Sept. 3, 1935. O. MARKOWITZ 2,013,570

NECKWEAR DISPLAY CARD

Filed Dec. 6, 1934

Fig. 1

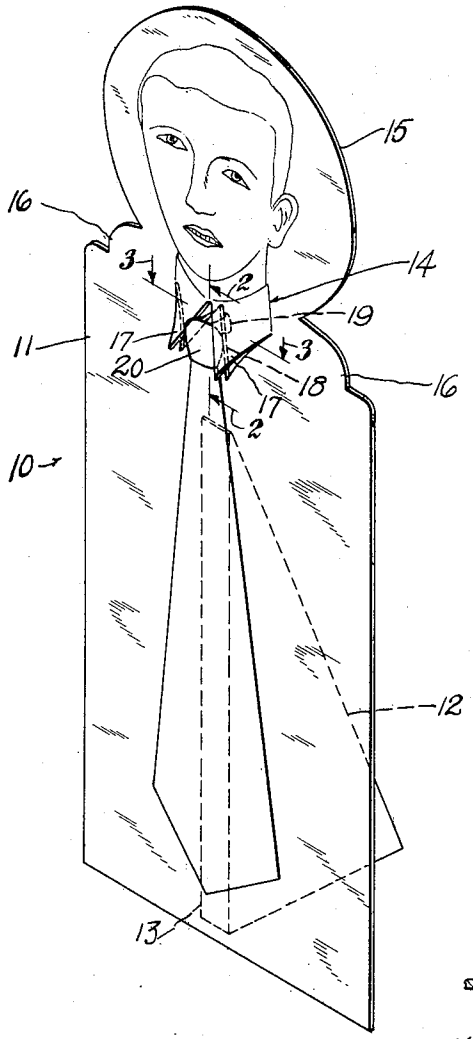


Fig. 2

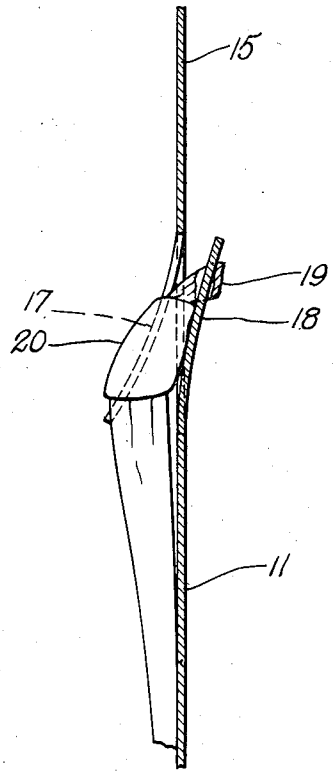


Fig. 3

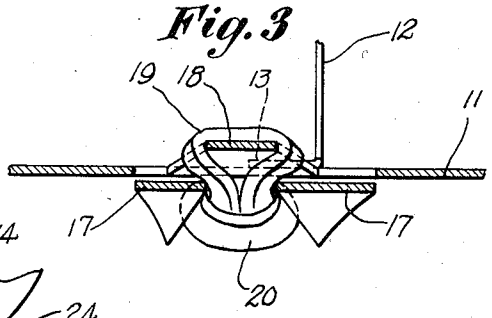
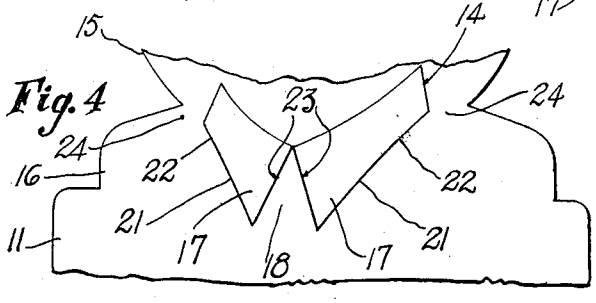


Fig. 4



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NECKWEAR DISPLAY CARD

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Application December 6, 1934, Serial No. 756,200

6 Claims. (Cl. 206—72)

This invention relates to display devices for neckwear and similar articles, with particular reference to display cards for four-in-hand neckties.

One object of the invention is to provide a device of the character described having improved means for obtaining an attractive, lifelike display of a necktie as actually worn, and especially to show up the front portion of the necktie in a natural relation to a collar.

Another object of the invention is the provision of a device of the type mentioned which shall be simple in construction, inexpensive to manufacture, compact for shipment, convenient to set up for use, and attractive, durable and efficient in use to a high degree.

Other objects of the invention and advantages thereof will become apparent as the specification proceeds.

With the aforesaid objects in view, the invention consists in the novel combinations and arrangements of parts hereinafter described in their preferred embodiments, pointed out in the subjoined claims, and illustrated in the annexed drawing, wherein like parts are designated by the same reference characters throughout the several views.

In the drawing:

Figure 1 is a perspective view showing a device embodying the invention.

Fig. 2 is a fragmentary enlarged vertical sectional view taken on line 2—2 of Fig. 1.

Fig. 3 is a fragmentary enlarged horizontal sectional view taken on line 3—3 of Fig. 1.

Fig. 4 is a fragmentary view in front elevation of the display card.

The advantages of the invention as here outlined are best realized when all of its features and instrumentalities are combined in one and the same structure, but, useful devices may be produced embodying less than the whole.

It will be obvious to those skilled in the art to which the invention appertains, that the same may be incorporated in several different constructions. The accompanying drawing, therefore, is submitted merely as showing the preferred exemplification of the invention.

Referring in detail to the drawing, 10 denotes a device embodying the invention. The same may include a member such as a display card which may be made of any suitable relatively stiff, pliable material, for example, cardboard, or the like. The card may have at the rear thereof a conventional wing or flap like support 12, secured thereto as at 13 so that the card may stand upright.

Desirably the card 11 is of elongated form, and may have at its upper portion a representation, printed or otherwise produced thereon, of a head and a collar 14. The portion of the card on which the head is shown may be cut down to the circular or other suitable form 15, as may be preferred, and may have shoulder like portions 16 at the base thereof.

The card 11 is provided with a plurality of spaced downward extending collar representing projections 17. Intermediate thereof there may be an upward extending necktie supporting projection 18. These projections may lie in the plane of the card 11 and may be sprung out of the plane thereof, so that the neck encircling loop 19 of the necktie will engage around the projection 18, and the knot 20 of the necktie partially underlie the projections 17, and act as an abutment between the projection 18 and the projections 17 to maintain the latter forward of the plane of the card to simulate a collar as actually worn.

The projections 17, 18 may be provided in any suitable manner and are desirably integral with the card, so that a simple die-cutting operation is sufficient to construct the device. For example, a pair of slits 21 are formed coincident with the lower edges of the collar 14, up to the points 22. Simultaneously another pair of slits 23 are formed along the front end edges of the collar 14. The different slits are angularly related to each other and form a generally transversely extending slit, the ends of which are spaced from the edges of the card. The latter may thus be somewhat weakened, so as to be easily flexed to facilitate the mounting of the necktie. However, the connecting portions 24 afford ample stiffness to the device, to tend to maintain the different projections in the plane of the collar.

It will be perceived that the zig-zag construction affords an opening in the card for the passage not only of the loop 19 but also for the partial reception of the knot 20, whereby the necktie can be variously supported. At this opening, or at the region between the projections 17 is provided a means for supporting the collar, which may be the projection 18. The latter may be regarded as illustrative of a means for exerting a pressure on the knot 20 in opposed relation to the projections 18. Mounting of the necktie may be facilitated in that the projection 18 is weaker than the combined projections 17, so that the former can be readily pressed rearward

to permit easy engagement with the necktie. Since the necktie largely covers over the projection 18, the latter may be creased, if desired, to facilitate its rearward movement.

The manner of assembling the device 10 will now be described. The necktie is passed around the card 11 at the shoulder portions 16 thereof and the knot 20 formed. Then the necktie is removed, and the operator with one hand presses the projections 17 forward and the projection 18 rearward, and may insert a finger between the latter and one of the projections 17. Then the loop 19 is inserted over the necktie supporting projection. Now the necktie is manipulated to shorten the loop 19 and to bring the knot 20 into operative display relation, with side portions of the knot underlying the collar representing projections 17, the latter pressing on the knot to securely hold it in position. As a result of the knot 20 functioning as a spacer between projections 17 and 18, the same are maintained deflected out of the plane of the card, so that the collar appears raised from said plane. The rearward deflection of the projection 18 assures sufficient space for reception of the knot 20 without creasing or breaking the collar representing projection. The necktie is thus interlocked between a series of opposed projections, and held reliably in position against upward, downward or lateral movement.

It will be appreciated that various changes and modifications may be made in the device as shown in the drawing, and that the same is submitted in an illustrative and not in a limiting sense, the scope of the invention being defined in the following claims.

I claim:

1. A necktie display card of a one piece pliable sheet material, said card carrying indicia representative of a collar, said card having a series of angularly interrelated slits continuous with each other to provide a pair of downward extending projections coincident with and simulating the corresponding collar ends, and an intermediate upward extending projection adapted to receive the collar engaging loop of a knotted four-in-hand necktie, the collar simulating projections being adapted to be deflected forward of the card and the necktie engaging projection being adapted to be deflected rearward of the card, the continuous slit terminating in spaced relation to the edges of the card so that the body of the card about the projections tends to resist the deflection mentioned, whereby the knot of the necktie is securely maintained between the projections in the deflected positions thereof.

2. A display device including an elongated sheet of cardboard having a generally transversely extending slit terminating in spaced relation to the side edges of the cardboard, said slit consisting of a series of slits disposed in adjoining angular relation to each other to provide a central upward extending projection for engaging a knotted necktie, and downward extending collar representing projections flanking the central projection, the different projections normally lying in the plane of the cardboard, the ends of the downward extending projections being adapted to be yieldably forwardly deflected and the end of the upward extending projection being adapted to be yieldably rearwardly deflected, a knotted necktie mounted on the upward extending projection, the knot of the necktie having its side portions disposed between the different projections to cause the relative forward and rearward deflection thereof, the projections holding the knot securely in place, with the central projection yieldably pushing the central exposed portion of the necktie knot forward between the collar representing projections, and a portion of the necktie knot lying between the slits forming the central projection.

3. A device including a plane member having downward extending collar representing projections, said projections being adapted to lie in the plane of the member, an intermediate necktie engaging means, the latter and the projections being adapted for relative yielding movement with respect to said plane into spaced relation to each other, a necktie mounted on said means, said necktie having a knot, said knot having portions disposed between said means and said projections so as to be secured therebetween, and said projections being deflected out of the plane of the member by the knot.

4. A necktie display card consisting of a sheet of relatively stiff pliable material, said card having a series of slits angularly related to each other, said slits affording a continuous generally transverse slit transversely weakening the card and terminating in spaced relation to the side edges of the card to afford integral connecting portions tending to maintain the slitted portions in the plane of the card, the slits providing downward extending collar representing projections and an intermediate upward projection for engaging a necktie with the knot thereof secured between the collar representing projections and the central projections, and the different projections being of substantially equal length, and the card being otherwise imperforate, as set forth.

5. A necktie display card having a representation of a collar therein and having integral projections in the plane of the card representative of the forward ends of the collar, said projections being deformable out of the plane of the card so as to diverge from said plane toward the ends of the projections, the diverging projections affording a space for the reception thereunder of the knot of a necktie, and the card having means for mounting the necktie, said means being located at the region between the projections.

6. A necktie display card having slits defining collar representing projections the ends of which are movable out of the plane of the card, and the latter having a tongue between the projections for engaging the necktie to support the same with the projections partially overlying the knot of the necktie.

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