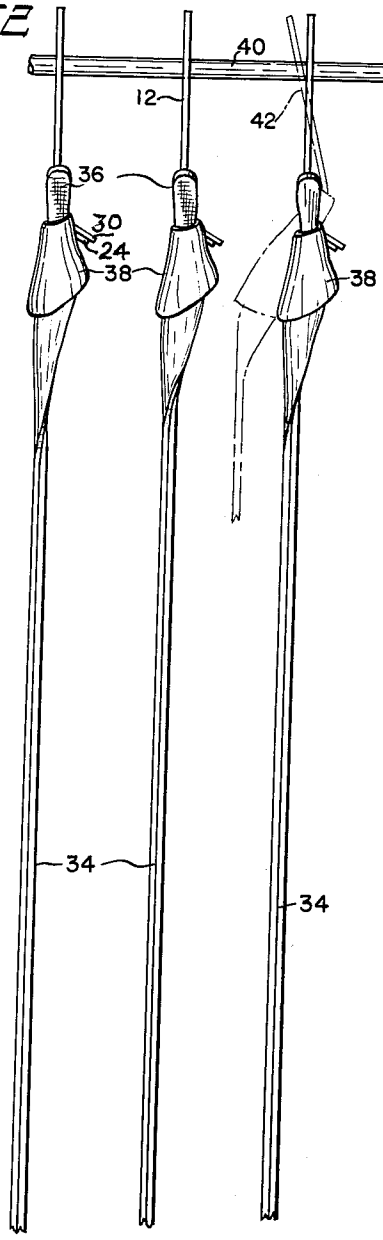


Fig. 4

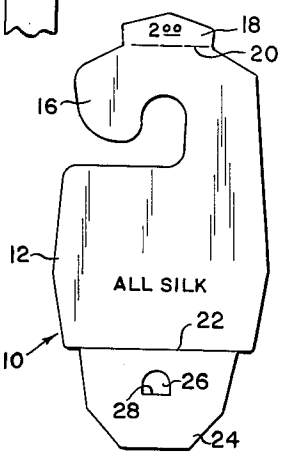


Fig. 1

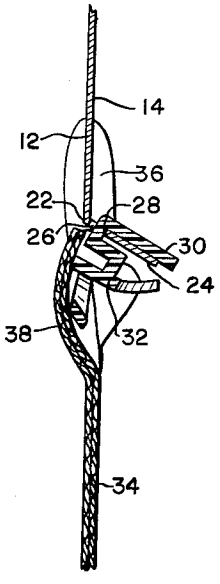


Fig. 3

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NECKTIE DISPLAY HANGER

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2 Claims. (Cl. 223—87)

This invention relates to the display art and more particularly to apparatus for displaying articles of wearing apparel in retail establishments.

The broad object of the present invention is to provide means for advantageously displaying in retail stores pre-tied four-in-hand neckties.

More particularly, it is an object of the present invention to provide an improved display hanger whereby a large number of pre-tied four-in-hand neckties may be tastefully and neatly displayed on racks in retail establishments.

With reference now to the drawings wherein:

FIG. 1 is a front elevational view of the hanger of the invention;

FIG. 2 is a front elevational view of a pre-tied four-in-hand necktie supported on the hanger of the invention;

FIG. 3 is an enlarged vertical cross sectional view taken substantially on the line 3—3 of FIG. 2; and

FIG. 4 is a side elevational view showing the manner of use of the present invention.

With reference now to the drawings, the numeral **10** refers to the main body part of the hanger which is composed of planar sheet material, such as heavy cardboard, plastic or the like, having a front face **12**, adapted to receive printed advertising matter and a back face **14**. Formed at the upper end of the body part is an integral hook **16** surmounted by a price tab **18** joined to the hanger by a tear line **20**.

The lower edge of the body part **10** has joined thereto by a fold or hinge line **22** a flap or tongue **24** containing an opening **26** which is spaced inwardly from the side edges of the tongue **24** and has preferably a horizontal lower edge **28** adapted to receive thereover the downwardly open hook part **30** of a knot retainer **32** of a pre-tied necktie **34**. A representative retainer is disclosed in the patent to Pulitzer, No. 3,147,492 and in this patent it will be noted that the knot part of the tie is obviously forwardly of the hook part so that when the tie is supported solely by the hook, as from the opening **26** of the present invention, the knot part and the end parts of the tie, due to the weight of the latter, naturally hang in aligned positions so that the hook tends to tilt rearwardly and upwardly. Because the knot retainer is provided with upwardly and rearwardly diverging wing part **36** adapted to be received beneath the collar of a wearer, the lateral dimension of the tongue part **24** is made sufficiently small so that when the hook part **30** of the knot retainer is engaged in the opening **26** of the hanger, the tongue **24** fits down behind the knot part **38** between the wing parts **36**.

The flap or tongue **24** is connected to the body part of the hanger by hinge or fold line **22** in order that the tongue may have freedom of movement about the hinge line out of the plane of the main body part **12**. With this arrangement, when the hook part **30** of the knot retainer is engaged with the opening **26** in the tongue part **24**, and the hook **16** is received over a horizontal support rod **40** as in FIG. 4, the weight of the suspended necktie causes the hook to move rearwardly as above explained to urge the tongue also rearwardly of the plane of the main body part as indicated in FIG. 3 so that the main body part and the entire necktie including the knot part lie in substantially the same vertical plane. This would not be the case were the tongue part to be integral with

the main body part of the hanger, or expressed differently if the hook receiving opening were merely through the body part so that the opening lay in the vertical plane thereof. With such an arrangement, the neckties would not hang straight as in FIG. 4, but instead would protrude forwardly away from the plane of the hanger while also causing the hanger to tilt slightly forwardly as shown by the phantom lines 42 in FIG. 4. Not only would the tilting hangers and forwardly protruding ties present an awkward displeasing display, but because each tie and hanger would then take up a considerable amount of space in the vertical plane of the rod, fewer neckties could be displayed simultaneously on the rod. Furthermore, if the neckties were to be hung from planar hangers as shown at 42 in FIG. 4 and the ties were crowded on the rod, customer handling would inevitably move the ties laterally out of alignment with each other where they would be retained by engagement of the knot parts with adjacent ties so that all of the ties would eventually be staggered laterally with respect to each other. By being permitted to hang straight and substantially flat as afforded by the hanger of the present invention, the ties, even on a crowded rack, after customer inspection, naturally tend to fall back by gravity into their original positions between and in alignment with the adjacent ties so that the display at all times is neat and attractive and requires substantially no attention from sales personnel to reorganize the display following inspection.

Though desirably the tongue is freely hinged to the body part in order that the suspended tie will seek its own natural flat hanging position, it will be apparent that the hanger could be composed of stamped sheet material with the tongue being fixed in a rearwardly sloping relationship with the flat body, an obtuse angularity between the parts of the hanger being pre-selected to effect substantially the same results as the freely hinged tongue. This and other changes and modifications may be resorted to without however departing from the scope and spirit of the appended claims.

What is claimed is:

1. A hanger for a pretied necktie having a hook in back of the knot for engagement over a shirt collar, said hanger comprising an upper member and a lower member hinged together for relative swinging movement about a horizontal axis, said upper member having a hook portion and said lower member having an opening therethrough to receive the hook of a necktie whereby when said hanger is suspended by said hook portion and a tie hook is engaged in said opening, the lower member will assume a position at an angle to the vertical and said tie will be in substantial alignment with said upper member.

2. The hanger of claim 1 wherein the lower member has a lateral dimension less than the corresponding dimension of the upper member where said members are hinged together, said lower member being centered with respect to said upper member whereby said upper member extends laterally in opposite directions beyond said lower member.

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