Oct. 11, 1955 I. M. MONTALTO 2,720,044

SNAP-ON MERCHANDISE TAGS

Filed April 22, 1952

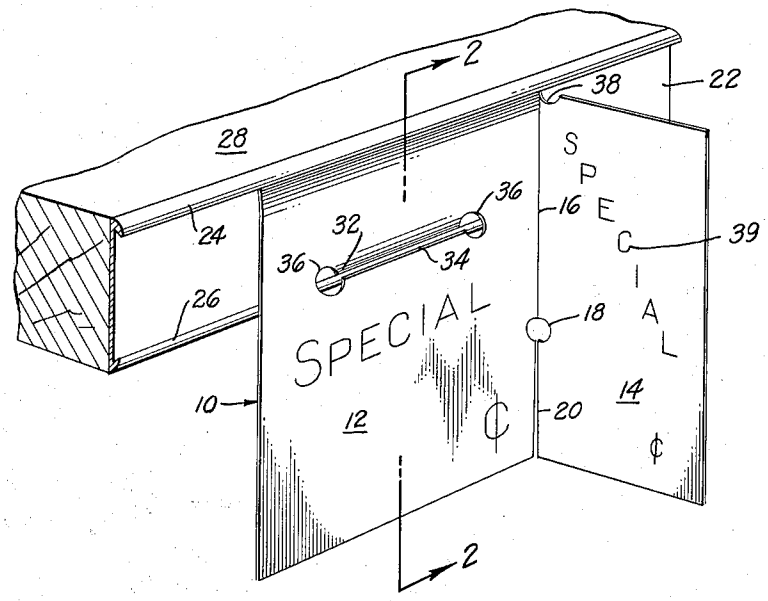


FIG. 1

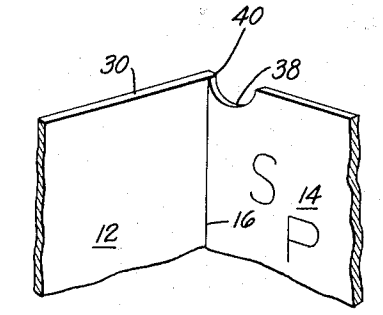


FIG. 3

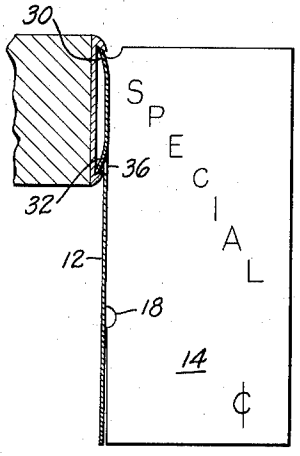


FIG. 2

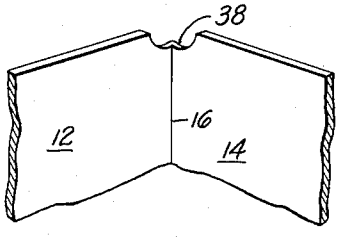


FIG. 4

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United States Patent Office 2,720,044 Patented Oct. 11, 1955

2,720,044

SNAP-ON MERCHANDISE TAGS

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Application April 22, 1952, Serial No. 283,537

4 Claims. (Cl. 40—16)

This invention relates to shelf-type snap-on merchandise tags and more particularly to a multi-section tag embodying means adapting one section of the tag to be carried in right angle relation to that section of the tag which is directly attached to a shelf edge channel-type folder.

An object of the invention is to provide a novel form of merchandise tag for attachment to the conventional channel form tag holders which are secured to the leading edges of merchandise shelves.

A further object of the invention is to provide a merchandise tag having a panel section which may be disposed at right angles to the leading edge of a merchandise shelf and which embodies novel means enabling the attachment of such tags to the conventional channel form tag holders carried at the leading edge of a shelf.

Other objects and advantages of the invention will be apparent from the following description taken in conjunction with the drawing forming part of this specification, and in which:

Figure 1 is a view in perspective of the tag of the invention affixed to the leading edge of a merchandise shelf;

Figure 2 is a view in section taken along lines 2—2 of Figure 1;

Figure 3 is a view in detail of a portion of the tag of Figure 1; and

Figure 4 is a view, similar to that of Figure 3, showing a modification of the tag of Figures 1–3.

Referring to the drawing for more details of the invention, a merchandise tag, of plastic or other flexible sheet material, indicated generally at **10** is comprised of a panel **12** and a panel **14**. The tag **10** is provided with a fold line **16** whereby the panel or tag section **14** is bent out of the plane of tag section **12** and disposed at a right angle thereto. The fold line **16** terminates at its lower end in an aperture **18** which is common to both of the panels or sections **12** and **14**, and tag sections **12** and **14** are severed below the aperture **18** by a cut **20** in alignment with fold line **16**.

The tag section **12** is provided with means adapting the tag for attachment to a channel-type tag holder **22** having upper and lower lips **24** and **26**, said holder **22** being attached to the leading edge of a merchandise shelf **28**. The attachment means embodied in the tag comprise the upper edge **30** of tag section **12** and a tongue **32** defined in tag section **12** by a cut line **34** which extends parallel to the upper edge **30** and which terminates in circular cut-outs **36**. The upper edge **30** extends beneath lip **24** of holder **22** and the tongue **32** extends inside of the lip **26** of the holder.

Suitable display or advertising indicia **38** carried by the right angle tab section **14** enables the merchandise shopper to identify the merchandise carried on or beneath the shelf **28** without the necessity of the shopper entering the particular store aisle on which the shelf is located.

During the normal course of use of the tag, shoppers

will brush against it, and such bodily contact with the tag would normally tend to pull the tag section **12** free of the channel holder **22**. In order to minimize this tendency, the cut-line **20** is provided so as to shorten the line of connection between the tag sections **12** and **14** and constitute the lower portion of section **14** a relatively free flap. The aperture **18** is provided in order to prevent any flap-like movement of the lower part of tag section **14** from a tendency to tear the tag along the fold line **16**.

The tag is provided with an arcuate notch **38** which provides for clearance between the upper lip **24** of the channel holder **22** and tag section **14**. In Figure 4, the notch **38** is shown as extending across the fold line **16**, and thus the notch is common to both of the tag sections **12** and **14**. However, the preferred form and disposition of the notch **38** is shown in Figures 1 and 3 wherein the inner terminus **40** of the notch coincides with the juncture point between the fold line **16** and the upper edge **30** of the tag section **12**. The outward and downward curvature of the notch **38** immediately beneath its inner terminus **40** causes the notch surface to wedgingly engage the underside of the lip **24** when an outward pulling force is applied to the tag section **14**. Thus, the specific placement of the notch **38** in the manner illustrated in Figures 1 and 3 enables the tag to be more firmly supported in the channel holder **22** than is the case when the notch is disposed in the manner shown in Figure 4.

Having thus described the merchandise tag of the invention, what I desire to secure by Letters Patent is:

1. A merchandise tag of flexible sheet material comprising a first planar section, means embodied in said section including the upper edge thereof and a tongue formed in the body thereof for engaging said tag with upper and lower inturned lips of a tag holder, a second planar section integral with said first section and extending at a right angle to said first section, the upper edges of said sections being located in a common horizontal plane, and a notch formed in said tag at the upper end of the juncture between said sections adapted to provide clearance between said second section and the upper lip of said holder.

2. A merchandise tag as set forth in claim 1 wherein said notch is arcuate in form, being disposed in the upper edge of said second section and terminating at the point of intersection of the upper edges of said first and second sections.

3. A merchandise tag of flexible sheet material comprising first and second integral planar sections folded at a right angle with respect to each other and having upper edges disposed in a common horizontal plane, a fold line constituting the line of connection between said sections extending downwardly from the upper edges of said section for substantially less than the co-extensive lengths of said sections and terminating in an aperture common to said sections, said sections being physically separated throughout the balance of their co-extensive lengths below said aperture by a cut-line in alignment with said fold line, means embodied in said first section including the upper edge thereof and a downwardly directed tongue formed in said section having its free edge parallel to the upper edge of said section for engaging said tag with upper and lower inturned lips of a tag holder, and a notch formed in said tag at the upper end of the juncture between said sections adapted to provide clearance between said second section and the upper lip of said holder.

4. A merchandise tag as set forth in claim 3 wherein said notch is arcuate in form, being disposed in the upper edge of said second section and terminating at the point

of intersection of the upper edges of said first and second sections.

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