Feb. 25, 1930. V. OLSON 1,748,616

TAG

Filed June 24, 1929

Fig. 1.

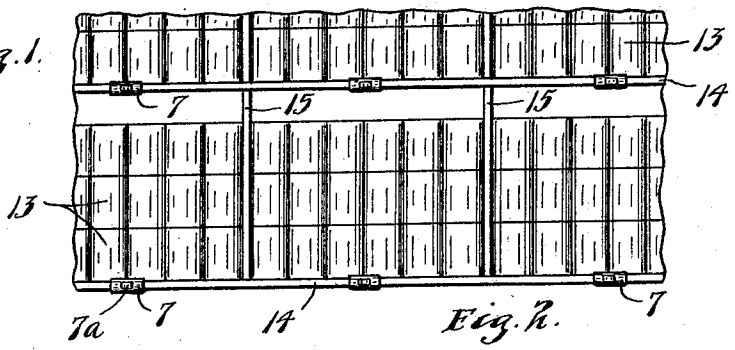


Fig. 2.

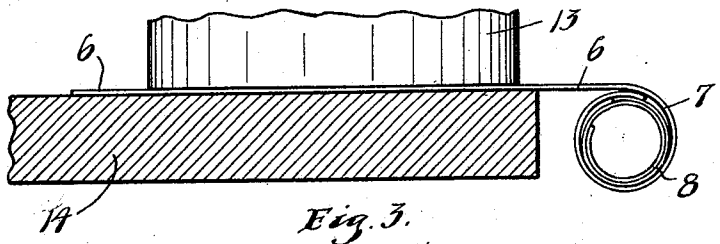


Fig. 3.

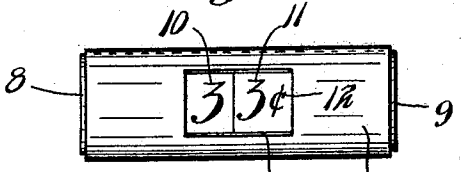


Fig. 4.

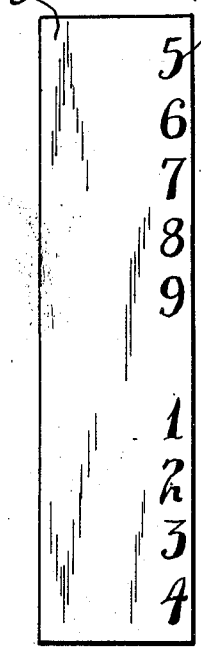
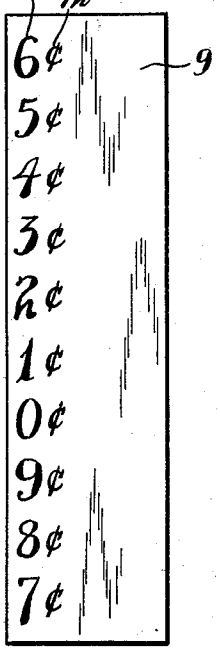


Fig. 5.



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TAG

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It is the object of this invention to provide a novel and improved tag adapted to be used as a price tag for marking goods or for other purposes and including a pair of strip members situated in a roll having a sight opening therethrough, the said strip members having a plurality of various designations printed or otherwise applied thereto adjacent their inner edges, whereby various combinations of the designations can be brought to view through the sight opening.

To this end, the invention consists in the novel parts and novel combinations of parts, hereinafter defined in the claim and described in the following specification, made in connection with the accompanying drawings, wherein like reference characters refer to the same or similar parts throughout the various views, and, in which,

Fig. 1 is a view in front elevation illustrating the manner in which the tags may be used to designate the price of various shelved canned goods;

Fig. 2 is a view in side elevation of the tag and illustrates the manner in which the tag may be supported between a can and a shelf;

Fig. 3 is a view in front elevation of the tag, and

Fig. 4 and Fig. 5 are plan views respectively, of two strips having printed designations thereon that may be used in connection with the tag, the said strips being shown in unrolled condition.

Referring to the drawings, in accordance with the present invention a plate 6 of thin sheet material is provided, and this plate is turned at one end to form a hollow cylindrical roll 7 open at both ends. The roll 7 has a central sight opening 7^a formed therein which opening is preferably of substantially rectangular shape. A pair of strips 8 and 9 respectively, composed of card board having some resiliency, or from any other similar partially resilient material that can be readily rolled, are rolled up and placed within the roll 7 so that the inner edges of the two strips 8 and 9 abut each other. The resiliency of the strips 8 and 9 tend to straighten out the strips when in rolled condition and, accordingly, the strips will tightly bear against the inner surfaces of the roll 7. The strips 8 and 9 are of such width that when they are inserted within the roll 7, their combined widths will extend across the roll and a portion of each strip 8 and 9 adjacent the inner edges of the same, will be capable of being viewed through the sight opening 7^a. Designations of various types may be printed or otherwise impressed on the two strips 8 and 9 adjacent their inner edges. In the drawings, the designations 10 on the strip 8 are shown as being numerals printed thereon, while the designations 11 on the strip 9 are illustrated as also being numerals. Designations 12 which are cent signs are printed on the strip 9 to the right of each of the numerals 11. The designations 10 on the strip 8 are spaced from each other from top to bottom when the strip is laid out flat as shown in Fig. 4, and the numerals forming the designations as shown in the drawings read, from top to bottom of the strip, "5", "6", "7", "8", "9", "1", "2", "3", "4", there being a blank space between the numeral "9" and the numeral "1". The designations 11 on the strip 9, when the strip 9 is laid out flat as shown in Fig. 5, are spaced from top to bottom of the strip and read from top to bottom as shown on the drawings, "6", "5", "4", "3", "2", "1", "0", "9", "8", "7", and the designation "¢" is placed behind each of the designations 11. With this construction, it will be seen that any combination of numerals from 1 to 99, together with a cent sign can be brought to view through the sight opening 7^a in the rolls 7 by rotating the various rolled strips 8 and 9 relative to the roll 7 and to each other when the strips are in place. The strips 8 and 9 can be readily rotated relative to the roll 7 by merely inserting a finger in the opening in one of the rolled strips and turning the finger. If it should be found, due to the overlapping of the ends of one of the strips 8 or 9, when the strips are rolled and inserted within the roll 7, that the desired designations 10 or 11 cannot be brought to view through the sight opening 7^a, the particular strip 8 or 9 can be removed from the roll 7 and the ends

of the strip may be overlapped in an opposite direction than formally to expose the desired designations 10 or 11 on the outer surface of the rolled strip.

In Fig. 1, a number of the tags are shown in place to mark the price of various canned goods held in shelf compartments. The cans of canned goods are designated by the numeral 13, the shelves by the numeral 14 and vertical partitions between the shelves are designated by the numeral 15. The straight or shank portion of the plate 6 may be inserted between one or more of the cans 13 and a shelf 14 as best indicated in Fig. 2, whereupon the weight of the can will hold the tag in position. As any desired combination of the numerals 10 and 11 may be brought to view through the sight opening, it will be seen that the tag may be used as a permanent price tag for any type of goods sold having a price range from 1¢ to 99¢ and, accordingly, price tags for each article sold within a store need not be printed daily or whenever the prices on the goods change.

Although the strips 5, 8 and 9 are illustrated as having numerals printed thereon adjacent their inner edges, it will be understood that any other type of designation may be substituted for the numerals and cent signs, if desired, such for example, as letters or the like, if it is desired to use the tag for other types of marking. It will be further understood that various types of attaching means may be substituted for the shank portion of the plate 6 to permit the roll 7 to be conveniently applied to goods, shelves, or the like, where desired.

The tag is very simple in construction and can be cheaply made and put on the market.

It will, of course, be understood that various changes may be made in the form, details, arrangement and proportions of the various parts without departing from the scope of the present invention.

What is claimed is:—

A tag comprising a roll having a sight opening therethrough and a pair of rolled strip members mounted in said roll and having their edges disposed adjacent each other so that a portion of each strip member may be viewed through said sight opening, said strip members having a plurality of spaced designations thereon adjacent their inner edges, whereby by rotating said strip members in said roll various combinations of designations may be brought to view through said sight opening.

In testimony whereof I affix my signature.

VICTOR OLSON.