

L. B. SMITH.  
PRICE CARD HOLDER.  
APPLICATION FILED JULY 10, 1919.

1,372,205.

Patented Mar. 22, 1921.

Fig. 1.

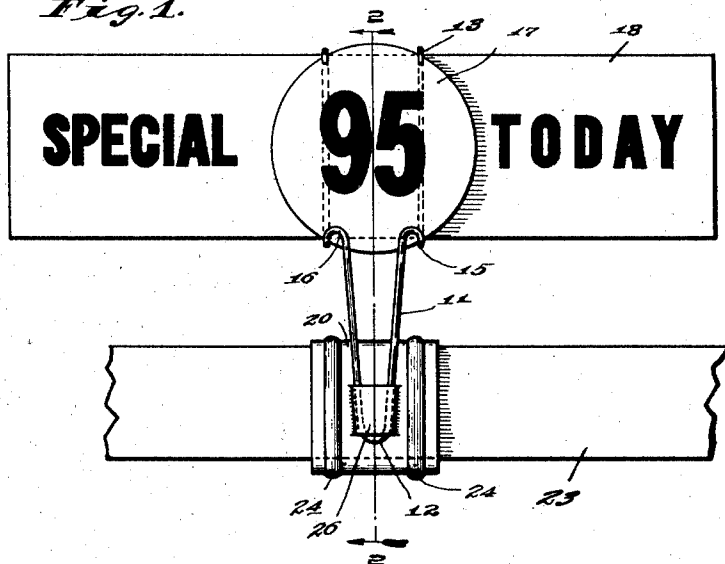


Fig. 2.

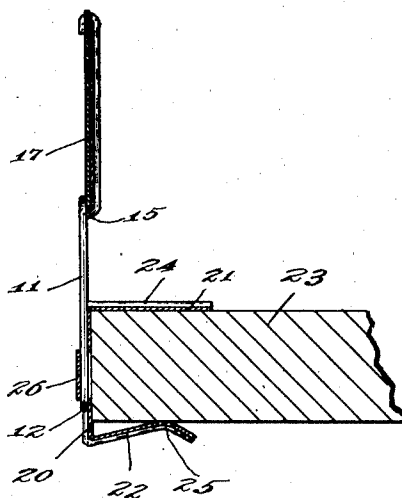
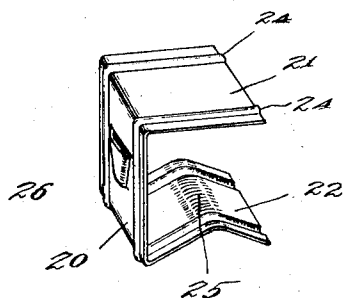


Fig. 3.



Witness  
Frank A. Fable

By

Inventor  
Lynn Burnside Smith,

Wood & Kelly,

Attorneys

# UNITED STATES PATENT OFFICE.

LYNN BURNSIDE SMITH, OF INDIANAPOLIS, INDIANA, ASSIGNOR TO THE DISC-O-TAG COMPANY, OF INDIANAPOLIS, INDIANA, A CORPORATION OF INDIANA.

## PRICE-CARD HOLDER.

1,372,205.

Specification of Letters Patent.

Patented Mar. 22, 1921.

Application filed July 10, 1919. Serial No. 309,799.

*To all whom it may concern:*

Be it known that I, LYNN BURNSIDE SMITH, a citizen of the United States, residing at Indianapolis, in the county of Marion and State of Indiana, have invented a new and useful Price-Card Holder, of which the following is a specification.

It is the object of my invention to provide a tag holder for supporting a tag or card in front of articles on a shelf, to which articles the supported tag relates, which tag holder is simple and inexpensive, receives cards of various shapes and holds them firmly, and permits the ready removal and replacing of such cards.

The accompanying drawing illustrates my invention: Figure 1 is a front elevation of a tag holder embodying my invention, showing it mounted on a shelf and supporting two cards; Fig. 2 is a vertical section on the line 2—2 of Fig. 1; and Fig. 3 is a perspective view of the shelf-gripping member.

My tag holder comprises broadly a shelf-gripping member and a card-gripping member, which are detachably interconnected and by their interconnection serve to clamp the card-gripping member on the card. The card-gripping member, *per se*, is the invention of Ishmael H. Gray, and is set forth in his application Ser. No. 275,818, filed February 8, 1919; and I do not claim herein such card-gripping member *per se*, save in combination with the shelf-gripping member.

The card-gripping member comprises a piece of spring wire folded on itself in the middle to form two slightly diverging arms 11 joined by a loop 12; and each arm of this card-gripping member is provided at an intermediate point and at its free end with card-gripping portions, which may take various forms. As shown, the card-gripping portion at the end of each arm 11 is a simple hook 13 transverse to the plane of the card; while the card-gripping portion at the intermediate point of such arm is a double bend 15—16, of which the bend 15 opposes the hook 13 and is transverse to the plane of the card and the bend 16 is parallel to the plane of the card and lies in front of the card. This permits the card to be held by the four card-gripping portions without being distorted. The wire portions connecting the hooks 13 to the bends 15 lie behind the card, so that the face of the card is clear of obstructions save for the hooks 13 and bends

16, which project but a short distance inward from the card edge. The wire of which the card-gripping member is made has a certain resiliency, so that the two arms 11 may be spread apart but will tend to spring together by reason of such resiliency; so that by their tendency to spring together they will grip between them a card the edges of which pass obliquely through the hooks 13 and bends 15, as for instance does the edge of the round tag 17 which is shown in Fig. 1. In addition to such a tag, a long rectangular card 18 may also be inserted, as shown, but as the edges of this card 18 extend parallel to the lines joining the hooks 13 or the bends 15 such a card is not resiliently gripped. A rectangular card and a round, or other grippable card may be used together, as shown, in which case the round card is resiliently gripped.

The shelf-gripping portion consists of a strip of sheet metal bent to form a front portion 20 and top and bottom portions 21 and 22, which lie against the front edge, the top, and the bottom of the shelf 23 to which the device is to be attached. For strengthening purposes, this strip of sheet metal may have longitudinally extending ribs or corrugations 24, shown as near the edges thereof. One of the horizontally extending portions 21 and 22—as shown, the under portion 22—has a transverse rib 25, which bears against the cooperating face of the shelf 23 resiliently to hold the member in place. This transverse rib is spaced rearward from the front portion 20, and the height of such front portion is preferably greater than the thickness of the shelf 23 in order to allow this rib 25 to function properly. The front portion 20 of the shelf-gripping member is provided at about its center with a forwardly offset part 26, which is joined at its sides to the body of the portion 20 but is separated therefrom at its top and bottom. This provides a pocket into which the loop portion 12 of the card-gripping member may be inserted. The vertical edges of the part 26 are preferably slightly convergent downward, so that they correspond with the angle between the two arms 11 and act to force such arms 11 together when the loop 12 of the card-gripping member is inserted in the pocket 26, so that by reason of such forcing together of such arms the card-gripping portions 13 and 15 will be held tightly against the edge of the card 17. Thus the

action of the pocket 26 augments the resiliency of the loop 12 and locks the card 17 in place.

In order to change cards, it is necessary merely to remove the card-holding portion from the shelf-holding portion, spring the two arms 11 apart, and take out one card and put in another as desired. Cards such as 18 may be put in place without such removal, but for cards whose edges are oblique to the card-gripping portions 13 and 15 as are those of the card 17 such separation is desirable in order to make such substitution without bending the wire. The shelf-gripping member may be applied to or removed from a shelf whether or not it bears a card-gripping portion.

I claim as my invention:

1. In a card holder, the combination of a card-gripping member having two arms arranged to grip a card between them, and a shelf-gripping member provided with a pocket for receiving said card-gripping member and forcing said two arms together.

2. In a card holder, the combination of a shelf-gripping member for detachable mounting on a shelf, and a card-gripping member, said two members being provided with means for separably supporting the latter upright on the former so that it projects upward above the shelf level.

3. In a card holder, a shelf-gripping member comprising two portions for engaging

opposite faces of a shelf, one of said portions being provided with a transverse rib, and a card-gripping member detachably mountable on said shelf-gripping member and projecting upward above the shelf level.

4. In a card holder, a shelf-gripping member comprising two portions for engaging opposite faces of a shelf, and a card-gripping member detachably mountable on said shelf-gripping member and projecting upward above the shelf level.

5. In a card holder, the combination of a shelf-gripping member provided with a pocket having converging sides, and a card-gripping member comprising two diverging arms connected by a loop and provided with card-gripping portions, said pocket being arranged to receive the loop of said card-gripping portion and by the interaction of said converging sides and said diverging arms to force the two arms together.

6. In a card holder, the combination of a shelf-gripping member provided with a pocket, and a card-gripping member comprising two arms connected by a loop and provided with card-gripping portions, said pocket being arranged to receive the loop of said card-gripping portion.

In witness whereof, I have hereunto set my hand at Indianapolis, Indiana, this 19th day of June, A. D. one thousand nine hundred and nineteen.

LYNN BURNSIDE SMITH.