April 27, 1937. O. H. WILKE 2,078,518

PRICE TAG HOLDER

Filed May 16, 1935

Fig. 1.

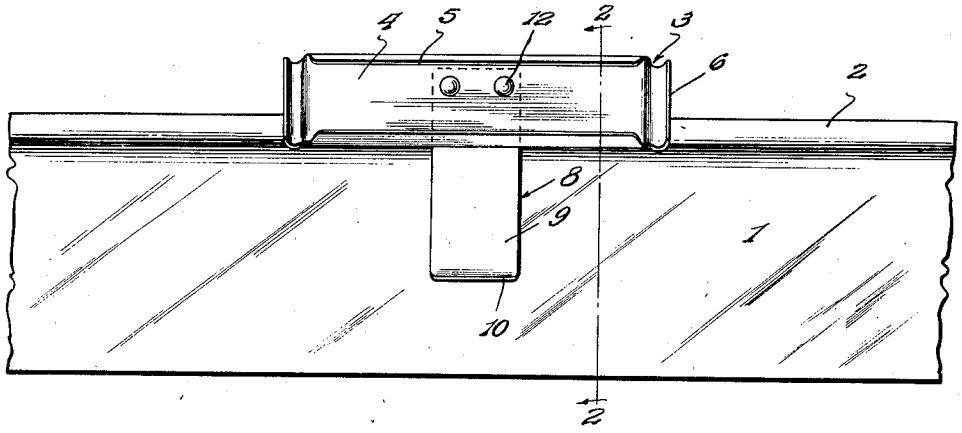


Fig. 2.

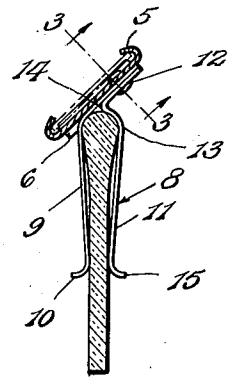
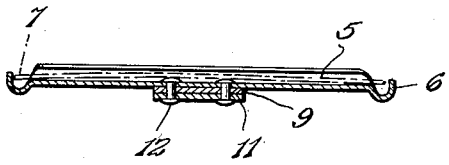


Fig. 3.



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PRICE TAG HOLDER

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2 Claims. (Cl. 40—17)

This invention relates to an improved price tag holder which is more particularly adapted for use with display compartment structure generally found in use on display tables in stores and seeks, among other objects, to provide a device of this character which, when mounted in position on a display tray wall, will present the open side of the body thereof obliquely upwardly so that a price tag, or other suitable indicia, carried by the body will be clearly visible to a prospective purchaser of articles on the table.

Another object of the invention is to provide a price tag holder which may be used with the walls of display compartment structure, which walls may be either of the straight edge type or of the type employing a bead at the top thereof.

A further object of the invention is to provide a price tag holder which, after installation, will be permanently mounted in place on the compartment wall and which will not accidentally become detached.

Another object of the invention is to provide a price tag holder which is of such construction that a constant spring tension will be exerted on the clipping arms employed so that the device may be retained in position on a compartment assembly for an indefinite period without removal for repair or replacement.

A further object of the invention is to provide a price tag holder which will be of simple construction and which may be manufactured cheaply in quantity.

Other and incidental objects of the invention not specifically mentioned hereinabove will render themselves apparent as the description of the invention proceeds.

Referring now to the drawing forming a part of my application:

Figure 1 is a front elevation showing my improved price tag holder as it would appear in position on a wall of a display compartment.

Figure 2 is a vertical sectional view on the line 2—2 of Figure 1, looking in the direction indicated by the arrows.

Figure 3 is a fragmentary longitudinal sectional view on the line 3—3 of Figure 2, looking in the direction indicated by the arrows.

Referring now more particularly to the accompanying drawing, the numeral 1 indicates a wall of a display tray compartment. The wall 1, as shown, is formed of glass and is formed with a bead but, if desired, the wall may be formed of suitable sheet metal and may or may not be formed with a bead, as particular circumstances dictate. It should be understood that my improved price tag holder is adapted for use with equal efficiency on either type of wall.

My improved price tag holder includes a body, indicated in general by the numeral 3. The body comprises a flat wall 4 which is projected at its top and bottom portions to form overhanging flanges 5. The opposite end portions of the wall 4 are projected and bowed rearwardly to define reinforcing end portions 6. As best seen in Figure 3 of the drawing, when a price tag or card, indicated at 7, is in position overlying the wall 4 of the body 3, the end portions of said tag will project over the bowed portions 6 so that, when it is desired to remove the price tag, a finger nail may be readily placed beneath the tag in the bowed portion so that the tag may be readily grasped and removed, thus eliminating the possibility of soiling or mutilating the surface of the tag.

Associated with the body 3 and adapted for connecting said body with the wall 1, is a clip, indicated at 8. The clip comprises an angular spring jaw 9 which is bent obliquely throughout its upper portion and is adapted to lie in parallel relation to the body throughout the major portion of its width. The jaw 9, as best seen in Figure 2, will, when engaged over one side of the wall, dispose the body obliquely with respect to the articles on display so that the price tag 7 will be disposed obliquely upwardly for convenient reading by prospective purchasers. The lower end portion of the jaw 9 is rolled outwardly, at 10, to permit the jaw to engage over the top edge or bead of the wall 1 with the utmost facility. A jaw 11 is also connected with the body and with the jaw 9 and both jaws are secured to the body medially of its length by means of rivets 12 or in any other suitable manner. The jaw 11 is formed near its upper end with an outwardly bowed portion 13 and the upper end portion of said jaw is adapted to overlie a portion of the jaw 9 in parallel spaced relation thereto so that the jaws will be disposed to define a pocket 14 to receive the bead or upper end portion of the compartment wall. The lower end portion of the jaw 11 is rolled outwardly at 15, to correspond with the rolled portion 10 of the jaw 9. It will be understood that the jaws 9 and 11 will be of spring steel and bowed toward each other so that they will be constantly urged toward each other and will, therefore, clamp firmly any wall or other surface disposed therebetween. As the rivets 12 are clamped in place, the jaws will be firmly clamped together and said riveting operation increases the tension of the jaws toward each other.

Attention is directed to the fact that my improved price tag holder is characterized by the utmost simplicity and also by the fact that in view of its obliquely upwardly disposed body, a tag or card on said body will be clearly readable at a glance by anyone desiring to ascertain the nature or price of an article which is being advertised by the card. Attention is further directed to the fact that after the device has once been installed, it will remain in position without attention for an indefinite period of time but may, if desired, be readily removed when it is desired to change the arrangement of display compartments or to change the cards in the price tag holders. It is also desired to point out that, in view of the oblique disposition of the body, the tag 7 thereon will be disposed in the normal line of vision of a prospective purchaser so that it will much more readily attract attention.

It is believed that from a reading of the foregoing description, taken in connection with the drawing, it will be understood that I have provided a simple and highly efficient price tag holder which may be manufactured cheaply in quantity and which will be useful on many different types of display compartments.

Having thus described the invention, what I claim is:

1. A price tag holder including a body having a wall adapted to receive a tag, a clip connected with the body and having spring jaws, one of said jaws being formed with an oblique portion overlying the body and the other of said jaws having a bowed portion and a straight portion overlying said oblique portion and said body, said jaws defining a pocket to receive the upper portion of a wall, and means securing the oblique and straight portions to the body and to each other for connecting the jaws with said body, said jaws being normally urged toward each other for clamping a wall therebetween and said body being obliquely disposed with respect to said jaws for displaying indicia thereon to the normal vision of a person viewing articles on display.

2. A price tag holder including a body having a flat wall projected to form overhanging flanges and being formed at its opposite ends with rearwardly bowed reinforcing end portions, said body being adapted to receive a price tag retained against upward movement beneath the overhanging flanges, said price tag being adapted to extend over said reinforcing end portions whereby manual engagement with said tag for removal thereof without soiling may be effected, said reinforcing end portions providing stiffened ends for the body, and means carried by the body and adapted for securing the body in position for display.

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