United States Patent [19]

Smith

[11] **3,908,823**

[45] **Sept. 30, 1975**

[54] **VISUAL MERCHANDISER FOR SHIRT AND NECKTIE**

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[22] Filed: **Aug. 6, 1973**

[21] Appl. No.: **385,723**

[52] **U.S. Cl.** **206/292;** 206/45.14; 206/216; 223/71

[51] **Int. Cl.²** **B65D 85/18**

[58] **Field of Search** ..... 206/292, 278, 297, 294, 206/295, 45.14, 216; 229/87 S; 223/71

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[57] **ABSTRACT**

A display device for a shirt and necktie having a back member with a bottom edge, a bottom member extending from the bottom edge to a top edge, and a front member extending from the top edge and overlying the back member in a spaced yet substantially parallel relation over the shirt, the front member having an outside edge defining a tongue supporting a fold or knot of the necktie adjacent to the collar of the shirt and an inside edge defining an aperture receiving the ends of the necktie which extend between the bottom and back member and the shirt.

8 Claims, 7 Drawing Figures

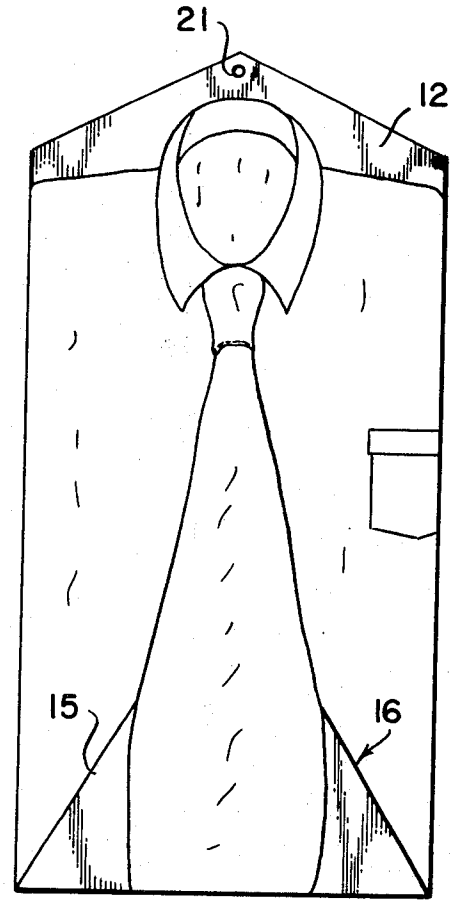


Fig. 1

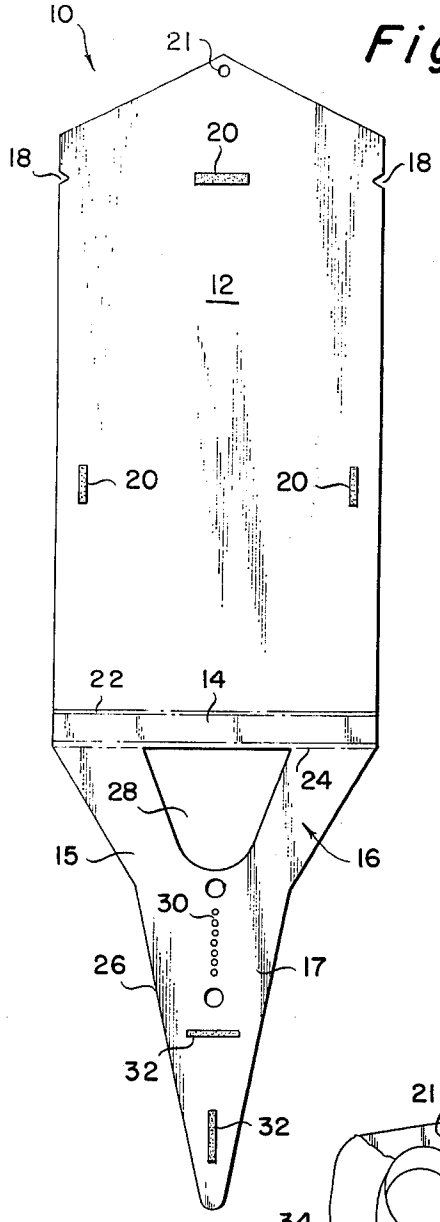


Fig. 2

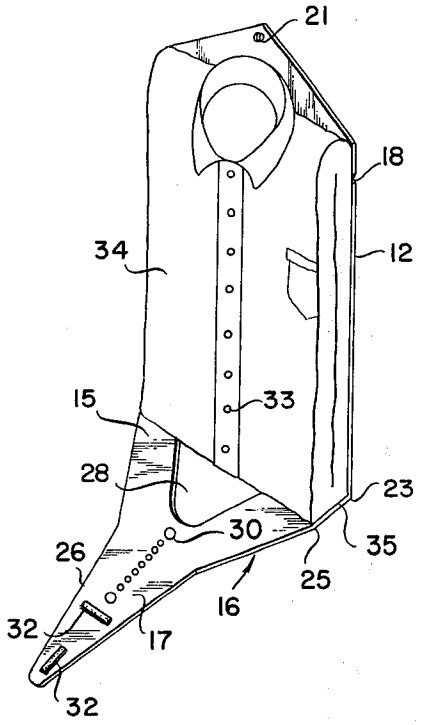


Fig. 3

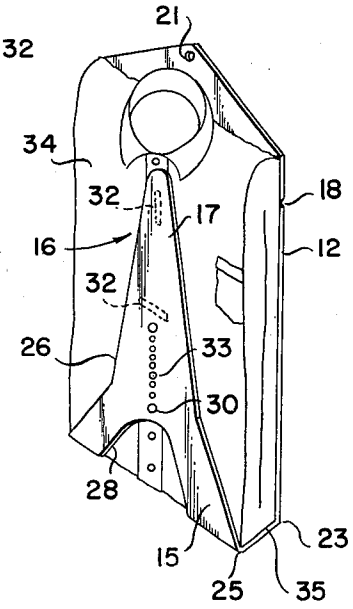


Fig. 4

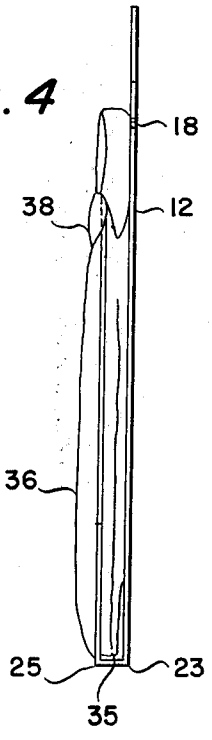
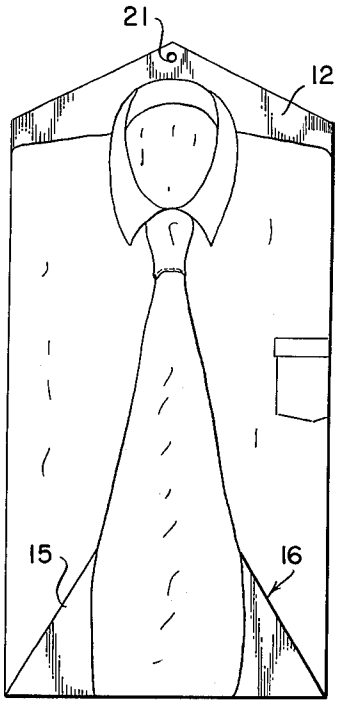


Fig. 5



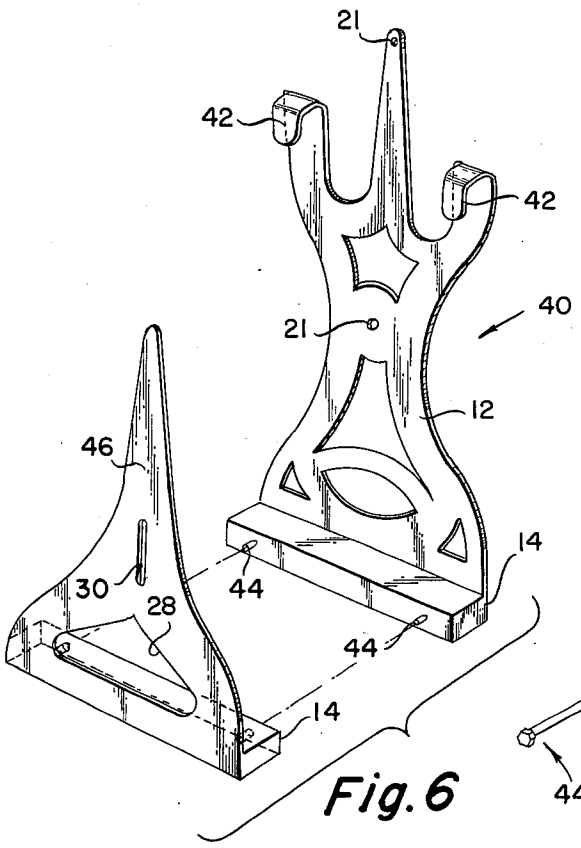


Fig. 6

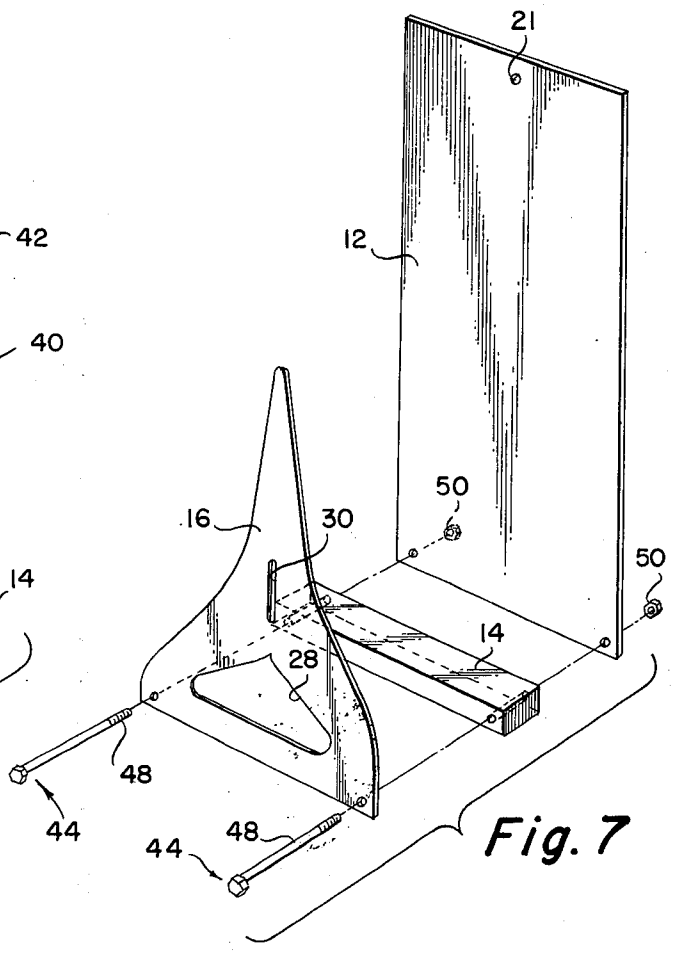


Fig. 7

VISUAL MERCHANDISER FOR SHIRT AND NECKTIE

BACKGROUND OF THE INVENTION

This invention relates to display devices for use as garment marketing aids and particularly display devices for presenting a shirt and necktie in a convenient and appealing form.

Conventionally, shirts and neckties are marketed separately, the shirt folded often in a clear plastic package to protect it from dust and the necktie hung on a tie rack with many others, thus allowing the customer to choose a necktie of his liking to go with a particular shirt. However, all too often there is no conveninet way for the seller or customer to advantageously display a particular shirt and necktie together without, for example, unpackaging the shirt and placing it on a manikin with the necktie. Because of the generally small profit margin on such items, most stores discourage trying on a shirt and necktie before purchasing, yet a necktie can most effectively be evaluated by the prospective purchaser only when the necktie is properly placed with the shirt in the conventional position for wearing.

Occasionally, shirts and neckties are marketed in a single package, but the tie is usually simply folded diagonally across the front of the folded shirt. This arrangement allows the prospective buyer to judge how well the necktie may complement the shirt for color or design, but fails to present the tie as it will actually be seen when worn. Such an unrealistic presentation of the shirt and necktie combination often detracts from the marketability rather than enhances it as was the original intention.

SUMMARY OF THE INVENTION

A display according to this invention receives a necktie and shirt in such a manner as to present the combination in the conventional wearing position. A necktie is centrally knotted or folded around the upper end of a front, tongue-shaped member and the necktie ends allowed to substantially cover the length of the front member down to an aperture near the bottom, the ends of the necktie being tucked through the aperture. A shirt is then inserted behind the front, tongue-shaped member and necktie and in front of a back supporting member such that the knot or fold of the necktie is positioned between the points of the shirt collar. Securing means for securing the shirt to the display device can be positioned on the back and front members. A bottom member joins the front and back members and can additionally support the shirt in the appropriate position as well as help protect the shirt against wear.

The display device can be made of wood, plastic, cardboard or other appropriate material. The display device can be made unitarily out of a single sheet of material by stamping or cutting and then folding and included in the package which is sold to the customer with the shirt and necktie. Alternatively, the display device can be made of two or more substantially rigid elements which are joined together to form a more or less permanent fixture to remain in a given marketing location with different shirt and necktie combinations being displayed therein. Such a fixture may be hung on a wall or other surface to display the shirt and necktie in a convenient and appealing form.

BRIEF DESCRIPTION OF THE DRAWINGS

FIG. **1** is a plan view of a flat sheet cut and adapted to be folded to form a display device according to this invention.

FIG. **2** is a perspective view of the sheet of FIG. **1**, folded at a first fold and having a folded shirt placed over a back member of the sheet.

FIG. **3** is a perspective view of the sheet of FIG. **2** folded at a second fold, a front member of the sheet overlying the back member in a spaced yet substantially parallel relation with the shirt interspaced and secured therebetween.

FIG. **4** is an elevated side view of a shirt and necktie in place on a display device according to this invention.

FIG. **5** is a perspective view of a shirt and necktie in place on a display device according to this invention.

FIG. **6** is a perspective view of a two-piece moulded display device according to this invention.

FIG, **7** is a perspective view of a three-piece display device according to this invention.

DETAILED DESCRIPTION OF THE DRAWINGS

In a preferred embodiment shown in FIG. **1**, a flat sheet of cardboard or other material capable of being folded yet maintaining a given configuration is cut substantially as shown. The shirt and necktie display device indicated generally by **10** has a back supporting member **12**, a bottom member **14** and a front member **16**. The back member can have notches **18** or other indentations in the periphery for receiving pins for securing a shirt to the back member. Alternatively, or in combination, pressure sensitive adhesive areas **20** can be used to secure a shirt to the back **12**. Holes **21** for suspending the display device from a conventional peg board element can be placed conveniently in the back member **12**.

The flat sheet forming the display device is appropriately indented so as to be easily folded at a first fold **22** which subsequently forms a bottom edge **23** of the back member **12** and a second fold **24** which subsequently forms a top edge **25** of the front member **16**. The bottom member **14** is then defined as that portion of the flat sheet between the bottom edge **22** and the top edge **24**.

The front member **16** has a generally tongue-shaped outside edge **26**, the length of the front member being sufficient to extend from the bottom member to the immediate neighborhood of the collar of a shirt appropriately placed in the display device. An aperture **28** is cut in the center of the front member **16** adjacent the top edge **25**. The tongue-shaped front member **16** can then be viewed as having a portion **15** adjacent the top edge and a narrow-bodied portion **17** extending therefrom. Additionally, a slot **30** is cut in the narrow-bodied portion **17** for receiving a button of a shirt which has been appropriately placed in the display device. The slot **30** can be a slit with a series of holes linearly disposed along the slit, a zigzag slot, or any other appropriate shape which will assist in the quick placement of the shirt button through the slot. Alternatively, pressure sensitive areas **32** can be used to secure the front member to a shirt without the need of hand manipulation of the shirt button.

As shown in FIG. **2**, a folded shirt **34** is placed on the back supporting member **12** and the sheet folded toward the shirt along the first fold line **22** flush with

the bottom 35 of the folded shirt. The tongue-shaped front member 16 is then folded over the front of the shirt along the second fold line 24 to overlie the back member in a spaced yet substantially parallel relation as shown in FIG. 3. The bottom member 14 covers and protects the bottom 35 of the folded shirt from soil or wear during handling. A button of the shirt 33 is secured in the slot 30 thereby snugging the shirt in the display device.

A necktie 36 to be displayed with the shirt is fashionably knotted, the knot 38 being slipped over the tip of the tongue-shaped member 16, the remainder of the tie falling down over the front of the display device. The tips of the tie are then inserted through the aperture 28, beneath the bottom fold of the shirt 35, and between the shirt and the back member 12, as shown in FIG. 4. The back member 12 can then be secured to the shirt 34 or if desired, the display device, necktie and shirt slipped in a protective and convenient marketing bag of clear plastic.

The resulting package shown in FIG. 5 is attractive and appealing, yet presents a convenient medium through which the shopper may quickly evaluate the shirt and necktie in combination as it will actually be seen when worn. This represents an especially convenient form of merchandising for the quick shopping situation or seasonal presentation of gift materials.

For more permanent means for presenting a necktie and shirt in a similar fashion, more substantial materials of construction are needed, such as wood, plastic, fiberboard, etc. Another embodiment is shown in FIG. 6 wherein a back element 40, which can be attached to any convenient surface or display stand by holes 21. The back element includes a back supporting member 12 and a portion of a bottom supporting member 14. The back element can also include top tabs 42 for securing a shirt to the back supporting member in the region of the shoulders of the folded shirt. Additionally, means 44 for fastening the back element 40 and a front element 46 together, such as snap pegs or screws, extend from the back element to be received in appropriate recesses (not shown) in the front element.

The front element 46 has an aperture 28 centrally placed in the lower portion of the element immediately above that portion of the bottom member 14 which is formed with the front element. A slot 30 is centrally placed in the upper tongue-like portion of the front element. A shirt and necktie is placed in this embodiment resulting in a presentation of the merchandise similar to that shown in FIG. 5.

A third embodiment is shown in FIG. 7 wherein the back member 12, the bottom member 14 and the tongue-shaped front member 16 are formed of three separably distinct elements held together by fastening means 44, such as threaded screws, 48, passing through the three members and secured by mating nuts 50. The members can be made of wood, plastic, or other relatively rigid and permanent material.

In the last two embodiments, it is convenient to first slip the knot of a knotted necktie over the tip of the tongue-shaped front member 12. The tips or ends of the tie are then inserted through the aperture 28 to lie on the bottom member 14 and if necessary extend up the surface of back member 12. A folded shirt which is to be displayed with the necktie is then slipped between the back member and front member, such that knot of the knotted necktie is positioned by the front member between the points of the shirt collar. It will be seen that in this way it is not necessary to remove the shirt from an existing clear plastic bag wrapper to achieve substantially the same display as shown in FIG. 5.

The essential features of the invention are embodied in a display device for a shirt and necktie having a front member and a back member, the front member overlying the back member in a spaced yet substantially parallel relation, having an outside edge defining a tongue adapted to support a fold or knot in a necktie adjacent to the collar of a shirt placed between the front and back members, and having an inside edge defining an aperture adapted to receive the ends of the necktie.

I claim:

1. A shirt, necktie, and a display device therefor comprising a back member and a front member overlying the back member in a spaced yet substantially parallel relation, the shirt positioned between the front and back members, the front member having an outside edge defining a tongue supporting a fold or knot of the necktie adjacent to the collar of the shirt and having an inside edge defining an aperture receiving at least one end of the necktie.

2. The display device of claim 1 wherein a bottom member extends from a bottom edge of the back member to a top edge of the front member.

3. The display device of claim 2 comprising at least two substantially rigid elements joined in the region of the bottom edge of the display device.

4. The display device of claim 1 comprising a folded unitary sheet of a material capable of maintaining a given configuration.

5. The display device of claim 1 provided with means for securing a shirt to the display device.

6. The display device of claim 4 wherein the sheet is further divided by a second fold into a bottom member located between the back member and the front member.

7. The display device of claim 4 further comprising an at least partially transparent material protectively enveloping the front and back members and any shirt and necktie received thereby.

8. A shirt, a necktie, and a display device therefor, the combination comprising a back member having a bottom edge, a bottom member extending from the bottom edge to a top edge, a front member extending from the top edge and overlying the back member in a spaced yet substantially parallel relation, a shirt positioned between the front and back members, means for securing the shirt to at least one of the front, back and bottom members, the front member having an outside edge defining a tongue of sufficient length to support a fold or knot of a necktie adjacent to the collar of the shirt, and having an inside edge defining an aperture for receiving the ends of the necktie.

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