

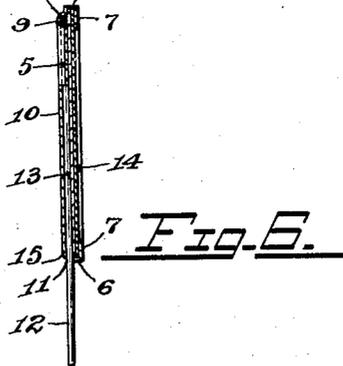
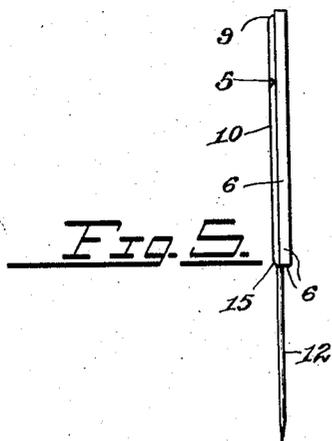
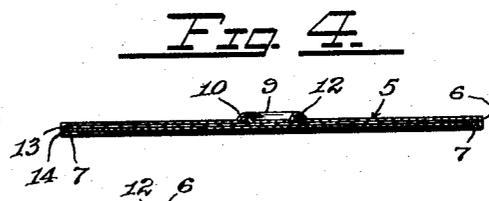
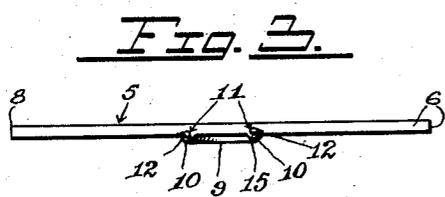
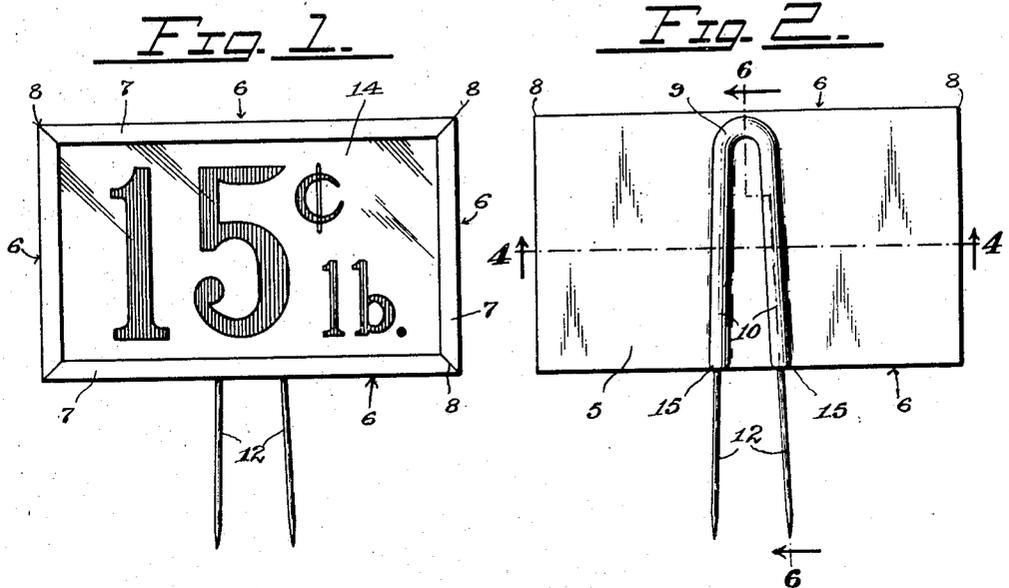
Feb. 4, 1930.

E. EDMONDS

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DISPLAY TAG

Filed April 22, 1929



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UNITED STATES PATENT OFFICE

EDWARD EDMONDS, OF SEATTLE, WASHINGTON

DISPLAY TAG

Application filed April 22, 1929. Serial No. 357,075.

My invention relates to display tags and more particularly to tags that are used for displaying the price and other information relative to meats, vegetables and other foods that are on sale by attaching the tags directly to said foods in an upright or standing position. Certain objects of the invention are to provide a display tag that is altogether sanitary by reason of the fact that it has no indentations or other catch places where dirt, grease or other foreign matter might accumulate, and also to the fact that its surface is regular and may be readily wiped clean. Further objects are to provide novel and effective means for rigidly locking the stick pins or pin to the device. Further objects are to provide a display tag that is simple and durable in construction, close fitting and rigid in assembly, neat and attractive in appearance, and which may be manufactured at comparatively small cost.

With the above and other objects in view which will appear as the description proceeds, the invention consists of the novel construction, adaptation, combination and arrangement of parts hereinafter described and claimed. These objects are accomplished by devices illustrated in the accompanying drawings; wherein:—

Figure 1 is a view in front elevation of the display tag;

Fig. 2 is a view in rear elevation of the same;

Fig. 3 is a bottom edge view;

Fig. 4 is a view in longitudinal section taken on a broken line 4, 4 of Fig. 2;

Fig. 5 is an end edge view; and

Fig. 6 is a view in vertical section taken substantially on a broken line 6, 6 of Fig. 2.

Referring to the drawings throughout which like numerals designate like parts, the numeral 5 indicates the backing of the display tag which is preferably made of polished aluminum and in rectangular shape. The corners of said backing are cut out so that when its four edge portions are bent over to form sides 6 and flanges 7 the corner joints or connections 8 will be smooth and flush as shown in Fig. 1.

The backing 5 is embossed by a substan-

tially U-shaped groove which is pressed outwardly and extends centrally with its bend 9 close to the top and its two legs 10 terminating at the bottom edge of the finished backing or frame, or in other words flush with the lower side 6. Holes 11 are provided through the metal at the bottom of said grooved legs whose inner peripheries are flush with the inside of said backing.

A U-shaped steel pin that is substantially in the shape of a hairpin has its two legs 12 passed through the holes 11 and its bend fitting snugly in the bend 9 of the U-shaped groove. This two legged pin conforms in shape with said groove and its cross sectional diameter is such that it fits snugly within the groove and flush with the inner surface of the backing 5. The pin legs project to some extent exteriorly of the backing and their ends are sharpened for insertion into the articles of food as will be understood.

A cardboard 13 is next inserted into the frame and fits flush against the interior surface of the backing 5 and against the U-shaped pin. The selling price and other advertising matter is stamped, printed or otherwise marked on the front face of said cardboard as shown in Fig. 1. Next a thin piece of transparent celluloid 14 is inserted against the cardboard. It will be understood that the thickness of said cardboard and celluloid are such that they will completely fill the frame in depth so that the flanges 6 snugly engage the celluloid.

It will thus be obvious that the U-shaped pin is locked snugly in place by its impingement with the cardboard 13 and cannot move in any direction. This constitutes the most important feature of my invention. The bottoms of the groove legs 10 are crimped or pressed inwardly at 15 so that the holes 11 are completely closed around the pin legs 12 leaving no space for the entry of foreign matter. In the actual construction of my device it will be understood that the U-shaped pin, cardboard and celluloid are placed in the frame or backing before the flanges are pressed into place against the celluloid which constitutes the last step in locking said members together.

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From the foregoing it will now be apparent that I have provided a very durable and sanitary article of manufacture with an effective method of locking the supporting pin in place. Said U-shaped pin is preferably made of steel and by reason of its strong connection with the frame its legs may be jabbed into the articles of food with considerable force and without causing any damage or disarrangement of its respective parts.

While I have herein shown and described a display tag made in rectangular shape, it will be understood that the device is not limited to any particular shape or size. The display wording on the cardboard may be varied as desired and minor changes in the structural details of the device may be made without departing from the scope and spirit of the invention. Having thus described my invention, what I claim and desire to secure by Letters Patent of the United States is:—

1. A display tag comprising a backing, a U-shaped embossment in said backing, a U-shaped pin disposed in said embossment with its legs projecting exteriorly of said backing, a cardboard within said backing, and flanges for said backing retaining the card in a position locking the U-shaped pin in place in the embossment.

2. A display tag comprising a backing, a U-shaped groove pressed outwardly for the backing, a U-shaped pin disposed in said groove with its legs projecting exteriorly through holes in the bottoms of the groove legs, said pin disposed flush with the inner surface of the backing, a display card within the backing arranged to hold the pin in place, a transparent celluloid card for the backing disposed against the display card, and flanges for the backing arranged to lock the cards and U-shaped pin in place, and the bottoms of the U-shaped groove crimped against the legs of the pin.

In witness whereof, I hereunto subscribe my name this 17th day of April, A. D. 1929.

EDWARD EDMONDS.

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