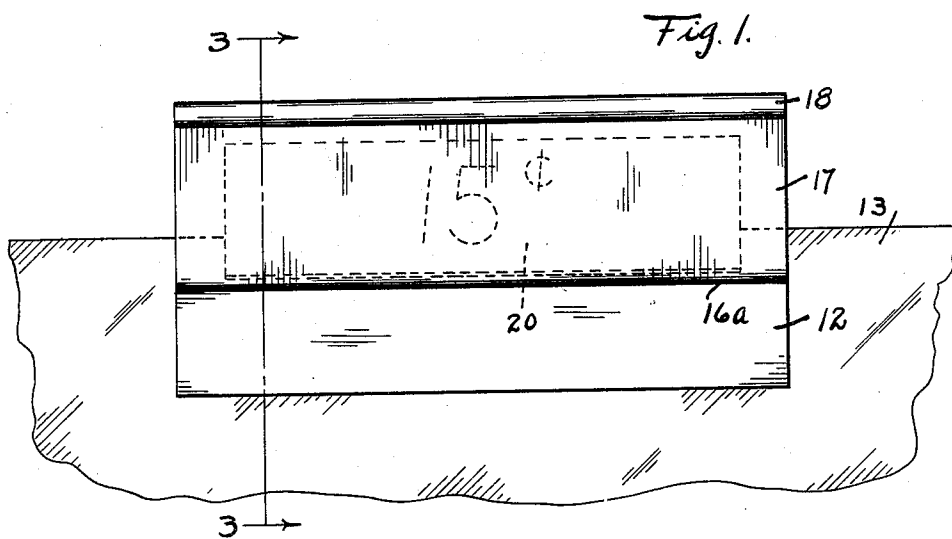
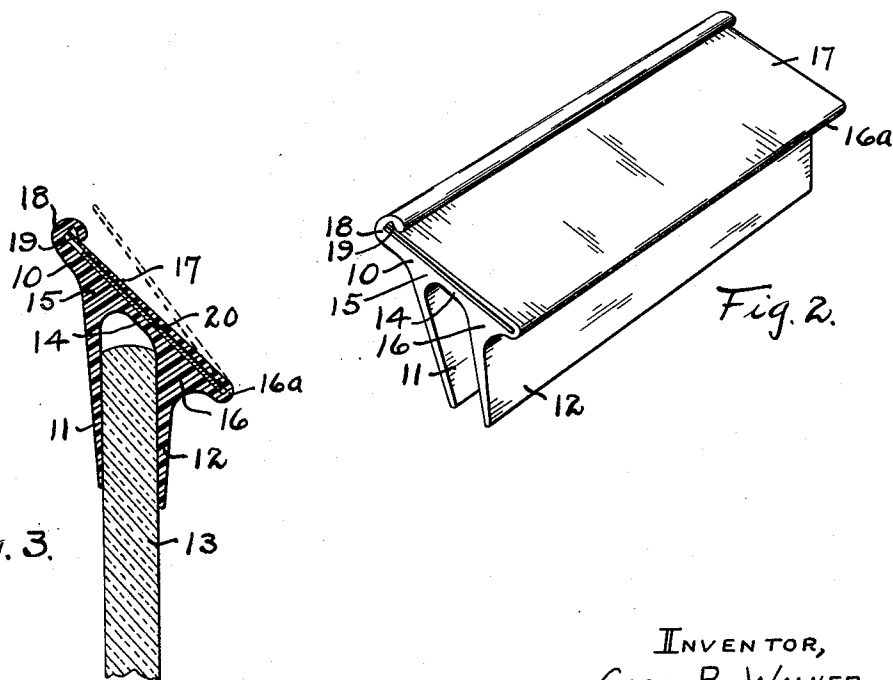


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C. R. WALKER
PRICE TAG HOLDER
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INVENTOR,
CARL R. WALKER,
By *Herbert A. Minturn*,
ATTORNEY.

UNITED STATES PATENT OFFICE

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PRICE TAG HOLDER

Carl R. Walker, Indianapolis, Ind., assignor to
Syndicate Glass, Inc., Indianapolis, Ind., a cor-
poration of Indiana

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This invention relates to a price or other insignia holding device which is to be frictionally retained in position upon any members over their edge portions such, for example, and glass dividers on a counter as will be found in stores where merchandise is displayed openly and in bulk between these dividers.

A primary object of the invention is to provide a structure which will remain in position without being easily displaced and which at the same time will retain the price tag or other display device securely in position without being displaced or disarranged upon the handling of the merchandise within the compartment around which the wall may be placed and which wall carries the structure in question.

It is a further important object of the invention to have the tag holding portion of the structure assist in maintaining a frictional grip upon the edge portion of the divider so as to increase the grip thereon in a manner which has heretofore not been had in structures heretofore employed for similar purposes.

These and many other objects and advantages of the invention will become apparent in the following description of one particular form as illustrated in the accompanying drawing, in which,

Fig. 1 is a view in front elevation of a structure embodying the invention;

Fig. 2 is a view in top perspective of the structure; and

Fig. 3 is a view in vertical section on the line 3—3 in Fig. 1.

Referring to the drawing in which like characters of reference indicate like parts in the several views, a base 10 is formed to have two spaced apart legs 11 and 12 projecting downwardly therefrom. Normally the lower ends of these legs, Fig. 2, are spaced a distance apart at their lower ends less than the distance between their upper ends so that the legs need to be spread apart when they are in the position over the divider board 13, herein illustrated as constituting a glass member. Due to the characteristics of glass, it is more difficult to retain a member of the nature herein described in position over the upper edge of a divider made out of glass than where the divider is made out of wood or a material having a greater coefficient of friction.

As indicated primarily in Fig. 3, the central portion of the base 10 has a relatively thin section 14 while the legs 11 and 12 join with the base 10 through thicker sections 15 and 16 of the material employed. Thus when the legs 11 and 12 are tended to be spread apart by their lower

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ends, the base intermediate section 14 will be the primary zone through which a bending action will take place to permit such spreading. It is to be noted however that the legs 11 and 12 taper in thickness from a greater thickness at their upper ends to a lesser thickness at their lower ends, and are in themselves flexible to permit bending to some extent throughout their length.

Extending in an integral manner from the lower front edge of the base 10 is a cover sheet 17 which is folded around in effect to extend normally in a position as indicated by the dash lines in Fig. 3 in a plane disposed at an acute angle to the face of the base 10 thereunder. From the rear and upper end of the base 10 there is carried a clasp member 18 in the nature of a hook and integrally extending from the base 10 around and over and partially back down toward the front face of the base 10. The base 10 has a planar forward face which is preferably positioned at an acute angle to a vertical central line between the legs 11 and 12.

The cover member 17 is also planar in shape and has its end 19 positioned from the bend 16a a distance which will permit that end to be inserted under the clasp 18 by flexing the base 10 to have it in a convex shape as viewed from the top side until the end 19 is inserted under that clasp 18, whereupon the base 10 will return to its normal top side, planar condition. The cover member 17 is provided not only to serve as a means to aid in strengthening the base 10, but also as a means to cover over the display tag 20 which is desired to be employed to refer to the goods adjacent the member 13.

The entire construction with the exception of the tag 20 is preferably made out of a plastic, the nature of which is transparent, so that the structure may be formed by an extrusion process. Thus by extruding the form in a continuous length, it may be cut off to the desired individual length. By reason of the peculiar construction, the legs 11 and 12 are urged into compressive engagement with the vertical faces of the member 13, first by the initial diverging spacing apart of those legs as above indicated; and secondly by reason of the construction of the base 10 which is further reinforced by the positioning of the cover member 17 thereover to have its upper end 19 abutting the inside of the clasp 18 to resist bending of the base 10 into a concave manner or position as viewed from the top side.

While I have herein shown and described my

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invention in the one best form as now known to me, it is obvious that mechanical changes may be employed without departing from the spirit of the invention, such for example as the angle presented by the upper face of the base 10, and I therefore do not desire to be limited to that precise form beyond the limitations which may be imposed by the following claims.

I claim:

1. A price tag holder comprising in combination a base member; a pair of spaced legs projecting downwardly from its under side; a cover hingedly connected to a longitudinal edge of the base member; a clasp member at the other longitudinal edge of said base member under which the free edge of said cover opposite said hinged connection may be inserted to retain a tag between the cover and the base and to urge apart said base longitudinal edges; said legs normally diverging in spacing from their lower ends to their upper portions, and said legs joining said base each through a thickened portion; the central portion of said base between said legs having a vertically thinner section as compared to the transversely thickened portions of said legs, whereby spreading of the legs would tend to set up a bending action across said base central section.

2. A price tag holder comprising in combination a base member; a pair of spaced legs projecting downwardly from its under side; a cover hingedly connected to a longitudinal edge of the base member; a clasp member at the other longitudinal edge of said base member under which the free edge of said cover opposite said hinged connection may be inserted to retain a tag between the cover and the base; said legs normally diverging in spacing from their lower ends to

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their upper portions, and said legs joining said base each through a thickened portion to leave a thinner section through the base therebetween, whereby spreading of the legs would tend to set up a bending action across said base thinner section; said legs, cover and clasp being integral with said base, and all made out of a flexible material.

3. An integral price tag holder made out of resilient material comprising a base member upon which a tag may be mounted; and a pair of spaced apart legs extending downwardly from the under side of the base member; said legs having a transverse cross-sectional area at their junctions with said member greater than the vertical cross-sectional area of the member between the legs to locate and define a member resilient bending zone between said legs; upturned members along respective longitudinal edges of said base member; and a cover plate having a transverse width exceeding the normal spacing apart of said upturned members to force apart said upturned members to set up a bending action in said base cross-sectional area tending to rock the free ends of the legs, one toward the other.

CARL R. WALKER.

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