April 18, 1933. J. F. HEALY 1,904,456

PRICE TAG AND HOLDER

Filed April 22, 1932

Fig. 1.

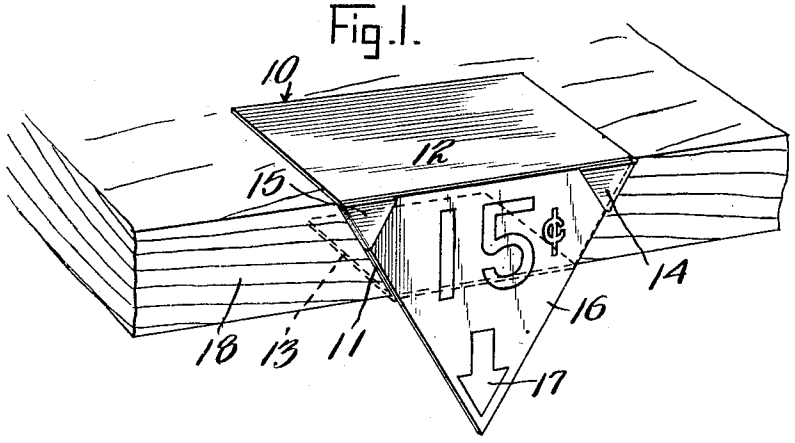


Fig. 2.

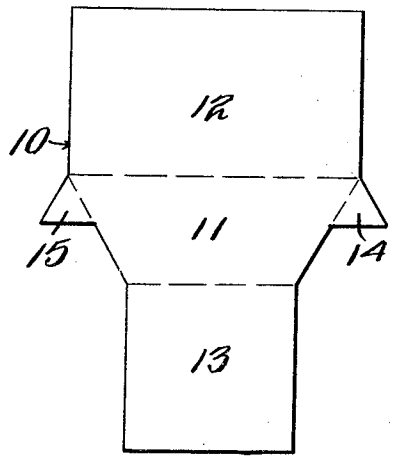
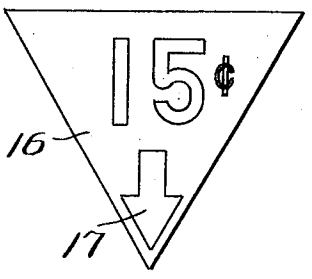


Fig. 3.



Inventor

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By

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Patented Apr. 18, 1933 1,904,456

UNITED STATES PATENT OFFICE

JOHN F. HEALY, OF CINCINNATI, OHIO, ASSIGNOR TO PIGGLY WIGGLY CORPORATION, OF CINCINNATI, OHIO, A CORPORATION OF DELAWARE

PRICE TAG AND HOLDER

Application filed April 22, 1932. Serial No. 606,959.

My said invention relates to price tags and means for attaching the same to the shelves on which goods are displayed the price of which the tag is intended to indicate, whereby a tag and holder for such purpose are provided of a comparatively inexpensive construction and which may be very conveniently and readily adjusted in place of use, the holder upon the shelf and the tag in the holder, all as will be hereinafter more fully described and claimed.

Referring to the accompanying drawing, which is made a part hereof and on which similar reference characters indicate similar parts,

Figure 1 is a perspective view of the holder and tag fixed to a portion of shelving,

Figure 2, a plan view of a blank from which the holder is formed, and

Figure 3, a view in elevation of the tag.

In the drawing reference character 10 indicates a tag holder which is formed of any suitable material, but preferably of a single sheet of metal. It is bent to form a middle portion 11 adapted to rest against the edge of the shelf and portions 12 and 13 adapted to engage the top and bottom surfaces of the shelf, being bent rearwardly and inwardly to form a grip that will engage the edge of a shelf, as 18, and be securely supported thereon as shown in Figure 1.

The portions 12 and 13 are of a resilient character and bent so as to clamp the shelf securely but permit ready removal and replacement when desired. The portion 11 is further provided with triangular shaped ears 14 and 15 at each upper corner which are bent forward and inwardly to form slots or pockets into which a tag 16 may be inserted and held.

The tag 16 is preferably triangular in shape and formed of any suitable material and on its front face has a price mark, that shown being 15¢. The face of the tag 16 is further provided with an arrow 17 pointing toward the goods the price of which is indicated by the tag, it being preferably in the lower angle or corner of the triangular shaped tag, which also points to such goods displayed on the shelf below. The other corners of the tag are inserted under the ears 14 and 15 which hold the tag in position and its lower corner preferably extends a distance below the shelf to more clearly indicate that the price on the tag is that of the goods on the shelf beneath. Both the ears and tag are shown as triangular in shape. It will be understood, however, that they may be of any shape suitable for the purpose.

The tag holder 10 is attached to the shelf 18 and the tag 16 is then inserted in the pockets provided by the ears 14 and 15 which afford a support for the tag that permits it to be quickly removed and a similar tag with a different price thereon substituted when desired, it being only necessary to slip the tag in at the top between the plate 11 and the ears 14 and 15, where the tag is held until removed.

A feature of this invention is the triangular shaped tag with its point extending downwardly and the arrow which indicates that the items of merchandise the price of which the particular tag is intended to indicate are on the next lower shelf.

It will be obvious to those skilled in the art that various changes may be made in my device without departing from the spirit of the invention and therefore I do not limit myself to what is shown in the drawing and described in the specification, but only as indicated by the appended claims.

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

1. A device of the kind described comprising a plate bent to provide two portions lying in two parallel planes and having a third portion perpendicular to said first named portions, the sides of which slope inwardly from top to bottom, ears formed on the sides thereof bent to provide pockets adapted to receive and support a tag therein, the lower portion of which projects downward below the plane formed by the lower of said first named portions, substantially as set forth.

2. The combination of a price tag and holder comprising a plate bent to embrace

the edge of a shelf, angular ears formed integrally on said plate and bent thereupon to form downwardly and inwardly inclined supports, and an angular price tag positioned in said supports, the lower corner of which projects below the bottom plane of the shelf and plate in a direction towards the goods being priced, substantially as set forth.

In witness whereof, I have hereunto set my hand at Cincinnati, Ohio, this 15th day of April, A. D. nineteen hundred and thirty-two.

JOHN F. HEALY.