Oct. 15, 1940. W. A. ROBINSON 2,218,438

COMBINED SIGN AND PRICE CARD HOLDER

Filed Sept. 20, 1939

Fig. 1

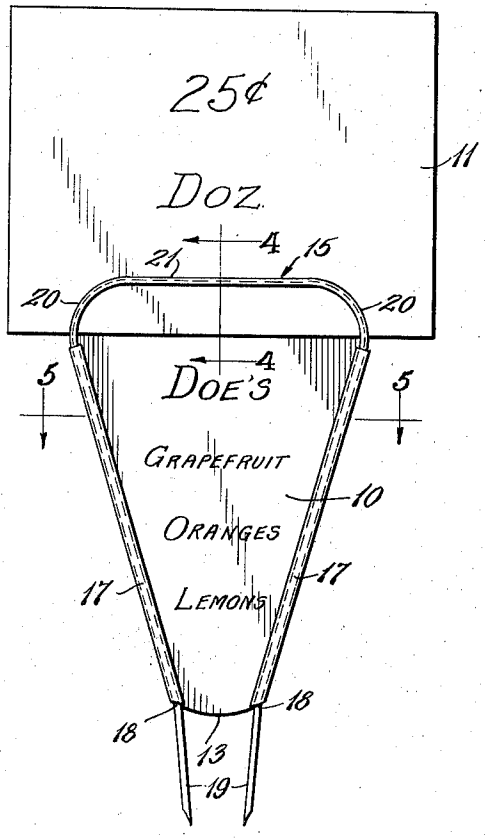


Fig. 2

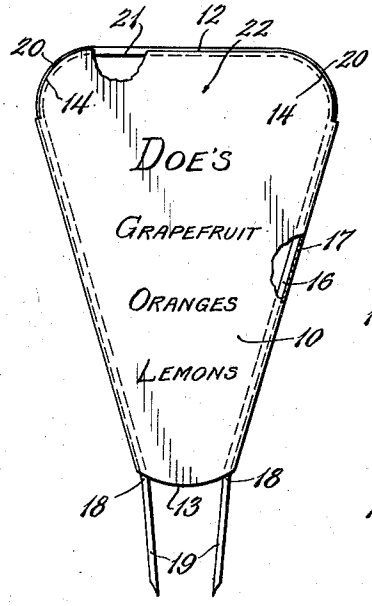


Fig. 3

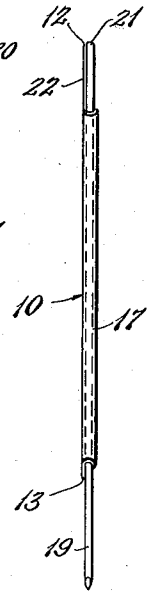


Fig. 4

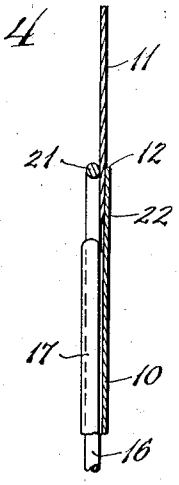
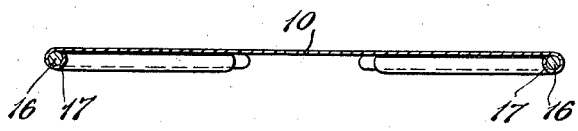


Fig. 5



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COMBINED SIGN AND PRICE CARD HOLDER

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Application September 20, 1939, Serial No. 295,824

6 Claims. (Cl. 40—11)

This invention relates to signs and price card holders and, among other objects, aims to provide an improved portable sign adapted to carry a permanent advertisement and having means releasably to hold a price tag or card to indicate the price of the merchandise on which the sign is displayed.

Other aims and advantages of the invention will appear in the specification, when considered in connection with the accompanying drawing, wherein:

Fig. 1 is a front elevation of a sign embodying the invention and showing a price tag carried thereby;

Fig. 2 is a rear elevation of the sign shown in Fig. 1, the tag being omitted;

Fig. 3 is a side elevation of the sign shown in Fig. 2;

Fig. 4 is an enlarged vertical sectional view taken on the line 4—4 of Fig. 1; and

Fig. 5 is an enlarged horizontal sectional view taken on the line 5—5 of Fig. 1.

Referring particularly to the drawing, the preferred embodiment of the invention is there shown as comprising a reinforced resilient sheet metal sign 10 having provision releasably to hold a price tag or card 11. While the sign may be made in various shapes, it is preferably of trapezoidal form as shown, having a relatively wide horizontal upper edge 12 and a relatively narrow lower edge 13. The upwardly diverging sides are connected to the upper edge by curved corners 14 cut on relatively large radii.

The sign member is reinforced by a staple-shaped wire frame 15 of the same general contour as the sign. The side edges of the sign below the curved upper corners 14 are normally extended beyond the frame and they are crimped or bent around the side arms 16 of the frame, as indicated at 17. The side arms 16 extend below the bottom edge of the sign portion and are bent slightly away from each other as at 18 to provide supporting legs or prongs 19. The upper portion of the frame has curved corner portions 20 and a horizontal bail portion 21, the axes of said portions being substantially co-extensive with the adjacent edges of the sign. As the crimped edges 17 of the sign are confined between the bent portions 18 and the curved portion 20 of the frame, the sign and frame cannot shift relative to each other thereby forming a rigid structure.

The upper portion 22 of the sign above the crimped edges is not connected to the frame although it is normally in contact with or closely adjacent to one side of the frame so that it may coact with the upper part of the frame to hold a price tag or the like. To do this, the sign is placed in the hand with the face shown in Fig. 1 uppermost. The upper central portion 22 of the sign may then be sprung away from the frame with the thumb of the same hand to space it from the bail 21 when the lower edge of the card 11 bearing suitable indicia may be inserted between the free portion 22 of the sign and the bail 21 and corner portions 20 of the frame. When the pressure of the thumb is released, the free portion 22 of the sign springs back to its normal position, firmly gripping the lower edge of the card against the bare portion of the frame. They may then be used as a unit to advertise a particular brand of goods as well as indicate its price. It is obvious, however, that the price tag need not indicate the price of the merchandise named on the sign but will represent the price of whatever merchandise the sign is placed in or on as it is contemplated that the signs will be distributed by an advertiser to merchants who, of course, will use them to carry price tags for various merchandise.

It is to be noted that the prongs 19 may have pointed ends as shown, so that they may be readily stuck in vegetables, fruit, pasteboard or wooden boxes and the like to hold the sign in upright or in a readable position. Also, the prongs may be inserted and held between adjacent cans or bottles. As both sides of the sign are made to appear substantially the same, they may have the same indicia and the price tag or card likewise may be marked on both sides so that it will be immaterial which side is displayed. The advertisement may be applied by enamelling or other permanent process. Both the sheet metal sign and the wire frame are preferably made of stainless steel to prevent rusting or corrosion; hence, the devices should last indefinitely. They may be manufactured at low cost and provide a very inexpensive means of advertising.

What is claimed is:

1. A sign comprising, in combination, a substantially staple-shaped wire frame having an upper bail member and depending side arms presenting spaced prongs on their lower ends to support the frame; a resilient sheet metal sign secured at its side edges to the side arms, said sign having a free upper portion overlying the upper portions of the side arms and the bail member, whereby a card or price tag may be releasably held between said free portion and the adjacent portions of the side arms and said bail.

2. A combined advertising sign and price card

holder comprising, in combination, an upright sheet metal member having advertising indicia on at least one side, an inverted U-shaped wire frame member having its side arms secured to the major portion of the side edges of the sheet metal member; said member having its top and upper corner portions normally lying closely adjacent to the bail and the corner portions of the frame, whereby a card or price tag may be gripped therebetween; and means at the lower end of the frame to support the frame in upright position.

3. A sign comprising, in combination, an inverted U-shaped wire frame having an upper bail portion and side arms; a resilient sheet metal sign member of the same general shape as the upper portion of the frame and having portions of its side edges crimped on the side arms of the frame, the upper end and corner portions of said sign member being free of said frame but lying closely adjacent to one side thereof to grip and releasably hold a card between the upper ends and corner portions of said sign member and frame.

4. A sign comprising, in combination, an inverted U-shaped wire frame having an upper bail portion and side arms; a resilient sheet metal sign member of the same general shape as the upper portion of the frame and having portions of its side edges crimped to the side arms of the frame, the upper and corner portions of said sign member being free of said frame but lying closely adjacent to one side thereof to grip and releasably hold a card between the upper end and corner portions of said sign member and frame, said side arms extending below the lower edge of said sign and having sharpened lower ends.

5. A sign and card holder comprising, in combination, a resilient sheet metal sign member adapted to carry advertising indicia, a wire reinforcing frame having a portion co-extensive with sign member secured to the major portion of the sign margin; said sign member having a portion thereof free from and biased against an adjacent portion of the frame releasably to grip a card therebetween; and prong means on the frame to support it in upright position.

6. A sign and card holder comprising, in combination, a trapezoidal shaped resilient sheet metal sign member having its widest edge uppermost; a reinforcing wire frame of the same general shape as the upper portion of the sign, said sign member having its side edges secured to the side arms of the frame, the upper portion of said sign being free from and biased against the adjacent portion of said frame releasably to grip a card therebetween; and sharpened legs formed on the lower end of the frame and extending below the lower edge of the sign member.

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