

Nov. 19, 1929.

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1,736,123

PRICE TAG SUPPORTING STRIP

Filed March 14, 1928

FIG. 1

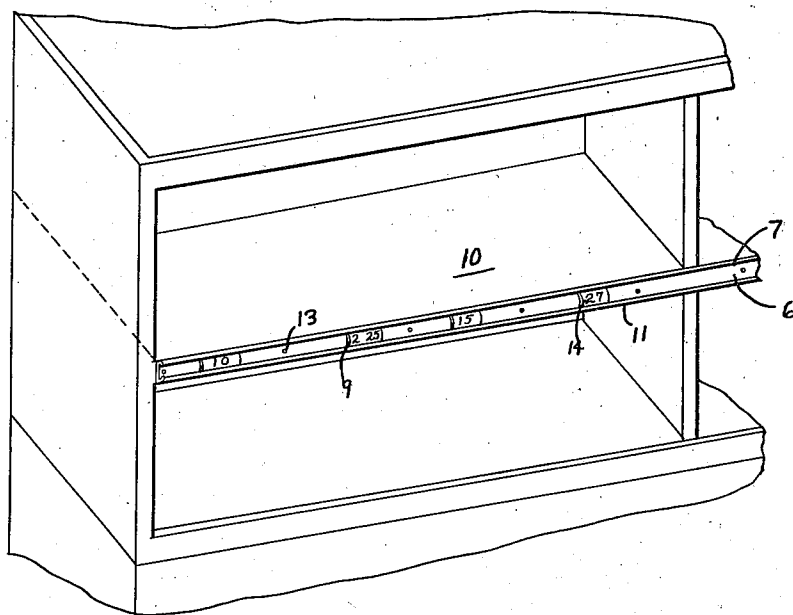


FIG. 2

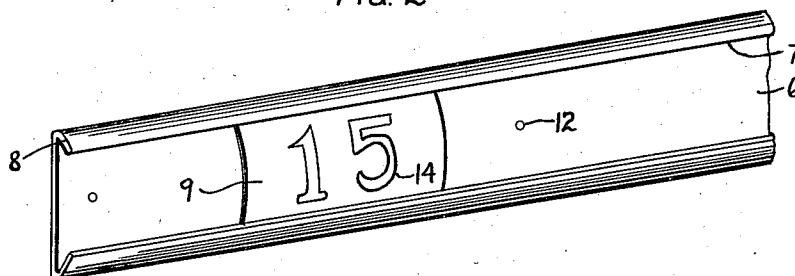
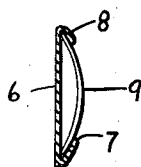


FIG. 3



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PRICE-TAG-SUPPORTING STRIP

Application filed March 14, 1928. Serial No. 261,669.

This invention relates to improvements in holders for price tags for suitably marking or indicating the price of commodities of various kinds while displayed upon the shelves of stores.

An object of the invention is the provision of a supporting strip extending substantially throughout the length of the shelf upon which goods for sale are supported, and a plurality of price tags capable of being inserted into a strip at any point throughout the length thereof, to properly label any goods supported upon the shelf.

Another object is the provision of price tags and a supporting strip therefor as described, in which the selected price tags may be removed from, or inserted into the supporting strip at will, without disturbing the contents of the shelf.

With the foregoing and other objects in view which will be made manifest in the following detailed description and specifically pointed out in the appended claim, reference is had to the accompanying drawings for an illustrative embodiment of the invention, wherein:

Figure 1 is a perspective view of a portion of a set of shelves of the type ordinarily employed in stores having a set of my improved price tags and a supporting strip therefor associated with one of the shelves.

Fig. 2 is a perspective view of a portion of the supporting strip of Figure 1, with a price tag positioned therein.

Fig. 3 is a transverse, vertical, sectional view of the strip of Fig. 2, showing the price tag in end elevation positioned within the strip.

Broadly, my invention comprises a strip attachable to, and extending substantially throughout the entire length of a shelf; and a plurality of price tags capable of being inserted into and removed from the strip without disturbing whatever goods may be supported upon the shelf. The tags may be inserted into the strip at any point throughout its length, and may be slid within the strip after having been inserted, thus enabling the proper positioning of the price tags in relation to the goods upon the shelf, the price, or

other description of which they are intended to designate.

In greater detail, the preferred embodiment of my invention comprises an elongated strip 6 of suitable metal. The longitudinal edges 7 of the strip 6 are bent over toward the center of the strip to provide opposed flanges 8 which co-operate to provide a channel for the reception of the price tags 9. It is to be understood that the strips 6 are provided in any suitable lengths so that they may be cut off to extend substantially throughout the entire length of the shelf 10 to the edge 11 of which they are to be attached. A plurality of holes 12 are provided throughout the length of the strip 6 through which any suitable fastening means such as the nails 13 may be inserted to securely position the strip 6 against the edge 11 of the shelf 10.

The price tags 9 are preferably formed of resiliently flexible material such as sheet celluloid. When so formed, they may be inserted into the support strip 6 between the opposed flanges 8 by inserting one edge of the strip under one of the flanges 8 and bending the tag sufficiently to permit the other edge of the tag 9 to pass under the other flange 8. The resilience of the material will then tend to flatten the tag back to normal position, forcing the edges thereof securely under the flanges 8 and retaining the tag in position. It will be noted that the flanges at the top and bottom of the strip are so formed that their inner or rear faces bear against and fit against the forward face of the tag. In this manner the flanges to a certain extent control the shape of the flexed tag and materially assist in holding it rigidly in position. The tags 9 are provided upon one or both sides with suitable indicia 14 which may be of any desired nature, to indicate or furnish the desired information about the adjacent goods supported upon the shelf 10.

The operation of my improved price tags and supporting strip is believed to be obvious from the above description. The tags 9, after having been positioned within the strip 6, may be slid longitudinally thereof, to take the proper position in relation to the goods supported upon the shelf 10, or they may be readi-

ly removed from the strip. To facilitate removal from the strip, the tags 9 are slightly greater in width than the space between the flanges 8, so that the tags 9 are bulged outwards when supported in the strip. Thus they may be readily removed by grasping the opposite ends of the tag, or by inserting a pointed instrument such as an ordinary pointed pencil, behind the tag, and pulling the tag forward from the supporting strip 6:

10 It may thus be seen that I have provided a price tag supporting device which is relatively inexpensive and which is very efficient in operation. The tags, while being rigidly supported to prevent inadvertent displacement thereof, may be readily removed at any desired time; and the very nature of the device permits the use of price tags therewith, which clearly indicate the price of the associated
15 goods, or any other desired information relative thereto.

Various changes in the details of construction may be made without departing from the spirit and scope of the invention as defined by
20 the appended claim.

I claim:

A device for displaying prices of goods upon shelves comprising a strip adapted to be secured to the forward edge of a shelf and extend a material distance along the length
30 thereof, said strip having a downwardly and outwardly extending flange at the top thereof and an upwardly and outwardly extending flange at the bottom thereof, a price tag formed of initially flat resilient flexible material which is slightly greater in height than the distance between the bases of the flanges and which is flexed and caused to assume a position between the flanges bowing outwardly
35 therebetween, said flanges being so formed as to fit against the forward face of the price tag to control its bowed shape and form bearing surfaces against which the top and bottom of the price tag may bear.

40 In testimony whereof I have signed my name to this specification.

ALEXANDER B. MCINTYRE.

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