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IDENTIFICATION AND DISPLAY PRICE TAG

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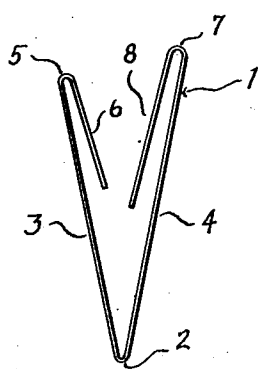
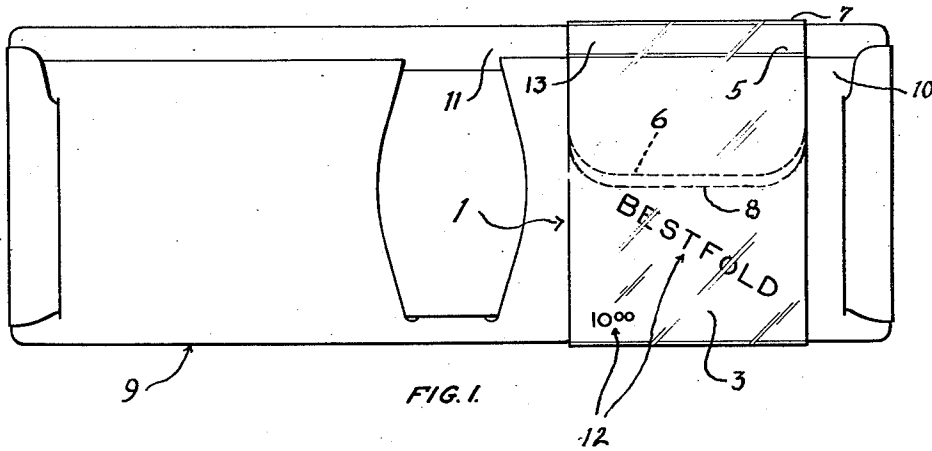


FIG. 2.

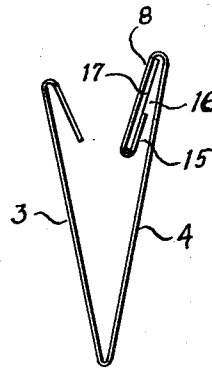


FIG. 3.

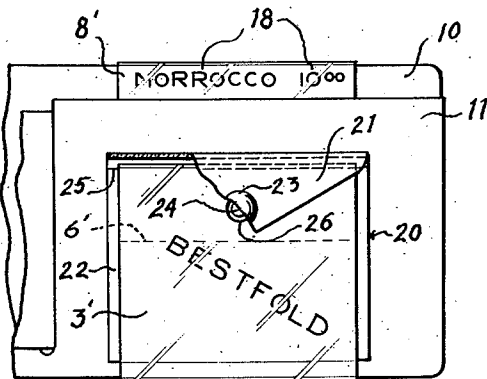


FIG. 4.

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IDENTIFICATION AND DISPLAY PRICE TAG

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2 Claims. (Cl. 40—2)

This invention relates to an improved identification and display price tag for articles such as billfolds.

Among the objects of the invention is to provide a device for the purpose which is relatively inexpensive to manufacture, which is securely attached yet easy to apply and remove, which is arresting in appearance and which does not interfere with the full inspection of the article.

Other and further objects will be made apparent in the disclosure of the drawings and the following specification and claims.

In the accompanying drawings,

Fig. 1 is a front view of a billfold with a price and identification tag embodying the invention attached;

Fig. 2 is a side elevational view of the tag of Fig. 1 removed from the billfold;

Fig. 3 is a view similar to Fig. 2 showing a modified structure; and

Fig. 4 is a fragmentary view similar to Fig. 1 but showing a different modification, parts being broken away.

Referring to Figs. 1 and 2 the device is shown as comprising a sheet or strip 1 of transparent plastic sheeting, such as cellulose acetate. The material of the strip, while flexible, is sufficiently stiff to be self-supporting and to return to its original shape after distortion in applying or removing the device from the billfold as later explained.

The strip 1 is folded or creased intermediate its ends at 2 to form a front panel 3 and a rear panel 4. The front panel portion is folded or creased at 5 to form an inwardly and downwardly extending flap 6 while the rear panel portion is folded or creased at 7 to form an inwardly and downwardly extending flap 8.

The front panel 3 has a vertical dimension corresponding to the vertical height of the front wall of the billfold and the rear panel has a vertical height of the rear wall of the billfold. As shown in Fig. 1 the tag is applied to the billfold, generally indicated at 9, by seating the lower edge of the billfold in the fold 2 with panel 3 extending upwardly over the front face thereof and panel 4 similarly extending upwardly over the rear face, the flaps 6 and 8 being inserted downwardly into the bill compartment of the billfold with the upper edges of the front and rear walls 10 and 11 seated respectively on the folds or creases 5 and 7. The flaps 6 and 8 are dimensioned to extend sufficiently into the bill compartment to securely but releasably hold the tag in place. The transverse width of the strip and panels 3 and 4 are such as to provide a substantial display area and to preferably cover a major portion of one end section of the billfold, that is the width of the strip is preferably not greater than one half of the overall length of the billfold.

Prior to the folding of the strip 1, what will become the inner face of the tag is provided with identifying and price indicia, as generally indicated at 12, by printing or other suitable means. As will be understood the indicia or other matter when applied to the rear side will be applied in "reverse" so as to be read or otherwise ap-

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pear correctly when viewed through the transparent sheet. The substantial area presented by the sheet permits a full description of the identifying features of construction or use of the article or a relative elaborate trade mark or advertising display. The rear panel 4 may be similarly printed or decorated and that portion 13 of flap 8 which is exposed above the upper edge of the front wall 10 may also carry descriptive matter. Code numbers for stock keeping purposes and other data of significance only to the manufacturer or seller may be placed on the flap 8 below the upper edge of front wall where it will normally be unobservable and will not detract from the appearance of tag and article as a whole. The surface of the article visible through the transparent sheet forms a background for the printed matter and adds the striking, artistic and harmonious association of the printed matter with the article.

Where billfolds of similar size and design are made up in different leathers to be sold at different prices and the tags applied thereto need vary only in price and leather designation and the coded matter, the free end portion of flap 8 of rear panel 4 may be folded upwardly and inwardly as indicated at 15 in Fig. 3 to form an open ended pocket or channel 16 in which a card 17 bearing the varying indicia may be inserted, thus permitting the body of the tag to be manufactured in quantity, only the cards 17 being different for the different billfolds of the line. The channel or pocket 16 and the card inserted therein will have a vertical dimension such that the lower portion of the card will be below the upper edge of the front wall so that the stock data, etc., can be placed on the lower portion of the card to be normally unobservable as above mentioned—only the price and other wanted material on the upper portion of the card being exposed, as indicated at 18 in Fig. 4.

It will be understood that the parts of the tag are shown slightly distorted in Figs. 2 and 3 to more clearly show the construction, preferably the various folds or creases will be such that the panel and flap elements will normally be in contact, in particular, fold 15 will lie against the rear panel 14 so that channel 16 is closed except at its ends and card 17 is held parallel with and against the panel 4.

In one form of billfold the front wall 11 carries a coin purse, as generally indicated at 20 in Fig. 4, the purse having a closure flap 21 which is releasably connected to the front wall 22 of the purse by a snap fastener, the cap member 23 of the fastener being carried by the closure flap 21 and the post member 24 of the fastener being carried by the front wall 22 of the purse. For application to a billfold of this character, the front panel of the tag, as shown at 3' in Fig. 4, is conformed in transverse width to the transverse width of the coin pocket of the purse 20 and the vertical dimension of the panel 3' conforms to the height of the upper edge 25 of the front wall of the purse above the lower edge of the billfold. The panel 3' is formed with an opening 26 through which the post 24 of the snap fastener extends and is provided with a flap 6' similar to flap 6 of the forms previously described. The rear panel of the tag and its flap 8 will be identical with those of the tags previously described and the tag will be applied by inserting flap 8 in the bill compartment of the billfold, and flap 6' in the open coin pocket of the purse with part 24 extending through opening 26 after which the purse is closed and cap 23 carried by the closure 21 is engaged on the post 24, carried by the purse front wall 22 and extending through opening 26, all as shown in Fig. 4. In this form the printed matter on panel 3' will be so arranged as not to be obscured by flap 21 when the tag is in place.

What is claimed is:

1. As an article of manufacture a unit comprising in

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combination a sales promoting display element and a billfold having superposed front and rear wall members connected together along one edge, the opposite edges being free, said display element comprising a strip of thin, stiffly flexible, crease retaining transparent plastic sheeting folded and creased intermediate its ends to form a seat to receive the said one connected edge of the billfold wall members and form front and rear panel portions extending upwardly from said seat along the front and rear faces, respectively, of said front and rear wall members, the end portions of the strip being folded inwardly and downwardly and creased to form seats to respectively receive the said free edges of said front and rear wall members of the billfold and provide flaps extending downwardly along the inner faces of said wall members to releasably hold said several edges in their respective seats, the transverse width of the strip being no greater than half the length of the billfold, said panel portions carrying sales promoting matter printed thereon, whereby, when said element is so interengaged with the billfold wall members, unintentional removal of the element is prevented while affording clear viewing of the surface

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of the billfold through the unprinted portions of the element and permitting free normal movement and manipulation of the members of the billfold for selling and demonstration purposes.

2. The combination recited in claim 1 wherein the end portion of said flap which extends downwardly along the inner face of the rear wall member is reversely folded to form a support for a price card.

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