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2,125,437

PRICE TAG

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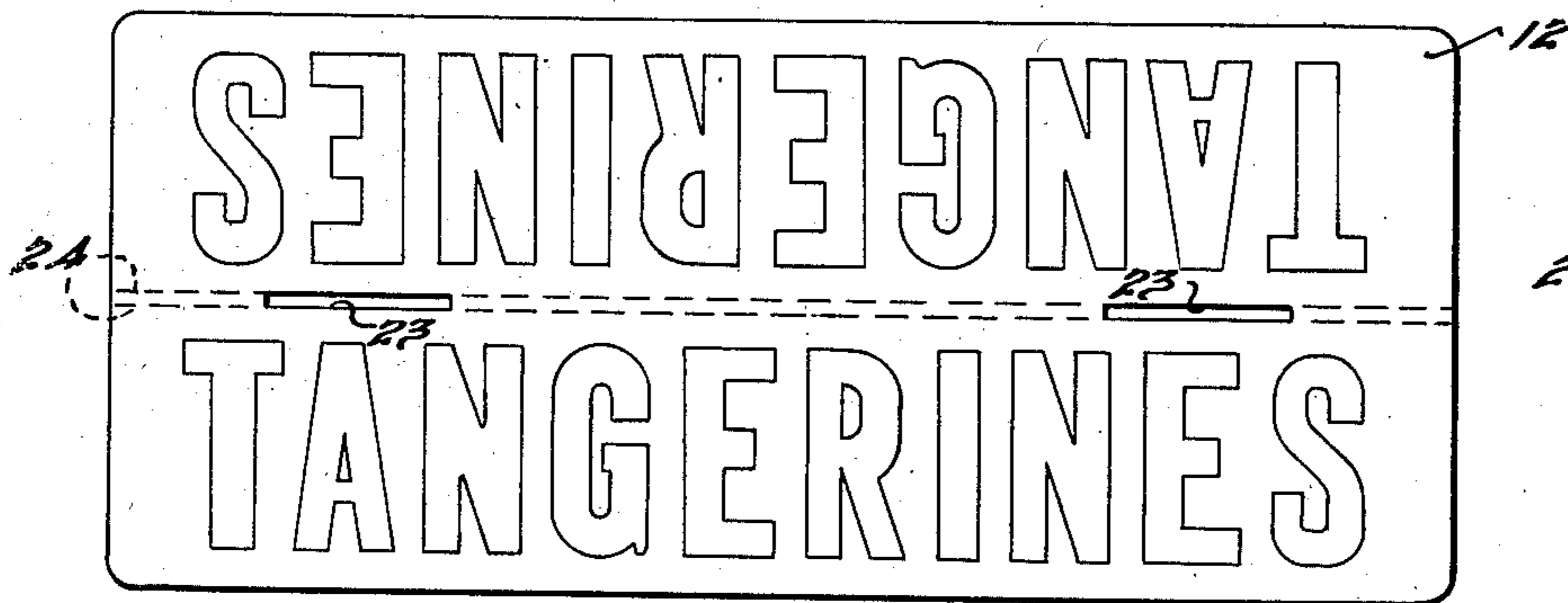


FIG. 1.

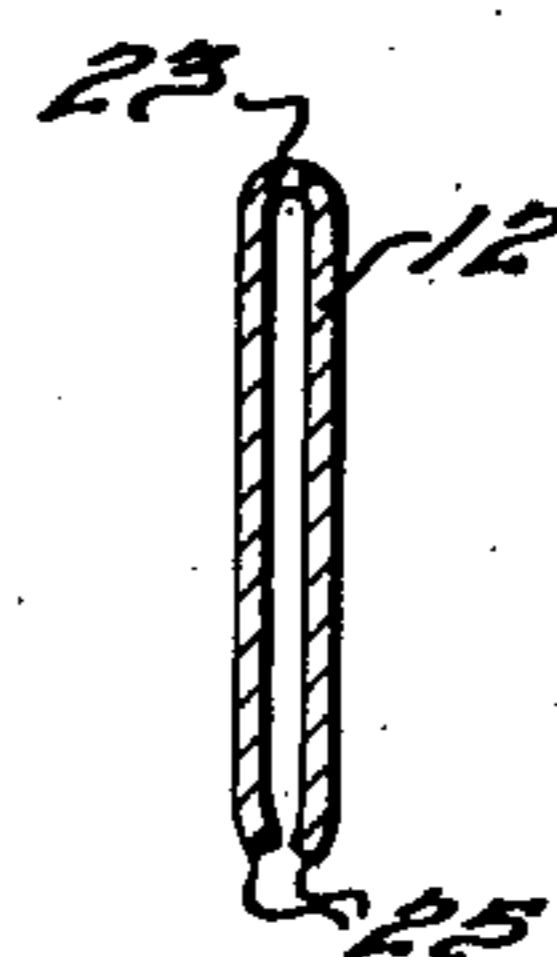


FIG. 2.

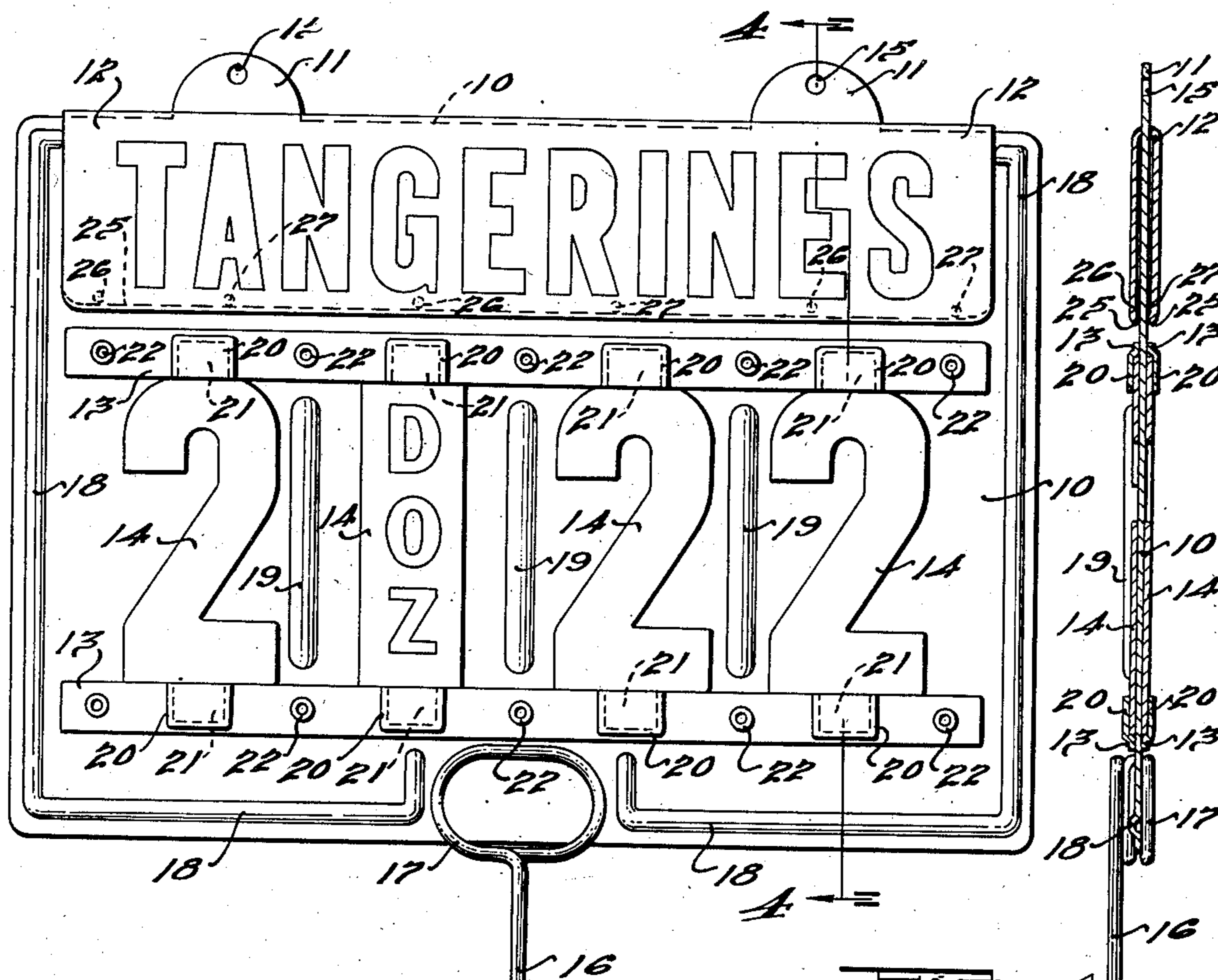


FIG. 3.

FIG. 4.

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PRICE TAG

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6 Claims. (Cl. 40—5)

This invention relates to price tags and in particular to price tags employing interchangeable characters and sign plaques.

Price tags of Celluloid or other material having pockets formed therein for receiving interchangeable sign characters have attained a general use in grocery stores, meat markets and the like. The price tag itself which holds interchangeable characters designating the selling price of an article is generally made sufficiently large to print thereon the name of the article priced thereby. A separate price tag is required for each different article to be priced if the storekeeper desires to use captioned price tags to prevent any possibility of accidental or intentional confusion in the selling price which he places on his merchandise. Also, price tags having pockets formed therein for holding interchangeable characters either with a caption printed thereon or without a caption are readable only from one side which makes them distinctly disadvantageous when used on merchandise displayed in a store window or on counters spaced from the walls of a store by aisles where the said one sided price tags may be viewed from more than one direction.

With the foregoing in view, the primary object of this invention is to provide a price tag employing interchangeable characters which is perfectly readable from both sides thereof.

Another object of the invention is to provide a price tag having both interchangeable characters and interchangeable caption plaques which is readable from both sides.

Another object of the invention is to provide a price tag having interchangeable caption plaques formed to releasably and firmly engage price tags onto which they are telescoped.

Other objects of the invention will become apparent by reference to the following detailed description taken in connection with the accompanying drawing, in which:

Fig. 1 is a developed view of an interchangeable caption plaque used in connection with price tags embodying the invention.

Fig. 2 is a cross sectional view of the interchangeable caption plaque shown in Fig. 1 after forming the same.

Fig. 3 is an elevational view of a price tag embodying the invention.

Fig. 4 is a cross sectional view taken on the line 4—4 of Fig. 3.

Referring now to the drawing wherein like numerals refer to like and corresponding parts throughout the several views, the embodiment of the invention disclosed therein comprises, in gen-

eral, a preferably rectangular price tag 10 of opaque Celluloid or other suitable material having a pair of laterally spaced upwardly disposed integral tabs 11 extending thereabove over which a suitably apertured and formed double faced caption strip 12 is impaled, the said price tag 10 being also provided with a pair of spaced pocketed sign character retaining strips 13 on both sides thereof adapted to receive and hold tabbed interchangeable sign characters 14. The said price tag 10 may be either suspended from above by means of chains, cord or the like which may be fastened in any desired manner to the upwardly disposed tabs 11 thereof through suitable apertures 15 provided therein, or, the said price tag 10 may be supported on such means as wire pins 16 having a coiled upper end 17 into which the said price tag 10 may be frictionally engaged.

If the price tag 10 is formed of a thin Celluloid it may be desirable to reinforce the same against buckling by extruding a border 18 therearound and extruding stiffener ridges 19 between the space normally occupied by the interchangeable sign characters 14. The said border 18 and stiffener ridges 19, if used, would preferably be made arcuate in cross section so as to be but slightly discernible.

If the price tag 10 is provided with a border 18 the said border 18 may be split at the center of the bottom thereof and turned upwardly as indicated by the numeral 180 in Fig. 3 whereby to provide means for readily establishing the center of the price tag when frictionally engaging the same in the upper end 17 of a wire supporting pin 16.

The said sign character retaining strips 13 are provided with a plurality of spaced pockets 20 adapted to receive the tabs 21 of the interchangeable sign characters 14 as best shown in Figs. 3 and 4. The price tag 10 to which the said sign character retaining strips 13 are secured by means of suitable through rivets 22 serves as a backing for the rear of the interchangeable sign characters 14 and the tabs 21 thereof.

The interchangeable tabbed sign characters 14 are preferably cut from opaque Celluloid of a sharp contrasting color with respect to the color of the price tag 10, and the pocketed sign character retaining strips 13 are preferably cut and formed from Celluloid of the same color as the said price tag 10 thus making the interchangeable sign characters placed on the price tag 10 perfectly legible.

The caption strip 12 is preferably of Celluloid of the same color as the price tag 10 and is first

cut to size and provided with suitable spaced impaling slots 23 as indicated in Fig. 1, and then the desired caption is printed and polished thereon. The caption strip 12 is then bent along the dotted lines 24 indicated in Fig. 1 and is formed into an inverted U with the open edges 25 thereof preferably turned inwardly as best shown in Fig. 2. The space between the sides of the inverted U-shaped caption strip 12 is equal to or slightly greater than the thickness of the price tag 10 and the space between the lower inwardly turned open edges 25 of the said inverted U-shaped caption strip 12 is preferably slightly less than the thickness of the said price tag 10.

The price tag 10 is preferably provided with a plurality of laterally spaced retainer protuberances 26 and 27 extending alternately outward from the front and rear thereof so located from the top of the price tag 10 as to be engaged by the lower inwardly turned open edges of the inverted U-shaped caption strip 12 when the said caption strip 12 is telescoped over the price tag 10 and impaled on the upwardly disposed tabs 11 thereof as shown in Figs. 3 and 4.

By the use of price tags embodying the invention together with a plurality of suitable interchangeable caption strips and interchangeable sign characters, a complete and varied set of price tags may be had for any business at a minimum expense because of the complete interchangeability of the caption strips and sign characters employed. Also, it is obvious that, in addition to the economic advantages attained by the invention, the applicant has provided a price tag employing interchangeable captions and sign characters which is both readable and esthetically effective from both sides thereof, and, in cases where the border 18 and the stiffening ridges 19 are not necessary, there is no difference in the appearance of either side of the price tag.

Although but one specific embodiment of the invention has been disclosed and described herein, it will be understood that various changes including the size, shape, arrangement and detail of the various parts thereof may be made without departing from the spirit of the invention, and it is not intended to limit the scope of the invention other than by the terms of the appended claims.

I claim:

1. As an article of manufacture, a price tag formed of a sheet of opaque Celluloid or the like, and a pair of spaced sign character retaining strips secured on each side of the said price tag having pockets formed therein adapted to retain tabbed interchangeable sign characters of contrasting color flat against both faces of the said price tag.

2. In combination, a price tag formed of a sheet of opaque Celluloid or the like, a pair of spaced sign character retaining strips secured on each side of the said price tag having pockets formed therein adapted to retain tabbed interchangeable sign characters of contrasting color flat against the sides of the said price tag, and an inverted U-shaped double faced caption strip telescoped over the said price tag, the lower open edges of the said caption strip being turned inwardly and spaced slightly less than the thickness of the said price tag whereby to cause the said caption strip to frictionally engage the said price tag when telescoped thereover.

3. In combination, a price tag formed of a sheet of opaque Celluloid or the like, a pair of

spaced sign character retaining strips secured on each side of the said price tag having pockets formed therein adapted to retain tabbed interchangeable sign characters of contrasting color flat against the sides of the said price tag, the said price tag having a plurality of oppositely disposed protuberances formed in a row spaced above the upper sign character retaining strips, and an inverted U-shaped double faced caption strip formed with its lower open edges turned inwardly and spaced slightly less than the thickness of the said price tag telescoped over the said price tag in removably fixed engagement with the said protuberances.

4. In combination, a price tag formed of a sheet of opaque Celluloid or the like having a pair of integral upwardly disposed laterally spaced tabs extending thereabove, a pair of spaced sign character retaining strips secured on both sides of the said price tag having pockets formed therein adapted to retain tabbed interchangeable sign characters of contrasting color flat against the sides of the said price tag, the upper sign character retaining strips being spaced below the top of the said price tag, and an inverted U-shaped double faced caption strip having vertically disposed slots therein telescoped over the said price tag and impaled on the said upwardly disposed tabs thereof extending short of the said upper interchangeable sign character retaining strips.

5. In combination, a price tag formed of a sheet of opaque Celluloid or the like having a pair of integral upwardly disposed laterally spaced tabs extending thereabove, a pair of spaced sign character retaining strips secured on both sides of the said price tag having pockets formed therein adapted to retain tabbed interchangeable sign characters of contrasting color flat against the sides of the said price tag, the upper sign character retaining strips being spaced below the top of the said price tag, and an inverted U-shaped double faced caption strip having vertically disposed slots therein telescoped over the said price tag and impaled on the said upwardly disposed tabs thereof extending short of the said upper interchangeable sign character retaining strips, the lower open edges of the said caption strip being turned inwardly and spaced slightly less than the thickness of the said price tag whereby to cause the said caption strip to frictionally engage the said price tag when telescoped thereover.

6. In combination, a price tag formed of a sheet of opaque Celluloid or the like having a pair of integral upwardly disposed laterally spaced tabs extending thereabove, a pair of spaced sign character retaining strips secured on both sides of the said price tag having pockets formed therein adapted to retain tabbed interchangeable sign characters of contrasting color flat against the sides of the said price tag, the upper sign character retaining strips being spaced below the top of the said price tag, the said price tag having a plurality of oppositely disposed protuberances formed in a row spaced above the upper sign character retaining strips, and an inverted U-shaped double faced caption strip having vertically disposed slots therein formed with its lower open edges turned inwardly and spaced slightly less than the thickness of the said price tag telescoped over the said price tag and impaled on the said upwardly disposed tabs thereof in removably fixed engagement with the said protuberances.

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