April 7, 1931. E. E. LUDWIGSON 1,799,756

PRICE TAG

Filed March 31, 1930

Fig. 1.

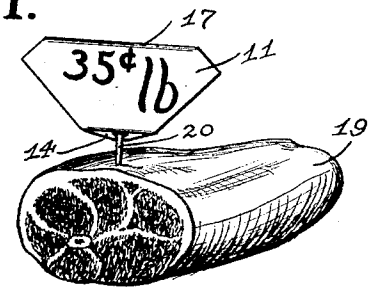


Fig. 2.

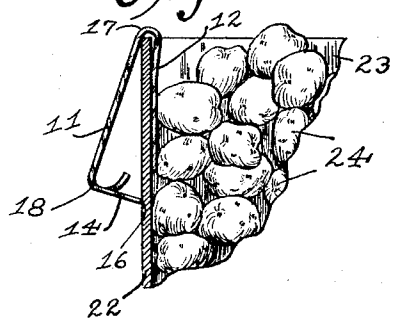


Fig. 3.

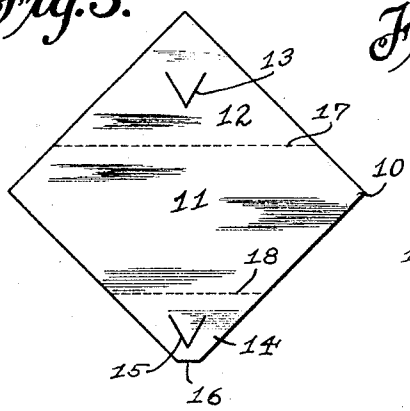


Fig. 4.

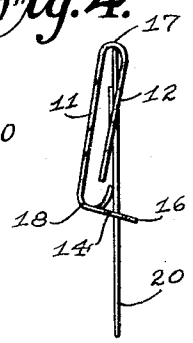


Fig. 5.

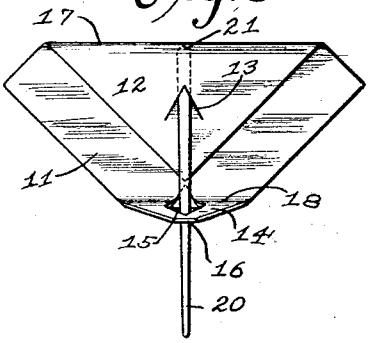


Fig. 6.

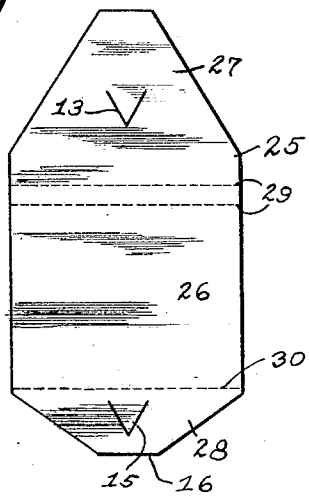


Fig. 7.

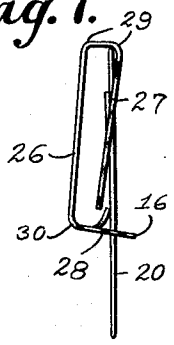
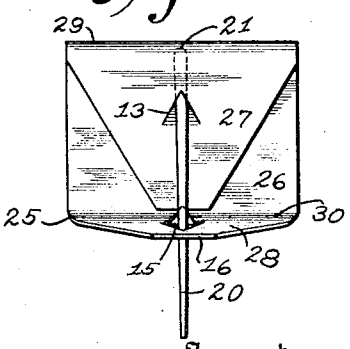


Fig. 8.



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UNITED STATES PATENT OFFICE

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PRICE TAG

Application filed March 31, 1930. Serial No. 440,577.

This invention relates to price tags, and more particularly to a folded tag adapted to be held in folded position and supported upon an article of merchandise by a toothpick, pin, or the like.

One object of this invention is to provide a price tag of the above nature which will be simple in construction, inexpensive to manufacture, easy to install and manipulate, compact, ornamental in appearance, and very efficient and durable in use.

With these and other objects in view there have been illustrated on the accompanying drawing two forms in which the invention may be conveniently embodied in practice.

In the drawing:

Fig. 1 represents a perspective view of the preferred form of price tag, as it appears when supported by a toothpick upon a ham for indicating the price thereof.

Fig. 2 is an end view of the price tag shown in Fig. 1, as it appears when clipped over the edge of a potato bin.

Fig. 3 is a plan view of a blank from which the preferred form of price tag is adapted to be bent up into shape.

Fig. 4 is an end view of the folded price tag as it appears with a toothpick inserted through the upper and lower flaps thereof preparatory to supporting the tag upon an article of food.

Fig. 5 is a rear view of the same.

Fig. 6 is a plan view of a blank from which a modified form of price tag may be bent up into shape.

Fig. 7 is an end view of the modified form of price tag as it appears when bent into shape and having a toothpick inserted therein.

Fig. 8 is a rear view of the same.

Referring now to the drawings in which like reference numerals denote corresponding parts throughout the several views, the numeral 10 indicates a substantially square blank from which the first form of price tag is to be constructed. The tag is preferably made from stiff celluloid but it will be understood that paper, cardboard, metal, or other material may be employed within the scope of the invention. The blank 10 comprises a central body portion 11, and upper flap section 12 having a vertical V-shaped slit 13, and a base flap section 14 having a similar vertical V-shaped slit 15. The lower corner of the flap 14 is cut away to provide a horizontal shoulder 16 for a purpose to be hereinafter described.

In forming up the price tag from the blank 10, the upper flap 12 will be bent rearwardly and downwardly about the dotted line 17 into a substantially vertical position, while the lower base flap 14 will be bent rearwardly about the dotted line 18 into a substantially horizontal position, as clearly shown in Figs. 4 and 5.

In order to support the price tag in a raised position above an article of food, such as a ham 19, the upper and lower flaps 12 and 14 are held by means of a toothpick 20, which has its blunt end 21 inserted upwardly through the slits 15 and 13, respectively, as shown in Figs. 4 and 5. The price of the article to be sold may be written upon the front face of the tag body 11 in any suitable manner, as by a wax pencil. As herein disclosed, the price of the ham 19 is indicated in Fig. 1 by the expression "35¢ lb."

It will be understood that when the price tag is to be used for merchandise other than articles of food, metal pins or other pin-shaped implements may be substituted for the toothpick 20 herein disclosed. This is particularly desirable in price tags for use on fabrics, potted plants, etc.

Another use of the price tag is for indicating the price of articles of merchandise contained in bins or other containers. In such a case, as indicated by Fig. 2, the vertical upper flap 12 of the price tag will be inserted behind the front wall 2 of a bin 23 containing potatoes 24, the body 11 of the tag being supported in an inclined position in front of said wall 22 by the lower flap 14, the flat shoulder 16 of which engages said front wall 22, whereby the price may be easily read by the customer. When using the price tag in this manner, it will be evident that no pin or toothpick will be required.

In the modified form of the invention shown in Figs. 6 to 8, a six-sided blank 25 is employed, and the price is marked upon a

rectangular intermediate body portion 26, flaps 27 and 28 being formed by bending the ends of the blank about the dotted lines 29 and 30, respectively, in a manner similar to the first form of the invention. Thus, the upper flap 27 will be substantially vertical, and the lower flap 28 substantially horizontal. The flaps 27 and 28 will also be provided with vertical V-shaped slits 13 and 15 as before.

As used in this specification, the word "slit" is intended to signify a cut, incision, or other relatively long opening formed in the sheet, no material being removed therefrom.

Operation

In the operation of either form of the invention, when it is desired to support the price tag upon an article of food, a toothpick 20 will first be forced up through the slit 15 of the lower flap and then through the slit 13 in the upper flap, causing the resilient V-shaped sections within said slits to press rearwardly upon said toothpick 20 for holding it securely in position. The resiliency of the material of the upper flap will also cause the lower edge thereof below the V-shaped slit 13 to press tightly against the toothpick and assist in holding it in position.

It will be understood that in assembling the price tag, the toothpick 20 may or may not be pushed upwardly until the top 21 thereof engages the folding edges 17 or 29, as the case may be.

It will also be understood that if desired, the toothpick 20 or other pin-shaped implement may be inserted in a flat base for holding the tag vertically on the top of an article of merchandise or upon any other horizontal surface.

While there have been disclosed in this specification two forms in which the invention may be embodied, it is to be understood that these forms are shown for the purpose of illustration only, and that the invention is not to be limited to the specific disclosures but may be modified and embodied in various other forms without departing from its spirit. In short, the invention includes all the modifications and embodiments coming within the scope of the following claims.

Having thus fully described the invention, what is claimed as new, and for which it is desired to secure Letters Patent, is:

1. In a price tag, a sheet of relatively stiff resilient material having an intermediate body section for receiving price indicating characters, a rearwardly extending and downwardly depending upper flap, a rearwardly extending bottom flap, and a pin-shaped implement passing through said flaps and frictionally engaging therewith for supporting said price tag upon an article of merchandise.

2. In a price tag, a sheet of relatively stiff resilient material having an intermediate body section for receiving price indicating characters, a downwardly and rearwardly depending upper flap, a rearwardly extending bottom flap, said flaps having vertically alined slits for receiving a pin-shaped implement for supporting said tag upon an article of merchandise.

3. In a price tag, a sheet of relatively stiff resilient material having an intermediate body section for receiving price indicating characters, a rearwardly extending and downwardly depending upper flap, a rearwardly extending bottom flap, said flaps both having V-shaped slits for receiving a pin-shaped implement for supporting said tag upon an article of merchandise, said slits being in alinement and having tongues adapted to exert clamping pressure on said implement.

4. In a price tag, a sheet of relatively stiff resilient material having an intermediate body section for receiving price indicia, a downwardly extending upper rear flap, a rearwardly extending lower rear flap, said flaps having slits for receiving a pin-shaped implement for supporting said tag upon an article, the lower part of said upper flap below its slit being caused to press tightly against said implement by the resiliency of said flap to assist in holding said implement in position.

In testimony whereof, I have affixed my signature to this specification.

ERNEST E. LUDWIGSON.