June 30, 1931. J. G. LUKAS 1,812,159

ADJUSTABLE PRICE INDICATOR

Filed March 14, 1930

Fig. 1.

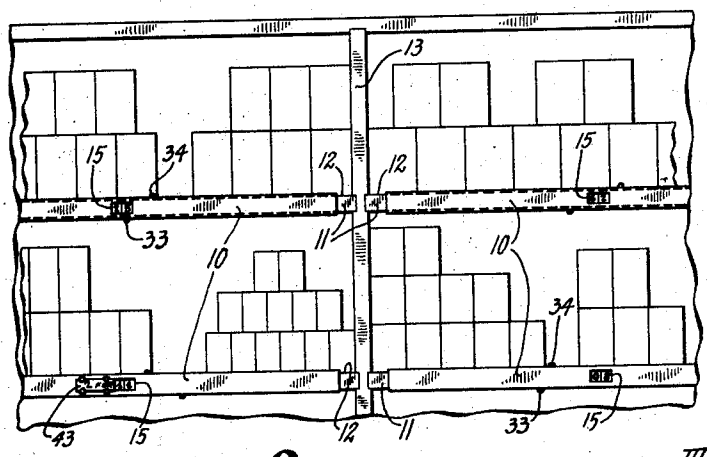


Fig. 3.

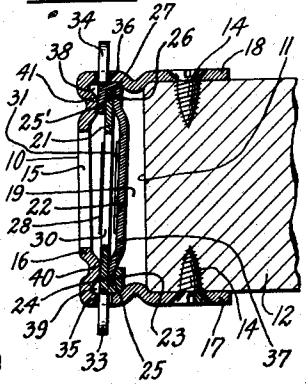


Fig. 2.

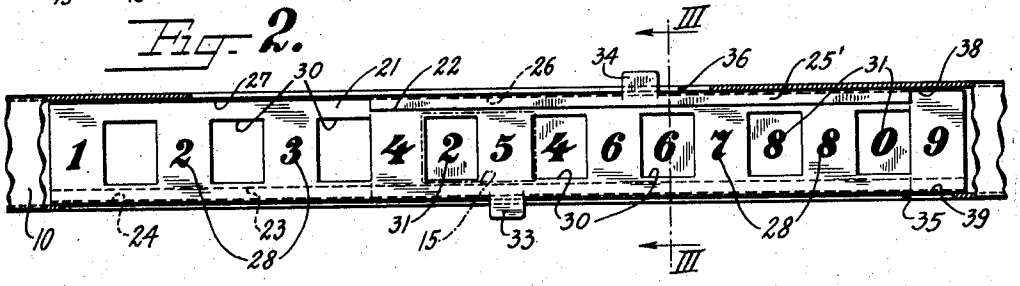


Fig. 4.

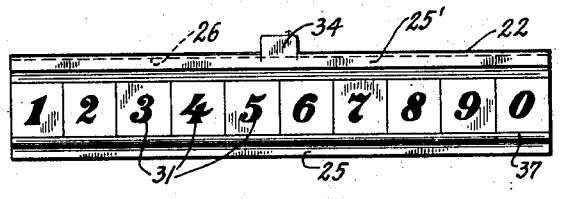


Fig. 5.

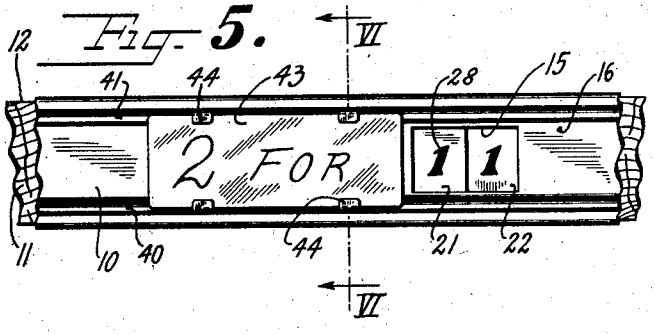
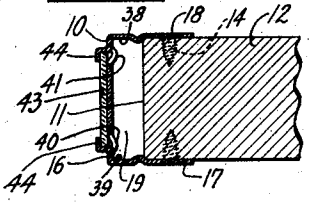


Fig. 6.



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UNITED STATES PATENT OFFICE

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ADJUSTABLE PRICE INDICATOR

Application filed March 14, 1930. Serial No. 435,701.

This invention relates to an indicating device and relates more particularly to a device for indicating the prices of merchandise when positioned upon shelves for storage and display.

It is the practice in sales rooms and especially in sales rooms where package articles, such as groceries, are sold, to provide rows of shelves to support packages of merchandise of different kinds and brands and to so position the merchandise as to be exhibited. For example, a package of a given brand of merchandise will be positioned for display with a number of packages of the same brand in the rear on the shelf.

For the purpose of convenience for the salesman or his assistants as well as to inform the purchaser, it is the practice to provide each group of packages with a price tag. A tag with a particular price is secured to the shelf in front of each brand of a given article. Price tags as heretofore employed were provided in sets and it was obviously necessary for the storekeeper to provide himself with a number of sets of tags bearing numerals from 1 to zero, certain of the numerals being repeated for the purpose of obtaining the desired number of combinations of numbers to indicate different given prices. On the other hand a great number of tags may be provided each bearing a different price which latter practice entailed difficulties in arrangement and assortment owing to the great variety of different priced articles to be tagged. The above method of marking or tagging articles caused considerable inconvenience and loss of time.

In stores, such as chain stores, where the manager is responsible for any error that may occur, it is encumbent upon him to personally apply the tags to the articles and inasmuch as the prices change frequently the operation of changing prices takes an appreciable amount of valuable time which might be given to other more profitable duties.

Furthermore the use of individual tags necessitates personal handling, whereupon they become soiled and worn and unless frequently changed, at considerable expense, present a disagreeable appearance detracting from the neat and symmetrical arrangement sought in modern retail merchandising establishments.

It is an object of the present invention therefore to provide a simple and neat appearing marking device which may be readily adjusted in accordance with price changes.

Another object of the invention is to provide a price indicating unit attachable to a shelf adjacent to merchandise to be marked.

Another object of the invention is to provide an adjustable price indicator in combination with a casing to give a neat and symmetrical appearance to a shelf edge.

Another object of the invention is to provide a combined shelf edge and price indicator adjustable without removal from the shelf.

Other objects and advantages of the invention will be evident from the following description together with the accompanying drawings, in which

Fig. 1 is a front elevational view showing a portion of a section of shelves with the present invention applied thereto.

Fig. 2 is a detail view of movable character bearing members forming part of the present adjustable price indicating device.

Fig. 3 is an enlarged view taken on line III—III in Fig. 2.

Fig. 4 is a view of one of the movable members shown in Fig. 2.

Fig. 5 is a view of a modified construction showing a portion of the price indicating device with an attachment for adding numerals thereto, and

Fig. 6 is a view taken on line VI—VI in Fig. 5.

Although the present invention may have various applications wherever it is desired to provide a device for quickly and conveniently changing character combinations, the selected embodiment of the invention illustrates the same as applied for indicating the pieces of merchandise such as package goods displayed on shelves.

As illustrated the invention comprises an elongated trough shaped casing 10 shaped to embrace the edge 11 of a shelf 12. The cas-

ing 10 may be of a length sufficient to extend between partitions 13. The partitions 13 are generally spaced about three feet apart and a casing 10 may be so constructed as to extend from one partition to another and may be secured by suitable means as wood screws 14 to the shelves. The casings may have plain facing surfaces or may be ornamented as desired to give a pleasing and symmetrical appearance.

Each casing may be supplied with one or more windows 15 through which characters indicating pieces may be exposed, the number of windows will depend upon the number of groups of articles between partitions.

As more clearly shown in Fig. 3 the casing 10 consists of a front wall or face plate 16 having flanges 17 and 18 which may tensionally engage the lower and upper surfaces of a shelf so that the edge 11 of the shelf in conjunction with the front wall 16 of the casing provides a compartment 19 to receive what may be termed slidable character bearing members or strips 21 and 22. These strips are preferably made of sheet metal and strip 21 which is the front or forward strip is provided with a reversely bent edge 23 to provide a guide slot 24 for an edge 25 of the rear strip 22. This rear strip is also provided with a reversely bent edge 25′ to provide a guide slot 26 to receive an edge 27 of the forward strip 21. The forward strip 21 is provided with numerals 28 from one to zero of a suitable size and disposed in spaced relation a distance substantially the same as the width of a numeral and between each numeral an aperture 30 is provided, preferably of rectangular form to expose numerals 31 on the rear strip 22 which numerals are disposed in close relation and include from one to zero.

The strips 21 and 22 are slidable in their respective guide slots and may be adjusted with respect to each other so that a numeral on the strip 22 may be exposed through an aperture on the strip 21 and a number will thus appear as an integer with two digits. Thus any combination of digits may be had and the window 15 is so proportioned as to expose a combination of digits as per example a number with two digits when the prices are to be expressed in the fraction of a dollar.

Means for moving the strips relative to each other and to the casing may comprise lugs or finger pieces 33 and 34 on strips 21 and 22 respectively. The finger pieces may project through slots 35 and 36 and the strips may be easily and quickly moved to change the exposed price to one containing a different combination of digits.

The numbers or other characters used may be embossed or printed on the strips and as will be evident from the drawings the strip 22 is offset at 37 to provide clearance and avoid mechanical abrasion between the surface of the strip 22 bearing the characters and the rear side of the strip 21. The casing 10 is so formed as to provide upper and lower tracks 38 and 39 so that the strips individually or as a whole may slide in the casing and bearing surfaces 40 and 41 prevent the characters on the strip 21 from rubbing against the surface of the casing.

When using the present device above described it may be desirable to add to the adjustable figures or pieces by supplying descriptive characters as for instance if the price is .25 it may be necessary to add "2 for," or after .25 it may be necessary to add ½ cent. The present invention contemplates the addition of such characters by providing a detachable plate 43 (see Figs. 5 and 6) which may be of slate or other markable material. This plate may be held by over-lapping ears 44 punched from the casing wall or the wall adjacent to the window may have a permanent markable surface to be written upon with chalk or pencil.

From the foregoing it will be evident that the present price indicator provides a time saving addition to stores or sales rooms where merchandise exhibited is subject to fluctuations in price.

Although a preferred embodiment of the invention is shown and described herein it will be understood that modification may be made therein without departing from the spirit and scope of the invention as set forth in the appended claims.

What is claimed is:

1. A combined shelf edging and indicating device for a shelf extending between partitions comprising a face plate of substantially the same width as the shelf edge, means for attaching the face plate in spaced relation to the shelf edge, said face plate having a window, a forward and a rear character bearing strip disposed in slidable relation between said face plate and said shelf edge; characters in close spaced relation on said rear strip and characters on said forward strip spaced from each other by apertures to expose characters on said rear strip; said strip being adjustable to expose different combinations of characters through said window.

2. A combined shelf edging and indicating device for a shelf extending between partitions comprising a face plate of substantially the same width as the shelf edge, means for attaching the face plate in spaced relation to the shelf edge, said face plate having a window, a forward and a rear character bearing strip disposed in slidable relation between said face plate and said shelf edge; characters in close spaced relation on said rear strip, characters on said forward strip spaced from each other by apertures to expose characters on said rear strip; said strip being adjustable to expose different combinations of characters through said window and extensions

on said strips for adjusting the same to vary the exposed combination of characters.

3. A combined shelf edging and indicating device comprising a face plate of substantially the same width as the shelf edge to present a smooth symmetrical appearance, means for securing the plate in spaced relation to said shelf edge, said plate having a window, forward and rear character bearing strips disposed in slidable relation between said plate and the shelf edge, characters in close spaced relation on said rear strip and characters on said forward strip spaced from each other by apertures to expose characters on the rear strip.

4. A combined shelf edging and indicating device comprising a face plate of substantially the same width as the shelf edge to present a smooth symmetrical appearance, means for securing the plate in spaced relation to said shelf edge, said plate having a window, forward and rear character bearing strips disposed in slidable relation between said plate and the shelf edge, characters in close spaced relation on said rear strip and characters on said forward strip spaced from each other by apertures to expose characters on the rear strip and finger pieces on said strip for adjustment to vary the exposed combination of characters.

In testimony whereof I affix my signature.

JOHN G. LUKAS.