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PRICE TAG MOLDING

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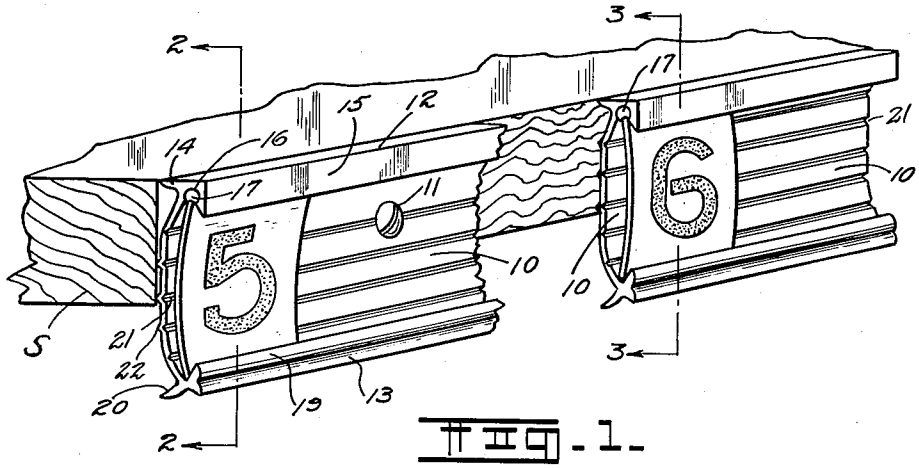


FIG. 1.

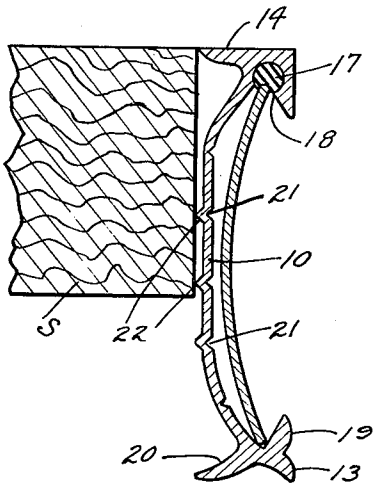


FIG. 2.

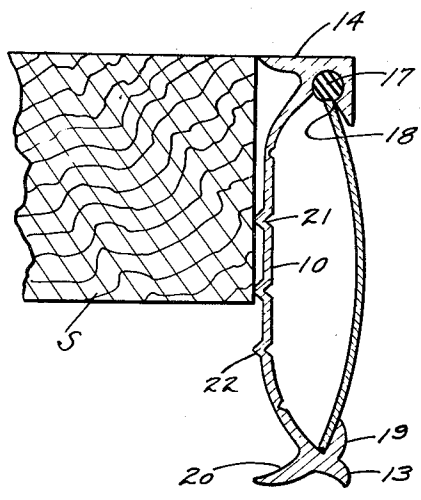


FIG. 3.

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PRICE TAG MOLDING

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1 Claim. (Cl. 40—10)

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This invention relates to price tag molding trims and more particularly to a price tag trim incorporating resilient means for edge tensioning price tags positioned therein.

The principal object of the invention is the provision of a price tag molding incorporating distortable means for securing price tags therein.

A further object of the invention is the provision of a price tag molding for application to the edges of shelves to form a finished edging therefor.

A still further object of the invention is the provision of a price tag molding incorporating a distortable rubber-like member for edge tensioning various sizes of price tags therein in non-slidable relation thereto.

The price tag molding disclosed herein is intended for positioning on the foremost edge of shelves in retail establishments and particularly those of the self-service type wherein merchandise is displayed in readily available locations upon shelves, counters and the like and prices of the merchandise are displayed by interchangeable price tags associated with the particular merchandise and carried by the price tag molding.

The price tags generally employed for such purposes are formed of stiff paper or cardboard, Celluloid, or similar plastic materials suitably printed and possessing sufficient rigidity to retain themselves in vertically bowed position in the price tag molding with their upper and lower edges engaged beneath longitudinally extending flanges of the molding.

A further and most important object of the present invention is the provision of a distortable rubber-like insert carried in one of the flanges of the molding and presenting a substantial, longitudinally extending body to the edge of the price tag positioned thereagainst so that the distortable rubber-like body is partially distorted by the positioning of the price tag in bowed shape in the molding. The distortion of the distortable rubber-like insert firmly anchors the price tag in the desired position and prevents it from being moved longitudinally of the molding or from being easily removed therefrom.

This is a continuation-in-part of my co-pending patent application on Price Tag And Molding Trim, Serial No. 107,742 filed July 30, 1949.

As disclosed in the aforementioned application for patent, a price tag molding trim is set forth incorporating a longitudinally extending body having its marginal edges in the form of inturned flanges, one of which is turned inwardly to define a longitudinally extending channel

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adapted to receive and retain an elastic cord. The longitudinal channel carrying the elastic cord is off-center with respect to the plane of the face of the molding so that price tags positioned in the molding and against the face thereof will have one of their marginal edges engaged beside the elastic cord which is thereby distorted and the price tag thus held firmly in position in the device.

The present disclosure relates to the same general type of price tag molding with the exception that the longitudinally extending flanges are of different cross section so as to position the same in different relation to the longitudinal body of the molding than the construction in the aforementioned co-pending application. Additionally, and most importantly, the longitudinally extending channel in which the elastic cord is positioned is re-located in the present disclosure so that rather than being offset with respect to the plane of the face of the molding, it is on the center line thereof which positioning results in the engagement of the price tags positioned in the molding against the full cross sectional thickness of the elastic cord so that the same is distorted and more effectively edge tensions the price tag than the molding in the aforesaid patent application.

The improvement set forth herein resides in the alteration of the molding and the re-location of the longitudinally extending channel and the elastic cord disposed therein and with respect to the plane of the face of the molding itself.

With the foregoing and other objects in view which will appear as the description proceeds, the invention resides in the combination and arrangement of parts and in the details of construction hereinafter described and claimed, it being understood that changes in the precise embodiment of the invention herein disclosed can be made within the scope of the what is claimed without departing from the spirit of the invention.

The invention is illustrated in the accompanying drawing, wherein:

Figure 1 is a composite perspective view of the price tag molding.

Figure 2 is a vertical section on line 2—2 of Figure 1.

Figure 3 is a vertical section on line 3—3 of Figure 1.

By referring to the drawings and Figure 1 in particular it will be seen that an improved price tag molding is illustrated as comprising a body member 10 secured to the forward edge of a shelf

S as by fasteners 11. The price tag molding comprises a relatively long length as compared with its height and its face is substantially concave between its upper edge 12 and lower edge 13. The upper edge 12 includes a horizontally disposed, rearwardly extending leg 14, the rearmost portion of which abuts the face of the shelf S due to the substantially concave shape of the price tag molding. The forward portion of the edge 12 lies on a vertical plane and is indicated by the numeral 15. The portion 15 overhangs the body 10 of the price tag molding and is so shaped as to define a longitudinally extending channel 16 which is substantially circular in cross section.

The channel 16 in cross section lies partially in back of and partially in front of the face of the molding body 10 and is adapted to receive and retain a rubber-like cord 17 which is round in cross section and is initially of a greater outer diameter than the inner diameter of the substantially circular channel 16. The cord 17 is positioned in the channel 16 by stretching the same so as to distort it and reduce its diameter sufficiently to enable it to be positioned in the channel 16 through the limited access slot 18 which is defined by the rearwardly extending edge of the front portion 15 and the forwardly extending surface of the molding body 10 as best shown in Figures 2 and 3 of the drawings.

Still referring to Figure 1 of the drawings it will be seen that the lower edge 13 of the molding includes an upwardly and outwardly extending flange 19 and a downwardly and rearwardly extending flange 20. It will thus be seen that a price tag such as shown in Figure 1 of the drawings and carrying the indica 6 may be positioned in the molding with its lower edge bearing against the junction of the inner surface of the upwardly and outwardly extending flange 19 with the front face of the body 10 and the upper edge thereof engaged in the slot 18 and bearing against the upper portion of the distortable rubber-like cord 17. The price tag is bowed in order to permit it to be so positioned, and upon such positioning the center portion thereof is then pushed inwardly against the body 10 of the molding as shown in the left hand portion of Figure 1 of the drawings wherein a price tag carrying the indicia 5 is displayed.

It wil be observed that as the price tag is moved into the position illustrated in Figure 1 of the drawings, where it assumes a concave shape, the upper edge thereof pushes upwardly against the longitudinal center line of the distortable rubber-like cord 17 and compresses the same, thus providing a continuous edge tensioning along the upper edge of the price tag by reason of its engagement with the cord 17 and a similar edge tensioning along the bottom of the price tag by reason of its engagement with the flange 19. The price tag molding in such position is very firmly positioned in the molding and conforms in shape substantially to the concave shape of the face of the body 10 of the molding. It will be understood by those skilled in the art that price tags of regular, over, and under size are thus readily accommodated by the molding due to the utilization of the rubber-like cord 17 which provides an automatically compensating member which will firmly position any price tag whether regular, under size, or over size in height.

It will thus be seen that the improvement disclosed herein comprises the positioning of the distortable rubber-like cord 17 in the molding in such a manner that the upper edge of the price tag pushes directly against the longitudinal center line thereof when installed in the molding. In the aforementioned co-pending application, the price tage is slid in behind the rubber cord and the degree of distortion of the cord was not comparable with the distortion obtained in the present construction and comprising the improvement herein set forth. By the same token the degree of locking action of the price tag is increased in the present disclosure over that of the aforementioned co-pending application disclosure and at the same time the molding construction itself is improved in that it is susceptible to easier and faster formation as by extrusion due to the positioning of the channel 16 in the relatively thicker edge 12 of the molding.

By referring to Figure 2 of the drawings an enlarged cross sectional detail of the price tag positioned in the molding and distorting the cord 17 may be seen and in Figure 3 of the drawings the price tag positioned in the molding and not yet moved into fixed position may be seen. Figure 2 corresponds with the cross section shown in the left hand portion of Figure 1 and Figure 3 corresponds with the cross section shown in the right hand portion of Figure 1 of the drawings.

It will be obvious to those skilled in the art that the price tag molding disclosed herein may be mounted on any shelf regardless of the thickness thereof as the downwardly and rearwardly extending flanges 20 on the lower edge 13 of the molding terminates on the same vertical plane as the back of the body 10 of the molding and the rearmost edge of the leg 14 of the molding. It will also be seen that the face of the molding 10 is preferably provided with a plurality of spaced, longitudinally extending grooves 21 and that some of these grooves 21 have their counterpart on the back surface of the molding in the form of spaced, longitudinally extending ribs 22. This construction facilitates the economic formation of the molding as it breaks up the surface of the molding into a number of relatively small light reflecting panels and at the same time enables the molding to be formed in a thinner cross section. Additionally, the grooves 21 provide for the insertion of a tool for snapping out the price tags as they must be bowed from the position shown in Figure 2 of the drawings to that shown in Figure 3 in order to be removed from the molding.

It will thus be seen that the several objects of the invention have been met by the price tag molding disclosed herein.

Having thus described my invention, what I claim is:

A price tag molding comprising an elongated body having a concaved front face vertically arcuate for substantially the entire distance between upper and lower side edges of the body, forwardly disposed flanges along the said upper and lower side edge of the body, the upper flange being formed with a longitudinal channel in its under portion circular in cross section and open along its under portion to provide a slot, said slot being of less width than the diameter of the channel and extending forwardly and rearwardly of a diameter taken vertically through the channel, there being an inner surface for the upper flange extending upwardly at a rearward incline and terminating along the front side edge of said slot, and a rubber-like cord fitted into said channel through said slot, said cord being circular in cross section and filling the channel and for a

portion of its circumference being exposed through the slot whereby a price tag disposed in front of the body between the flanges and guided rearwardly by the flanges may have its upper edge disposed in abutting contact with the exposed portion of the cord substantially along a vertical diameter thereof and press a portion of the exposed portion of the cord inwardly for straddling and gripping engagement with the upper edge portion of the price tag.

FRED G. SCHULER.

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