April 1, 1930. S. SINGER 1,752,509

PRICE TAG

Filed Feb. 11, 1928

Fig. 1.

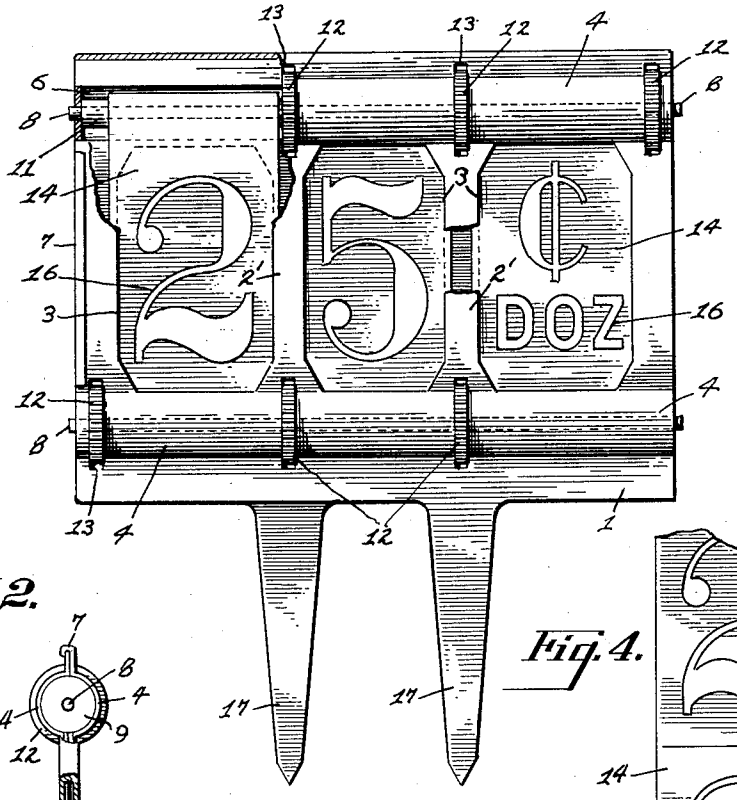


Fig. 2.

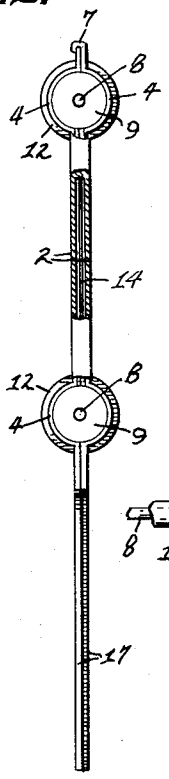


Fig. 3.

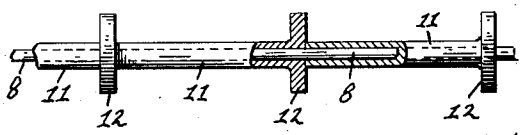
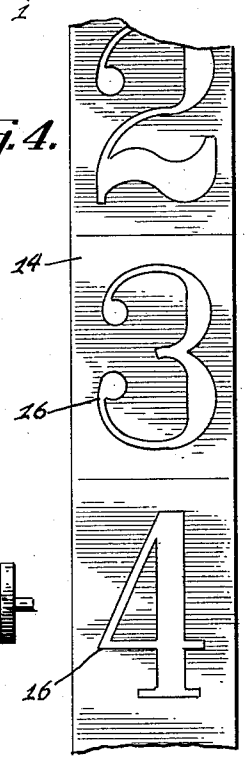


Fig. 4.



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UNITED STATES PATENT OFFICE

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PRICE TAG

Application filed February 11, 1928. Serial No. 253,726.

My invention relates to improvements in price marking devices wherein a plurality of webs bearing price marking characters are arranged to be independently wound onto pairs of mounting reels to display desired characters.

The primary object of my invention is to provide an improved price marking tag.

Another object is to provide an improved device which may be quickly and easily set to display a desired series of price marking characters.

A further object is to provide an improved device of the character described having means formed thereon whereby the marker may be detachably supported upon merchandise to be marked.

Another object is to provide an adjustable marker arranged to display similar characters from both sides of the marker by a single adjustment.

A further object is to provide an improved device of improved construction of light and compact form which will facilitate the manufacture and operation of the device and which is economical, durable, and efficient.

I accomplish these and other objects by means of the improved device disclosed in the drawings forming a part of the present application wherein like characters of reference are used to designate similar parts throughout the specification and drawings, and in which—

Fig. 1 is a front elevation of my improved price tag, parts being broken away and shown in section;

Fig. 2 is an end elevation, partly in section, of my improved tag;

Fig. 3 is a side elevation partly in section of a set of reels as mounted upon a mounting shaft; and

Fig. 4 is a broken portion of a character bearing web.

Referring to the drawings, the numeral 1 is used to designate in general a frame formed from a pair of plates 2 having windows 3 formed therein and provided with semi-circular indented portions 4 extending across the plates above and below the windows. The plates are arranged to match so that the windows will coincide and the indented portions will combine to form recesses 6 extending through the frame. The edges of the plates 2 are crimped together as at 7 to hold the plates in very slightly spaced matching relation.

A pair of shafts 8 extend axially through the recesses 6, said shafts being supported by discs 9 secured within the ends of the recesses and apertured to receive the ends of the shafts. A plurality of reels 11 are mounted in axial alinement along the shafts 8 within the recesses 6. The reels 11 are provided with annular flanges 12 formed at one end of each reel and arranged to extend outwardly through slots 13 formed in the indented portions 4 of the plates 2 when said plates are assembled together. The flanges 12 and slots 13 are arranged to position the reels and hold the same in correct relation within the recesses 6 and to provide means whereby the reels may be rotated within the recesses upon the shafts 8.

Flexible webs 14 having price indicating characters 16 imprinted thereon are wound upon the reels 11, each web having its ends secured and wound onto the reels above and below a window so that a portion of said web will be extended across the window between said reels and be observable therethrough. The edges of the portions of web extending across the windows are covered and protected by the portions 2′ of the plates extending along the sides of the window openings. The characters 16 imprinted upon the web are made of a size substantially filling the window opening and similar characters are imprinted at the same point upon opposite sides of each web so that said characters may be observed from either side of the frame. In the preferred arrangement shown in the drawings, three webs are provided, the two webs at the left being imprinted with numerals arranged to be individually displayed through the windows of the frame, while the right hand web is provided with suitable characters of various kinds denoting denomination.

Prongs 17 are formed upon the lower edges of the plates 2 and arranged to extend down-

wardly in spaced relation to be inserted onto a holder of any kind or into a product for marking the price of merchandise. In stamping out the plates 2, a prong 17 is formed on each plate, said prong being formed off center so that when two plates are faced together for assembly, the prongs will be spaced equally upon opposite sides of the center. For marking bulk products, the prongs may be inserted directly into the product to be marked, or may be inserted onto the edge of a container of any kind.

In operation, the webs 14 and reels 11 are assembled onto the shafts 8 and assembled into the frame before the plates 2 are crimped or otherwise secured together. When so assembled, the flanges 12 extend outwardly a slight distance from the slots 13, thereby holding the reels in proper relation to the windows 3 and at the same time forming a means for independently rotating each reel within the recesses 6. By turning the proper reel, the webs 14 may be wound in either direction from one reel onto the opposite reel thereby moving successive portions into displayed position across the windows. To set the tag, the reels are moved to display the desired characters designating the price to be marked. For instance, if the price is twenty five cents per dozen, the left hand webs are moved to display the figures 2—5, and the right hand web is moved to display characters designating the denomination as shown in Fig. 1 of the drawing. To change the price marked, the reels are rotated to move the desired character into displayed position.

The frame is preferably stamped from light sheet metal, thereby forming a light and relatively thin frame in which the reels and webs are compactly held to form an efficient and attractive price marking tag capable of quick adjustment to designate a desired price.

While I have illustrated and described the preferred form and construction of my invention, the device as disclosed is of course subject to modification in numerous details. I therefore do not wish to restrict myself to the specific details shown and described, but desire to avail myself of all modifications which may fall within the scope of the appended claims.

Having thus described my invention what I claim as new and desire to secure by Letters Patent is—

1. A price tag comprising a frame formed from a pair of matching plates having a plurality of windows formed in the middle portion and provided with matching indentations forming recesses above and below the windows; shafts extending axially through the recesses; a plurality of reels mounted upon each shaft within the recesses; a plurality of webs each having its ends wound upon reels above and below a window and bearing price designating characters arranged to be observed through the windows; annular flanges formed upon one end of each reel and extending outwardly through slots formed in matching relation in the front and back indented portions of the frame plates for positioning the reels axially within the recesses and for turning the reels and thereby winding the webs in either direction to display the characters desired; and prongs formed upon the frame and extending downwardly therefrom to be inserted into a product to be marked.

2. A price tag comprising a frame formed from a pair of matching plates having a plurality of windows formed in the middle portion and provided with matching indentations forming recesses above and below the recesses, said plates having their edges crimped together; a pair of shafts extending axially through the recesses; means for securing said shafts within the recesses; a plurality of reels rotatably mounted upon each shaft within the recesses; flanges formed upon the reels and extending outwardly through slots formed in matching relation in the front and back indented portions of the plates adjacent the sides of the windows to position the reels axially within the recesses and to provide turning means for rotating the reels independently within the recesses; webs having their ends wound upon reels above and below the windows and bearing price designating characters, said webs being arranged to be wound in either direction to display characters desired.

3. A price tag comprising a frame formed from a pair of matching plates having windows formed in the middle portion and provided with matching indentations forming recesses above and below the windows; shafts extending axially through the recesses; a plurality of reels rotatably mounted upon the shafts within the recesses above and below the windows; flanges formed upon the reels and extending outwardly through slots formed in matching relation in the front and back indented portions of the plates for positioning the reels axially within the recesses and for independently rotating said reels; webs having their ends wound upon reels above and below each window and having price designating characters imprinted upon both sides of the web, the same characters being formed at the same points upon opposite sides of each web whereby the same character may be observed from either side of the frame, said webs being arranged to be wound in either direction to display characters desired.

4. A price tag comprising a frame formed from a pair of matching plates crimped together along their edges and provided with matching indentions forming recesses along

the upper and lower edges thereof, said plates having window openings formed in matching relation in the front and back plates; a plurality of reels rotatably mounted within the recesses and provided with flanges extending outwardly through matching slots formed in front and back of the indented portions; webs having their ends wound upon the reels and provided with price designating characters imprinted upon both sides of the webs and movable to display desired characters through the front and back windows of the frame; and a prong formed upon each plate and extending downwardly therefrom to be inserted into a product to be marked, the prongs being spaced upon opposite sides of the vertical center line of the frame when the plates are crimped together.

In witness whereof, I hereunto set my signature.

SAMUEL SINGER.