Oct. 22, 1935. H. E. MARSH 2,018,528

PRICE TAG MOLDING

Filed June 5, 1933

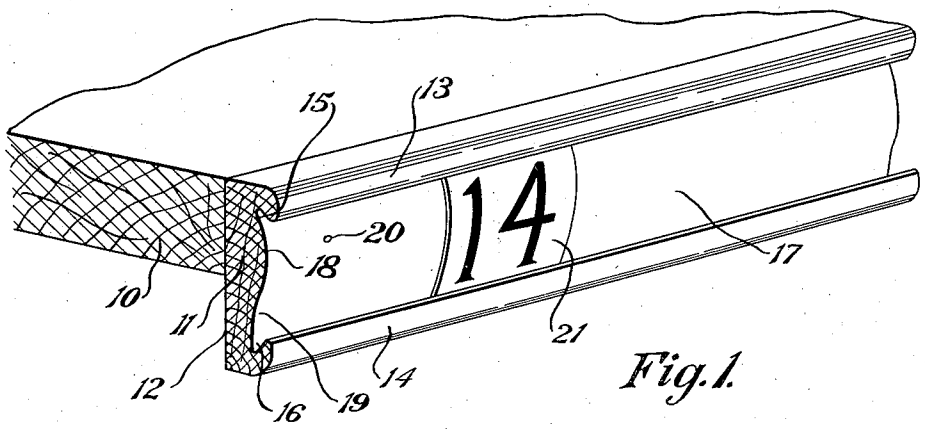


Fig. 1.

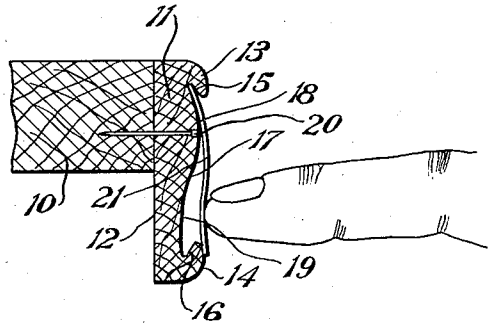


Fig. 2.

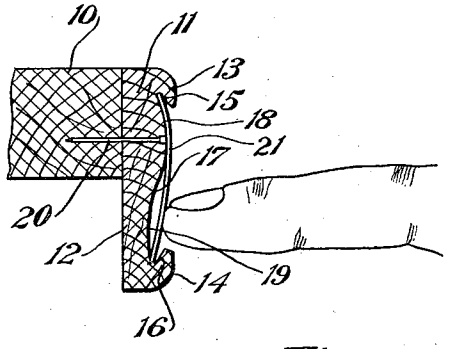


Fig. 3.

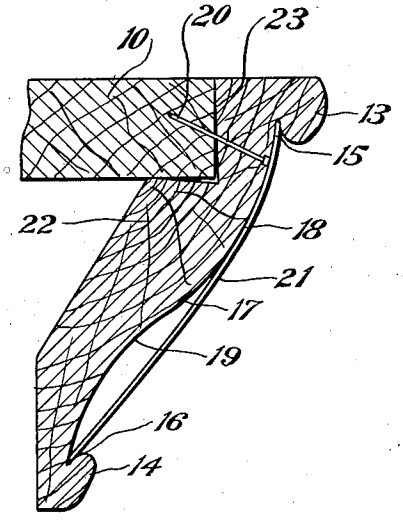


Fig. 4.

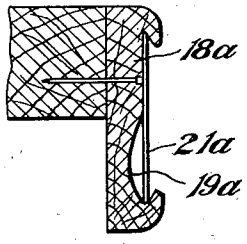


Fig. 5.

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PRICE TAG MOLDING

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5 Claims. (Cl. 40—16)

The invention relates to moldings adapted to be attached to the edge of a shelf upon which goods are displayed, producing an ornamental finish to the shelf and also being adapted to releasably hold tickets or price tags designating the goods displayed upon the shelf.

An object of the improvement is to provide a molding having parallel overhanging beads at its edges, the outer face of the molding between the parallel beads being a combined convex and concave contour so as to releasably hold the edges of a tag beneath the overhanging beads, the tag being bowed outward by the convex portion of the molding and the major portion of the tag being tipped toward the concave side sufficiently to avoid reflection of light on the glossy surface of the tag so that it may be read from all angles, and spaced from the concave portion of the molding to permit of quick and easy removal from the molding as by the finger tips.

Another object is to so arrange the relation of the concave and convex surfaces of the mold and the overhanging beads that when one edge of the price tag is placed beneath the bead on the convex side and a slight pressure of the fingers is exerted against the opposite edge portion of the tag, it will easily snap under the bead on the concave side of the mold.

A further object of the improvement is to form the convex portion of the mold slightly higher than a straight line between the grooves in the opposite beads so that when the price tag is snapped into position it is firmly held in place in the correct position because of a slight tension on the tag.

Another object is to so shape the molding that the thicker or convex portion thereof fits against the edge of the shelf so that nails driven through the molding for attaching the same to the shelf are located through the heavy part of the molding resulting in more rigid fastening of the molding to the shelf.

A still further object of the improvement is to provide a molding of this character having a concavity at one side of the longitudinal center whereby a price tag or ticket engaged in the molding will be prevented from bowing inward against the face of the molding.

The above and other objects which will appear from an inspection of the drawing and the following description, or which will be later pointed out, may be attained by constructing the improved molding in the manner illustrated in the accompanying drawing, in which

Figure 1 is a perspective view of a portion of molding embodying the invention, the molding being shown attached to the edge of a shelf and with a ticket releasably held thereon;

Fig. 2 is a transverse sectional view through the improved molding attached to the edge portion of a shelf showing the manner of engaging a ticket or tag therewith;

Fig. 3, a similar view showing the ticket or tag engaged in the molding;

Fig. 4, a sectional view through a modified form of the improved molding designed for use as a cornice or crown molding for the top of a tier of shelving; and

Fig. 5, a transverse sectional view of a slightly modified form of the molding.

Similar numerals refer to similar parts throughout the drawing.

A shelf of any usual and well known construction, such as the usual wooden shelf commonly used in grocery stores and the like, is indicated generally at 10, the improved molding to which the invention pertains being adapted to be fastened to the front edge of the shelf as by nailing. The molding, indicated generally by the numeral 11, is in the form of a long, relatively narrow strip of wood or the like which may be of greater width than the shelf and is adapted to be attached to the shelf with the upper edge of the molding flush with the top surface of the shelf, as shown in the drawing, so as to not interfere with the placing of goods upon the shelf or removal therefrom.

The rear face of the molding is preferably flat as shown at 12 so as to fit snugly against the front edge of the shelf and parallel beads 13 and 14 are formed at the upper and lower edges respectively of the molding and overhang the front surface of the molding, forming grooves 15 and 16 between the overhanging beads and the front surface of the molding which is indicated generally at 17 and is of less width than the rear surface 12 thereof.

The outer surface of the molding has a combined convex and concave contour, the upper portion thereof being convex as shown at 18 and the lower portion being concave as shown at 19. The molding is attached to the shelf by a few nails, as indicated at 20, driven through the convex or heavy portion of the molding, thus providing for more rigid fastening of the molding to the shelf and permitting the nails to be easily driven into the molding without marring the surface thereof as would be the case if the nails were driven through the concave portion thereof.

The contour of the convex portion 18 of the

molding is higher than a straight line drawn between the grooves 15 and 16 under the opposite overhanging beads. Thus when a ticket or price tag of pasteboard, celluloid or the like, as indicated at 21, is releasably engaged with the front surface of the molding, with its upper and lower edge portions received in the grooves 15 and 16 beneath the overhanging beads 13 and 14, the upper portion of the price tag is farther removed from the back of the molding than the lower edge thereof, causing the tag to be tipped toward the lower or concave portion of the molding sufficiently to avoid reflection of light upon the glossy surface of the tag from producing a glare, whereby the tag may be read from all angles.

The price tag may be easily engaged with the front surface of the molding by first inserting the upper edge of the price tag beneath the upper bead 13, and into the groove 15 and pressing upon the lower portion of the price tag with the finger, as shown in Fig. 2, this pressure flexing the tag and forcing the lower edge thereof over the bead 14 and into the groove 16 beneath the bead as shown in Fig. 3. While the upper portion of the tag is bowed outward by the convex portion 18 of the molding, the lower portion thereof is spaced from the concave portion 19 of the molding, whereby the tag may be easily removed by engaging the edge portions thereof with the thumb and finger.

Where the molding is to be used as a crown molding or cornice at the top of a tier of shelving, the same may be of greater width and shaped as indicated generally at 22 in Fig. 4, a right angle notch 23 being formed in the upper portion of the rear surface of the molding to receive the front edge of the shelf 10 to which the molding is attached as by a few nails 20. This locates the molding at an angle to the shelf as shown in the drawing, tipping the lower end thereof rearward so as to locate the tag 21 at such an angle to the eye that it may be easily read. Otherwise this molding is of the same construction as shown in Figs. 1 to 3 inclusive excepting that it is of larger proportions. This same style of molding may be also used upon a bottom shelf of a tier by reversing the position thereof so that the upper end is inclined inward.

The height of the convex portion of the molding may be either increased or decreased without departing from the spirit of the invention, and if it is desired to hold the tag or ticket in flat position, the convex portion may be substantially flat upon its outer face, as shown at 18*a* in Fig. 5. The tag 21*a* is thus held in substantially flat position and the concave portion 19*a*, located at one side of the longitudinal center of the molding, permits easy removal of the tag, which is prevented from bowing inward against the concave face of the molding.

I claim:

1. A molding adapted to be attached to the edge of a shelf, marginal beads at the upper and lower edges of the molding overhanging the front face thereof, said front face of the molding being convex adjacent to one bead and concave adjacent to the other bead, whereby a flexible tag having its opposite edges engaged under said overhanging beads will be bowed outward under tension over said convex portion and spaced from said concave portion of the front face of the molding.

2. A molding adapted to be attached to the edge of a shelf, marginal beads at the upper and lower edges of the molding overhanging the front face thereof, said front face of the molding being convex adjacent to one bead and concave adjacent to the other bead, said convex portion extending outward beyond the undersides of said overhanging beads, whereby a flexible tag having its opposite edges engaged under said overhanging beads will be bowed outward over said convex portion and tilted toward said concave portion of the front face of the molding.

3. In combination with a shelf, a molding of greater width than the shelf and adapted to be attached to the edge of the shelf with the top edge of the molding substantially flush with the top surface of the shelf, marginal beads at the upper and lower edges of the molding overhanging the front face of the molding, said front face being convex adjacent to the upper bead and concave adjacent to the lower bead, whereby nails may be driven through the heavier, convex portion of the molding for attaching the same to the shelf.

4. A card holding molding comprising a strip having upper and lower beads on its front face which extend forwardly beyond the rest of said face, each bead forming a groove at its inner portion for receiving an edge of a card, said front face having a longitudinally extending depression therein extending from the lower groove upwardly to a point an appreciable distance below the upper groove and a longitudinally extending substantially convex portion extending from the upper edge of the depression to the upper groove.

5. A device of the class described comprising a molding strip having upper and lower beads in its front face, said front face having a groove at the inner edge of each bead and said front face having a longitudinally extending depression therein extending from the lower groove an appreciable distance upwardly therefrom, with a longitudinally extending convex portion merging into the upper wall of the depression.

HARRY E. MARSH.