

May 21, 1940.

E. N. IVEY

2,201,139

PRICE MARKER

Filed July 11, 1939

*Fig. 1.*

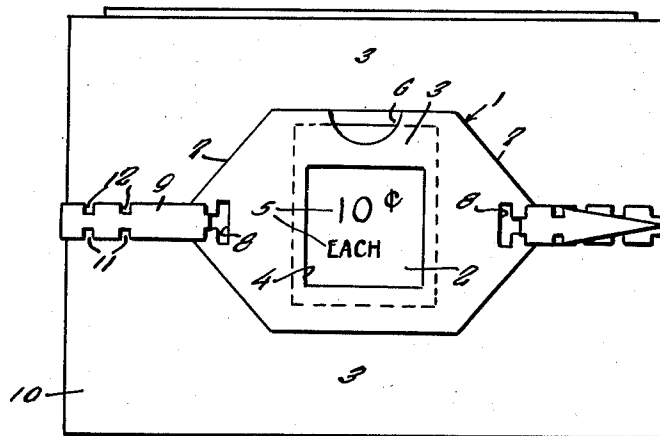


*Fig. 2.*

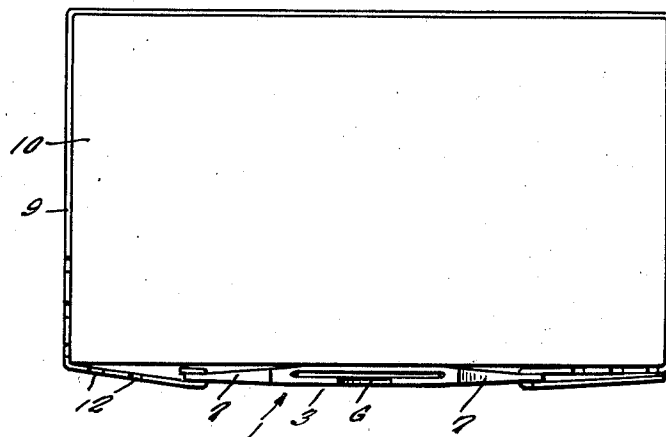


*Fig. 3.*

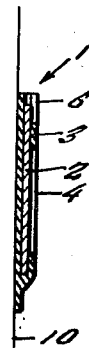
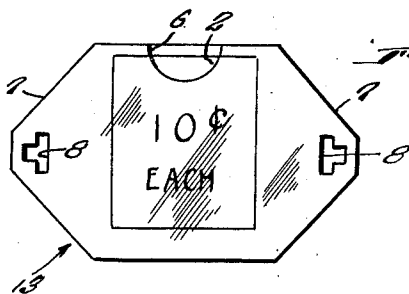


*Fig. 4.*



Inventor

*E. N. Ivey*

By

*Clarence A. O'Brien*  
*and Hyman Berman*  
Attorneys

## UNITED STATES PATENT OFFICE

2,201,139

## PRICE MARKER

Ernest N. Ivey, Bronte, Tex.

Application July 11, 1939, Serial No. 283,895

## 1 Claim. (Cl. 40—21)

The present invention relates to new and useful improvements in price markers, particularly for stores and has for its primary object to provide, in a manner as hereinafter set forth, a device of this character which is adapted to be mounted directly on an article of merchandise.

Another very important object of the invention is to provide a price marker of the aforementioned character comprising adjustable securing means of a novel construction and arrangement through the medium of which the device may be expeditiously attached to different sizes and shapes of articles of merchandise.

Other objects of the invention are to provide a price marker of the character described which will be comparatively simple in construction, strong, durable, highly efficient and reliable in use, compact, attractive in appearance and which may be manufactured at low cost.

All of the foregoing and still further objects and advantages of the invention will become apparent from a study of the following specification, taken in connection with the accompanying drawing wherein like characters of reference designate corresponding parts throughout the several views, and wherein:

Figure 1 is a view in front elevation, showing a price marker constructed in accordance with the present invention mounted on an article of merchandise.

Figure 2 is a top plan view thereof.

Figure 3 is a view in vertical section through the pocket, taken substantially on the line 3—3 of Figure 1.

Figure 4 is a view in front elevation of another form of the invention.

Referring now to the drawing in detail, it will be seen that the reference numeral 1 designates generally a pocket of any suitable flexible material such as rubber. The pocket 1 is open at its top for the reception of a removable price card 2. The front 3 of the pocket 1 has formed therein an opening or window 4 for displaying the indicia on the card 2, as at 5. The front 3 of the pocket 1 is further provided, in its upper portion, with a notch or recess 6 to facilitate removal of the card 2.

The pocket 1 comprises tapered end portions 7 having formed therein substantially T-shaped openings 8. The openings 8 are for the reception of the end portions of a resilient rubber strap 9 which is adapted to encircle an article of merchandise, as at 10, for securing the pocket 1 in position thereon. The strap 9 is provided at lon-

gitudinally spaced points with reduced portions 11 which are engageable in the narrow portions of the substantially T-shaped openings 8. The reduced portions 11 provide shoulders 12 which are engageable with the inner side of the pocket 1 for anchoring the end portions of the strap 9 thereto.

In Figure 4 of the drawing, the reference numeral 13 designates generally a pocket which is made from Cellophane. Of course, the pocket 13, being of transparent material, there is no necessity for an opening or window in the front thereof to expose the price card. In other respects, the embodiment shown in Figure 4 is substantially similar to that illustrated in Figures 1, 2 and 3.

It is thought that the manner in which the device is used will be readily apparent from a consideration of the foregoing. Briefly, one end portion of the resilient strap 9 is connected to the pocket 1 and said strap is carried around the article to which the device is to be secured, as at 10. The other end portion of the strap 9 is inserted and pulled through the opening 8 in the other end portion of the pocket 1. By properly adjusting the resilient strap 9 it is placed under tension for firmly securing the pocket 1 in position on the article of merchandise.

It is believed that the many advantages of a price marker constructed in accordance with the present invention will be readily understood and although preferred embodiments of the article are as illustrated and described, it is to be understood that further modifications and changes in the details of construction may be resorted to which will fall within the scope of the invention as claimed.

What is claimed is:

A price marker comprising a member having an opening therein extending from the top edge to a point spaced above the lower edge and said opening having its side walls spaced from the ends of the member, said opening adapted to receive a price card which is inserted through the upper end of the opening, said member being formed of transparent material and said member having outwardly tapering end parts each provided with a T-shaped slot, a strap adapted to be placed around an article, the price of which is to be marked, said strap having spaced pairs of notches in the side edges of its end portions for engaging the T-shaped slots for adjustably connecting the ends of the strap with the ends of said member.

ERNEST N. IVEY.