L. E. ERICSON.

PRICE TAG HOLDER.

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1,423,655. Patented July 25, 1922.

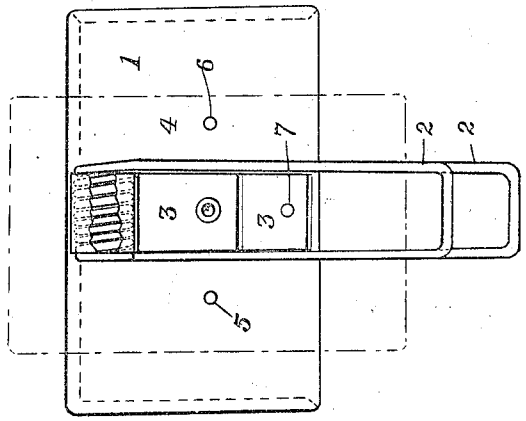


FIG. 2.

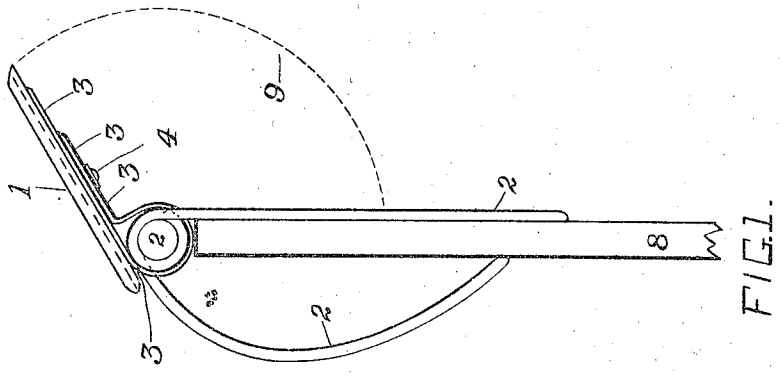


FIG. 1.

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PRICE-TAG HOLDER.

1,423,655. Specification of Letters Patent. Patented July 25, 1922.

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To all whom it may concern:

Be it known that I, LOUIS E. ERICSON, a citizen of the United States, residing at San Diego, in the county of San Diego and State of California, have invented a new and useful Price-Tag Holder, of which the following is a specification.

My invention relates to devices for attaching price tags to boxes containing fruit or vegetables and other articles displayed in markets and stores or shelves upon which goods are displayed; and some of the objects of my improvement are, simplicity of construction, low cost of manufacture and comparative low price to the user, facility of attaching the holder to various parts of variously shaped and variously placed supports or receptacles, facility of adjustment of the tag plate relative to the clamp or holder element of the device, so that the tag may be plainly seen by the prospective customer, to provide a price tag holder which will hold securely to the support to which it is applied, and durability in use.

These and other objects I attain by means of the device illustrated in the accompanying drawings, in which—

Figure 1 is a side elevation and Figure 2 is a rear elevation.

Similar reference characters refer to similar parts, throughout the several views of the drawings.

My price tag holder comprises a plate, 1, for receiving the price tag or card to be displayed, a coiled wire spring clamp, 2; for attaching to a box, a shelf or other support or container of the goods for sale, and a sheet metal strap 3, which surrounds the coiled portion of clamp 2.

The holder plate 1 is made of sheet metal and flanged and channeled on three of its edges, so as to receive and hold flat a price tag or card which may be inserted under the flanges. A pivot, 4, is provided in its center, by which it is pivotally mounted on strap 3, so that it may swivel thereon to various positions relative to clamp 2, as may be required to properly display the tag. The dotted line in Fig. 2, shows one of these alternative positions. Several detent lugs, 5, 6, etc., are formed on the back of the plate, on equal radii from pivot 4, adapted to engage a detent hole or depression, 7, formed in strap 3, which serves to hold the plate securely in any position to which it may be adjusted. Thus very simple provision is made for lateral angular adjustment.

The strap 3, is formed around the coil of clamp 2, between its legs, with a snug fit and provides frictional angular adjustment in the vertical plane, so that, with the adjustment by pivot 4, plate 1 is adapted for universal adjustment. The dotted line 9 shows the vertical adjustment.

The spring clamp 2 is formed of a single piece of spring wire, with a front and a rear U-shaped leg and a coil at the upper end. The rear leg is preferably straight, so as to lie flat against the side of a box or board, and the front leg is preferably curved, in order to clear flanges or other projections on a support. The rear leg is longer than the forward, to facilitate applying the clamp to a support, the clamp being grasped by the forward leg, the lower end of the rear leg being engaged behind the support and the clamp being slid on.

Having thus described my invention, I claim—

1. A price tag holder, comprising a coiled spring clamp, and a channeled plate pivotally and frictionally mounted on the coil of said clamp for universal angular adjustment.

2. A price tag holder, comprising a spring clamp formed of spring wire, with a forward and a rear leg and a coil at its upper end, a strap mounted on the coil of said clam, so that it may rotate thereon for adjustment in the vertical plane, and a tag holding plate pivotally mounted on said strap, so that it may be turned for lateral adjustment.

3. A price tag holder, comprising a clamp formed of spring wire with a forward and a rear leg so that said legs engage a support, and a coil joining the legs, a strap mounted on the coil of said clamp and frictionally engaging the coil so that it may be adjusted in the vertical plane and remain set, said strap being formed with a detent hole or lug and a pivot, and a tag holding plate formed with detent holes or lugs corresponding with the detent hole or lug of said strap and mounted on the pivot of said strap so that it may be turned thereon for lateral angular adjustment.

LOUIS E. ERICSON.