Dec. 6, 1949 C. D. WILLIAMSON 2,490,496

ADVERTISING DISPLAY CARD FOR TROUSERS

Filed Dec. 5, 1947

Fig. 1.

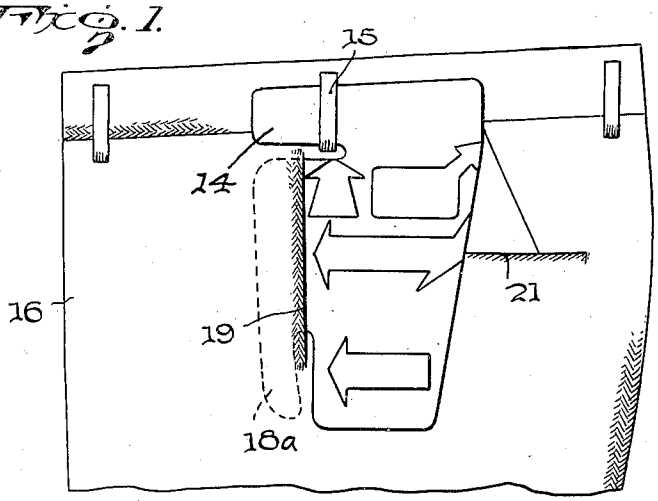


Fig. 2.

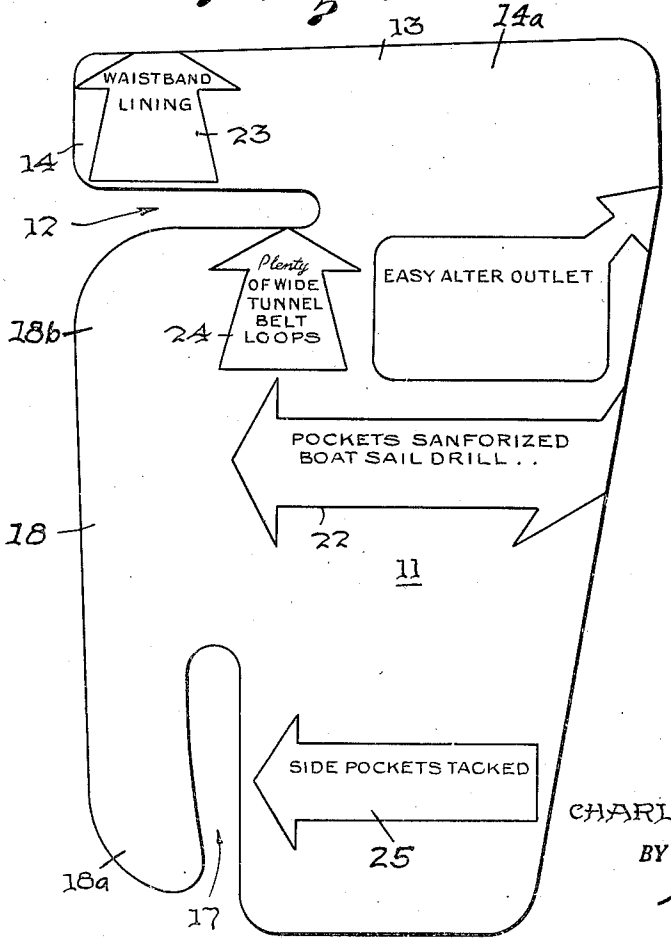
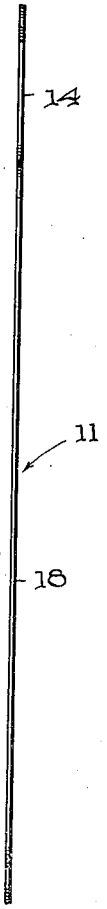


Fig. 3.



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ADVERTISING DISPLAY CARD FOR TROUSERS

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2 Claims. (Cl. 40—2)

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This invention relates to an advertising display card for attachment to trousers.

In merchandising garments, particularly garments of the category known as work clothes, it is desirable to attach advertising material setting forth the advantageous characteristics of the garment. This advertising material may be pasted, pinned, sewed or stapled to the garment. However, the removal of such material is undesirable from the point of view of the customer because it is usually necessary to use some tool, such as scissors, to detach the material.

It is, therefore, a major object of this invention to provide an advertising display card particularly for trousers which may be attached to the garment without the use of a fastener.

A more particular object of the invention is to provide a display card for trousers which may be secured to the trousers by inserting portions of the card in a belt loop and a pocket of the trousers.

A further object of the invention is to provide a display card which, when properly positioned on the trousers, will bear advertising indicia in predetermined relation to selected parts of the trousers.

Other objects and advantages of the invention will become apparent from the following specification taken in connection with the accompanying drawings wherein

Figure 1 shows a display card embodying the invention positioned on a pair of tronsers;

Fig. 2 is an enlarged front elevational view of the display card shown in Fig. 1; and

Fig. 3 is a side elevational view of the display card shown in Fig. 2.

In accordance with the invention in its preferred form, the display card includes a body portion at the top of which is attached a horizontal finger element for insertion into a belt loop. One side of the body has a vertical finger for insertion into the side pocket of the trousers. The display card carries appropriate advertising indicia so positioned on the face of the card as to be arranged adjacent selected portions of the trousers when the card is placed on the trousers.

In the particular embodiment of the invention shown in the drawings, the display card is in the form of a sheet 11 having a more or less oblong shape. Near the upper end of the sheet, and at the left-hand side thereof, a relatively narrow opening 12 is formed to extend from the left-hand side partially across the card. This forms a finger 13 which has its narrower left-hand portion 14 spaced from the body of the sheet and

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extending beyond the left side of the body. The width of narrower portion 14 corresponds to the size of a belt loop so it is adapted to be inserted in belt loop 15, such as that shown in Fig. 1, on the waistband of trousers 16. Wider right-hand portion 14*a* of the horizontal finger 13 is integral with the top of the body of the sheet. Horizontal finger 13 has its narrower portion 14 spaced above the body a distance less than the width of the narrower portion 14 so horizontal opening 12 is narrower than the horizontal finger.

A relatively narrow vertical opening 17 is formed adjacent the left-hand side of the sheet and extends upwardly from the lower end partially along the sheet to form a vertical finger 18 which is adapted to be inserted in a side pocket 19 of the trousers 16. While narrower lower part 18*a* of the vertical finger 18 is spaced from the body portion of the sheet, wider upper portion 18*b* of the finger 18 is formed integrally with the top of the left side of the body which is below the horizontal finger portion 14. As the bottom of the body is wider than the narrower portion 18*a* of the vertical finger, the vertical opening 17 is nearer the left side of the card than the right side.

Reference to the body in the foregoing description means that portion of the card extending laterally from the right side to the line of vertical opening 17 and upwardly from the bottom to the line of the horizontal opening 12.

In order to call attention of a prospective purchaser to advantageous features of the trousers, the sheet forming the display card carries certain advertising indicia. For example, features of the side pocket 19 as well as a back pocket 21 may be identified by printed matter 22 so positioned on the face of the card as to be arranged adjacent the two pockets when the display card is properly positioned in the trousers, as shown in Fig. 1. If desired, the printed advertising may be arranged within an arrow pointing to the pockets. Other examples of advertising indicia are shown at 23 on the horizontal finger portion 14 to publicize a feature of the waistband, at 24 on the body adjacent horizontal opening 12 to call attention to a feature of the belt loop, and at 25 on the body of the card adjacent vertical opening 17 to emphasize features of the side pocket 19.

From the foregoing description it will be apparent that the present invention provides an advertising display card which may be readily attached to and detached from the trousers; a dis-

play card will remain in proper position without the need for fasteners.

Furthermore, when the finger portions are inserted in the belt loop and the side pocket, printed advertising material on the face of the card is arranged adjacent selected parts of the trousers. With this arrangement the advertising material not only lists advantageous features of the trousers, but calls the customer's attention to the particular parts of the trousers embodying these features.

What is claimed is:

1. An advertising display card for trousers comprising a body of sheet material, a horizontal finger having a wider portion at one end integral with the top of said body and a narrower portion at the other end extending transversely beyond one side of said body, and a vertical finger having a wider upper portion integral with the upper part of said one side of said body and a narrower lower portion extending downwardly parallel to the lower part of said one side of said body, said narrower portion of said horizontal finger being of a width corresponding to the size of a belt loop and spaced above said vertical finger and the top of said body a distance less than the width of said narrower portion of the horizontal finger to form a narrow horizontal opening extending from said one side partially across the card thereby permitting said horizontal finger to be inserted into the belt loop of the trousers, said narrower lower portion of said vertical finger being spaced from said one side of said body to form a narrow vertical opening extending from the bottom of said card thereby permitting said vertical finger to be inserted into a side pocket of the trousers, the bottom of said body being wider than the width of said narrower portion of the vertical finger so said narrow vertical opening is positioned nearer one side of the card, said card having on one side indicia relating to structural parts of the trousers.

2. An advertising display card for trousers comprising a body of sheet material, a horizontal finger having a wider portion at one end integral with the top of said body and a narrower portion at the other end extending transversely beyond one side of said body, and a vertical finger having a wider upper portion integral with the upper part of said one side of said body and a narrower lower portion extending downwardly parallel to the lower part of said one side of said body, said narrower portion of said horizontal finger being of a width corresponding to the size of a belt loop and spaced above said vertical finger and the top of said body a distance less than the width of said narrower portion of the horizontal finger to form a narrow horizontal opening extending from said one side partially across the card thereby permitting said horizontal finger to be inserted into the belt loop of the trousers, said narrower lower portion of said vertical finger being spaced from said one side of said body to form a narrow vertical opening extending from the bottom of said card thereby permitting said vertical finger to be inserted into a side pocket of the trousers, the bottom of said body being wider than the width of said narrower portion of the vertical finger so said narrow vertical opening is positioned nearer one side of the card, said card having printed on one side adjacent the horizontal opening, indicia concerning the belt loop, and adjacent the vertical opening, indicia concerning the trouser pocket.

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