

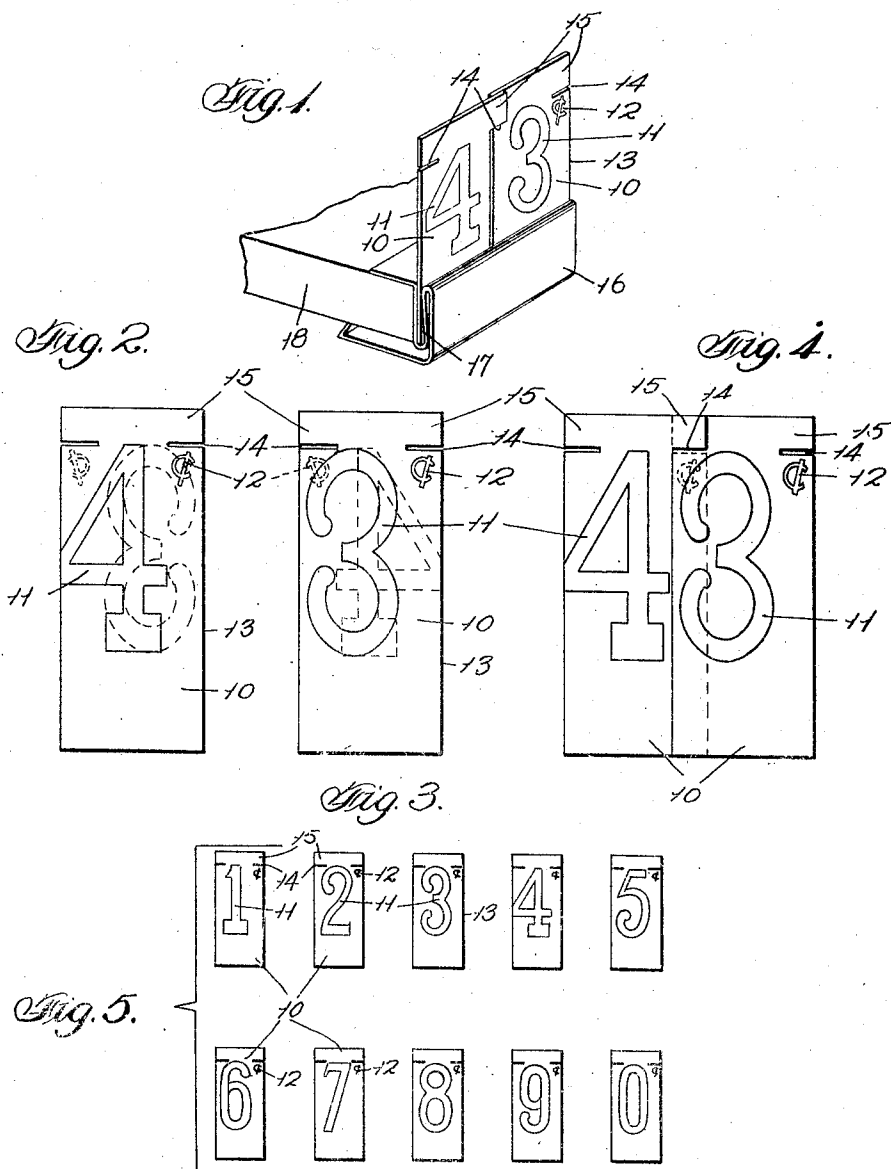
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PRICE CARD SYSTEM

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UNITED STATES PATENT OFFICE.

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PRICE CARD SYSTEM.

Application filed September 8, 1924. Serial No. 736,589.

To all whom it may concern:

Be it known that I, GEORGE H. TAYLOR, citizen of the United States, residing at Norfolk, in the county of Norfolk and State of Virginia, have invented certain new and useful Improvements in Price Card Systems, of which the following is a specification.

This invention relates to a price card system in which two or more cards are assembled to indicate the price or value of an article of commerce, and is particularly adapted for use in connection with a holder for supporting such cards.

In previous systems of this character a large number of cards have been required to indicate a price value of from one to ninety nine cents as the same card was not reversible or interchangeable because the final numeral should be accompanied by a value designating character, such as a cents mark. Further when such cards were supported at their lower ends by a holder affixed to the edge of a shelf or support, the removal of goods therefrom frequently bent one of the assembled cards out of alinement with the other, thus producing an irregular and disorderly appearance, and also tending to weaken the cards by bending at a point intermediate the top and bottom thereof. When disconnected cards were thus assembled in a holder carelessness on the part of an employee often resulted in a failure to properly space and aline the associated numerals on the cards and thus destroyed the complete and attractive appearance of the price card.

To avoid such objections I have provided a series of cards bearing numerals from "0" to "9" and associated characters indicating value upon both faces of each card, and also formed the cards with means for interlocking their adjacent free edges in overlapping relation so as to conceal the value character upon one card and also to reinforce these edges against independent bending. The connected cards are thus adapted to be assembled and held in proper spaced relation when inserted or removed from the holder. This prevents one of the cards being inserted for a different length in the holder from the other and also fixes the spacing between the numerals upon the two cards.

The invention has for an object to provide a novel and improved construction of price cards each bearing upon its opposite faces a numeral and value designating char-

acter and adapted to be assembled so that the side edge of one card overlaps the other and conceals the character thereon, leaving the numeral visible to read in connection with the numeral and character upon the overlapping card.

A further object of the invention is to provide the assembled cards with slits extending inward from the adjacent side edges thereof to effect an overlapping interlocking of the cards which prevents independent movement thereof so that the cards when associated to designate a price value may be handled as a unit with the numerals in properly alined position.

Another object of the invention is to present a novel form of price card bearing upon its opposite faces numerals and value indicating characters and formed above said numerals with slits extending inward from the opposite side edges of the card.

Other and further objects and advantages of the invention will be hereinafter set forth and the novel features thereof defined by the appended claims.

In the drawing—

Figure 1 is a perspective of the invention applied;

Figure 2 is a front elevation of one card;

Figure 3 is a rear elevation of the same card;

Figure 4 is an elevation of assembled cards; and

Figure 5 is a similar view of a series of the cards.

Like numerals indicate like parts in the several figures of the drawing.

These price cards may be produced of any desired size or configuration and from any preferred material. In the form of the invention shown the card 10 is provided upon its opposite faces with a numeral 11 having associated therewith a value indicating character 12, such as a cents mark. The numerals and characters upon the opposite faces of the cards may be the same or different, and such character is usually disposed at the right of the numeral and positioned to be concealed by the overlapping side edge of an adjacent card.

Extending inwardly from each of the side edges 13 of the card are slits 14 disposed at the upper portion of the card above the numeral and forming an overlapping interlocking portion 15. If two cards are interlocked, as shown in Figure 4, only one slit

is necessary in each card, but for the purpose of rendering the cards reversible and interchangeable the slits are provided at the opposite side edges thereof.

5 This construction is particularly adapted for use in connection with a holder for supporting the cards at the outer edge of a shelf or other support, and a preferred form of holder for such purpose is indicated at 16, 10 and comprises a construction substantially as disclosed in my prior Patent No. 1,327,298 dated January 6, 1920. In this holder the lower ends of the cards are clamped at 17, while if the cards were disconnected at 15 their upper ends, one is liable to be bent out of alinement with the other in handling goods upon the shelf 18. The interlocking of the cards at the upper portion thereof not only overlaps and conceals the character 20 upon one card, but also stiffens the cards against bending or separation and presents an attractive appearance. The connection between the cards permits them to be inserted and replaced in the holder as a unit 25 with the numerals in proper spaced relation and prevents the insertion of one card further in the holder than the other which would result in an irregular alinement of the numerals.

30 The series of cards shown in Figure 5 provide for an extended combination of numerals, particularly if the numerals upon the opposite faces of the cards are different, for instance the even numerals being upon one 35 face and the odd numerals upon the opposite face, as in Figures 2 and 3. Supplemental series may be used as found desirable or necessary. The provision of the numeral and character on opposite faces of each card 40 materially reduces the number of cards required for any desired different combination of numerals as each card is independently reversible and interchangeable in its relation to an associated card. The card herein 45 shown permits the use of either face thereof and its overlapping connection at either side edge with an adjacent card bearing a co-operating numeral.

50 While the specific construction of this invention has been shown and described, it is not confined thereto, as changes and alterations may be made therein without departing from the spirit of the invention as defined by the following claims.

55 What I claim is:—

1. In a price card system, a plurality of cards each provided with a numeral and value designating character and adapted to be assembled so that the side edge of one 60 card conceals the character upon the other card.

2. In a price card system, a plurality of cards each provided upon opposite faces with a numeral and value designating character and adapted to be assembled so that 65 the side edge of one card overlaps and conceals the character upon the other card.

3. In a price card system, a plurality of cards each provided upon opposite faces with a numeral and value designating character and adapted to be assembled so that 70 the side edge of one card overlaps and conceals the character upon the other card, each of said cards being provided with inwardly extending slits at its opposite side edges to 75 permit interchangeable interlocking thereof.

4. In a price card system, a plurality of cards each provided at its opposite side edges with inwardly extending slits to permit interchangeable interlocking thereof, said 80 cards bearing upon their opposite faces co-operating indications disposed relative to said slits to be concealed by an associated card entering a slit.

5. A price card provided with interlocking 85 means at one side and having upon its face primary and secondary designating characters, the latter being disposed relative to the interlocking means to be concealed by an associated card engaging said means. 90

6. A price card having upon its opposite faces a numeral and a value designating character at one side thereof and a slit extending inward from one side of said card transversely of said numeral to form an 95 overlapping portion to interlock with a parallel edge of an associated card disposed to conceal said character.

7. A price card having upon its opposite faces a numeral and a value designating 100 character at one side thereof and slits extending inward from the opposite sides of said card transversely of said numeral and character and disposed to receive an associated card to conceal said character. 105

8. A price card unit comprising associated cards bearing cooperating price indicating data and constructed to overlap at their adjacent side edges, whereby a portion of the data upon one card is concealed by the 110 overlapping edge of the other card.

9. The combination with a holder, of a plurality of cards bearing price numerals clamped therein at their lower portions and provided at their free upper portions with 115 interlocking means to permit overlapping of the cards from one side and prevent independent lateral movement of the assembled cards.

In testimony whereof I affix my signature.

GEORGE H. TAYLOR.