

April 10, 1951

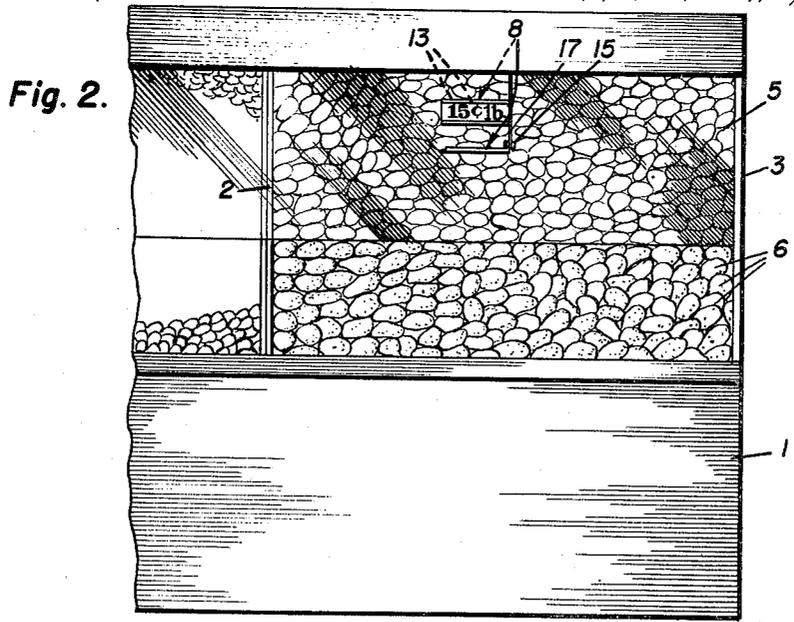
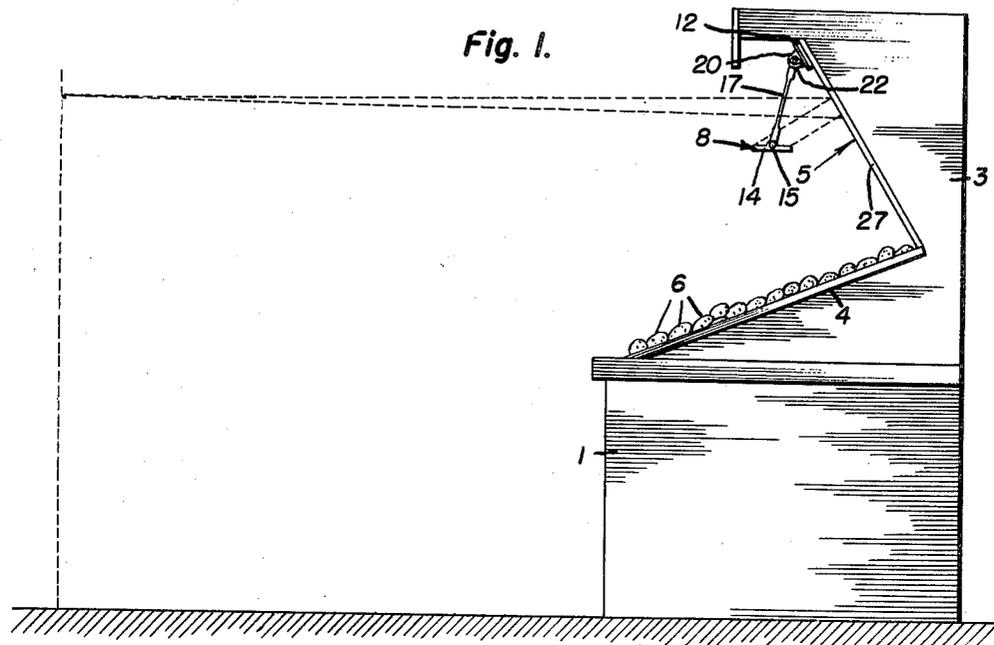
W. A. KINCAID

2,548,027

CARD HOLDER FOR DISPLAY FIXTURES

Filed Dec. 20, 1946

2 Sheets-Sheet 1



Inventor

Wade A. Kincaid

By *Clarence W. Brien*
and Harvey B. Jacobson
Attorneys

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W. A. KINCAID

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2 Sheets-Sheet 2

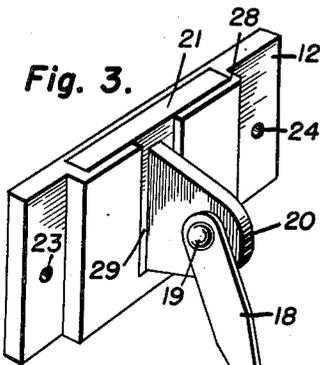


Fig. 3.

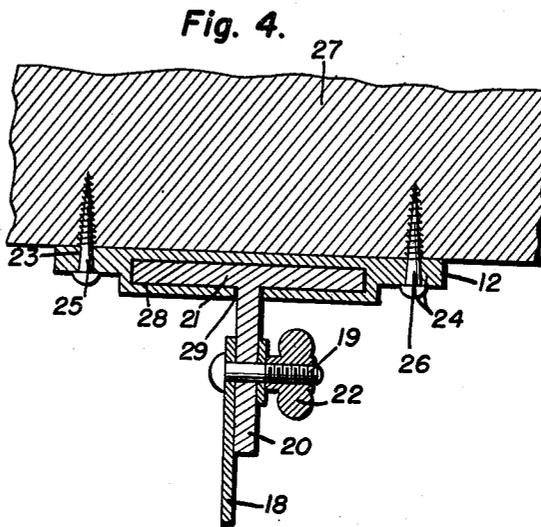


Fig. 4.

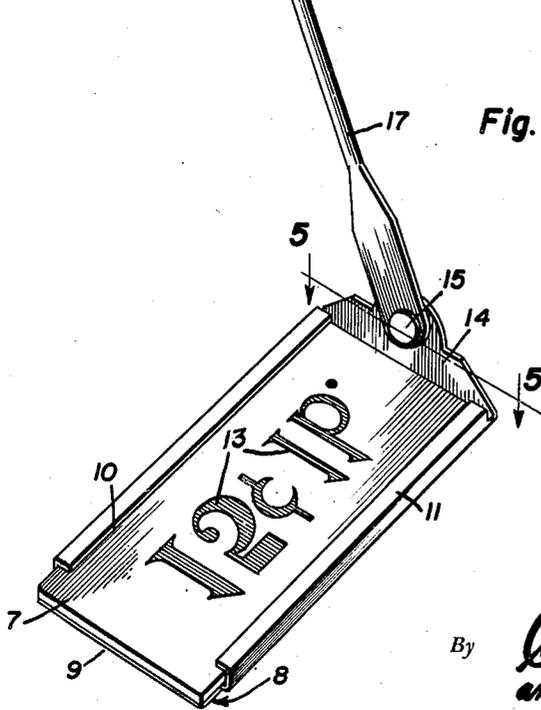


Fig. 5.

Inventor

Wade A. Kincaid

By

Clarence A. O'Brien
and Harvey B. Jacobson
Attorneys

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CARD HOLDER FOR DISPLAY FIXTURES

Wade A. Kincaid, Navy Yard, S. C.

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2 Claims. (Cl. 40-125)

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This invention relates to improvements in card holders for display fixtures.

An object of the invention is to provide an improved card holder for display fixtures, and more particularly to a price card holder which will be so positioned and supported that said holder will present an edge view to a customer while the indicia on said price card will be seen by reflection in a mirror disposed at an angle to said card holder and to the merchandise being exhibited and priced.

Another object of the invention is to provide an improved card holder for display fixtures which will cooperate with a mirror disposed at an angle to said card holder and to the merchandise being displayed, whereby the card holder will be angularly adjustable with respect to said mirror, and also longitudinally and vertically with respect to said mirror to permit a price card when supported in the card holder to be viewed at eye level in the mirror above the merchandise, said card holder being remotely positioned above the merchandise whereby the same will be out of the way when making a purchase.

A still further object of the invention is to provide an improved card holder for display fixtures which will be highly efficient in use, and relatively inexpensive to manufacture and produce.

Other objects will appear as the description proceeds.

In the accompanying drawings which form a part of this application,

Figure 1 is an end view of a display fixture with the improved card holder supported thereon;

Figure 2 is a front elevation of a display fixture with the improved card holder supported thereon;

Figure 3 is a perspective view of the card holder and supporting arm with the bracket therefor;

Figure 4 is a sectional view through a portion of a display fixture and bracket with the adjustable inner end of the card holder supporting arm secure thereto, and

Figure 5 is a sectional view taken on the line 5-5 of Figure 4.

Like characters of reference are used throughout the following specification and the accompanying drawings to designate corresponding parts.

In carrying out the invention, there is provided a card holder for display fixtures which will be adjustably supported on said display fixtures.

The display fixture will comprise a supporting base member 1 having notched end members 2 and 3, between which a rearwardly inclined mer-

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chandise supporting tray 4 and a forwardly extending angularly disposed mirror 5 will be supported. The adjacent edges of said tray 4 and the mirror 5 will contact each other with the tray and mirror forming an acute angle.

Merchandise 6 will be supported upon the tray 4, and will be priced by a price card 7 supported in the card holder generally designated by the reference numeral 8 in such a manner that it may be read only by seeing its reflection in said mirror 5.

The card holder comprises a flat body 9 having inwardly turned flanges 10 and 11 disposed on its opposite sides adapted to receive and support the opposite side edges of the price card 7 upon which suitable price indicia 13 will be printed or otherwise displayed. The card holder body 9 is also formed with an integral upstanding end supporting flange 14, which is apertured to receive the double headed rivet 15 which also extends through the flexible spacing washer 16 and the apertured outer flattened end of the card holder body supporting arm 17. The inner end of the arm 17 is also flattened as at 18 and is apertured to receive the threaded locking bolt 19 which also extends through an aligned aperture in the forwardly extending arm 20 of the T-shaped bracket member 21, said parts being supported and locked in the desired adjustment by the nut member 22 threaded upon the bolt 19.

A bracket supporting plate 12 is apertured at 23 and 24 through its opposite ends to receive the screws 25 and 26 for attaching the same in any desired position upon the mirror frame 27. The plate 12 is longitudinally slotted at 28 and is also formed with a centrally disposed vertical locking slot 29 through its forward wall to receive and support the T-shaped bracket member 21.

If desired, the plate 12 may be made the full length of the display fixture and may be formed with a plurality of spaced vertical slots (not shown) through its front wall to position the T-shaped bracket member 21 in any selected position longitudinally of said plate and display fixture.

Furthermore, the arm 17 may be made with two telescoping portions if desired and have a ball and socket connection between the outer end thereof and the card holder body 9 (also not shown).

From the foregoing description, it will be apparent that the card holder may be supported in any desired position longitudinally of the display fixture, and will be out of the way when customers are serving themselves, with the prices of the

various merchandise articles being sold being viewable on an eye level in the mirror disposed over and to the rear of the said merchandise.

While the preferred embodiment of the instant invention has been illustrated and described, it will be understood that it is not intended to limit the scope of the invention thereto, as many minor changes in detail of construction may be resorted to without departure from the spirit of the invention.

Having thus described my invention what I claim as new and desire to secure by Letters Patent of the United States is:

1. In combination with a produce display bin, having a forwardly and downwardly inclined table and a mirror which extends upwardly and outwardly from the rear portion of the table so as to angularly overlie the table, a card holder assembly for adjustably holding a price tag so that the same is reflectable in the mirror, comprising a bracket plate having a vertical guideway attached to the upper portion of the mirror, a complementary bracket plate seated in said guideway, a projecting ear on said complementary plate, a supporting arm pivoted at one end on said ear, means for locking said arm in desired positions, a card holder pivotally supported on the other end of the arm, means formed on the holder for detachably receiving a price tag, having its figure inscribed in reverse so that the figures are reflected in an upright manner in the mirror.

2. A card holder assembly for use with a bin for holding produce, said bin having an outwardly and upwardly projecting mirror, comprising a bracket block secured to the mirror and having a longitudinal slot centrally and vertically formed therein forming a front wall and a vertical slot formed through its front wall, a plate detachably seated in said central slot and having a bearing surface projecting through the vertical slot in the front wall, a supporting rod pivotally secured at one end to the bearing surface, locking means associated with said pivot for locking said arm in desired positions, a card holder pivotally supported by the other end of the rod transversely thereto and having opposed channels for detachably receiving a price tag, said price tag having figures inscribed on its surface in reverse so as to reflect in the mirror in a readable manner upon the reflection of the produce.

WADE A. KINCAID.

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The following references are of record in the file of this patent:

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