April 10, 1934. G. GENDA 1,954,696

PRICE CARD HOLDER

Filed June 6, 1933

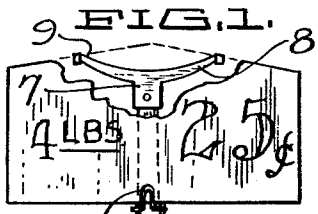


FIG. 1.

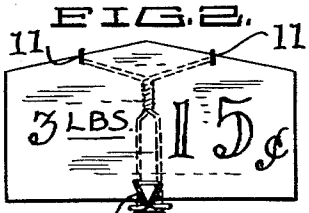


FIG. 2.

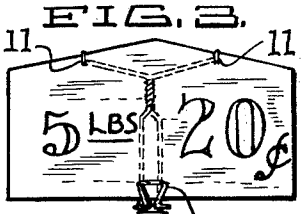
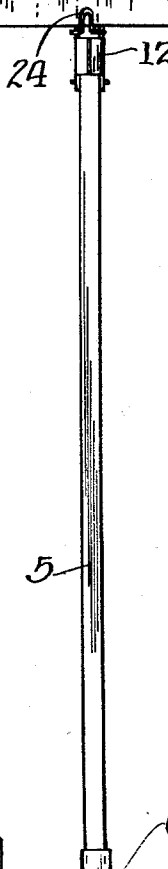


FIG. 3.



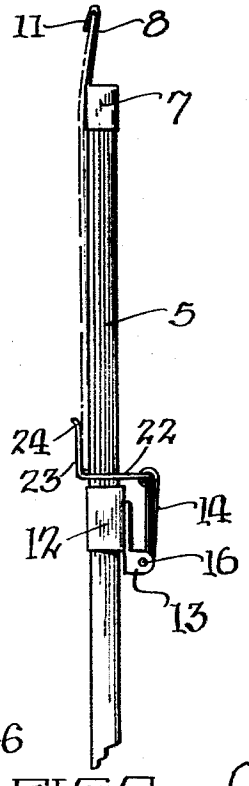
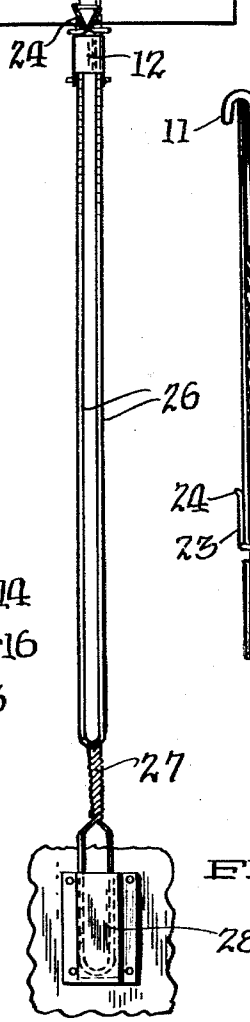


FIG. 4.



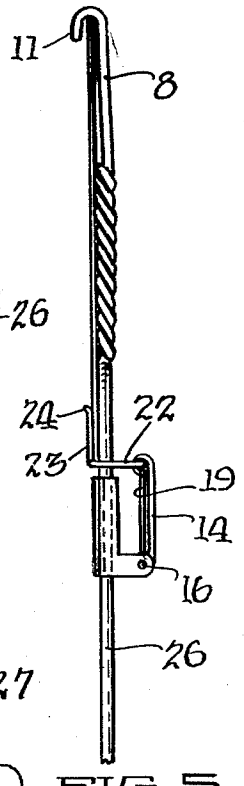
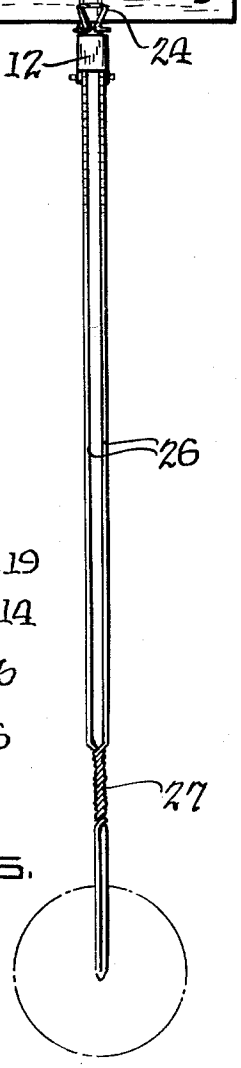


FIG. 5.



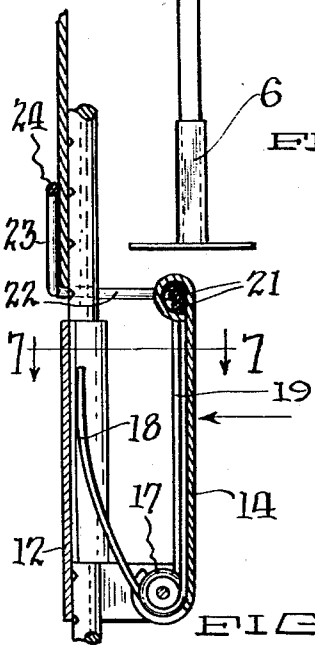


FIG. 6.

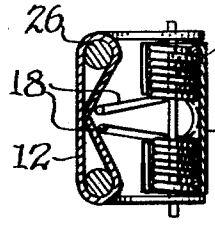


FIG. 7.

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PRICE CARD HOLDER

George Genda, Pasadena, Calif.

Application June 6, 1933, Serial No. 674,588

2 Claims. (Cl. 40—146)

This invention relates to improvements in price card holders.

The principal object of this invention is to produce a tag holder, which may be applied to any article or container which will effectively display the price of the articles to be sold.

Another object is to produce a device which will accommodate signs of various sizes.

A further object is to produce a device which is neat in appearance and economical to manufacture.

A still further object is to produce a device which will securely hold the sign against accidental displacement.

Other objects and advantages will be apparent during the course of the following description.

In the accompanying drawing forming a part of this specification and in which like numerals are employed to designate like parts throughout the same,

Fig. 1 is a front elevation of a preferred form of my holder,

Fig. 2 is a front elevation of a modified form of my holder,

Fig. 3 is a view similar to Fig. 2, showing a further modified form of my holder,

Fig. 4 is a fragmentary side elevation showing the card engaging members,

Fig. 5 is a view similar to Fig. 4, showing the modified construction of Fig. 2,

Fig. 6 is an enlarged fragmentary cross sectional view showing the sliding clamp as the same would appear when applied to the modified form of holder, and

Fig. 7 is a cross sectional view taken on the line 7—7 of Fig. 6.

It is customary in stores to employ price cards to indicate the cost of the articles to which the cards are attached. These cards vary in size and are often printed and formed upon various types of materials. It is, therefore, advantageous to have a means for holding these cards in a conspicuous place and in a manner in which they will appear neat and without mutilation, so that the cards may be used from time to time or shifted from place to place as demands require.

Applicant has, therefore, devised a very simple card holder, one form of which is shown in Fig. 1, where it will be noted that a support 5 preferably rectangular in cross section is mounted in a stem or bracket 6. This bracket may be attached to a counter or to any other suitable place. The support 5 has secured to its upper end a card engaging member 7 which has arms 8 and 9, which arms have hooked extremities as shown at 11. A sliding clamp is movable upon the support 5 and consists of a slider 12 to which is attached a bracket 13 which pivotally supports a hinged member 14 through the medium of a pintle 16. This pintle serves to mount the coiled portion 17 of a spring having its ends 18 bearing against the back of the slide 12 and having its opposite ends carried upwardly as shown at 19, thence across as shown at 21, thence bent forwardly as shown at 22 thence upwardly as shown at 23, so as to form a card engaging portion 24. This construction is best illustrated in Fig. 6.

In the modified forms shown in Figs. 2, 3, 5, 6 and 7, the construction is identical with the exception that the support 5 is formed out of parallel strands of wire designated by the numerals 26. These wires are twisted as at 27 and the lower extremity may be formed as shown in Fig. 2, so as to enter a holder 28, or may be pressed together as shown in Fig. 3 so as to enter any crack or soft material such as the head of a cabbage. In the modified form shown in Figs. 2 and 3, the upper ends of the wires are spread so as to form the hooks for holding the top of the card. Similar parts in both the preferred and modified form have been designated by the same numerals to save confusion.

It will thus be seen that a card of any desired size may be placed with its top edge engaged by the hooked ends 11, after which the sliding clamp is moved upwardly upon its support, and caused to engage the bottom of the card, as best illustrated in Figs. 1, 2 and 3. Through this adjustment it will be apparent that cards of various sizes may be readily accommodated.

It is to be understood that the form of my invention herewith shown and described is to be taken as a preferred example of the same and that various changes relative to the material, size, shape and arrangement of parts may be resorted to without departing from the spirit of the invention or the scope of the subjoined claims.

Having thus described my invention, I claim:—

1. A card holder including a support, a slider movable on said support, a hinged member pivotally secured to said slider, a wire having at its middle portion a loop capable of engaging a card mounted on said support, the portions of said wire between the loop and its ends being bent to surround said support and to provide overlapping portions, said portions being further bent at right angles and parallel to said hinged member, said hinged member being connected to the overlapping portions of said wire, the ends of said

wire forming springs interposed between said slider and said hinged member.

2. A card holder including a support, a slider movable on said support, a hinged member pivotally secured to said slider, a wire having at its middle portion a loop capable of engaging a card mounted on said support, the portions of said wire between the loop and its ends being bent to surround said support and to provide overlapping portions, said portions being further bent at right angles and parallel to said hinged member, said hinged member being connected to the overlapping portions of said wire, the ends of said wire forming springs interposed between said slider and said hinged member, and a card engaging member secured to the upper extremity of said support and adapted to engage the upper portion of a card positioned on said support.

GEORGE GENDA.