I. H. GRAY.

TAG HOLDER.

APPLICATION FILED MAY 5, 1921.

1,410,402. Patented Mar. 21, 1922.

FIG. 1

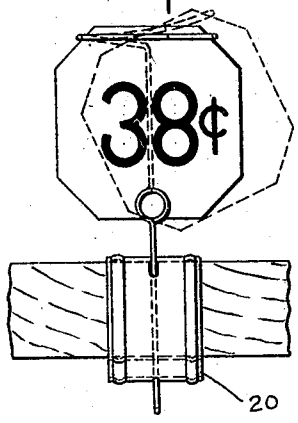


FIG. 2

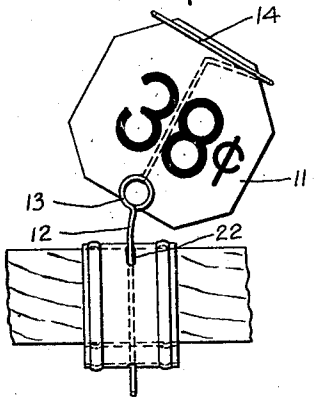


FIG. 3

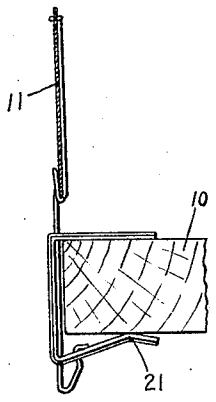


FIG. 4

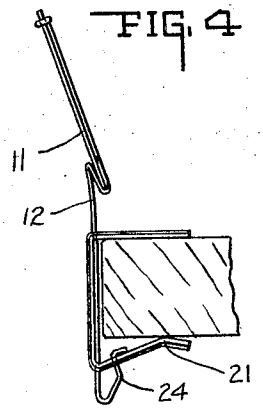


FIG. 5

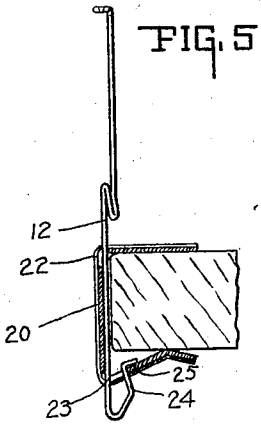


FIG. 6

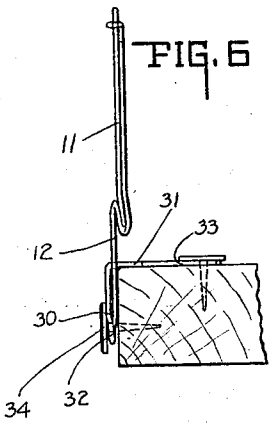
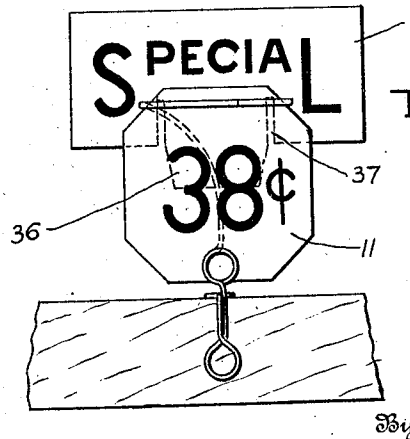


FIG. 7



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TAG HOLDER.

1,410,402. Specification of Letters Patent. Patented Mar. 21, 1922.

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To all whom it may concern:

Be it known that I, ISHMAEL H. GRAY, a citizen of the United States, and a resident of Indianapolis, county of Marion, and State of Indiana, have invented a certain new and useful Tag Holder; and I do hereby declare that the following is a full, clear, and exact description thereof, reference being had to the accompanying drawings, in which like numerals refer to like parts.

The object of this invention is to provide an improved means for removably securing price tags and the like to shelves.

One feature of the invention consists in providing a tag holder made of resilient wire, preferably a single wire, and means for removably securing or clamping the tag holder to the shelf in relatively fixed position, so that the tag holder will readily yield under pressure so as to bend out of the way and when the pressure is removed will return to its original position. This is important because customers removing goods from the shelf often strike the tag and tag holder. If the same are not yieldingly mounted or resilient, they will be detached from the shelf or bent out of the correct position. With this invention the tag holder will yield and bend when interfered with and yet remain secured to the shelf and will readily return to the normal position when the disturbing influence ceases.

Another feature of the invention consists in forming the tag holder and tag so that the latter can readily be inserted edgewise into the tag holder and as readily removed therefrom. In this connection the invention includes the idea of a coil for receiving one edge, say the lower edge of the tag, and a loop for receiving the opposite edge, say the upper edge of the tag. This enables the tag to be readily inserted at the top in the loop and then in the coil in the bottom.

Another feature of the invention consists in means for securing the tag holder to the shelf, consisting of a clamp embracing the edge of the shelf with a hole through the upper end for admitting the tag wire, and a slot through the lower end for admitting the bent inclined lower end of the tag holding wire. A modified form consists in bending the lower end of the tag holding wire in rectangular shape to fit on the front edge and top or bottom of the shelf, and a loop formed in each of said parts so that a thumb tack can be inserted through the loop into the front edge and another into the top or bottom of the shelf through the loops.

The full nature of the invention will be understood from the acompanying drawings and the following description and claims:

In the drawings, Fig. 1 is a front elevation of a portion of a shelf and means for holding a tag, parts of the shelf being broken away and the tag and tag holder being shown in altered position by dotted lines. Fig. 2 is the same as Fig. 1 with the tag holder bent laterally. Fig. 3 is a side elevation of the tag holding means in upright position and a transverse section of the tag and shelf. Fig. 4 is the same as Fig. 3 with the tag holder bent forward. Fig. 5 is the same as Fig. 3 with the tag removed. Fig. 6 is a side elevation of a tag holder in upright position with the tag in place and the shelf in section and a modified construction being employed for securing the tag holder to the shelf. Fig. 7 is a front elevation of what is shown in Fig. 6 with a "Special" card added and held by the tag holder.

In the drawings herein there is shown a shelf 10 which may be of usual character found in stores for holding goods, or the edge of a table for holding goods, on which it is desirable to secure a removable tag 11 for indicating the price or other data relating to the goods. The tag 11 herein shown is preferably octagonal in form or a rectangular card with its corners clipped diagonally so as to facilitate its insertion into the tag holder and its removal therefrom, although this invention is not limited to means for holding an octagonal tag.

The tag holder consists of a single wire 12 preferably, which is formed into one or more coils 13 in position to receive and hold one edge of the tag, being the lower edge, and thence the wire extends upward approximately to the opposite side of the tag and there is bent to form a substantially horizontal elongated loop 14 to partially surround the opposite side and to engage and partially envelop the two lateral corners or edge portions of the tag, substantially as shown. This loop in the form shown is substantially horizontal when the tag holder is in normal position, and it has one end bent to envelop one corner or lateral edge of the tag and another end bent to engage or envelop the opposite corner or edge of the tag, so that when the tag is in position,

its upper edge will extend slightly above said loop 14.

When the tag is octagonal it is more readily insertable in the tag holder than when in other forms because the corners thereof are inclined. The tag is inserted by first slipping the upper edge into the loop 14, as shown by dotted lines in Fig. 1, and inserting the opposite corner into the coil 13, and then gradually pushing the lower part of the tag from the dotted line position shown in Fig. 1 to the full line position there shown. As the lower portion of the tag is pushed to the left in Fig. 1, it gradually bends and elevates the right hand end of the loop 14 until the lower end of the tag slips into the coil, as shown in Figs. 2 and 4. One coil at 13 is sufficient, but the invention is not limited to one coil, for more coils would merely make the tag holder more readily yielding.

The lower end of the wire is secured in fixed position to the shelf 10 by the following means. In the first five figures there is a sheet metal clamp 20 adapted to embrace the front portion of a shelf. The central vertical portion of said brace, as shown in Fig. 3, extends appreciably below the shelf so as to form the bend 21 in position to pinch the shelf in cooperation with the upper part of the clamp and thereby cause the clamp to be held removably on the shelf. The front part of the clamp is also spaced away from the shelf and in the upper part of the clamp there is a slot 22 through which the lower part of the wire 12 extends. In the lower part of the clamp there is a slot 23, as shown in Fig. 5, through which the lower part of the wire 12 extends. The lower end of the wire 12 is bent back on itself to form a vertical loop 24 bent substantially as shown from a relatively sharp point at the lower end to a widened portion and then the wire is bent towards the body thereof to engage the inner end of the slot 23. The extreme end of the wire 12 is bent at a right angle at 25 above the lower part of the clamp 20 to serve as a stop to limit the downward movement of the tag holder. This enables the wire tag holder to be vertically inserted into the clamp until it reaches the limit of downward movement, as shown in Fig. 5, and be held thereby from downward movement by the stop 25 and from upward movement by the widened portion or the loop at 24.

The modified form, shown in Figs. 6 and 7, for securing the wire tag holder in place on the shelf, discards the use of an independent clamp and forms the lower part of the wire 12 of the tag holder into two arms or portions 30 and 31. The portion 30 is adjacent one surface, preferably the front surface of the shelf, and is provided with a loop 32 and the portion 31 engages another surface of the shelf, the top or the bottom, and is provided with a loop 33 through which thumb tacks 34 are inserted into the shelf.

With this construction of tag holding means, it is apparent that the goods on the shelf or the arms of the person handling the goods, when the same shall engage or press against the tag or tag holder, will not push it off the shelf and thus dislodge the tag holder and cause confusion, but the tag holder will merely bend out of the way by reason of the resilient character of the wire 12. The coil 13 materially contributes to the extent of displacement of the tag holder without interfering with the return of the tag holder to normal position when the pressure or interference is removed. This saves considerable time and confusion to merchants and the clerk need not be in fear of knocking the tag holder off the shelf while handling the goods thereon.

With the form of tag holder herein disclosed the upper loop 14 may be utilized for holding any special advertisements or cards 35, as shown in Fig. 7. The advertisement or card 35 is preferably held in the loop 14 by a tongue 36 and if the card 35 is longer than the loop, a notch 37 is provided on each side of the tongue through which the loop extends. The tongue is insertable in the loop behind the tag 11.

It is not desired to limit the invention to the particular construction of tag holder shown so long as it retains the principle of this construction and operation.

The invention claimed is:

1. A tag holder consisting of a single resilient wire formed with a coil to receive one side of a tag and a resilient loop to receive and hold the opposite portion of the tag, and means for securing one end of said wire to a shelf or the like in fixed position.

2. The combination of tag, and a tag holder consisting of a resilient wire formed with a coil to receive and hold one side of the tag and with a loop having a length greater than the width of the opposite portion of the tag to encircle and hold the same, and means for securing one end of said wire to a shelf or the like in fixed position.

3. The combination of a clamp formed of sheet metal so as to engage and clamp a shelf or the like, said clamp having openings therein, and a tag holder consisting of a wire formed at one end to receive and hold a tag and at the other end being bent back on itself to form a yielding contracted hooked portion spaced from the end thereof, whereby said wire tag holder may be inserted through the openings in the clamp and frictionally and yieldingly engage said clamp within one of said openings for releasably supporting the tag holder in connection therewith, substantially as described.

4. The combination of a clamp formed of

sheet metal bent so as to provide end portions to engage and clamp the top and bottom of the shelf or the like and an intermediate portion to extend across the front edge surface of the shelf and wider than said front edge surface and one of said end portions being bent towards the other so as to form a rib for frictionally engaging the shelf and having openings in both end portions adjacent the intermediate portion, and a tag holder consisting of a wire formed at one end to receive and hold a tag and the other end being bent back on itself to form and have a contracted portion away from the end thereof, whereby said wire tag holder can be inserted through the openings in the clamp and will frictionally engage the clamp at one of said openings for releasably supporting the tag holder in connection with the clamp.

In witness whereof, I have hereunto affixed my signature.

ISHMAEL H. GRAY.