Feb. 16, 1965 F. W. DEUCHAR 3,169,330

PRICE BEADING

Filed Nov. 14, 1961

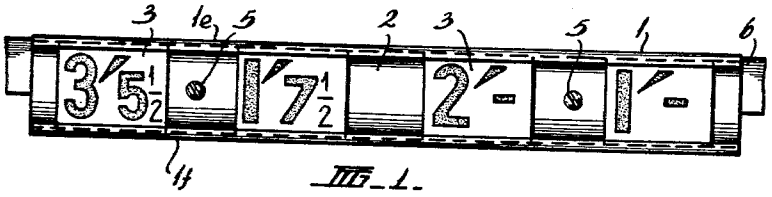

FIG. 1.

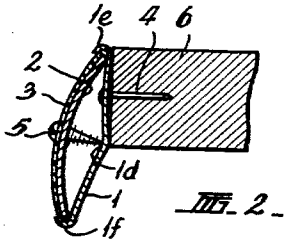

FIG. 2.

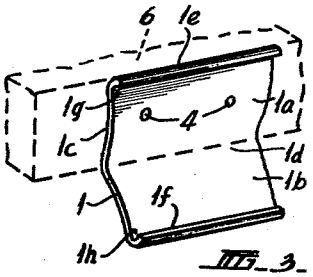

FIG. 3.

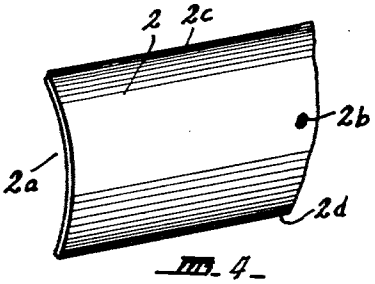

FIG. 4.

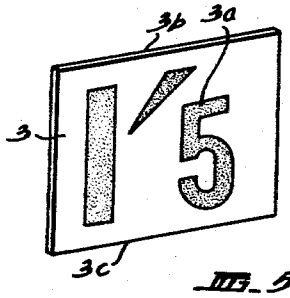

FIG. 5.

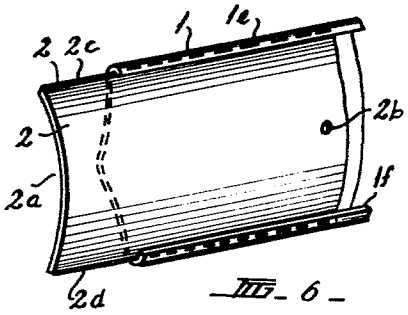

FIG. 6.

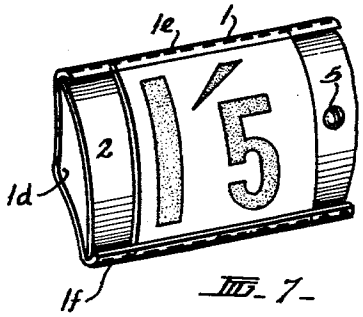

FIG. 7.

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PRICE BEADING

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5 Claims. (Cl. 40—23)

This invention relates to price beading of the type having an elongated metal or plastic strip with a flat or arcuate surface for the supporting of price or display cards or tickets, said strip usually being mounted upon the front of or suspended from a shelf. The flexible price cards or tickets hereinafter referred to as "tickets" are retained in peripheral grooves disposed along the top and bottom of the metal or plastic strip, being flexed and sprung into the grooves, or fed in from one end of the latter.

To that end the display surface of the abovementioned strip may be convex, or concave to require the tensioning of the price tickets for insertion into the grooves, so as to retain engagement with the display surface of the beading strip.

The above price beading has a number of distadvantages amongst which may be mentioned the marked tendency to accummulate dust which detracts materially from the appearance of price tickets, as well as the beading.

The dust is not readily dispersable, as the beading, due to its arcuate form, is difficult to clean or "dust." Moreover, as the price tickets are only frictionally held in the abovementioned grooves, children can flick or lift the same therefrom to either become lost or soiled or damaged from floor contact.

This invention aims at the elimination of the above stated disadvantages by the provision of an improved beading having the characteristic of being substantially dust proof and safeguarded against accidental or wilful dislodgement of the price tickets.

It is a further objective of the invention to provide such an improved beading in which the price tickets are mounted for convenient interchanging on the display surface of the price beading.

With the above stated objectives in view there is provided according to this invention, a length of price ticket beading comprising an attenuated base strip for attachment to a support, e.g. a shelf, and having at each side a parallel longitudinal groove, a price ticket retaining strip bridging the base strip with its sides fitting said grooves, and a multiple number of individual fastening members interposed at intervals between the base strip and ticket retaining strip so as to tension the latter to marginally clamp a number of price tickets in the grooves in contact with and conforming to the face of the ticket retaining strip.

Conveniently the fastening devices, e.g. cross screws or bolts projecting through the ticket supporting or retaining strip are individually adjustable to permit the individual removal and replacement of one or several price tickets in a long length of the price beading.

The accompanying drawings depict a practical arrangement of a length of price beading according to the invention.

In these drawings:

FIG. 1 is a front elevation of a length of price beading mounted upon the front of a shelf.

FIG. 2 is an end elevation showing the price beading in section.

FIG. 3 is a fragmentary perspective view of the base strip of the price beading.

FIG. 4 is a fragmentary view of the ticket retaining strip.

FIG. 5 is a perspective view of one of the interchangeable price tickets.

FIG. 6 is a fragmentary perspective view of a base strip in assembly with the ticket retaining strip.

FIG. 7 is a similar view showing a price ticket retained in the assembled clamped position upon the base strip of the price beading.

Referring now to the drawings the price beading consists of a sheet metal base strip **1**, for attachment to a shelf wall or other support **6**.

The base strip **1** is of slightly angular form having two complementary sections **1***a*–**1***b* diverging from a centre line **1***d*, the upper section **1***a* being apertured at intervals to receive the fastening screws **4** to secure the base strip to the face of the shelf **6**.

Each section **1***a*–**1***b* of the base strip **1** has at the end a parallel inwardly curled or rolled flange **1***e*–**1***f*, each forming a longitudinal channel **1***g* and **1***h* at the top and bottom of the base strip **1**.

In the assembly position upon the shelf **6**, the base strip is arranged and suspended as viewed in FIG. 2, the abovementioned centre line coinciding with the lower or bottom edge of the shelf.

The ticket supporting or retaining strip **2** is of arcuate or convex form in cross section as indicated at **2***a* and of a curved linear length to bridge the base strip **1** with the ends **2***c*–**2***d* marginally lying under the flanges **1***e*–**1***f* within the channel **1***f* as viewed in FIG. 6.

The ticket supporting strip **2** is also composed of light sheet metal having a number of apertures **2***b* being spaced along its centre line to receive clamping bolts or screws **5**. The inner ends of the clamping screws contact the base strip **1**, upon its centre line **1***d* defining the complemental sections **1***a*–**1***b* of the base strip as viewed in FIGS. 2 and 3.

The price tickets **3** are rectangular and of a width whereby the sides **3***b*–**3***c* fit between the upper surface of the ticket supporting strip **2** and the upper sides of the flanges **1***e* and **1***f* of the base strip **1** to be clamped in assembly in that position as viewed in FIGS. 1 and 7.

The price tickets **3** composed of thin flexible material such as celluloid are arranged upon the ticket retaining strip **2** between the spaced clamping screws **5** so that the top and bottom of said tickets are inserted between the ends **2***c*–**2***d* of the strips **2** and wall of the flange **1***e* and **1***f* of the base strip. Upon the screws **5** being engageably threaded through the spaced apertures **2***b* for contact with the base strip **1** and tightened the lower section **1***b* of the base strip and the ticket retaining strip **2** are tensioned, the latter strip being bowed and tensioned against the sides of the channel forming flanges **1***e* and **1***f* of the base strip **1** to thereby clamp the ends **3***b*–**3***c* of the price ticket **3** marginally within the channels **1***g* and **1***h* of said base strip as viewed in FIGS. 2 and 7.

The clamping screws **5** normally retain the price tickets **3** in conformity with the shape of the ticket retaining strip **2** and thus in relief upon the face of the latter as shown in FIGS. 2 and 7.

The price tickets **3** may be removed by simply slackening off the clamping screws **5** to relieve the tension in the ticket retaining strip **2**.

The clamping of the opposite sides of the ticket retaining strip **2** and price ticket **3** within the longitudinal channels **1***g*–**1***h* presents a plain outwardly bowed surface to bring the price tickets **3** into relief for display and the surface being devoid of recesses or grooves, eliminates the accumulation of dust as it can be conveniently dusted.

I claim:

1. A price ticket clamp comprising: an elongated sheet metal base strip for attachment to a support, said base strip having an inwardly directed flange along each side to form a pair of substantially parallel, oppositely disposed longitudinal grooves adapted to receive the upper

and lower marginal edges of price tickets; an arcuate price ticket retaining strip bridging said base strip whereby its sides fit into said grooves behind the marginal edges of said price tickets, said retaining strip containing a plurality of apertures at longitudinally spaced intervals; and a threaded fastening member projecting through each of said apertures for threaded engagement with said retaining strip and to contact said base strip, thereby being adjustably mounted so as to tension said retaining strip outwardly from said base strip and tightly clamp the marginal edges of said price tickets in said grooves.

2. A price ticket clamp as claimed in claim 1 wherein said fastening member consists of a screw threaded into an aperture of said retaining strip, the head of said screw being exposed on the outer face of said retaining strip and the shank of said screw projecting backwardly to contact said base strip.

3. A price ticket clamp as claimed in claim 1 wherein said retaining strip is a sheet metal member convexly bridging said base strip whereby price tickets clamped in said grooves conform to the outer face of said retaining strip.

4. A price ticket clamp as claimed in claim 1 wherein said base strip is concave in shape with a pair of complementary flat sections forming an obtuse angle therebetween.

5. A price ticket clamp as claimed in claim 4 wherein said fastening member projects through said retaining strip to contact said base strip at the junction of said complementary flat sections.

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