

April 18, 1944.

J. J. MUEHLING

2,346,779

PRICE CARD RACK

Filed Oct. 21, 1941

2 Sheets-Sheet 1

Fig. 1.

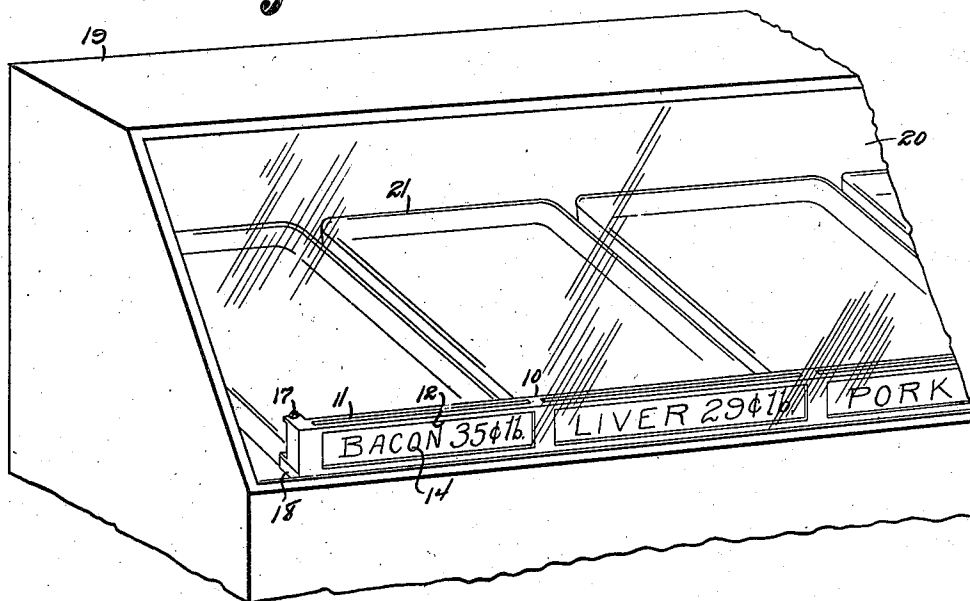


Fig. 2.

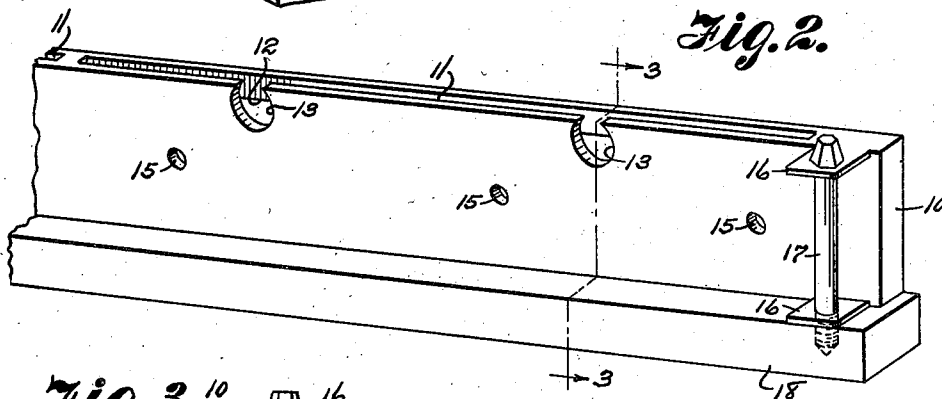
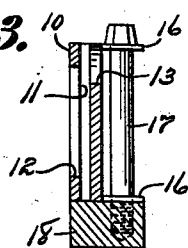


Fig. 3.



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Fig. 4.

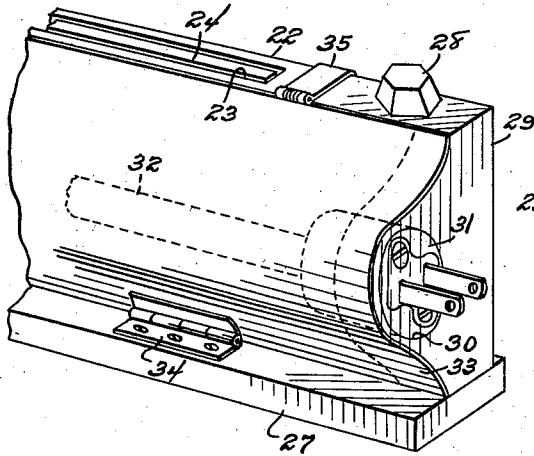


Fig. 5.

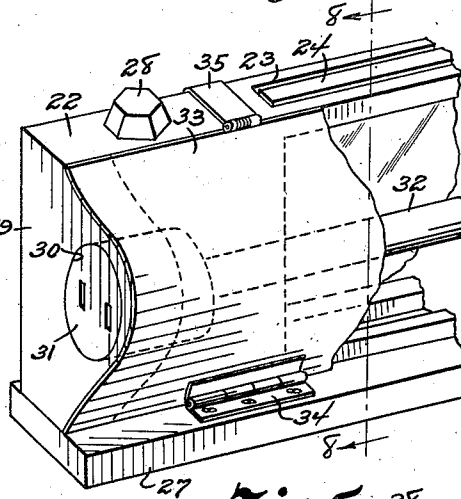


Fig. 6.

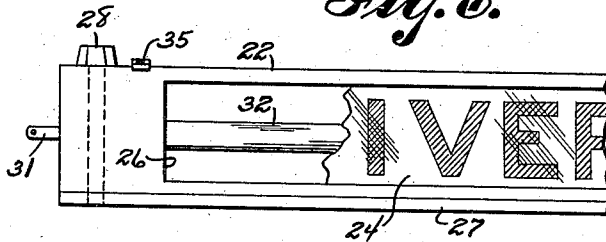
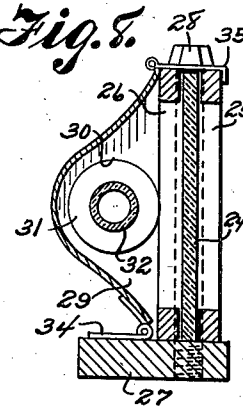
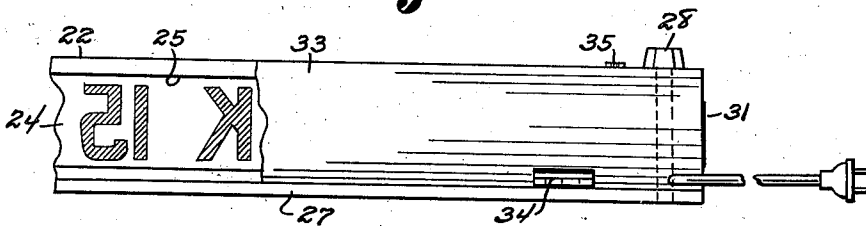


Fig. 7.



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PRICE CARD RACK

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Application October 21, 1941, Serial No. 415,983

1 Claim. (Cl. 40—16)

This invention relates to a price card rack and has for an object to provide a device of this character which may be disposed at the front of a display case for meats and other articles in front of the trays of the display case and will expose price cards through the inclined front glass of the display case to indicate the price of articles in the various trays, the rack being provided with a plurality of pockets to removably receive the price cards.

A further object is to provide apparatus of this character which will be formed of a few strong, simple and durable parts, which will be inexpensive to manufacture, and which will not easily get out of order.

With the above and other objects in view the invention consists of certain novel details of construction and combinations of parts hereinafter fully described and claimed, it being understood that various modifications may be resorted to within the scope of the appended claim without departing from the spirit or sacrificing any of the advantages of the invention.

In the accompanying drawings forming a part of this specification:

Figure 1 is a perspective view of a price card rack constructed in accordance with the invention applied to a display case.

Figure 2 is a perspective view showing the reverse side of the rack.

Figure 3 is a cross sectional view of the rack taken on the line 3—3 of Figure 2.

Figure 4 is a fragmentary perspective view showing one end of a modified form of the rack, this form being made up of sections each having a reflector and neon lamp for illuminating the price bearing element of the section.

Figure 5 is a detail perspective view of an adjoining illuminated rack section.

Figure 6 is a fragmentary front elevation of that section of the modified form of the invention shown in Figure 4.

Figure 7 is a rear elevation of that section of the modified form of the invention shown in Figure 5.

Figure 8 is a cross sectional view of the modified form of the invention taken on the line 8—8 of Figure 5.

Referring now to the drawings in which like characters of reference designate similar parts in the various views, the rack comprises an elongated bar 10 of rectangular formation in front elevation. The bar is provided with display card receiving pockets 11 which open through the top of the bar. The front of the bar is provided with

openings 12 through which a display card in the pocket is visible. The rear of the bar at the top thereof is provided with openings 13 which open through the top of the bar and permit the operator's fingers being inserted and placed against a price card 14, see Figures 1 and 2, to remove or replace the card. The back of the bar is also provided with openings 15 through the medium of which the rack may be supported on nails or other securing devices attached to a shelf.

For securing the bar in operative position perforated lugs 16 extend rearwardly from the bar in superposed relation, and in alignment with the upper and lower edges of the bar. Lag screws 17 are passed through the lugs to secure the bar to a ledge 18 which may form a supporting base for the bar or may be the ledge on the bottom end at the front of a refrigerated show case 19, this ledge being located immediately in rear of the inclined front glass 20 of the case.

In operation the card rack is disposed in front of the various trays 21 of the display case so that the price cards 14 designate respective trays and are visible through the front inclined glass 20 of the display case to indicate the price of goods in the trays.

In the modified form thereof shown in Figures 4-8 inclusive, the rack comprises two or more sections. Each section includes an elongated bar 22 of rectangular formation in front elevation. The bar is provided with a pocket 23 which opens through the top of the bar and receives a transparent display element 24. The front of the bar is provided with an opening 25 through which the subject matter of the display element in the pocket is visible. The rear of the bar is provided with an opening 26 through which the display element is illuminated. The bar is secured to a base 27 by lag screws 28, see Figure 8.

The bar is provided with end walls 29 having openings 30 forming sockets which receive plug-in connectors 31, there being two of these plug-in connectors, one at each end, and the plug-in connectors form a holder for a neon lamp 32 which extends longitudinally of the bar 22 and illuminates the transparent display element 24. The plug-in connector at one end of the bar of one section of the rack, is a male plug-in connector adapted to be engaged with a female plug-in connector at the adjoining end of the next section of the rack, see Figures 4 and 5.

A reflector 33 is hinged at the lower longitudinal edge to the base 27 by spaced hinges 34. A pair of hooks 35 is hinged to the upper longi-

tudinal edge of the reflector and is adapted to engage over the top and rear faces of the bar to hold the reflector closed.

From the above description it is thought that the construction and operation of the invention will be fully understood without further explanation.

What is claimed is:

A price card rack comprising an elongated bar of rectangular formation in front elevation, price card receiving pockets formed in the bar opening through the top of the bar, sight openings

5 formed in the front of the bar communicating with the pockets, transparent price cards in the pockets, openings formed in the rear of the bar communicating with pockets through which the cards in the pockets are illuminated, end walls projecting rearwardly from the bar, a neon lamp carried by said end walls, plug-in connectors forming the holders of the neon lamp, a base for the elongated bar, a reflector hinged to the base 10 engaging the end walls of the bar and means for holding the reflector closed.

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