

Nov. 6, 1923.

H. R. GOTTFRIED

1,473,035

PRICE INDICATOR

Filed Aug. 1, 1922

Fig. 1.

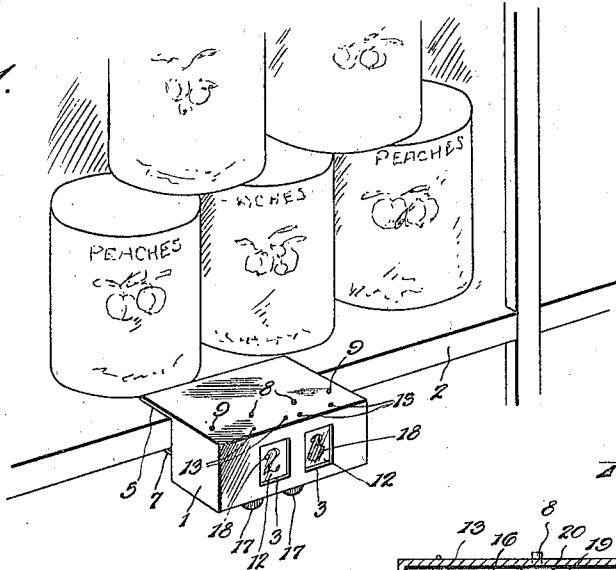


Fig. 2.

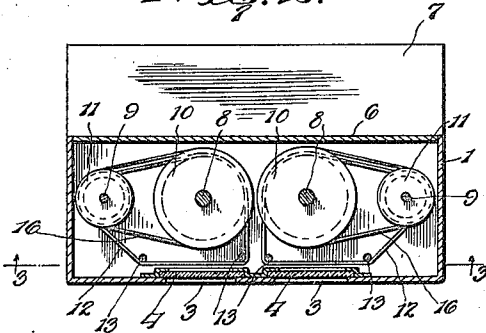


Fig. 3.

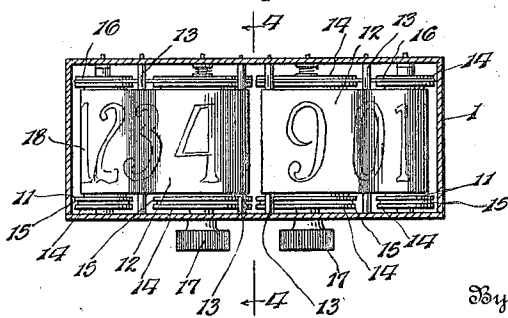


Fig. 4.

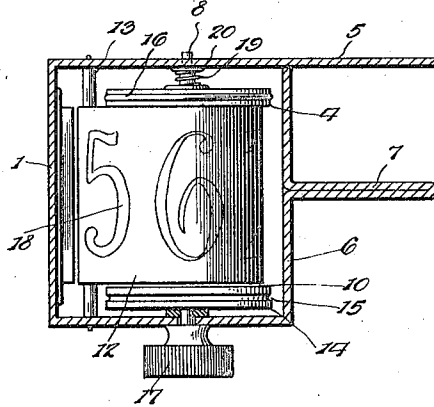
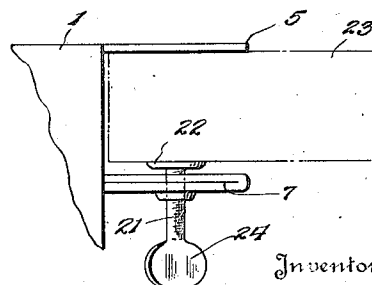


Fig. 5.



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## UNITED STATES PATENT OFFICE.

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## PRICE INDICATOR.

Application filed August 1, 1922. Serial No. 578,965.

*To all whom it may concern:*

Be it known that I, HERBERT R. GOTTFRIED, a citizen of the United States, residing at Erie, in the county of Erie and State of Pennsylvania, have invented certain new and useful Improvements in Price Indicators, of which the following is a specification.

This invention relates to devices for displaying price marks in connection with articles of merchandise and is intended more particularly for use in connection with store shelves to clearly display numerals indicating the price of goods upon the shelves. Various devices have been heretofore provided for displaying price marks, and these devices, as most commonly used, comprise holders of some form in which are removably and interchangeably engaged small tags or tickets having price-indicating numerals printed or otherwise caused to appear upon their faces. These devices necessitate the provision of a large number of tags which are small and are frequently lost so that the stock of tags must be constantly replenished, thereby causing annoyance to the storekeeper and, in many instances, being a considerable overhead expense. My invention provides means which may be readily set to display any desired price designation and which will not require the use of a large number of interchangeable tags so that the expense due to replacing lost tags will be avoided and the delay which is due to assorting from a large number of tags the particular tags which may be needed will be overcome. My invention provides a casing which may be readily detachably secured to a shelf and in which is a changeable mechanism which may be easily and quickly adjusted to display the desired numerals and which will not be apt to be accidentally moved out of its set position. The invention consists in certain novel features which will be hereinafter first fully described and then particularly pointed out in the appended claims.

In the drawings, which fully illustrate my invention,—

Figure 1 is a perspective view of the improved price indicator in operative position;

Fig. 2 is a view, partly in horizontal section and partly in top plan, of the device;

Fig. 3 is a vertical section on the line 3—3 of Fig. 2;

Fig. 4 is a transverse vertical section on the line 4—4 of Fig. 3, and

Fig. 5 is a detail view showing a form of attaching means differing from that shown in the other figures.

In carrying out my invention, I employ a casing 1 which may be of any convenient form and dimensions, being preferably rectangular in form so that the outer wall thereof will be parallel with the edge of the shelf 2 to which the device is applied. The front wall of the casing is provided with sight openings 3 through which the price-indicating numerals may be read, and these openings are preferably glazed, as shown at 4. The casing will preferably be constructed of sheet metal and the top thereof will be extended beyond the rear wall, as shown at 5, to provide a member which will project over the shelf and rest upon the upper surface thereof to aid in supporting the casing in position. At an intermediate point of the height of the back wall 6 of the casing, I provide a laterally projecting lip or plate 7 which may be formed by doubling the intermediate portion of the wall upon itself, as shown in Fig. 4, this doubled projecting portion being spring tempered so that, if the device be brought into position with the edge of the shelf 2 disposed between the members 5 and 7, the said members will exert a sufficient frictional pressure upon the shelf to firmly support the device. This means for supporting the device also permits it to be shifted along the edge of the shelf so that it may be set at such point as is most convenient and least apt to interfere with the movements of salesmen in removing goods from the shelf for delivery to customers, besides facilitating the withdrawal of the device from the shelf when all of the goods upon a shelf have been sold.

Within the casing, adjacent the centers and the ends thereof, I mount the vertical spindles 8 and 9 which carry drums or spools 10 and 11, respectively, and a display belt or web 12 is trained around these spools, as will be readily understood. I also provide idle rollers 13 within the casing adjacent the front wall thereof and at the opposite sides of the sight openings 3 therein, the webs or

aprons 12 being trained around the said idlers so that the foremost portions of the webs will be disposed parallel with the front wall of the casing and will, therefore, be at right angles to the axes of the sight openings so that they may be easily read and confusion or mistake in the reading will be avoided. The display webs are of such length that they will fit closely about the circumferences of the spools 10 and 11 and will be taut between the idlers 13 so that a perfectly smooth surface will be presented by the webs to the sight openings and a clear display of the price-indicating numerals will be attained. It will be readily noted that a web and pair of spools are provided for each sight opening and, in the present instance, two webs and sight openings are illustrated. Ordinarily, a device having two sight openings will be sufficient, but, if a larger device having a greater number of sight openings is desirable, the employment of such larger device will not involve any departure from my invention. It will also be noted that the inner spool 10 is of greater diameter than the spool 11 nearer the end of the casing. This difference in diameters of the spools provides spaces at the corners of the casing to facilitate the assembling of the parts, but it will, of course, be understood that the spools may be of the same diameter if preferred. The spools are provided with annular flanges or heads 14 at their upper and lower ends, which heads or flanges serve to maintain the display web in the proper horizontal position and they are also constructed with annular grooves 15 to receive belts 16 whereby simultaneous rotation of the spools in a set may be effected. The inner larger spools 10 have their spindles 8 extended through the bottom wall of the casing and equipped with milled heads 17 whereby they may be manually rotated and digits are painted, printed, or otherwise displayed upon the web, as shown at 18, so that by rotating the milled heads 17, the display webs or aprons will be easily shifted to bring any desired digit into view behind the sight openings. A spring 19 is coiled around the upper portion of the spindle 8 and bears against the upper end of the spool 10 and also against a washer 20 arranged around the spindle immediately below the top wall of the casing. The expansion of this spring causes it to bear frictionally against the upper end of the spool and against the said washer and serve as a brake to prevent the spools being turned so rapidly as to prevent accuracy in the setting of the webs, and also to hold the spools and the webs mounted thereon in the position in which they may be set.

While I prefer to employ the supporting means previously described and consisting of the members 5 and 7, it may sometimes be

desirable to provide a more positive clamping means to secure the device in position. Such a means as illustrated in Fig. 5, in which the casing 1 is provided with the rearwardly extending plate 5 at its top side as in the previously described arrangement, and in the projecting member 7, I provide a threaded opening through which is engaged a thumb bolt 21 having its upper end arranged to bear against a washer or head 22 bearing against the under side of the shelf, indicated at 23. By turning the head 24 of the thumb bolt so as to rotate the bolt about its own axis, the shelf will be very securely clamped against the upper plate 5 so that the device will be fixed in position upon the shelf.

It is thought the manner of using my device is evident from what has been said and it will be noted that the device is exceedingly simple and free from complicated arrangements or constructions so that it may be produced at a low cost, is not apt to get out of order, and will always be available when needed. The rotation of the milled heads 17 of the spindles 8 will quickly bring the desired digits into view through the sight openings so that the displaying of the desired price indications in connection with the goods offered for sale may be very expeditiously accomplished. In the present drawings, I have shown the belts 16 disposed about the upper ends of the spools only, but it is obvious that they may be arranged about the lower ends of the spools also or, if preferred, may be disposed at the lower ends of the spools and omitted from the upper ends thereof.

Having thus described the invention, what is claimed as new is:

1. A price indicator comprising a casing having a sight opening in its front wall, means projecting from the back wall of the casing to support the same upon the edge of a shelf, a pair of spools disposed within the casing, means acting upon the spindle of one of said spools to effect rotation of the same, motion-transmitting means operatively connecting the spools, idlers adjacent the front wall of the casing at opposite sides of the sight opening therein and an endless display web trained about both said spools and the idlers and across the sight opening in the casing parallel with the plane of said sight opening.

2. A price indicator comprising a casing provided with adjacent sight openings in its front wall, means upon the back wall of the casing to support it upon the edge of a shelf, sets of spools disposed within the casing, one spool of each set being disposed approximately in alinement with a sight opening transversely of the casing and another spool of each set being disposed adjacent the end of the casing, means below the cas-

ing connected with some of the spools for effecting rotation of the same, motion-transmitting means operatively connecting the spools whereby simultaneous rotation of the  
5 spools in a set will be effected, idlers disposed in advance of the spools at opposite sides of each of the sight openings in the casing and arranged in a plane parallel with the front wall of the casing, and endless display webs trained about the spools and  
10 about the said idlers.

In testimony whereof I affix my signature.

HERBERT R. GOTTFRIED.