Feb. 20, 1940. W. W. VANDER CLUTE 2,190,958

PRICE TAG MOLDING

Original Filed March 12, 1936

Fig. 1

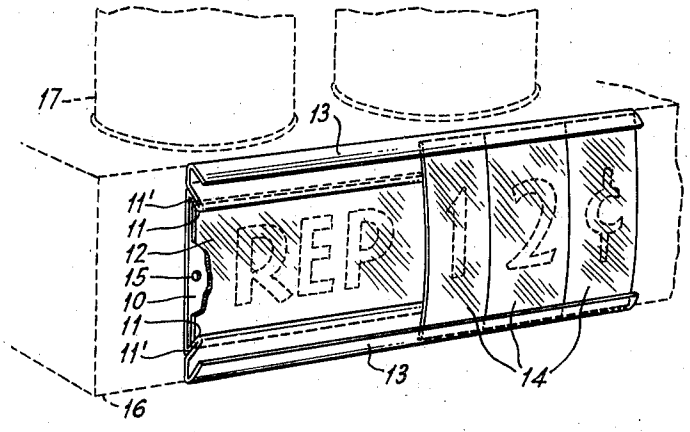


Fig. 2

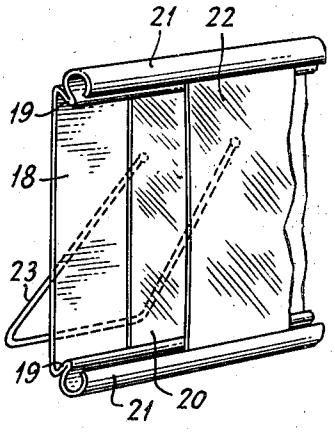


Fig. 3

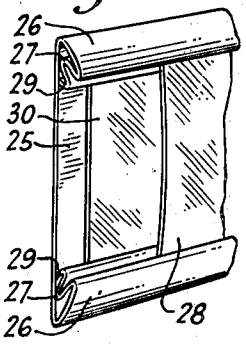


Fig. 4

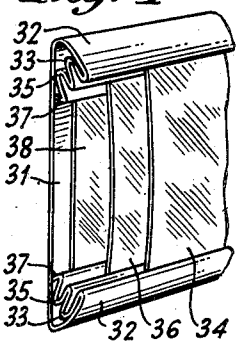


Fig. 5

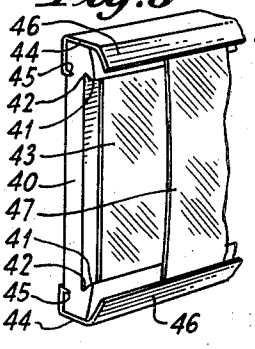


Fig. 6

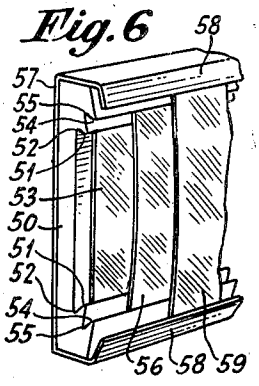


Fig. 7

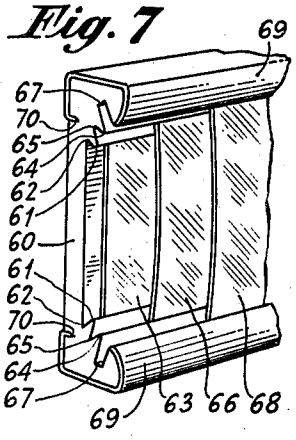


Fig. 8

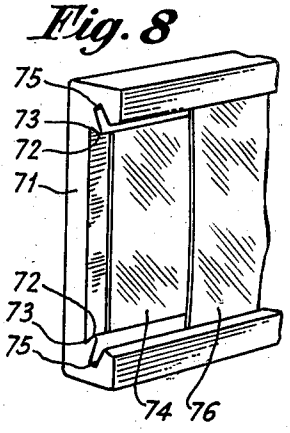
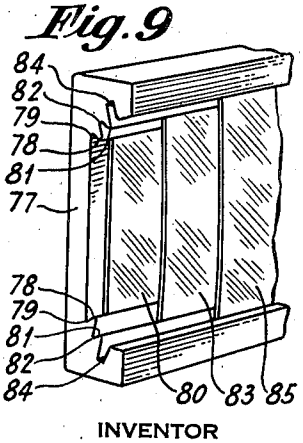


Fig. 9



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PRICE TAG MOLDING

William W. Vander Clute, Elizabeth, N. J.

Application March 12, 1936, Serial No. 68,432
Renewed July 13, 1939

6 Claims. (Cl. 40—16)

My invention relates to devices for supporting written or printed matter for display, more particularly to improvements in so-called price tag moldings.

The conventional price tag molding comprises an elongated strip of wood mounted horizontally and in a vertical plane, for example, on the outside edges of shelves supporting goods to be sold. The display side of the molding, that is the side opposite that engaging the edge of the shelf, is formed to have a curved surface and is provided with undercut grooves near the top and bottom edges of the strip to receive a strip of paper or like material in the form, for example, of a printed tag, the upper and lower edges of the strip being received within the grooves to maintain the strip in place against the curved backing surface of the display side of the molding.

There are various objections to the conventional types of tag moldings now in use, one being that when the goods, such as cans and the like, are removed from the shelves contact of the goods with the upper edges of the tag molding in a very short time causes the molding to be broken and marred and unsightly. Due to the design of the present tag moldings, the tags must be accurately dimensioned so that the tag will not be too small and thus drop out, nor too large and as a result bulge. Because of this requirement the regular market run of tags cannot be used. Due to the curved backing surfaces of the moldings, which curved surfaces may be concave, convex or have a double curve, the tag is curved and as a result a high light shines on the numerals or printed matter on the price tag, making it difficult to read the numerals. All conventional tag moldings at the present time permit the use of only one line of tags and there is no way of changing the color of the background at the back of the price tag, except by painting which is expensive, requires time and during painting renders the molding useless, nor can this space be readily used for advertising material, although it is sometimes desirable to have different backgrounds for the price tags, which may be of various materials. The conventional price tag moldings are made of wood and unfinished or pre-finished with a single color, and are secured to the edges of the shelves by nails. It is necessary to putty the nail holes and paint over them, but the result is not satisfactory and the appearance is not sightly. The present moldings, due to the type surfaces used and because of the curved surfaces which make the moldings thick, have very little esthetic appeal. In addition, because of the necessity for providing the peculiarly curved backing surfaces for the price tags, these moldings are not easy to make and are expensive.

It is, therefore, among the objects of my invention to provide a tag molding which will withstand wear, which is simple in design and attractive to the eye, which can use price tags printed on ordinary stock paper without requiring accurately cut tags, and which will firmly hold the tag in position without the production of high lights so that they are clearly visible. Other objects of my invention are to provide a tag molding in which the background can be changed at will and which will not only receive the price tag but also printed subject matter on the background and at the same time permit the price tags to be changed readily without interfering with the background or printed subject matter on the background strip. Another object of my invention is to provide a tag molding which will receive and support a plurality of superimposed strips or tags at the same time. Still further objects of my invention are to provide a tag molding in which the background in the form of a filler strip can be quickly replaced or changed, a molding which can be nailed into place without special attention to the placing of nails for securing the molding in place or the necessity for covering the defects caused by nailing by puttying and painting over the nails. These and other objects will appear hereinafter.

The novel features which I believe to be characteristic of my invention are set forth with particularity in the appended claims, but the invention itself will best be understood by reference to the following description taken in connection with the accompanying drawing in which Figure 1 is a perspective view of one form of molding made in accordance with my invention secured to the edge of a shelf; Figure 2 shows another form of my invention intended to be self-supporting; Figures 3 and 4 are still further modifications of my invention formed of metal; Figures 5, 6 and 7 are perspective views of still further modifications of my invention formed of wood and metal; Figures 8 and 9 show still futher embodiments of my invention.

Referring to Figure 1, the molding 10 comprises an elongated flat metal strip formed to have a flat back and flat display surface intermediate its upper and lower edges. It is provided with a pair of oppositely disposed parallel ledges formed by folded-over portions 11 extending toward each other to form a pair of oppositely disposed V-shaped grooves 11' for receiving the back-

ing or background filler strip 12. This strip may be of different colors and may have printed matter thereon. The top and bottom edges are formed to provide a second pair of folded-over portions 13 at least partially overlapping said first folded-over portion to form a second pair of oppositely disposed parallel grooves to receive superimposed strips or tags 14, which may, for example, have printed thereon or written thereon numerals designating the price of the stock, the name of which may be printed on the backing strip 12. This molding is fastened by nails or tacks 15 to the edges of the shelf 16, upon which the stock, for example, canned goods 17 may be placed.

Thus the molding is formed with a plurality of pairs of oppositely disposed parallel inwardly extending ledges providing successive pairs of grooves for receiving flat strip display material of increasing width in superimposed relationship. This molding can be quickly nailed into place and because of the backing strip, which hides the display surface of the strip, it is unnecessary to putty and paint over the nails. The background filler strip 12 can be snapped into place very readily to cover all of these defects. Because it can be readily removed and replaced the filler strip provides a background which can also be instantly changed in color as well as in printed matter appearing on the backing strip. The backing strip, of course, can be used for merely changing the color of the background and the price tags can be translucent or transparent to permit the color of the backing strip to show through. Thus I have provided a tag molding which will display not only the price and description of the stock to be sold but one in which either or both the price or description can be changed readily without interfering with the other. Because the molding is of metal the edges will withstand the wear and tear due to removing the material from the shelves. There is, therefore, no splintering of the edges and because the metal will readily receive enamels and other finishes the appearance is all that can be desired. These moldings are thin and of pleasing appearance. The tags can vary from $\frac{3}{16}$ to $\frac{1}{4}$ of an inch and still fit the grooves provided in the tag molding since it is not necessary to balance the curved surfaces and the grooves so as to exactly receive a tag. Because the tags lie flat or have only a slight curvature high lights are no longer a problem and the written or printed material can be readily seen. This molding which permits the use not only of the price tags but in addition provides a second support for the background strip upon which advertising display material can be printed, provides a long desired advantage never before provided for in the conventional price tag moldings. The molding may be brass, steel, stainless steel, chromium, silver, nickel or like materials. The background filler strip and tags may be made of paper, cardboard, metal, Celluloid, composition material, leather, cloth and the like.

In Figure 2 I have shown a modification of a molding embodying my invention which is self-supporting. The molding 18 has a pair of oppositely disposed parallel folded-over portions 19 forming parallel ledges which provide oppositely disposed grooves for receiving the backing strip 20, the edges 21 being folded over in a slightly different way from that shown in Figure 1 so that the tag 22 will be substantially flat instead of having a slight curve as shown for the tags 14 in Figure 1. It may be maintained in a substantially vertical position by means of a pivoted back support 23.

In Figure 3 I form the molding in a slightly different manner. The molding 25 is folded over its upper and lower edges as shown at 26 and provided with re-entrant portions 27 folded under the portions 26 so as to provide a pair of oppositely disposed grooves for receiving the tag 28. The lips or edges of the re-entrant portions are folded back as shown at 29 to contact the face of the molding strip so as to provide a pair of oppositely disposed V-shaped grooves for receiving the backing filler strip 30.

In Figure 4 is shown a modification somewhat similar to Figure 3, but in this case I provide a molding with three pairs of successive grooves for receiving a backing strip and two tags. The molding 31 is provided with folded-over portions 32 and re-entrant portions 33 for forming a pair of oppositely disposed grooves for receiving the tag 34, and re-entrant portions 35 for providing a second pair of grooves for receiving the tag 36, the lips or edges of the inner re-entrant portions 35 being formed to contact the back of the molding member to provide oppositely disposed V-shaped grooves for receiving the backing filler strip 38.

In Figure 5 the tag molding embodying my invention is formed of wood and metal. The wood base 40 is provided with a pair of parallel ledges 41 on its display surfaces, the ledges being undercut at 42 to provide a pair of grooves for receiving the backing strip 43. A pair of formed metal members or channels 44 are secured to the back of the wood base member 40 by edges 45 which may be received into slots or crimped into the backing piece or base member 40. These strips 44 engage the upper and lower edges of the base member 40 and are folded over at 46 to provide a space between the ledge and the strips to form a second pair of oppositely disposed grooves for retaining the tag 47 in place.

The molding shown in Figure 6 is formed of a wooden base member 50 provided with two pairs of successive ledges, one pair 51 being undercut to provide grooves 52 for holding the backing strip 53 in place, and a second pair of ledges 54 above and outside of the first undercut portion having grooves 55 for receiving tags or strips 56. A metal channel member 57 receives within it the wood base and has overlying edges 58 which form with the base member a third pair of grooves for supporting the tag or strip 59.

In the modification shown in Figure 7 the wooden molding 60 is provided with three pairs of successive grooves for receiving the backing strip and tags. The inner and first pair of ledges 61 are undercut at 62 to provide grooves for receiving backing strip 63. The second pair of successive ledges 64 are undercut at 65 to receive a tag 66. The walls at the upper and lower edges of the molding adjacent the ledges 64 are provided with slots 67 for receiving the tag 68. A metal protecting strip 69 is secured to the backing member by crimped over edges 70 and is formed to protect the upper and lower edges of the molding.

In Figure 8 I show a wooden tag molding embodying my invention. The molding 71 is provided with ledges 72 undercut to provide grooves 73 for receiving the backing strip 74. The walls at the sides adjacent the ledges 72 are slotted to provide a second pair of ledges having undercut grooves 75 for receiving the tags 76.

The modification shown in Figure 9 is similar

to that shown in Figure 8, but this form receives a backing strip and two tags. The molding 77 is provided with ledges 78 undercut at 79 to provide grooves for receiving the backing strip 80 and a second successive pair of ledges 81 set back from the first pair of ledges and undercut at 82 to provide grooves for retaining the tags 83, the walls adjacent the second ledges being provided with a third pair of ledges having undercut grooves 84 for receiving the tag 85.

It will thus be seen that I have provided a novel type of tag molding which is not subject to the objections of conventional tag moldings. By means of my novel tag molding having a plurality of pairs of oppositely disposed parallel ledges which extend toward each other for providing a support for a plurality of tags at the same time in superimposed relationship I can display both the price and description of the goods, as well as providing a molding in which the background can be changed both as to subject matter and color by means of my novel filler strip or strips. The tags and strips can be readily changed in an instant. The moldings made according to my invention may be made of metal, metal and wood, or wood. The molding may be secured to shelves or be self-supporting, is inexpensive and pleasing to the eye.

While I have indicated the preferred embodiments of my invention of which I am now aware and have also indicated only one specific application for which my invention may be employed, it will be apparent that my invention is by no means limited to the exact forms illustrated or the use indicated, but that many variations may be made in the particular structure used and the purpose for which it is employed without departing from the scope of my invention as set forth in the appended claims.

I claim:

1. A device for supporting display material in the form of strips or tags and comprising a flat strip of metal molding having on one side thereof a plurality of pairs of oppositely disposed folds forming parallel ledges, one of each pair of ledges being near the opposite edge of the strip of molding and extending toward the other of the pair of ledges to provide successive pairs of grooves for receiving flat strip display material in spaced superimposed relationship.

2. A device for supporting display material in the form of strips or tags comprising a flat strip of molding having on one side thereof a pair of spaced oppositely disposed folds forming parallel metal ledges extending toward each other to form with the surface of said one side a pair of grooves for receiving a flat strip of material, a second pair of spaced oppositely disposed folds forming parallel metal ledges, one of each of said ledges formed by said second pair of folds being adjacent one of the first pair of ledges but above and on the outside thereof, said second pair of ledges extending toward each other for forming a second pair of oppositely disposed grooves for receiving a second strip of material in superimposed spaced relationship with the first strip of material.

3. A device for supporting display material in the form of strips or tags comprising a flat strip of metal having the portions adjacent the longitudinal edges folded over toward each other on one side to form a plurality of parallel ledges and comprising a pair of spaced oppositely disposed ledges extending toward each other to form a pair of grooves for receiving a flat strip of material, a second pair of spaced oppositely disposed parallel ledges each one of said ledges of said second pair being adjacent one of said first pair but on the outside thereof, said second pair of ledges extending toward each other for forming a second pair of oppositely disposed grooves for receiving a second strip of material in superimposed relationship with said first strip.

4. A device for supporting display material in the form of strips or tags comprising a flat strip of metal having the portions adjacent the longitudinal edges folded over toward each other on one side to form a plurality of parallel ledges, each portion comprising a part folded toward the surface of said one side and back upon itself to form a ledge overhanging said surface and extending toward the other ledge to form a pair of oppositely disposed parallel grooves for receiving a strip of material and a part folded over and toward said ledge to form a second ledge adjacent but outside of said first ledge, each of said second ledges extending toward the other and forming together a second pair of successive grooves for receiving a second strip of material in superimposed relationship with the first strip.

5. A device for supporting display material in the form of strips or tags comprising a flat strip of metal having portions adjacent the longitudinal edges folded over toward each other on one side to form a plurality of parallel ledges, each portion comprising a part folded toward the surface of said one side and inwardly back upon itself to form a ledge extending toward the other ledge and to have a re-entrant portion between the ledge and the side of said flat strip of material, the re-entrant portions providing a pair of oppositely disposed parallel grooves for receiving a strip of material, the free edge of each re-entrant portion being formed to provide with the one face of said flat strip of material a second ledge inside the first ledge to provide a second pair of grooves for receiving a second strip of material beneath said first strip.

6. A device for supporting display material in the form of strips or tags comprising a flat strip of metal having the portions adjacent the longitudinal edges folded over toward each other on one side to form a plurality of parallel ledges, each portion comprising a part folded toward the surface of said one side and inwardly back upon itself to form a ledge extending toward the other ledge and to have a re-entrant portion between the ledge and the side of said flat strip of metal, the re-entrant portions providing a pair of oppositely disposed parallel grooves for receiving a strip of material, the edges of the portions folded over being folded back against the one side of the flat strip of metal to form a second ledge inside the first ledge, each of the second ledges extending toward the other and forming a second pair of successive grooves for receiving a second strip of material beneath said first strip.

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