May 20, 1930. L. FONTANNAZ 1,759,781

PRICE TAG OR SIGN HOLDER

Filed Nov. 21, 1928

Fig. 1.

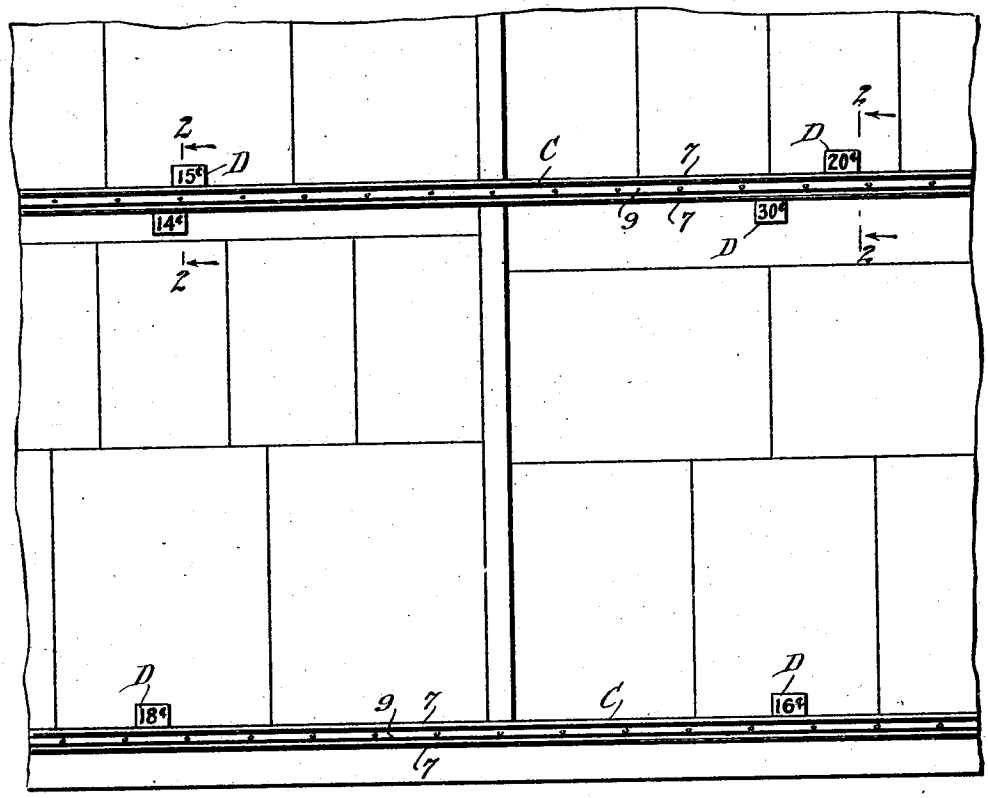
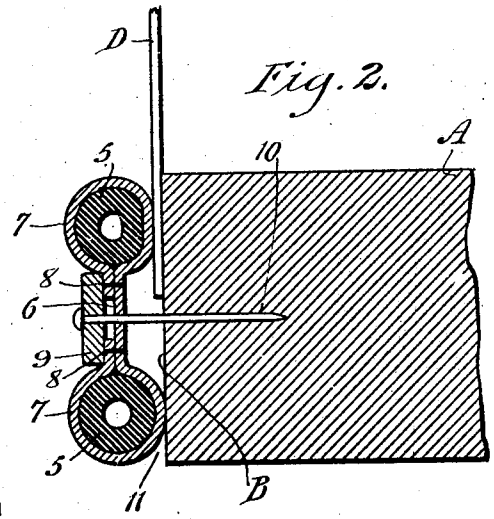


Fig. 2.



WITNESSES

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UNITED STATES PATENT OFFICE

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PRICE TAG OR SIGN HOLDER

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This invention relates to clamping devices, and has particular reference to an improved device for supporting price tags or signs from store shelves, although the same is not necessarily restricted to use in connection with shelving.

Price tag or sign holders of this character which are now in general use are open to certain objections, notably, due to the fact that they are constructed of metal, injury to the stock, or the person or clothing of the clerks frequently occurs, while they are furthermore subject to permanent distortion in event a ladder for gaining access to the upper shelves is rested against them. They are also constructed in such a manner that the price tags or signs can only be supported in an upright position from the shelf edge.

In order to overcome the above recited objections and disadvantages, the present invention comprehends an improved price tag or sign supporting attachment for the edges of shelves which affords a means for associating the tags or signs therewith either in an upstanding or depending position, which is a great advantage where two varieties of stock are arranged on one shelf in superposed relation.

The invention furthermore comprehends a price tag or sign supporting attachment for shelves which is constructed of a soft yieldable elastic material, precluding injury to the stock or person or wearing apparel of the clerks, in addition to its resistance to permanent distortion in event of forcible contact therewith.

The invention furthermore comprehends a price tag or sign supporting attachment for shelving which in addition to affording means for performing its function serves in the capacity of an ornamental edging for the shelves, thereby adding to the attractiveness of their appearance rather than detracting therefrom.

Other objects of the invention reside in the simplicity of construction and mode of attachment of the device, the economy with which it may be produced and installed and the general efficiency derived therefrom.

With the above recited and other objects in view, reference is had to the following description and accompanying drawings, in which there is exhibited one example or embodiment of the invention, while the claims define the actual scope of the same.

In the drawings:

Figure 1 is a fragmentary front view of an arrangement of shelves with the price tag or sign supporting attachment in applied operative position.

Figure 2 is an enlarged fragmentary vertical sectional view taken approximately on the line indicated at 2—2 in Figure 1.

Referring to the drawings by characters of reference, A designates the shelves, to the front or forward edges B of which the price tag or sign supporting attachment C is applied for clamping the price tags or signs D in an upstanding or depending relation to the shelves A. The attachment C is in the nature of a strip or elongated element of a width approximating the thickness of the shelves and consisting of a pair of vertically spaced parallel lengths of elastic cylindrical material 5, preferably rubber tubing. A strip of flexible covering material 6 has its opposite side edges bent around the cylindrical elements or tubes 5 to form sheaths 7 enclosing the same, the edges being stitched or otherwise fastened at 8. In order to conceal the overlapping edges and at the same time to give body to the device, a semi-flexible strip 9, such as leather, is adhesively or otherwise attached to the covering 6 between the sheaths 7. The strip or attachment thus constructed is applied to the outer or forward edge B of the shelf by means of nails, screws or other similar fastening elements 10 which are driven centrally through the strip 9 and covering material 6 and thence anchored into the shelf proper. This provides clamping portions throughout the length of the strip or attachment C, between which and the front edge of the shelf the price tags or signs D may be received and frictionally clamped. Due to the fact that the clamping portions are formed by the cylindrical or tubular elements 5 and their covering sheaths which snugly fit the same, a flared entrance mouth 11 is provided be-

tween the same and the face of the shelf, which facilitates the introduction of the price tags or signs D between the clamping portions and the shelf edge. It will be further observed that due to the construction of the attachment, the tags D may be arranged in an upstanding or depending position, such arrangement permitting of the disposal of two kinds of stock on the same shelf with price tags above and below relating thereto. It is also obvious that injury to the stock, or the person or clothing of the clerk is eliminated while permanent distortion of the attachment is obviated in event pressure is applied thereto.

What is claimed is:

1. A price tag or sign supporting attachment for a shelf comprising a strip of material disposed in front of and secured to the forward edge of the shelf, said strip having temporarily deformable resilient cylindrical beads at the upper and lower edges between which and the forward edge of the shelf, the tags are received and clamped.

2. A price tag or sign supporting attachment for a shelf comprising a strip of material disposed in front of and secured to the forward edge of the shelf, said strip having resilient compressible temporarily deformable tubular beads at the upper and lower edges between which and the forward edge of the shelf, the tags are received and clamped.

3. A device for clamping price tags or signs to the forward edge of a shelf comprising a strip disposed in front of and attached to said edge and presenting upper and lower temporarily deformable elastic gripping portions between which and the shelf edge tags or signs are received and gripped.

4. Means for supporting price tags, signs or the like from a surface comprising a strip secured to said surface, which strip consists of a pair of vertically spaced parallel lengths of elastic cylindrical material, a covering encasing and connecting the same to present a connecting web therebetween and attaching means extending through said web and anchored to said surface.

5. Means for supporting price tags, signs or the like from a surface comprising a strip secured to said surface, which strip consists of a pair of vertically spaced parallel lengths of tubular elastic cylindrical material, a flexible covering encasing and connecting the same to present a connecting web, a flexible reinforcing strip overlying said web and attaching means extending through said reinforcing strip and the web and anchored in said surface.

Signed at New York in the county of New York and State of New York this 20 day of November, A. D. 1928.

LOUIS FONTANNAZ.