April 18, 1933. J. F. HEALY 1,904,457

PRICE TAG AND HOLDER

Filed April 22, 1932

Fig. 1.

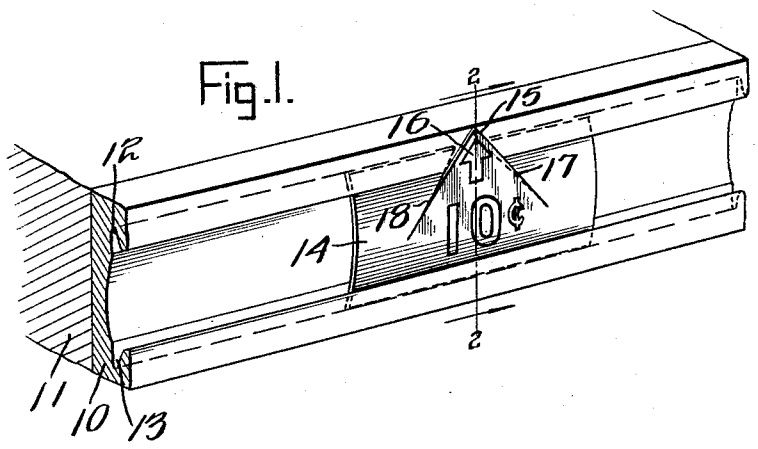


Fig. 2.

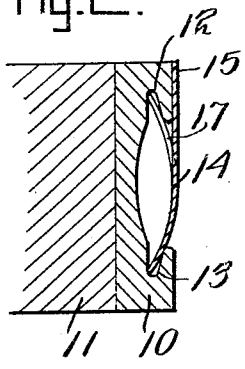
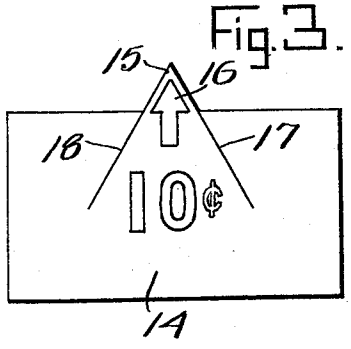


Fig. 3.



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UNITED STATES PATENT OFFICE

JOHN F. HEALY, OF CINCINNATI, OHIO, ASSIGNOR TO PIGGLY WIGGLY CORPORATION, OF CINCINNATI, OHIO, A CORPORATION OF DELAWARE

PRICE TAG AND HOLDER

Application filed April 22, 1932. Serial No. 606,960.

This invention relates to means for price tagging merchandise by the use of tags and holders and the object of the invention is to provide means whereby the price of the merchandise may be clearly indicated and readily changed as required, all as will hereinafter be more fully described and claimed.

Referring to the accompanying drawing, which is made a part hereof and on which similar reference characters indicate similar parts,

Figure 1 is a perspective view of the holder and tag applied to a shelf,

Figure 2, a sectional view on line 2—2 of Figure 1, and

Figure 3, a view in elevation of the tag.

In the drawing reference character 10 indicates a strip of molding which may be secured in any suitable manner to the edge of a shelf 11 of a cabinet or container on which the merchandise is displayed. The molding 10 is cut out longitudinally thereof at the center in such a manner as to form grooves 12 and 13 near the top and bottom edges into which the edges of the price tag 14 may be inserted.

The tag 14 is formed of any suitable flexible material and of a width so that when curved longitudinally, as best shown in Figure 3, its edges will fit into the grooves 12 and 13 of the strip 10. It is provided with a projecting portion 15 at the top edge preferably of triangular shape, as shown. The sides of the projection 15 are cut back along the lines 17 and 18 into the tag proper. The width of the tag should be slightly greater than the distance between the slots 12 and 13 and when the tag 14 is inserted in the slots it will be bent outwardly near the center and the projection 15 will be outside the face of the molding 10, pointing upwardly, as shown in Figure 1. The projection 15 is provided with an arrow 16 or if desirable any other indicia may be used to point to the merchandise on the shelf above the tag, to which the price tag applies. Suitable price markings are also provided on the face of the tag, that being shown 10¢.

Such form of tag is very easily mounted in recess of the molding, such operation being accomplished by simply bending the tag and inserting its edges in the grooves, leaving the projection 15 outside; and it may be readily removed to insert a tag bearing a different price mark, as will be readily understood.

It is obvious that by using a tag and holder of the kind described, goods may be readily and clearly marked to avoid any confusion as to what goods a particular price tag applies and re-pricing of the merchandise may be accomplished very rapidly and conveniently.

It will be obvious to those skilled in the art that various changes may be made in my device without departing from the spirit of the invention and therefore I do not limit myself to what is shown in the drawing and described in the specification, but only as indicated by the appended claims.

Having thus fully described my said invention, what I claim as new and desire to secure by Letters Patent, is:

1. A device of the kind described comprising a strip having opposed grooves in the face thereof, and a price tag positioned in said grooves having a triangular portion on one edge cut back into the tag and projecting outside thereof to indicate the location of the merchandise to which said tag applies, substantially as set forth.

2. The combination with a strip having opposed grooves formed in the face thereof of a price tag of a width slightly greater than the distance between said grooves to cause it to bulge when inserted in said grooves, said tag being provided with a projection extending from one edge which is cut back along its sides into the tag and adapted to be positioned against the outer face of said strip, substantially as set forth.

3. The combination with a strip having opposed grooves therein, of a price tag mounted in said grooves and having a portion projecting from one edge thereof, said portion being further cut back along its sides into the body of said tag and adapted to be positioned outside of one of said grooves against the face of the strip, substantially as set forth.

In witness whereof, I have hereunto set my hand at Cincinnati, Ohio, this 15th day of April, A. D. 1932.

JOHN F. HEALY.