July 7, 1942. R. ROSS ET AL 2,289,073

SHIRT FORM

Filed Oct. 19, 1940 2 Sheets-Sheet 1

FIG. 1.

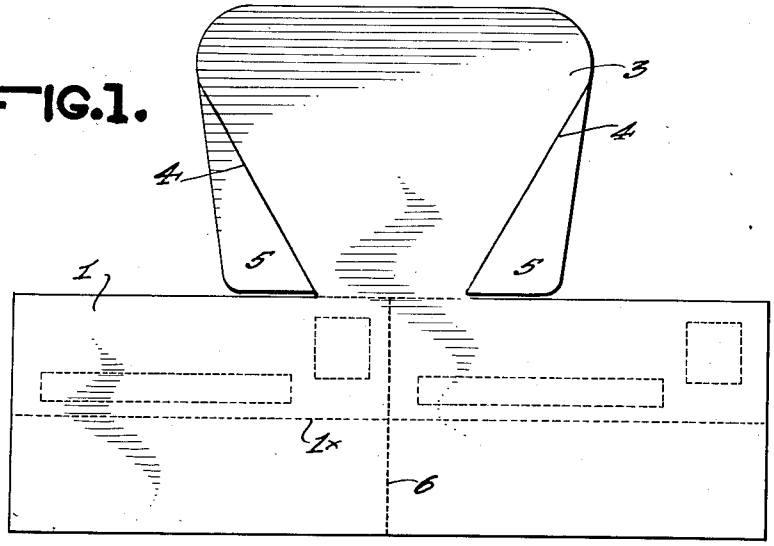
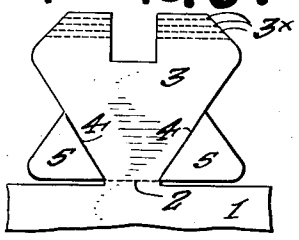


FIG. 6.



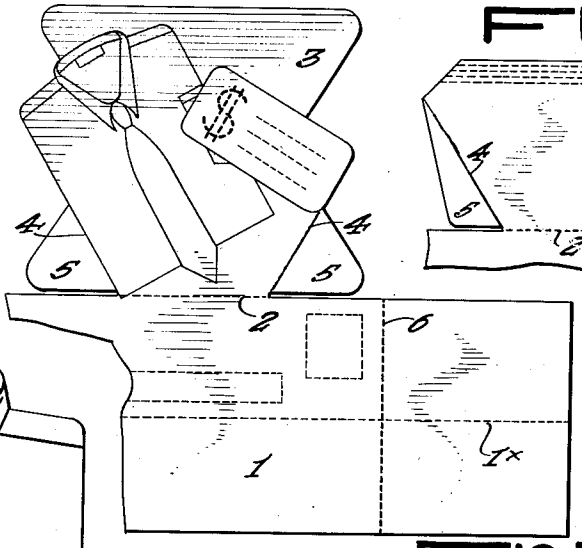


FIG. 5.

FIG. 4.

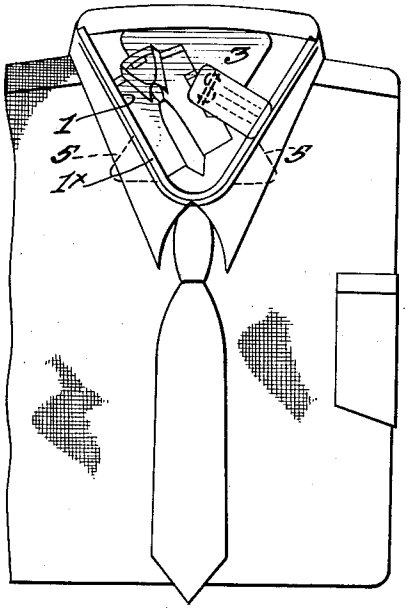


FIG. 3.

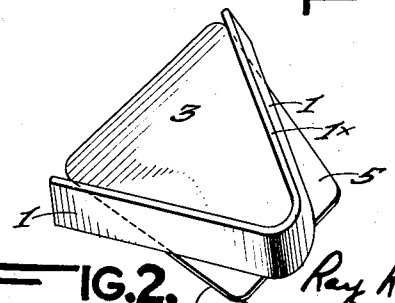


FIG. 2.

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FIG. 8.

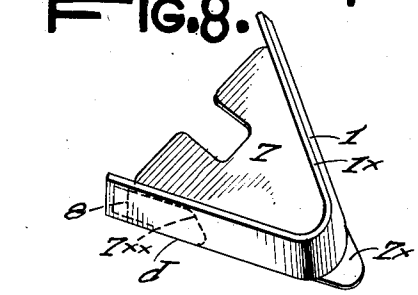


FIG. 7.

FIG. 9.

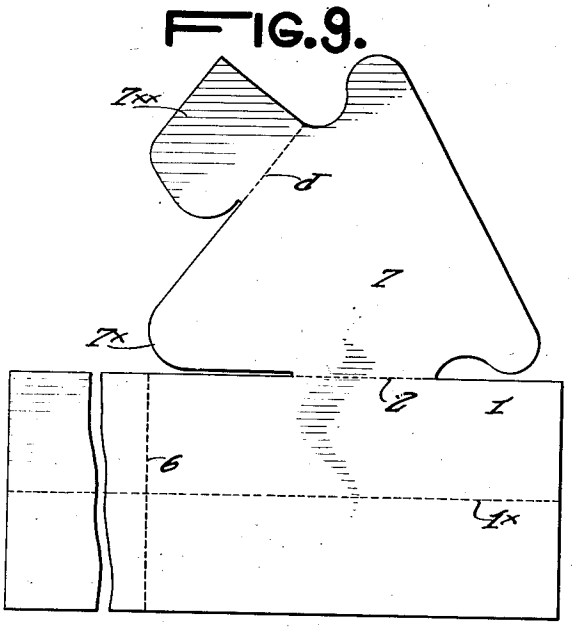
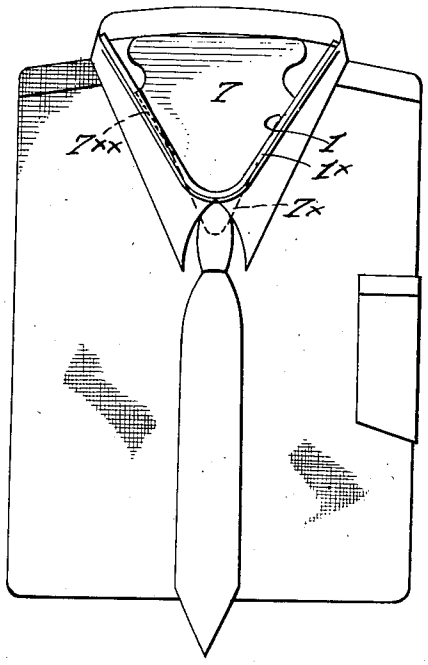


FIG. 10.



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UNITED STATES PATENT OFFICE

2,289,073

SHIRT FORM

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Application October 19, 1940, Serial No. 361,854

5 Claims. (Cl. 223—83)

The object of the invention is to provide a shirt collar support and advertising device, which may be broadly termed a "shirt form," which will adequately support the laundered collar area of the shirt by means of a folded double ply and hence springy area of the device, which area carries below the same, when in use, a flat section which abuts the inner wall of the collar at its rear and which preferably is formed with a tab or tabs adapted to lie under the collar band to aid in holding the device in position. The two-ply springy section may be formed as one or more business reply cards, as a laundry list card, as an order card, as an advertising card, etc., and the flat area exposed intermediate the wall of the collar may carry advertising or any other desired matter.

The invention will be described with reference to the accompanying drawings, in which:

Figure 1 is a plan view of a blank embodying the invention, showing by dotted lines lines of fold.

Figure 2 is a perspective view of an embodiment formed from the blank of Figure 1.

Figure 3 is a plan view of the blank somewhat modified in form.

Figure 4 is a plan view showing a folded embodiment made from the blank of Figure 3 in position at the collar area of a shirt.

Figures 5 and 6 are, respectively, plan views of two modified forms of the invention with respect to the flat section of the device which lies below the collar and against the shirt back.

Figure 7 is a plan view of a blank for a further modification of the device, showing by dotted lines, lines of fold.

Figure 8 is a perspective view showing the blank of Figure 7 folded into an operative device ready for use.

Figure 9 is a plan view of a blank somewhat modified from that of Figure 7.

Figure 10 is a plan view showing the folded structure of Figure 9 in position within the neckband or collar area of a shirt.

Referring to Figure 1, it will be seen that the blank comprises a lowermost, preferably rectangular, collar-engaging section 1 which may be folded longitudinally on the dotted line 1x and then reversely folded on the dotted line 2, at which rectangular section 1 is joined to a section 3 which remains flat and which is adapted to lie against the back of the shirt and under the collar area. Section 3 may contain any suitable advertising matter, which matter may be laterally confined by the lines 4. Exterior the lines 4 are one or more tabs 5, two in the present embodiment.

Section 3 may have a rectangular or other cut-out area at its top as shown in certain of the figures so as to expose the usual shirt label which is customarily sewn on the back of the shirt adjacent the inner rear face of the collar or neck band, and said section may be of ornamental configuration as shown in certain of the figures and may bear pictorial or other decorative and/or advertising matter.

The material of the blank and hence of the folded structure will usually be cardboard and, in view of the fact that the rectangular section 1 is reinforced and strengthened by the fact that it is folded into a two-ply structure, a lighter, denser and better grade cardboard may be used without any increase in cost over the rough pulp shirt boards now in use.

When the rectangular section 1 is folded longitudinally on the line 1x and thence on the line 2 the device assumes the form shown in Figure 2 and is ready for application to a shirt. The two-ply collar-engaging section 1 has a tendency to spring back to blank form and hence is adapted to exert a springy pressure upon the inner wall of a shirt collar, serving to hold the device in position and to maintain the collar in shape, the device being additionally held by the fact that the tabs 5 project under the collar in the manner illustrated in Figure 4.

It will be seen that the rectangular section 1 may be severed from section 3 by tearing on the line 2 and section 1 may be made up in the form of one or more business reply cards, price lists, laundry lists, order lists, etc. In Figure 1 the rectangular section 1 comprises two business mailing cards and may be separated from each other by tearing on the scored line 6.

The structure of Figures 3 and 4 is in principle the same as that of Figures 1 and 2, and hence the same reference numerals have been used to identify the primary members. Flat section 3 has been provided with cut out art work exemplifying a shirt and necktie applied to a collar carried by the shirt, a price tag also being shown. The rectangular section 1 is provided with two transversely extending and spaced scored lines so that at the center is positioned a mailing card and at the ends advertising space.

In the structures of Figures 5 and 6 the flat section 3 at the upper end thereof is formed with a plurality of scored lines of fold to adapt said flat section for different size shirt collars in order that the width of the flat section may be de-

creased as required by folding the excess area on an appropriate one of the scored lines 3*x*.

In Figures 7 and 8 the flat section, numbered 7, is so arranged that it is provided with a tab or tongue-like projection 7*x* to lie under the collar or shirt band at the front thereof and with a folding wing 7*xx* which may be folded upwardly on the dotted line *d*. Thus when the two-ply collar-engaging and rectangular section 7 is folded on the line 7*x*, wing 7*xx* may be projected upwardly within the two-ply section as indicated by dotted lines in Figure 8, serving to hold the latter in folded form ready for application to the shirt.

In all the forms of the invention, the collar or collar-band engaging member is of two-ply folded construction and hence cardboard of lighter gauge may be employed for the device. It is thus possible to use a finer grade of cardboard with no greater cost than the heavier and rough surface cardboard heretofore employed for shirt boards and collar forms.

It will be understood that various modifications may be made in the form and arrangement of the sections comprising the embodiment illustrated in Figure 1, in addition to the modifications shown in succeeding figures of the drawings, without departing from the spirit of the invention. It will be noted that in the structure of Figure 7, the elongated section 7 carries an end tab 8. Thus when the structure is brought to the position of Figure 8 with wing 7*xx* extending between the folded plies of section 7, tab 8 may be folded inwardly to contact with wing 7*xx* and by friction grip the folded structure may readily be maintained in form.

Having described our invention, what we claim and desire to secure by Letters Patent, is as follows:

1. A shirt collar support and advertising device comprising a first section of sheet material, a second section of sheet material, and a third section of sheet material, the first section and the second section being of similar form and size and joined by a longitudinally scored line by means of which the first section may be folded upon the second section to form a two-ply inner collar-engaging band, which two-ply band is adapted to fold along a longitudinally scored line connecting the second section and the third section, so as to extend substantially at right angles to the third section, and the third section at one end thereof being adapted to engage the inner wall of a collar area of a shirt and said third section being exposed within the collar area for the carriage of advertising matter and the like.

2. A shirt collar support and advertising device comprising a first section of sheet material, a second section of sheet material, and a third section of sheet material, the first section and the second section being of similar form and size and joined by a longitudinally scored line by means of which the first section may be folded upon the second section to form a two-ply inner collar-engaging band, which two-ply band is adapted to fold along a longitudinally scored line connecting the second section and the third section, so as to extend substantially at right angles to the third section, and the third section at one end thereof being adapted to engage the inner wall of a collar area of a shirt and said third section being exposed within the collar area for the carriage of advertising matter and the like, the first and second sections being so formed as to be foldable transversely an being connected to the third section by a relatively short connecting area formed with a tear line.

3. A shirt collar support and advertising device comprising a first section of sheet material, a second section of sheet material, and a third section of sheet material, the first section and the second section being of similar form and size and joined by a longitudinally scored line by means of which the first section may be folded upon the second section to form a two-ply inner collar-engaging band, which two-ply band is adapted to fold along a longitudinally scored line connecting the second section and the third section, so as to extend substantially at right angles to the third section, and the third section at one end thereof being adapted to engage the inner wall of a collar area of a shirt and said third section being exposed within the collar area for the carriage of advertising matter and the like, the third section being formed with a plurality of tab projections scored to fold on angularly related lines to provide areas adapted to project uner the neckband of a shirt.

4. A shirt collar support and advertising device comprising a first section of sheet material, a second section of sheet material, and a third section of sheet material, the first section and the second section being of similar form and size and joined by a longitudinally scored line by means of which the first section may be folded upon the second section to form a two-ply inner collar-engaging band, which two-ply band is adapted to fold along a longitudinally scored line connecting the second section and the third section, so as to extend substantially at right angles to the third section, and the third section at one end thereof being adapted to engage the inner wall of a collar area of a shirt and said third section being exposed within the collar area for the carriage of advertising matter and the like, the third section being formed with a plurality of angularly related projections, one of said projections being adapted to project under the neckband area of a shirt and another of said projections being adapted to fold at right angles to the third section for projection between the plies of the two-ply inner collar-engaging band.

5. A shirt collar support and advertising device comprising a first section of sheet material, a second section of sheet material, and a third section of sheet material, the first section and the second section being of similar form and size and joined by a longitudinally scored line by means of which the first section may be folded upon the second section to form a two-ply inner collar-engaging band, which two-ply band is adapted to fold along a longitudinally scored line connecting the second section and the third section, so as to extend substantially at right angles to the third section, and the third section at one end thereof being adapted to engage the inner wall of a collar area of a shirt and said third section being exposed within the collar area for the carriage of advertising matter and the like, in which the third section is formed with a laterally projecting wing adapted to lie between the first and second sections when they are longitudinally folded to provide a two-ply collar-engaging member, the said wing being adapted to hold the device in folded form ready for use, in combination with a tab carried by one of the first and second sections and adapted to fold inwardly into frictional contact with said wing.

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