Aug. 18, 1964 H. WOLOZ 3,144,721

HANGER DISPLAY ASSEMBLY

Filed Jan. 13, 1961

Fig. 1

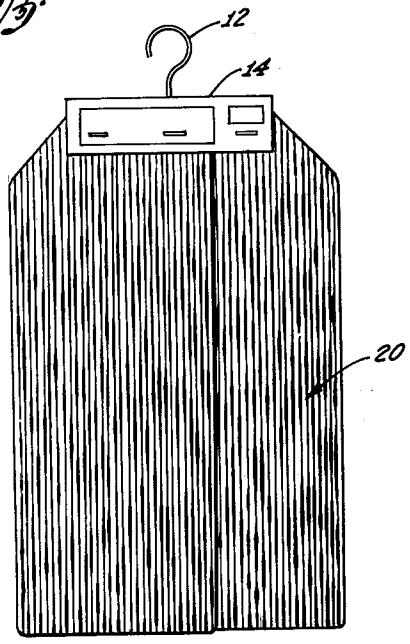


Fig. 2

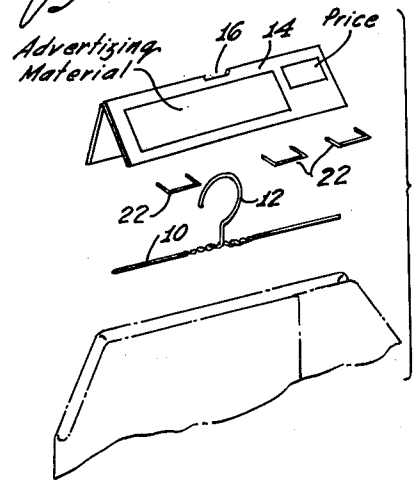


Fig. 3

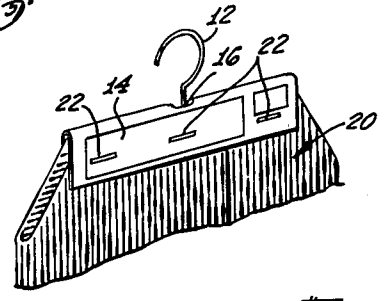


Fig. 4

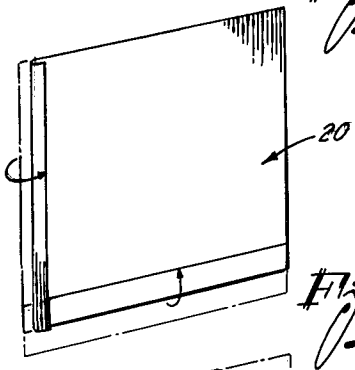


Fig. 5

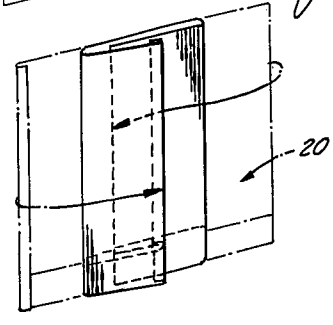
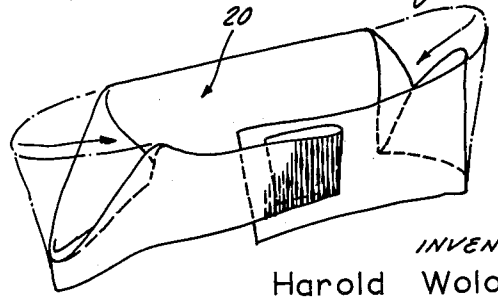


Fig. 6



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HANGER DISPLAY ASSEMBLY

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The present invention is directed to an improved hanger assembly for displaying fabric in a unique, novel, attractive and convenient manner, and the invention is also directed to such a fabric display.

It is still the usual practice today for fabric to be sold from bolts. Should a person desire to purchase fabric in order to make a suit, skirt or other garment, for example, fabric samples or bolts of fabrics are examined until the desired material is found. Then the desired quantity of material is cut from the bolt, the price is established, and the sale is made.

The procedure outlined above is clearly time consuming, and it limits the sale of fabric to establishments especially set up for that purpose. In practicing the present invention, it is contemplated that fabric in convenient sizes and at varying prices may be quickly and conveniently merchandised at a wide variety of retail outlets.

An object of the present invention is to provide an improved hanger assembly in which a measured quantity of fabric can be conveniently supported, so that different quantities of a variety of different fabrics can be conveniently displayed for rapid selection and purchase.

Another object of the invention is to provide such an improved hanger assembly which is conceived and constructed so that the measurements and price of the particular fabric supported thereby may be visually displayed in a readily observable position so as to facilitate the proper choice by the customer of the desired quantity of fabric and at a desired price.

Yet another object of the invention is to provide such an improved hanger assembly by which the fabric may be supported in an attractive manner to simulate a completed garment, such as a skirt, and thereby encourage the purchase of the fabric.

A still further object of the invention is to provide such an improved hanger assembly which is simple and economical in its concept, and which may be made so as to be readily dispensable and sold with the fabric itself without adding in any significant manner to the cost of the fabric.

Other objects and advantages of the present invention will become apparent from a consideration of the following specification, when the specification is considered in conjunction with the accompanying drawing, in which:

FIGURE 1 is an elevational view of a hanger and display assembly incorporating the concepts of the present invention;

FIGURE 2 is an exploded view of the hanger assembly of FIGURE 1 to illustrate clearly the various components which make up the assembly of FIGURE 1;

FIGURE 3 is a top perspective fragmentary view of the display assembly of FIGURE 1 to illustrate the manner in which the fabric supported in the display may be folded to simulate a completed garment; and

FIGURES 4, 5 and 6 are schematic views illustrating the manner in which the fabric supported in the display of FIGURE 1 may be folded to simulate a completed garment.

The hanger and display assembly to be described includes a wire-formed portion having a hook with two axially aligned wires extending at right angles to the base of the hook. This portion of the hanger assembly may be similar to a corresponding portion of a usual wire-type coat hanger. Indeed, this portion of the assembly of the invention can be formed from a usual wire-type coat hanger, by cutting away the superfluous parts of the hanger, and by forming the remaining parts into the configuration to be described.

A piece of cardboard is then folded over the two wires, a central hole being provided in the cardboard through which the hook extends. The cardboard is stapled to the supported fabric to hold the fabric between the folds of the cardboard. As will be described, the fabric may be folded to simulate a finished garment, such as a skirt, and it is held in that attractive configuration by the stapled cardboard.

The measurements and price of the particular piece of fabric supported in the hanger assembly can be printed or otherwise formed on the cardboard strip to be readily observable to the prospective purchaser. A suitable advertising message may also appear on the cardboard strip.

As illustrated in the drawing, the improved hanger assembly constituting one embodiment of the invention includes a wire-like cross-bar **10** having a wire-like hook **12** formed integral therewith. The hook **12**, as illustrated particularly in FIGURE 2, extends at right angles to the cross-bar **10**.

A strip **14** of suitable pliable material, such as cardboard, is folded over the cross-bar **10**. This strip is supported at its apex on the cross-bar, and it includes a central aperture **16** at its apex through which the hook **12** protrudes. A quantity of fabric **20** is folded in a manner to be described, and the upper end of the fabric extends between the folds of the cardboard **14**. A plurality of staples **22** are inserted through the cardboard and through the fabric by usual stapling action, so as to hold the assembly in place.

The fabric **20**, prior to being folded and placed in the assembly, is measured, and an area is provided on the cardboard piece **14** for information concerning the size of the material. Also, the price of the material may be entered in an appropriate area on the card board **14**. As shown in FIGURE 2, for example, another area on the cardboard strip is provided for advertising material. It is evident, that a plurality of displays, such as the one being described, may be supported on an appropriate display rack. These displays may represent a wide variety of materials, and a wide variety of sizes for each material. In each instance, the price and size of the respective materials are recorded on their corresponding strips **14**. This enables the prospective customer to determine at a glance the material which is desired, the quantity of material, and the price of that quantity.

As shown in FIGURE 4, the material **20** is first folded up from the bottom, then folded over from the left, and it is then formed into the configuration of FIGURE 5. The upper corners of the material may be turned in, as shown in FIGURE 6. When this procedure is followed, the material finally inserted and supported between the folds of the cardboard **14** has the appearance, as shown in FIGURE 1, of a completed garment, such as a skirt. This particular configuration, of course, is merely one of many possible variations. As shown in FIGURE 1, the resulting assembly is attractive and encourages purchase.

The invention provides, therefore, an improved hanger assembly and display, whereby measured quantities of fabrics may be supported in an attractive and convenient manner for rapid selection and sale. As noted previously, the use of the hanger and displays of the invention in conjunction with an appropriate display rack, tends to convenient self-service. This precludes the time consuming and numerous operations required in the usual prior art practice for the purchase of a quantity of fabric.

What is claimed is:

1. A display assembly including: a wire-like cross-bar, a wire-like hook-shaped supporting member formed rigid with said cross-bar and extending at right angles thereto, a folded strip of material supported at its apex on said cross-bar and including a central aperture at its apex through which said hook-shaped supporting member extends, a measured quantity of fabric folded to simulate a completed garment and having one end extending between the folds of said strip of material, and staple means extending through said folded strip of material for supporting the measured quantity of fabric between the folds of said strip of material.

2. A display means including: a wire-like cross-bar, a wire-like hook-shaped member formed rigid with said cross-bar and extending at right angles thereto, a folded strip of material supported at its apex on said cross-bar and including a central aperture at its apex through which said hook-shaped supporting member extends, a measured quantity of fabric folded up from the bottom and folded in over itself and having its upper end extending between the folds of said strip of material, and a plurality of staples extending through said folded strip of material for supporting the measured quantity of fabric between the folds of said strip of material.

3. The combination of claim 1 and in which the upper corners of the folded fabric are folded inwardly to cause the folded fabric to simulate a completed garment.

4. A display assembly including: a wire-like cross-bar, a wire-like hook-shaped supporting member positioned on said cross-bar and extending at an angle thereto, a folded strip of material supported at its apex on said cross-bar and including a central aperture at its apex through which said hook-shaped supporting member extends, a measured quantity of folded fabric having one end extending between the folds of said strip of material, and means on said strip of material for supporting the measured quantity of fabric between the folds of said strip of material.

5. The assembly defined in claim 1 and in which said folded strip of material includes areas for displaying the price and measurements of the fabric material supported by said hanger assembly.

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