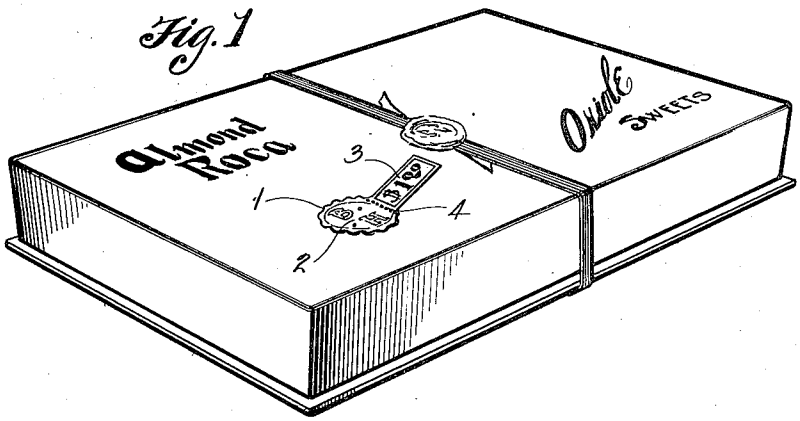
April 29, 1930. W. H. SEELEY 1,756,216

IDENTIFICATION AND PRICE TAG

Filed June 25, 1927

Fig. 1



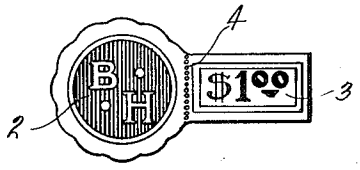
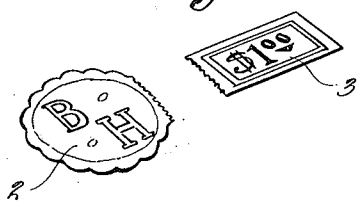




Fig. 3

Fig. 2



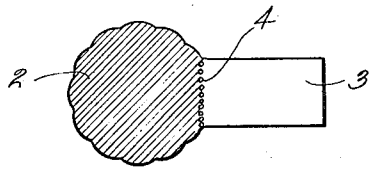




Fig. 4

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Patented Apr. 29, 1930 1,756,216

# UNITED STATES PATENT OFFICE

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## IDENTIFICATION AND PRICE TAG

Application filed June 25, 1927. Serial No. 201,494.

This invention relates to price indicating and identifying tags, or stickers, for retailed merchandise. More particularly, it relates to stickers, or tags, that are applicable to boxes of candy or the like.

It is the principal object of this invention to provide an identifying tag that may be applied to a box, or package, or other article and which has in connection therewith a detachable tab bearing a price mark for the information of both the purchaser and the retailer, and which may be detached when the box is purchased or at any time which suits the purchaser.

More specifically stated, the object of this invention resides in the provision of a sticker comprising an ornamental portion that may be attached to the goods and which bears thereon a trademark or other symbol whereby the purchaser may identify the make or character of the goods being purchased and to which a price bearing tab is detachably connected so that it may be removed without disturbing the identifying portion.

In accomplishing these and other objects of the invention, I have provided the improved details of construction, the preferred forms of which are illustrated in the accompanying drawings, wherein—

Figure 1 is a view, showing a box for candy, or the like, to which an identifying and price indicating tag is attached in accordance with the present invention.

Figure 2 is a view of the parts of the sticker, showing the price tab detached from the identifying portion.

Figures 3 and 4 are outside and inside views, respectively, of the tag.

Referring more in detail to the drawings—

The identifying and price tag, in its entirety, is designated at 1 in Figure 1, and it comprises an identifying portion 2 and a price tab 3 that is separated from the part 2 by a line of perforations 4 which permits the tab to be easily detached by tearing along the line of perforations. The part 2 may be of various ornamental shapes, circular, oblong or square, and may bear thereon a trademark or other symbol whereby a purchaser may identify the make or character of the goods contained in the box to which the sticker is attached; this portion of the sticker being provided on its under surface with an adhesive substance, such as glue, whereby it may be stuck to the box.

The tab 3 has a price mark thereon from which the purchaser, as well as the retailer, may determine the price at which the goods to which the sticker is attached is to be sold.

It is intended that such stickers be applied to the boxed goods at the factory or that they be distributed to the retailers for them to place on the boxes. When a box of candy, or the like, to which a sticker is attached is sold, the purchaser or the retailer tears off the price mark but the trademark or identifying mark is left on the box. Such stickers may be made in various styles and sizes and it is not desired that the claim be limited only to the particular form in which it has been herein shown.

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

An identification and price bearing tag for merchandise, said tag comprising an ornamental identification portion provided on its under side with an adhesive whereby it may be permanently attached to an article without impairing its ornamental appearance, and a price bearing portion disconnectably attached to said identification portion and adapted when removed therefrom to leave the ornamental portion in a symmetrical form.

Signed at Tacoma, Washington this 30th day of April 1927.

WILLIAM H. SEELEY.