Sept. 8, 1931. W. S. RENCH 1,822,421

PRICE TAG AND HOLDER THEREFOR

Filed Aug. 28, 1928

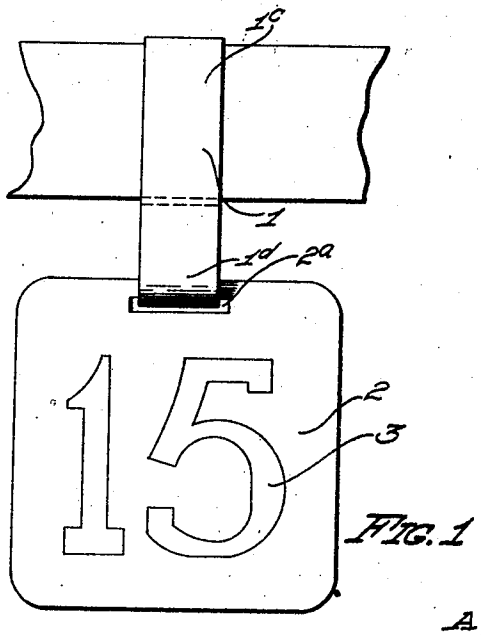

FIG. 1

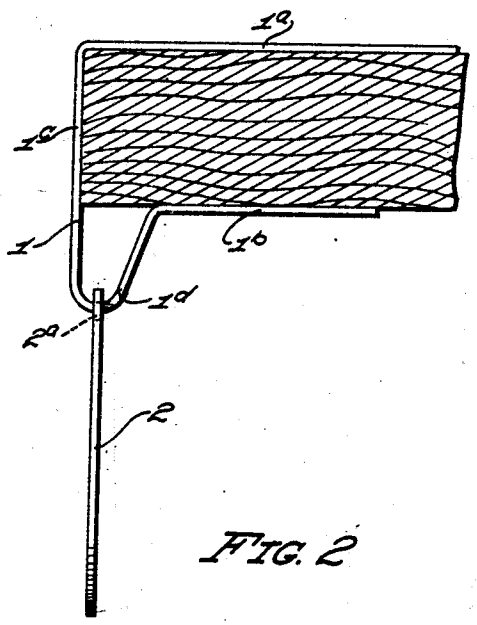

FIG. 2

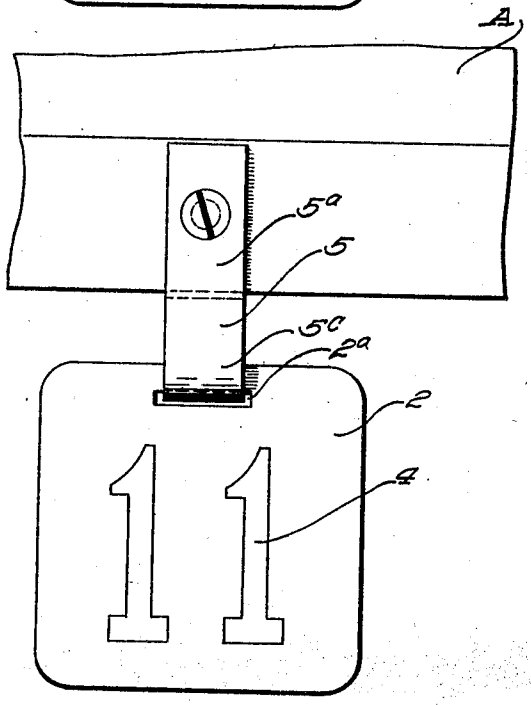

FIG. 3

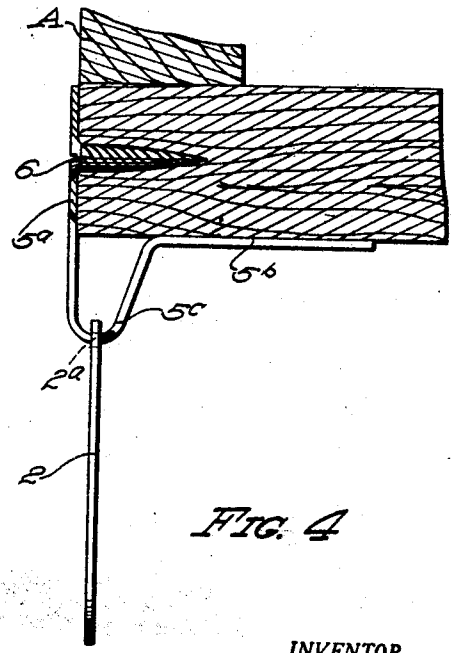

FIG. 4

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Patented Sept. 8, 1931 1,822,421

UNITED STATES PATENT OFFICE

WILLIAM S. RENCH, OF SAN DIEGO, CALIFORNIA

PRICE TAG AND HOLDER THEREFOR

Application filed August 28, 1928. Serial No. 302,531.

My invention relates to price tags and holders therefor and the objects of my invention are: First, to provide a means of this class which is readily securable to the shelf which supports goods on display; second, to provide a means of this class which does not interfere with the display of goods or the removal of goods from their shelves; third, to provide a means of this class in which the tags have the more common numbering on the one side thereof and the less common numbers on the other side thereof, thereby reducing the number of tags necessary to label the goods for sale; fourth, to provide a means of this class in which the price tag is prevented from turning sidewise; fifth, to provide a means of this class in which the price tag is held at all times facing outwardly from the shelf in a readily visible position; sixth, to provide a means of this class which is extremely simple of construction and economical of manufacture, and seventh, to provide a means of this class which is durable, efficient in its action and which will not readily deteriorate or get out of order.

With these and other objects in view as will appear hereinafter, my invention consists of certain novel features of construction, combination and arrangement of parts and portions as will be hereinafter described in detail and particularly set forth in the appended claims, reference being had to the accompanying drawings and to the characters of reference thereon which form a part of this application in which:

Figure 1 is an enlarged front elevational view of my price tag and holder therefor with the adjacent shelf shown fragmentarily; Fig. 2 is a side elevational view thereof with the adjacent shelf shown in section; Fig. 3 is a front elevational view of a slight modification, and Fig. 4 is a side elevational view thereof with parts and portions broken away and in section to facilitate the illustration.

Similar characters of reference refer to similar parts and portions throughout the several views of the drawings.

The support 1 is formed of a single piece of flat material, bent in a substantially U shape forming legs 1*a* and 1*b* which extend on the upper and lower outer sides, respectively, of the shelf and tend to clamp said shelf. The juncture of the upper leg 1*a* with a cross portion 1*c* joining the legs of the support is relatively sharp or may be shaped to conform as nearly as possible to the outer edge of the shelf. The lower leg 1*b* does not join directly to the cross portion 1*c* but the cross portion 1*c* and the leg 1*b* form together an open loop portion 1*d* which is adapted to depend from the lower outer side of the shelf, as shown best in Fig. 2 of the drawings.

A price tag 2 formed of relatively stiff material capable of withstanding considerable tearing action and having a substantially rectangular shape is provided with a slot 2*a* centered near its upper margin adapted to be supported by the loop portion 1*d*. Numerals are provided on either side of the tag which indicate the price of the goods adjacent to which the tag is placed. The one side of the tag has numerals 3 which end in five and zero. These numerals are in more common use. The numerals 4 on the other side, as shown in Fig. 3, represent numbers less often used, that is, numbers ending in one, two, three, four, six, seven, eight and nine. Thus by having two sets of prices on the same tag the stock of price tags necessary to label goods for sale is materially reduced.

In the modification shown in Figs. 3 and 4 the holder is in the form of a bracket 5, the one leg 5*a* of which has a hole therein and is adapted to be secured by means of a screw 6 to the outer edge of the shelf. The other leg 5*b* extends under the shelf in a manner similar to the leg 1*b* of the first described structure. At the junction of the leg 5*b* with the leg 5*a* is formed an open loop portion 5*c* which supports the price tag 2 as described for the first structure.

This modified structure is especially adapted for the upper shelves where ornamentations A or the like prevent the use of the first described structure.

It is obvious from the construction as illustrated in the drawings and described in the foregoing specification that there is provided a price tag and holder therefor as aimed at and set forth in the objects of the invention,

and though I have shown and described a particular construction, combination and arrangement of parts and portions, and a certain modification thereof, I do not wish to be limited to this particular construction, combination and arrangement, nor to the modification, but desire to include in the scope of my invention the construction, combination and arrangement substantially as set forth in the appended claims.

Having thus described my invention, what I claim as new and desire to secure by letters patent is:

1. In a price tag holder, a flat strip forming a vertical portion securable against a display shelf, with its lower end extended downwardly, forming an open elongated loop portion below said shelf, and further extended against and along the lower side of said shelf, and a flat rectangular price tag with a slot in its main body portion secured by and depending from said loop portion.

2. In a means of the class described, a price tag holder, a clip portion thereof having a pair of parallel leg members adapted to clamp a display shelf, an intermediate portion at right angles to said legs and forming a transversely extending elongated loop, and a flat rectangular price tag with a slot in its main body portion secured by and depending from said loop portion.

In testimony whereof, I have hereunto set my hand at San Diego, California this 21st day of August, 1928.

WILLIAM S. RENCH.