May 16, 1950 J. R. SLAVSKY ET AL 2,507,937

SELF-LOCKING PRICE TAG MOLDING

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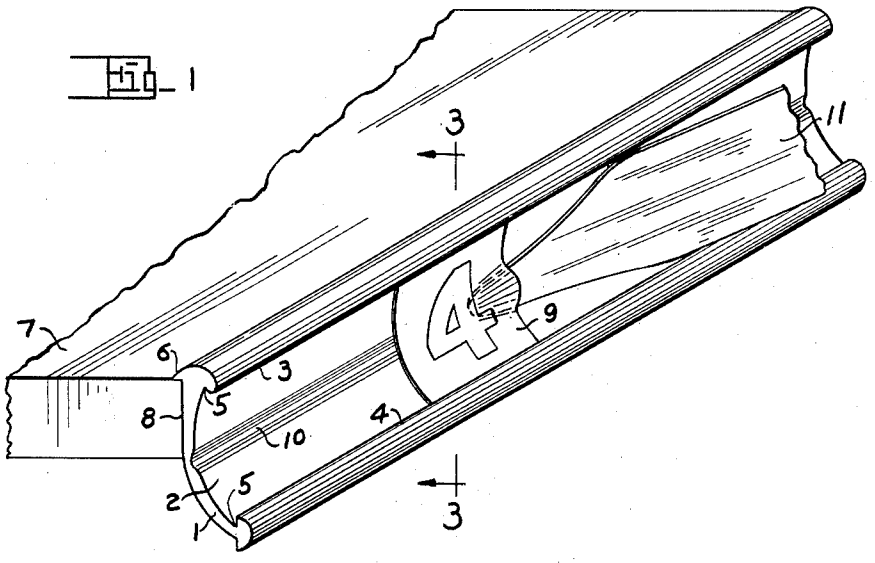



FIG. 1

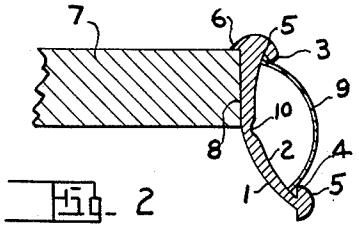



FIG. 2

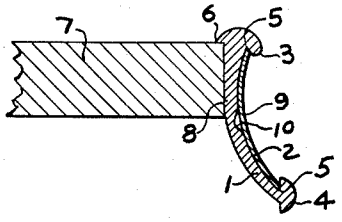



FIG. 3

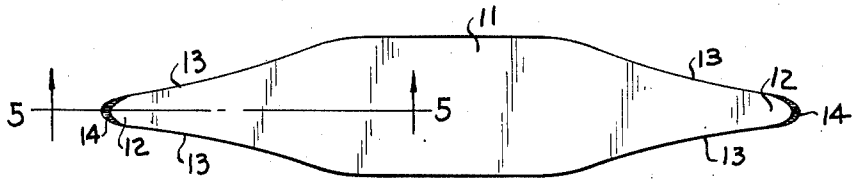



FIG. 4

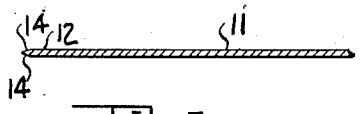



FIG. 5

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## SELF-LOCKING PRICE TAG MOLDING

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1 Claim. (Cl. 40—16)

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The present invention pertains to a novel self-locking price tag molding of the character applied to store shelves.

The price tag molding has come into very wide use in grocery stores and markets both large and small. The molding is in the nature of a channel strip in which the price tags are inserted. The tags are easily slidable along the molding strip, and the displacement of tags by mischievous persons has become the cause of considerable confusion and annoyance and disputes with customers concerning prices. So serious is this problem that several expensive and complicated devices have been proposed and put into use in order to solve it. The principal solution heretofore proposed involves a transparent strip inserted in the molding over the price tags. Even the simplest expedient of this character requires a double-grooved and more expensive molding and the expenditure of additional time in inserting the strip and removing it when the tags are to be changed. Other proposals present a transparent strip of such thickness that it may be hinged to the molding, in conjunction with a somewhat concealed latching device to defeat the attempts by mischievous persons to lift the strip.

The principal object of this invention is to simplify the entire problem by dispensing with the transparent covering strip and providing a molding that locks the tag against accidental or deliberate sliding. Another object is to provide a tool which cooperates with a special formation in the molding for readily removing the tags.

In the accomplishment of these objects, the molding is of general channel configuration as heretofore and has a concave face at the bottom of the channel. As a matter of practice the back or bottom of the channel is of concave-convex cross section. The height of the price tag is such that it will fit non-slidably in the channel. The tag is first inserted in the channel in a bulging or outwardly convex form and is then pushed inward into surface engagement with the concave back or bottom of the channel. The fit of the tag is so tight against the bottom and the side edges of the channel that it cannot be slid by hand.

For removal of the tag, the bottom of the channel is formed with a longitudinal central groove to receive a removing tool. The latter is a flat member that tapers to a point at one end at least and preferably at both ends. The pointed end or ends are bevelled on both surfaces

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for insertion in the groove and prying beneath the price tag. As the tool in an inclined position is slid under the tag, the edges of the tool diverging from the point bend the tag out of contact with the bottom of the channel and eventually remove it entirely from the channel. All this takes place in a simple and continuous motion of the tool.

The invention is fully disclosed by way of example in the following description and in the accompanying drawings in which:

Figure 1 is a perspective view showing the molding mounted on a shelf and illustrating the use of the tool in removing a tag;

Figure 2 is a cross section of the molding showing the initial position of the inserted tag;

Figure 3 is a similar section showing the final or locked position of the tag;

Figure 4 is a plan view of the tool, and

Figure 5 is a section on the line 5—5 of Figure 4.

Reference to these views will now be made by use of like characters which are employed to designate corresponding parts throughout.

In Figures 1, 2 and 3, the molding is shown as including a strip 1 of generally concave-convex cross section having a concave face 2 which is directed outwardly when the molding is applied to the edge of the shelf. The molding is given a somewhat channel formation by the provision of integral side walls or beads 3 and 4 along the edges thereof. The beads form grooves 5 with the face 2 for retaining the price tags in the manner presently to be described. The upper bead 3 is preferably extended rearwardly to form a shoulder 6 which rests upon the shelf 7, as shown in Figure 1. The back surface of the strip 1 immediately below the shoulder 6 is preferably plane at 8 and perpendicular to the lower surface of the shoulder 6, for about half the width of the strip 1, for bearing against the vertical forward edge of the shelf 7.

The price tags 9 are rectangular and made of Celluloid or a similar plastic material. The height of each tag is fully equal to the arcuate width of the surface 2 from the apex of one groove 5 to the apex of the other. In fact these apices are rather sharp, internal angles being not in excess of 45 degrees, for a purpose that will presently be described.

For insertion in the grooves, the tag is first bent outwardly and inserted in this manner so that its curvature is opposite to that of the face 2, as shown in Figure 2. It is then pushed inward into engagement with the face 2, as shown

in Figure 3. Because of the relative height of the tag, as already set forth, it now fits snugly in the two grooves. Also, the height of the tag and its inherent stiffness are such as to cause a wedging of its upper and lower edges into the apices of the grooves. In this condition the tag cannot be slid by hand in the molding strip or removed from it.

To enable removal of the tag, the face 2 is formed with a longitudinal and central groove 10 adapted to receive a prying tool. The latter is made preferably of flat flexible stock 11, such as a plastic material, and is pointed at one or both ends as at 12. The edges of the tool therefore converge at 13 toward the point or points. Each point is bevelled at 14, preferably on both surfaces, as shown more clearly in Figure 4.

A point of the tool is forced into the groove 10 beneath the lateral edge of the tag. In this operation either surface of the tool may be disposed outward because of the double bevelled point. In other words the user need not selectively position the tool with respect to its surfaces. As the tool is forced beneath the tag the edges 13 that diverge from the point have a spreading action on the tag in lifting it out of contact with the face 2. Eventually the tag is returned to the bulged condition shown in Figure 2, and the continued motion of the tool either pries or lifts the tag out of the channel. Although the action of the tool has been analyzed into its several functions the motion of the tool is simple and continuous, consisting merely of one quick sweep by the hand after the point has been initially inserted beneath the tag.

It is now evident that this device eliminates the necessity of costly, complicated and time-consuming protective coverings to prevent accidental or deliberate displacement of the tags. It has been found by numerous tests under actual working conditions that the installation is absolutely tamper-proof. A properly dimensioned tag, inserted as described, cannot be slid in the molding with the bare fingers and cannot be lifted away from the face 2 with the fingernails. The only needed accessory is the tool 11. Since this



is a flat member, it is readily and cheaply stamped out of the stock, and the bevelling of the points is a simple and inexpensive mechanical operation. The molding is no more costly than the simplest design of molding of similar fabrication, which is preferably extrusion, and the cost of the tool is negligible, inasmuch as only two or three tools are needed for a store having thousands of feet of molding.

Although a specific embodiment of the invention has been illustrated and described, it will be understood that various alterations in the details of construction may be made without departing from the scope of the invention as indicated by the appended claim.

What we claim is:

A self-locking price tag molding comprising a strip having a uniform concave arcuate face, beads at the longitudinal edges of said strip and forming grooves with said face, in combination with a tag having a height fully equal to the arcuate transverse dimension of said face between the apices of said grooves, said tag consisting of a manually flexible sheet material having the stiffness of Celluloid, whereby to maintain an outwardly bowed condition when inserted in said grooves and requiring pushing to be brought into surface engagement with said face, and wherein the angle between the walls of each groove does not exceed 45 degrees.

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