Sept. 4, 1956 J. D. FINNEGAN 2,761,230

SNAP-IN MOULDING TAG AND CARD HOLDER

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FIG. 1.

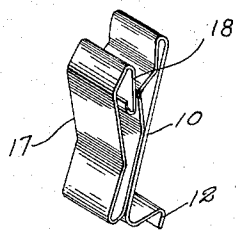


FIG. 2.

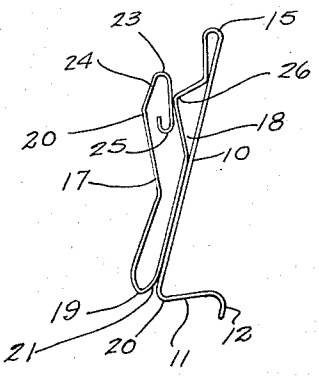


FIG. 3.

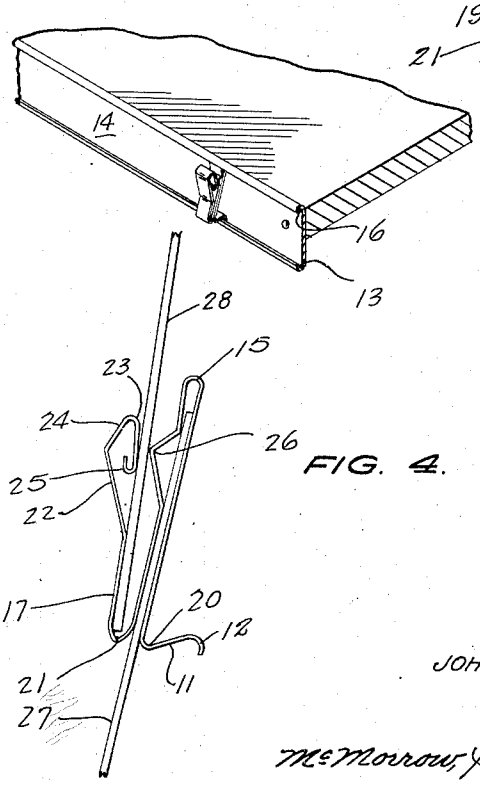


FIG. 4.

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SNAP-IN MOULDING TAG AND CARD HOLDER

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2 Claims. (Cl. 40—11)

This invention relates to an improved price card holder for use with price card holding channel strips, in place of the cards usually inserted in such channel strips, to enable display of cards larger in size than the usual cards.

It is customary for merchants and operators of the type of market which has become known as the super-market to offer for sale certain items each week at special prices in order to attract customers. Such goods that are offered as "specials" are displayed in their usual places on shelves, but with extra tags or price cards of greater size than the cards usually inserted in the channel strips.

The principal object of the invention is to provide a card holder to fit in channel strips of the character indicated above for supporting a card either above the level of the strip or below it, or to support two cards, one in each position, at the same time.

A further object of the invention is to provide a card or tag holder of the character indicated above which is of simple and inexpensive construction, and which can be used repeatedly without breakage or wearing out, and will not mar or damage in any way channel strips on a display shelf or other support.

A still further object of the invention is to provide such a card or tag holder which may be inserted in the moulding by a simple pressure of the fingers of one hand, and may be first fitted with the card or tag to be displayed, or first inserted in the moulding without the card or tag, as desired.

Other objects and advantages of the invention will be apparent from the following description taken in connection with the annexed drawings, in which like numerals indicate like parts throughout the several views, and in which:

Figure 1 is a view in perspective of a holder of the present invention;

Figure 2 is a side view in elevation of the holder of Figure 1;

Figure 3 is a reduced view in perspective of the holder inserted in a channel card holding strip; and

Figure 4 is an enlarged side elevation of the holder showing portions of two cards held thereby.

Referring in detail to the drawings, the illustrated holder comprises a strip of flat resilient material bent to form a clip comprising an upstanding straight rear arm **10** having on its lower end a short rearward extension **11** ending in a downturned hook **12** arranged to engage in the lower channel **13** of the shelf strip **14**, as seen in Figure 3. The rear arm **10** has on its upper end a bend defining a lug **15** which is arranged to engage in the upper channel **16** of the strip **14**. The bend **15** merges into the upper end of a straight front arm **18** which normally bears against the front side of the rear arm **10**. An upper part of the front arm is displaced forwardly to define an angular portion **26** whose apex defines a card abutment **26'**. The lower end of the front arm **18** merges into a forward and upward bend **21** which terminates in an upwardly projecting clamping arm **17** which is spaced forwardly from the front arm **18**. The clamping arm **17** has a forwardly projecting

angular portion which includes a forwardly inclined lower portion **22** and a rearwardly inclined upper portion **24**. The portion **24** terminates at its upper end in a depending clamping finger **23** having a forwardly projecting upwardly curved lower end **25**. The clamping finger **23** directly opposes the abutment **26'**.

As seen in Figure 4, a card **27** can be inserted between and held by the rear arm **10** and the front arm **18**. A second card **28** can be inserted between the front arm **18** and the clamping arm **17** to be held by the abutment **26'** and the finger **23**. When installed in a card holding channel strip **14**, the described holder holds the cards **27** and **28** in rearwardly inclined positions so as to be more easily read.

While a single embodiment of the invention has been described and illustrated, many changes and modifications may be made without departing from the spirit and scope of the invention as set forth in the appended claims.

What is claimed is:

1. In a card holder, a resilient strip comprising a straight upstanding rear arm having an upper end and a lower end, a rearwardly projecting portion on said lower end terminating in a downturned hook, a forward bend on said upper end merging into a straight front arm normally engaging the front side of said rear arm, said front arm having a forwardly projecting portion defining an abutment, said front arm having a lower end, a forward and upward bend on the lower end of the front arm terminating in an upwardly extending clamping arm, said clamping arm being spaced forwardly from said front arm, said clamping arm having an upper end terminating in a forwardly projecting portion having an upper end, a depending clamping finger on the upper end of the forwardly projecting portion of the clamping arm, said clamping finger being directly opposed to said abutment, said forward bend on the upper end of the rear arm constituting a lug, and a strip having upper and lower channels in facing relation to each other, said lug being engaged in said upper channel, said hook being engaged in said lower channel.

2. In a card holder, a resilient strip comprising a straight upstanding rear arm having an upper end and a lower end, a rearwardly projecting portion on said lower end terminating in a downturned hook, a forward bend on said upper end merging into a straight front arm normally engaging the front side of said rear arm, said front arm having a forwardly projecting portion defining an abutment, said front arm having a lower end, a forward and upward bend on the lower end of the front arm terminating in an upwardly extending clamping arm, said clamping arm being spaced forwardly from said front arm, said clamping arm having an upper end terminating in a forwardly projecting portion of the clamping arm, said clamping finger being directly opposed to said abutment, said forward bend on the upper end of the rear arm constituting a lug, and a strip having upper and lower channels in facing relation to each other, said lug being engaged in said upper channel, said hook being engaged in said lower channel, said rearwardly projecting portion in the lower end of said rear arm being of a length sufficient to position said rear and front arms at a rearward inclination relative to the channel strip.

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