Aug. 4, 1936. P. H. MEYER 2,049,855

PRICE CARD HOLDER

Filed July 30, 1935

Fig. 1.

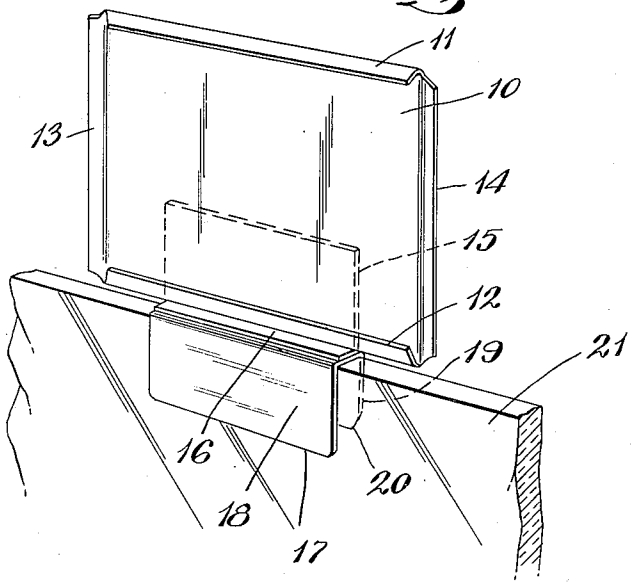


Fig. 2.

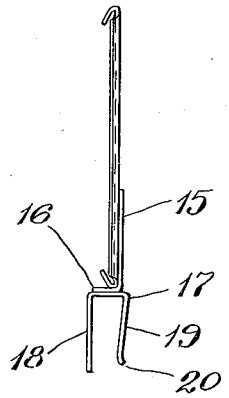


Fig. 4.

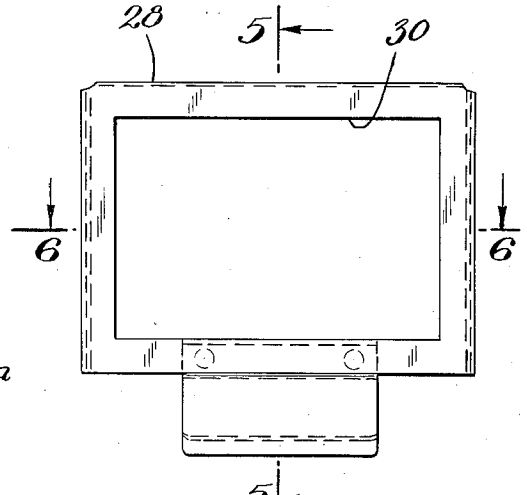


Fig. 5.

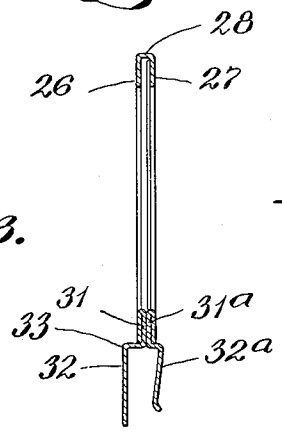


Fig. 3.

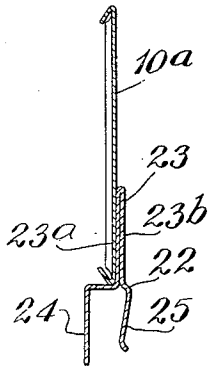


Fig. 6.



INVENTOR
PIERRE H. MEYER
BY
Howard C. Thompson
ATTORNEY

Patented Aug. 4, 1936 2,049,855

UNITED STATES PATENT OFFICE

2,049,855

PRICE CARD HOLDER

Pierre H. Meyer, New York, N. Y.

Application July 30, 1935, Serial No. 33,805

5 Claims. (Cl. 40—17)

This invention relates to devices for suporting price cards and the like in connection with partitioning or spacing strips of counters, displaying merchandise of various kinds and classes, to associate the price ticket or card of the merchandise in close proximity to the display; and the object of the invention is to provide a device of the class described with means for supporting the same perpendicularly or in upright position over the upper edge of a partition wall or strip in a secure manner; a further object being to provide a coupling or mounting means which may be readily attached and detached or moved longitudinally of a partition wall or strip to centralize or properly locate the card holder thereon with respect to a predetermined display; a still further object being to provide a holder of the class described in the form of a rectangular body having means at the peripheral edges thereof for retaining a card against displacement therefrom and with a spring clip U-shaped in cross sectional form on one edge of the plate for mounting the same in connection with a suitable support; and with these and other objects in view, the invention consists in a device of the class and for the purpose specified, which is simple in construction, efficient in use, and which is constructed as hereinafter described and claimed.

The invention is fully disclosed in the following specification, of which the accompanying drawing forms a part, in which the separate parts of my improvement are designated by suitable reference characters in each of the views, and in which:

Fig. 1 is a perspective view of one form of device which I employ illustrating the manner of mounting the same upon a suitable support.

Fig. 2 is a side edge view of the device shown in Fig. 1.

Fig. 3 is a sectional view through a modified form of device.

Fig. 4 is a face view of another form of device which I employ.

Fig. 5 is a section on the line 5—5 of Fig. 4; and,

Fig. 6 is a section on the line 6—6 of Fig. 4.

In carrying my invention into effect, I provide a rectangular card supporting plate 10, which in the construction shown in Figs. 1 and 2 of the drawing, has inwardly turned upper and lower flanges 11 and 12 forming channels in which the upper and lower edges of a price or sales card are adapted to rest. The side edges 13 and 14 of the plate 10 are flared forwardly to a slight extent to retain the side edges of the card against accidental displacement from the holder and at the same time to form a substantial frame for the card arranged on the front surface of the plate. Welded or otherwise secured to the rear surface of the plate 10 is an L-shaped coupling plate 15, the narrow leg 16 of which is disposed beneath the lower edge of the plate 10 as clearly seen in Fig. 2 of the drawing. To the narrow leg 16 is welded or otherwise secured a U-shaped clip 17 having an outer wall part 18 arranged parallel to the longitudinal plane of the plate 10 and at right angles to the leg 16 and a narrower inwardly set spring wall 19 terminating at its lower end in an outwardly flared edge portion 20 which facilitates the mounting of the clip 17 upon the upper edge of a glass or other partition panel or strip 21 in the manner clearly seen in Fig. 1 of the drawing.

In Fig. 3 of the drawing, I have shown at 10a a plate identical in all respects to the plate 10 shown in Figs. 1 and 2, but substituted for the parts 15 and 17 I have employed a single part 22 folded to form two adjacent attaching plate portions 23 which are welded or otherwise secured to the rear face of the plate 10a. One side 23a of the attaching plate portion terminates at its free end in an L-shaped portion 24 forming the front and part of the top of a clip similar to the clip 17 shown in Figs. 1 and 2, whereas the free end of the part 23b of the attaching portion 23 terminates in an inwardly set wall portion 25 which is similar to the wall 19.

In Figs. 4, 5, and 6 of the drawing, I have shown another form of construction in which the entire device is made from a single sheet of metal which is die cut and folded to form two substantially similar side portions in the form of rectangular front and rear frames 26 and 27 joined at the upper edge by the fold 28. The side edges of the front frame 26 are slightly wider than the corresponding edges of the frame 27, and said edges are turned inwardly as indicated at 26a to retain a card against displacement from the frames, the card being insertable and removable from the frame through openings 29 formed at both side portions thereof.

The frames 26 and 27 have large rectangular openings 30 therein so as to render the card holder visible from the front and back or from both sides surfaces thereof to permit the use of this holder for display price cards or tickets printed or marked on both sides or to support two distinct price cards or tickets therein which may have the same or different characteristics

or markings thereon. Cut from the part of the plate forming the openings 30 in the frames 26 and 27 are flange portions 31, 31a folded inwardly upon adjacent surfaces of the lower members of the frames 26 and 27, which flanges are welded or otherwise secured together and serve to space the lower portions of said frames one from the other and to provide bottom walls for supporting the cards thereon. Centrally of each flange 31, 31a are outwardly projecting and relatively wide plate portions 32, 32a which are similar in all respects to the plates 18, 19, 24, and 25 and which collectively form a spring clip 33 for mounting the card holder upon a suitable support in the manner represented in Fig. 1 of the drawing.

One of the distinctive features of my invention resides in the provision of a card holding or supporting plate or frame having means in the form of a spring clip or U-shaped coupling body for mounting the holder in connection with the upper edge of a comparatively thin supporting wall in order to maintain or support the holder in a perpendicular or vertical position upon said edge of the support as well as to provide a device of this kind which may be readily attached and detached and shifted about from place to place without disturbing the display on a counter arranged forwardly or at the rear of the support or partition plate 21.

My present invention constitutes an improvement on the card holder disclosed in and forming the subject matter of my Patent #1,848,262 granted to me March 8, 1932, my present construction constituting a simpler form of card holding plate and a more positive support therefor which prevents accidental displacement of the holder with respect to its supporting wall, and furthermore, is designed to support what might be termed a medium sized price card or sheet. By employing a number of devices of the kind under consideration, the arrangement of price cards on a display counter may be made uniform and symmetrical throughout, and at the same time, produce a neat and attractive display, it being understood that my improved holders may be used on any of the partition plates or strips of a complete counter display.

Having fully described my invention, what I claim as new and desire to secure by Letters Patent, is:

1. A device of the class described comprising a rectangular card supporting body, means at side edges of said body for retaining a card mounted thereon against accidental displacement, a U-shaped spring clip projecting from one side edge of said body for mounting the same in connection with a support, the side walls of the clip being arranged forwardly and rearwardly of said supporting body, one side wall of said clip being arranged in a plane parallel to the surface of said body, and a member extending from the upper wall of the clip intermediate the side walls thereof and onto the adjacent portion of said body and secured thereto.

2. A device of the class described comprising a rectangular card supporting body, means at side edges of said body for retaining a card mounted thereon against accidental displacement, a U-shaped spring clip projecting from one side edge of said body for mounting the same in connection with a support, one side wall of said clip being arranged in a plane parallel to the surface of said body, a member extending from the upper wall of the clip onto the adjacent portion of said body and secured thereto, the other side wall of said U-shaped clip being shorter than the first named wall and set inwardly and terminating in an outwardly flaring edge portion, said clip being formed independently of said body, and said member comprising an L-shaped coupling plate, part of which is interposed between the clip and the edge portion of said body.

3. A price card supporting device of the class described for supporting a card perpendicularly to the upper edge of an elongated supporting strip, said device comprising a rectangular card supporting body, means at the upper, lower and side edges of the body for retaining a card against accidental displacement therefrom, the lower side edge of said body having centrally thereof a downwardly extending and longitudinally arranged spring clip substantially U-shaped in cross sectional form, the channel of said clip projecting downwardly with respect to said edge, one side wall of said clip being arranged forwardly of the vertical wall of said body and in a plane parallel to said vertical wall, and a part for securing the clip to said body, said part projecting upwardly from the top wall and arranged inwardly of the side walls of said U-shaped clip, and said part being arranged in parallel relation to the vertical wall of said body and secured thereto.

4. A price card supporting device of the class described for supporting a card perpendicularly to the upper edge of an elongated supporting strip, said device comprising a rectangular card supporting body, means at the upper, lower and side edges of the body for retaining a card against accidental displacement therefrom, the lower side edge of said body having centrally thereof a downwardly extending and longitudinally arranged spring clip substantially U-shaped in cross sectional form, the channel of said clip projecting downwardly with respect to said edge, the clip having a top crosshead wall and depending side walls, one side wall of said clip being arranged in a plane parallel to the vertical wall of said body, and a part extending upwardly from the top wall of said clip inwardly of the side walls of the clip and onto the rear surface of said body.

5. A card supporting device of the class described comprising a rectangular card supporting body, means at the edges of said body for retaining a card against accidental displacement therefrom, a long U-shaped clip arranged centrally of one edge portion of said body with the channel of said clip projecting downwardly with respect to said edge, a coupling member for securing said clip to said body, said member comprising a plate portion arranged upon and secured to the rear surface of said body, and an angularly extending part arranged intermediate the lower edge of said body and the adjacent wall of said clip.

PIERRE H. MEYER.