Dec. 10, 1957 S. HESELOV 2,815,594

PRICE TAG MOLDING

Filed March 26, 1956

FIG. 1

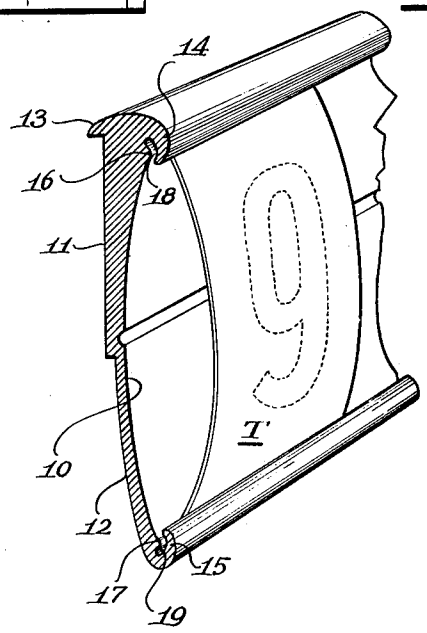
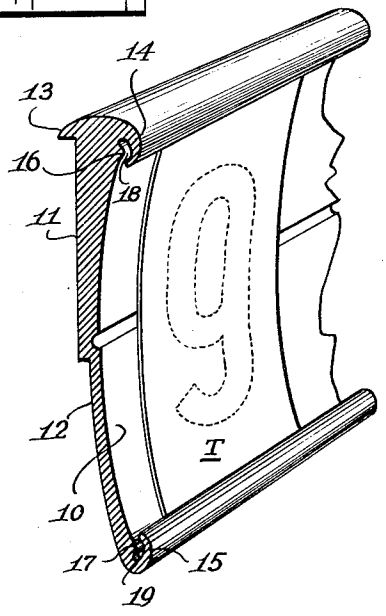


FIG. 2



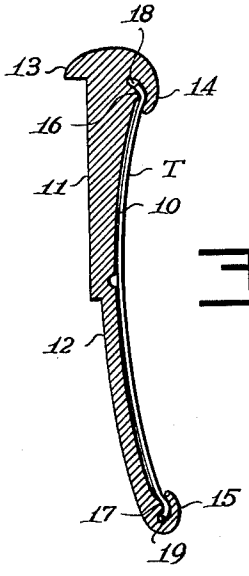


FIG. 3

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PRICE TAG MOLDING

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4 Claims. (Cl. 40—10)

This invention relates to a price tag molding and more particularly to a price tag molding in which price tags may be positioned in self-retaining relation thereto.

The principal object of the invention is the provision of a price tag molding having a structure for receiving the upper and lower edges of a price tag and distorting the same so as to hold a price tag in predetermined position in the mold.

A further object of the invention is the provision of a price tag molding of a conformation that may be readily formed as by extrusion or rolling processes known in the art.

A still further object of the invention is the provision of a price tag molding that requires the positioning of a price tag therein in such a manner as to position the upper and lower edges of the price tag in sharply distorted relation to an intermediate arcuate section of the price tag.

The price tag molding disclosed herein comprises an improvement in the art in that a molding which may be simply and inexpensively formed as an extrusion or as a rolled shape provides uniquely formed longitudinal edge sections which in effect comprise inwardly turned channels communicating with the face of the price tag molding and against which the price tags are normally positioned.

The formation of the price tag molding herein disclosed is such that a price tag upon being initially positioned in the molding must be bowed outwardly with respect thereto so that the upper and lower edges of the tag may be engaged in the continuous upper and lower edge formations of the price tag molding whereupon the price tag is pushed inwardly to assume a reverse flattened arc with respect to its initial shape throughout a majority of its height and so that the upper and lower edges will be forced into channels in the longitudinal edges of the molding whereby the upper and lower longitudinal edges of the price tag are sharply distorted to create suitable frictional engagement with the molding to secure the tag against accidental removal or sliding motion in the molding.

With the foregoing and other objects in view which will appear as the description proceeds, the invention resides in the combination and arrangement of parts and in the details of construction hereinafter described and claimed, it being the intention to cover all changes and modifications of the example of the invention herein chosen for purposes of the disclosure, which do not constitute departures from the spirit and scope of the invention.

The invention is illustrated in the accompanying drawing, wherein:

Figure 1 is a perspective view of a section of the price tag molding with a price tag in its initial position therein.

Figure 2 is a perspective view of the price tag molding with the price tag finally positioned therein.

Figure 3 is a vertical cross section through the price tag molding and the tag.

By referring to the drawing and Figure 1 in particular, a perspective elevation of an end portion of a length of price tag molding may be seen, the body of the molding having a slight concave face **10**, a flat back section **11** extending across part of the back of the molding and a depending curved portion **12**.

The upper edge of the molding has a modified T head, the backwardly extending arm **13** of which overlies the edge of a shelf to which the price tag molding is secured in abutting relation with the straight back portion **11** thereof. A forwardly extending arm or flange **14** is rolled downwardly and inwardly and the uppermost surface of the price tag molding is thus transversely arcuate with the forward edge rounding down to a greater degree than the rearward edge.

It will be understood that the conformation disclosed extends longitudinally of the molding throughout its length.

The lower edge of the price tag molding, which comprises that portion at the bottom of the forwardly curving section **12** which is normally located below the bottom of the shelf (not shown) to which the molding is affixed, has an upwardly and inwardly curving edge portion or flange **15**. The downwardly and inwardly curving arm or flange **14** of the forwardly extending top edge portion of the molding overlies a longitudinally extending rib **16** which is formed on the otherwise smoothly arcuate surface **10** of the molding and the lower upwardly and inwardly curving edge portion or flange **15** overlies a second longitudinally extending rib **17** formed on the otherwise smoothly curving face portion **10**.

It will be observed that the area between the rib **16** and the downwardly and inwardly curving arm or flange **14** and the area between the second rib **17** and the upwardly and inwardly curving edge portion or flange **15** of the molding define relatively narrow longitudinally extending channels **18** and **19** which are angularly shaped in cross section, as best shown in Figure 3 of the drawings, so that the upper and lower edges of a price tag T will be forced to conform to the angular shape of the channel when the upper and lower edges of the price tag T are forcibly moved thereinto, said channels being open along the inner side edges of the flanges **14** and **15**. The channels **18** and **19**, as shown, are of substantially uniform width throughout the same. In the particular construction shown, the ribs **16** and **17** have transversely curved convex outer faces, and the flanges **14** and **15** have transversely curved concave inner side faces.

Still referring to Figure 1 of the drawing it will be seen that the price tag T is shown in its initially engaged position in the molding with its upper and lower edges engaged beneath the portions **14** and **15** and the body of the price tag extending vertically therebetween bowed in an oppositely or outwardly extending arcuate shape as compared with the inwardly extending arcuate face **10** of the molding.

In Figure 2 of the drawings the price tag T is shown pushed into complete engagement with the price tag molding and specifically with the face **10** thereof and which action causes the upper and lower edges of the price tag T to be bent rather sharply as they move into the angularly shaped channels **18** and **19** defined by the ribs **16** and **17** and the spaced overlying edge portions **14** and **15** of the molding.

The distortion of the price tag T which is normally somewhat stiff, being formed of relatively rigid paper, plastic or the like, creates sufficient frictional engagement between the actual upper and lower edges of the price tag T against the inner surfaces of the curving portions **14** and **15** of the price tag molding to retain the price tag T in stationary relation against the face **10** of the molding, as shown in Figures 2 and 3 of the drawing, to prevent the

same from being slipped sidewardly along the molding, longitudinally thereof, as would otherwise occur.

It will occur to those skilled in the art that the price tag molding disclosed herein will take price tags of various sizes as is common in the art and provide for the positive reception and securing of the price tag regardless of their height as long as they are of sufficient height to be engaged over both of the ribs **16** and **17** and bent thereover by engagement against the inner curving surfaces of the edge portions **14** and **15** of the molding.

The price tag molding will thus be seen to provide a device which will receive price tags of various height irregularities and hold the same in tight flush relation with the face **10** of the molding and render the price tag T incapable of moving longitudinally of the molding.

When it is considered that the various price tags commercially available vary in height as well as width and that it has heretofore been customary to form price tag moldings with a fixed dimension between the upper and lower flanges which comprise the longitudinal edges, the improvement in the present price tag will be emphasized in that for the first time a price tag molding has been devised and disclosed which will still positively engage and hold the price tag without the actual engagement of the upper and lower edges of the price tag against the corresponding portions of the molding. This desirable object and result is obtained in the present molding by the unique formation of the ribs on the face **10** adjacent the overlying closely spaced inturned edges which provide the angularly shaped channels capable of holding the price tag inwardly of its edges by frictional engagement against its front and back surfaces due to the distortion of these portions of the tag.

It will thus be seen that the price tag molding disclosed herein meets the several objects of the invention.

Having thus described my invention, what I claim is:

1. A price tag molding having opposite longitudinal marginal portions projecting laterally from one side thereof, said laterally projecting marginal portions having therein longitudinally extending relatively narrow channels for receiving upper and lower marginal portions of a price tag, each of said relatively narrow channels being open at one side along the inner side edge of one of said laterally projecting longitudinal marginal portions of the molding, and each of said relatively narrow channels having adjoining transversely extending angularly related portions and being of substantially uniform width throughout the same, said channels each acting to longitudinally reversely flex and place under holding tension against longitudinal sliding movement a marginal portion of a price tag within the same when the marginal portion of the price tag is forced into the channel through said open side thereof.

2. The price tag molding as defined in claim 1, wherein that side of the molding from which said longitudinal marginal portions project, has a main transversely arcuate concave face portion which face portion at its marginal edges merges with the inner side walls of said channels.

3. A price tag molding having inwardly projecting flanges extending longitudinally along opposite marginal portions thereof at one side of the same, said flanges having transversely curved concave inner side faces, and longitudinally extending ribs on said side of the molding projecting outwardly therefrom toward the curved concave inner side faces of said flanges intermediate the longitudinal edges of the same, said ribs having transversely curved convex outer faces, the ribs being spaced from said flanges and forming therewith relatively narrow longitudinal channels open at one side along the inner side edges of the flanges for receiving the upper and lower marginal portions of a price tag, said channels each having adjoining transversely extending angularly related curved portions and being of substantially uniform width throughout the same, the channels each acting to longitudinally reversely flex and place under holding tension a marginal portion of a price tag within the channel when the marginal portion of the price tag is forced into the channel.

4. The price tag molding as defined in claim 3, and wherein the molding at that side thereof from which said flanges project, has a main central transversely arcuate concave outer face portion disposed inwardly laterally of the inner edges of said flanges and merging in gradual curves with the inner curved walls of said channels.

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