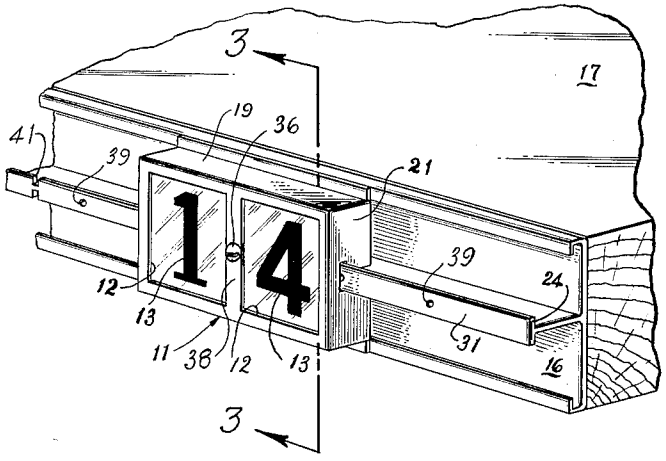
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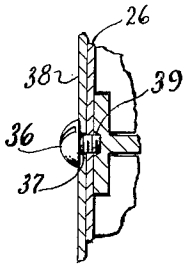
PRICE TAG MOUNT

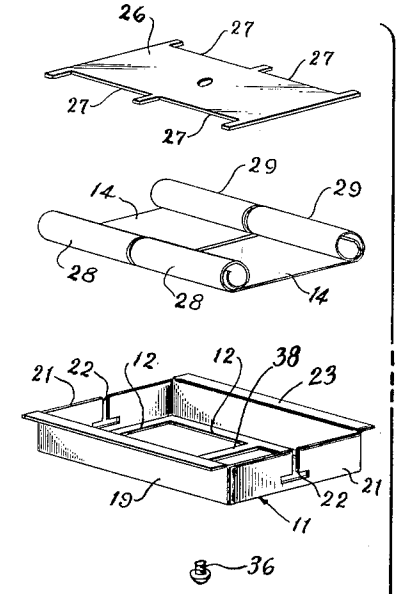
Filed April 6, 1959

Fig—1

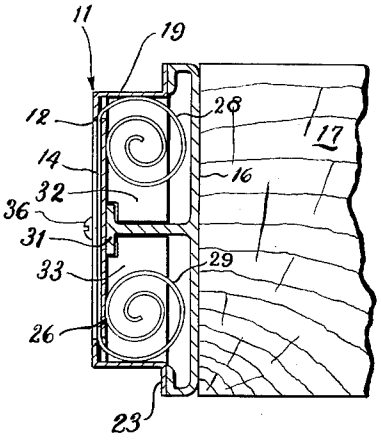


Fig—4





Fig—2



Fig—3

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3,016,638
Patented Jan. 16, 1962

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3,016,638

PRICE TAG MOUNT

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Filed Apr. 6, 1959, Ser. No. 804,201
6 Claims. (Cl. 40—5)

The present invention relates to improvements in a price tag mount, and more particularly to adjustable price tags in which the price may be changed without removing the tag from the display.

The present mount is particularly suited for use in connection with adjustable price tags of the general character set forth in my co-pending application, Ser. No. 784,932, filed January 5, 1959, and entitled Price Tag.

Price tags of this type envision the use of a continuous strip of flexible tape upon which is imprinted a series of characters, such as the numerals 0 to 9. The tape is contained in a compact housing which has a window or windows through which one character is visible at a time on each of the tapes used. Adjustment of the price is effected by sliding the tape in the housing, as by the tip of the finger, to reveal a different character.

The subject-matter of the co-pending application is principally concerned with the use of a pre-curled tape which winds itself up in a housing adapted to be clipped into the flanged retainer strip usually provided on a shelf edge.

The present invention contemplates an improved construction of the housing and a cooperating mounting structure which will securely hold the housing at the desired location and which provides for easy and simple assembly of the price tag unit. The mounting is also positive in function and holds the price tag against accidental changing of the numbers and from being dislodged from the shelf edge or other portion of the display structure upon which it is mounted.

It is, therefore, a principal object of the present invention to provide an adjustable price tag mounting which will securely hold the price tag against unwanted or unauthorized removal or changing of prices, while permitting movement of the tag to any desired position on the mounting without removing it therefrom.

Another object of the invention is to provide a mounting which cooperates with the structure of the tag to afford easy and rapid assembly of the tag and its installation on the mount.

Further objects and advantages of my invention will appear as the specification proceeds, and the new and useful features of the same will be fully defined in the claims attached hereto.

The preferred form of my invention is illustrated in the accompanying drawing, forming part of this application, in which:

FIGURE 1 is a perspective view of a price tag constructed in accordance with the present invention and shown mounted in a conventional retaining strip on the edge of a portion of display shelving;

FIGURE 2, an exploded perspective view of the parts of the price tag in position for easy assembly;

FIGURE 3, an enlarged cross-sectional view taken substantially on the plane of line 3—3 of FIGURE 1; and

FIGURE 4, an enlarged fragmentary detail view of a locking device.

While I have shown only the preferred form of my invention, it should be understood that various changes or modifications may be made within the scope of the claims hereto attached, without departing from the spirit of the invention.

Referring to the drawing in detail, my adjustable price tag includes a housing 11 having an opening therethrough providing a window 12 through which may be seen one of a series of information indicating characters 13 imprinted upon a pre-curled flexible tape 14, the housing being mounted upon an elongated mounting strip 16 attached to a display structure, here shown as a shelf 17.

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The housing 11 may be formed of any suitable material such as metal or plastic, but is preferably die-formed from thin sheet metal, which may be of stainless steel or plated to provide an attractive appearance.

Preferably, and as here shown, the housing is formed with a rectangular front face 18, in which one or more windows 12 are formed, and rectangularly related side and end walls 19 and 21, respectively.

Formed in the end walls 21, in aligned relation, are a pair of openings 22 intended for sliding engagement upon the mounting strip 16. Preferably, the side walls terminate in out-turned flanges 23 proportioned to bear against either the mounting strip or the display structure, so as to close off the interior of the housing 11.

In accordance with the present invention, the mounting strip 16 is provided with an outstanding longitudinal rib 24 which engages in the openings 22. The rib 24 is provided with angularly related flanges running along its length, which are designed to prevent removal of the housing except by sliding it off the end of the mounting strip.

As here shown, the angularly related flanges are provided by making the rib 24 of T-shape cross-section, see FIGURES 1 and 3. By making the openings 22 of similar shape, the tag housing will be freely slidable to any desired position along the strip, but will retain the tag against twisting or being knocked off or stolen.

The rib 24 may be provided as a unitary part of a conventional type of extruded shelf edge strip, in the manner shown in the drawings, or may constitute a separate piece which can be attached, as by screws (not shown), to either a conventional edging strip or to the display structure itself.

As an important feature of the present invention, the price tag unit is designed for easy assembly by simply dropping the parts into the housing 11 and sliding it onto the rib 24. For this purpose, the housing is made in two parts, the casing already described and a separate backing plate 26.

The plate 26 is of generally rectangular form and is substantially coextensive with the front face 18 of the housing, but slightly smaller, so as to be dropped into place within the housing. The sides of the plate 26 are formed with notched-out portions 27 which leave room between the plate and the housing sidewalls 19 for passage of the tape 14.

In assembling my price tag mount, the parts are positioned as shown in FIGURE 2 and are then simply dropped in place with the backing plate 26 supporting the stretch of the tape which is visible through the window, the edges of the window serving to hold the tape down flat. The ends 28 and 29 of the tape pass through the notches 27 in the backing plate.

The housing 11 is then slid onto the rib 24 and moved to the desired position along the mounting strip. Note that the flat outer face 31 of the T-shaped rib 24 slidably supports the back plate, while permitting its easy removal for changing the tapes by simply sliding the unit off the rib.

The rib and the housing are proportioned to provide a pair of chambers 32 and 33, on opposite sides of the rib for receiving the ends 28 and 29 of the tape.

As a feature of the present invention, the tape may be locked in place to preserve the indication of price against tampering. This is done by means of screw 36 which is freely revolvable in an opening 37 formed through the cross-member 38 of the housing between the windows 12.

The screw 36 is threadedly engaged with the backing

plate 26. When the screw is tightened, it will clamp the tapes 14 between the locking plate 26 and the cross-member 33. By merely backing off slightly on the screw, the tapes will be released for re-setting to indicate a different price.

The screw 36 also serves to lock the housing to the rib 24 against unwanted movement therealong. A series of pits 39 are formed along the center of the face 31 and are adapted for engaging the inner end of screw 36 when it is tightened down, see FIGURE 4.

The pits 39 are preferably spaced along the rib 24 by a distance equal to one-half the length of the housing 11. By positioning each of the housing end walls over a pit, the screw 36 will be brought into registration with the intermediate pit.

Convenient engagement or removal of the housing 11 from the rib 24 is provided by forming opposed notches 41 in the cross flange. When one end wall 21 is at the notches, it may simply be lifted away from the rib. The housing is slid along until the other side wall is at the notches and it, too, is disengaged in the same manner.

I claim:

1. A price tag structure, comprising a rail adapted for fastening upon the edge of a shelf or the like, a rectangular housing having a window in the front thereof and having upper and lower rear edges fitting against the upper and lower edges of the rail, a tape mounted in the housing and having a section arranged opposite the window, and cooperative means associated with the rail and the housing for holding the housing to the rail and for flattening the tape against the window, the latter means comprising a T-shaped rib projecting centrally from the rail and slidable in the housing and a backing plate interposed between the tape and the rib.

2. A price tag structure, comprising a rail adapted for fastening upon the edge of a shelf or the like, a rectangular housing having a window in the front thereof and having upper and lower rear edges fitting against the upper and lower edges of the rail, a tape mounted in the housing and having a section arranged opposite the window, and cooperative means associated with the rail and the housing for holding the housing to the rail and for flattening the tape against the window, the latter means comprising a T-shaped rib projecting centrally from the rail and slidable in the housing and a backing plate interposed between the tape and the rib, the housing and the rib having cooperative releasable means for locking the housing to the rib in adjusted position.

3. A price tag structure, comprising a rail adapted for fastening upon the edge of a shelf or the like, a rectangular housing having a window in the front thereof and having upper and lower rear edges fitting against the upper and lower edges of the rail, and a T-shaped rib projecting centrally from the rail and slidable in opposing walls of the housing for holding the latter to the rail.

4. In a price tag structure, a flat rail adapted for securing upon a shelf or the like in horizontal position, and a centrally located, horizontal T-shaped rib projecting therefrom for slidably supporting a housing having similar T-shaped slots in the walls thereof, the rib being relatively narrow so as to leave ample portions of the rail exposed above and below the rib.

5. In a price tag structure, a rail adapted for securing upon a shelf or the like in horizontal position, the rail having upper and lower inturned flanges in co-planar relation to serve as abutments for a housing placed thereagainst, and the rail having a horizontal T-shaped rib intermediate the flanges and projecting beyond the same for engaging in similar T-shaped slots in the housing located to hold the housing against the flanges.

6. In a price tag structure, a rectangular housing having an open rear and a windowed front, a tape in the housing having a portion exposed through the windowed front, and a backing plate in the housing to flatten the tape portion against the windowed front, the end walls of the housing having registering T-shaped slots located for receiving a T-shaped rib in confronting relation with the backing plate for urging the latter upon the tape.

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