

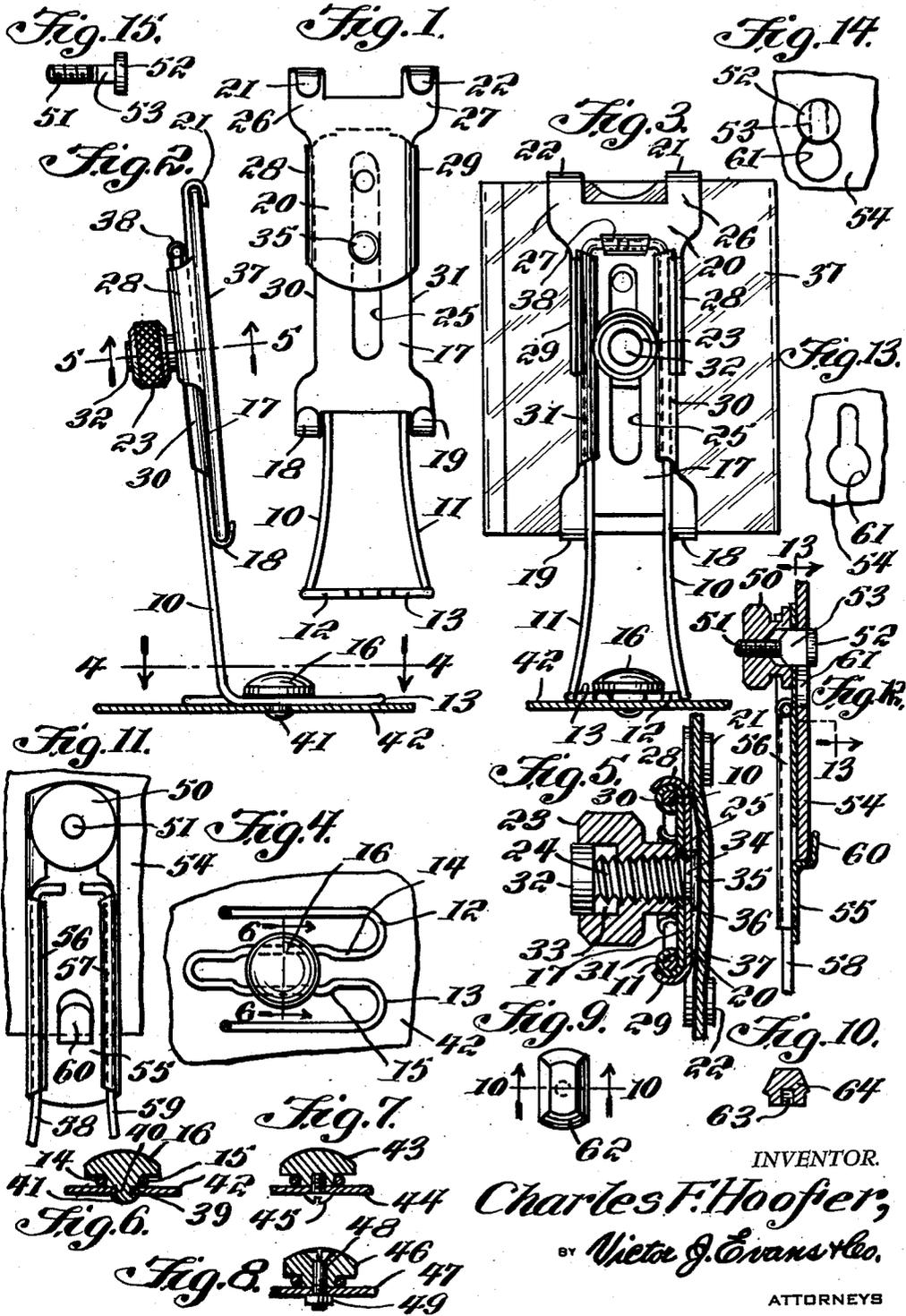
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PRICE TAG SUPPORT

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PRICE TAG SUPPORT

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This invention relates to devices for supporting display cards such as price tags and name cards from trays, counters and the like, and in particular a card holding device supporting by a spring loop on the lower end in which the loop is snapped over the head of a rivet, button, or similar device extended upwardly from the base of a tray or the like.

The purpose of this invention is to provide a price card displaying support in which cards may be removed and replaced and in which the support is readily removable from a retaining element in a tray or the like.

Various supporting devices have been provided for displaying cards such as name and price cards, however, in the conventional type of display device the card holder is supported by sticking a point into a product or by attaching a clip to the edge of a tray or by using a self supporting stand and devices of this type do not remain permanently in position. With this thought in mind this invention contemplates a support for a display card wherein a retaining element for holding the support in position is permanently mounted in the base of a tray or holding element whereby the display or price cards are conveniently displayed even though substantially all of the products with which the card is associated are removed.

The object of this invention is, therefore, to provide means for forming a price card supporting member whereby cards are readily removed from and replaced in the member and whereby the member is readily removed from a retaining element of a tray and also readily replaced on said element.

Another object of the invention is to provide a price card support which is readily adjustable to cards of different sizes.

A further object of the invention is to provide a price card support which is of a simple and economical construction.

With these and other objects and advantages in view the invention embodies a button having a head spaced from and permanently mounted in the base of a tray, a U-shaped wire bracket extended upwardly from the button and having a spring actuated socket on the lower end for gripping the button, and stationary clips positioned to coact with opposed clips slidably mounted on the upper end of the wire bracket and adapted to be retained in gripping relation with upper and lower edges of a price card by a thumb nut threaded on a stud in the upper part of the support.

Other features and advantages of the invention will appear from the following description taken in connection with the drawings, wherein:

Figure 1 is a front elevational view illustrating the price card support.

Figure 2 is a side elevational view showing the support with the base of a tray on which the support is positioned shown in section.

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Figure 3 is an elevational view looking toward the back of the support.

Figure 4 is a plan view taken on line 4-4 of Figure 2 showing the spring socket at the lower end of the bracket for gripping the shank of a button to retain the support in an upright position.

Figure 5 is a cross section taken on line 5-5 of Figure 2 showing the clamping elements in the upper part of the support.

Figure 6 is a detail showing a section taken on line 6-6 of Figure 4 illustrating the side members of the spring socket and showing the members in gripping relation with a shank of the button.

Figure 7 is a view similar to that shown in Figure 6 illustrating a modification wherein the button is secured to the base of a tray with a screw.

Figure 8 is a detail also similar to that shown in Figure 6 illustrating a further modification wherein the button is secured to the base of a tray with a bolt.

Figure 9 is a detail showing another modification wherein the button is provided with an elongated head.

Figure 10 is a cross section taken on line 10-10 of Figure 9 showing a section through the head of the button.

Figure 11 is a detail looking toward the back of the support showing a modification wherein a price tag is held by a clip on a plate or slider base.

Figure 12 is a vertical section through the upper part of the support illustrating another modification, wherein a thumb nut for clamping the card holding elements in position is threaded on a stud extended through the elements.

Figure 13 is a section taken on line 13-13 of Figure 12 showing the slot in which the head of the stud shown in Figure 12 is positioned.

Figure 14 is an elevational view looking toward the outer end or head of the stud shown in Figure 12.

Figure 15 is a detail showing a stud used in the support shown in Figure 12.

Referring now to the drawings wherein like reference characters denote corresponding parts the improved price tag or card support of this invention includes a wire bracket having side bars 10 and 11 which extend upwardly from loops 12 and 13 of a stud gripping socket having side bars 14 and 15, a stud or button 16 for retaining the support in an upright position, plate or slider base 17 having clips 18 and 19 on the lower end mounted on the side bars 10 and 11 of the bracket, an upper slider 20 slidably mounted on the slider base 17 and having clips 21 and 22 at the upper end, and a thumb nut 23 threaded on a stud 24 that is mounted in the slider 20 and that extends through an opening or slot 25 in the slider base 17.

The clips 21 and 22 are provided on the ends of arms 26 and 27, respectively, which extend upwardly from the slider 20 and, as illustrated in

Figure 5, arcuate flanges 28 and 29 extended from the edges of the slider 20 extend around hubs 30 and 31, respectively of the slider base 17, whereby the upper slider 20 is slidably mounted on the slider base 17.

The stud 24 is provided with a head 32 that is positioned in a recess 33 in the knurled nut 23 and, as illustrated in Figure 5, the stud is mounted in the front plate of the slider 20 with a portion 34 of reduced diameter extended through an opening 35 in the plate and with the end of the pin riveted over forming a head 36. The stud extends through the slot 25 of the slider base 17 and with the shank of the knurled nut 23 positioned as shown in Figure 5, the parts are clamped in operative position whereby the clips on the ends of the sliders are in gripping relation with a card or price tag as indicated by the numeral 37.

The upper ends of the side bars 19 and 11 of the bracket extend inwardly toward the center and the ends are secured together with a clip 38 that is crimped in position over the ends.

By this means the slider base 17 and slider 20 are adjusted vertically until the clips on the ends are in engagement with upper and lower edges of the card, such as a card 37, and with the clips extended over the edges of the card the thumb nut 23 is tightened whereby the parts are clamped in assembled relation with the card held therein and with the sliders clamped in position on the upper part of the bracket.

The button 16, illustrated in Figure 6 is riveted with a shank 39 and a pin 40 extended from the shank is riveted over to provide a head 41 by which the button is secured in a bottom 42 of a tray or the like.

In the design shown in Figure 7, a button 43 is secured to a bottom 44 of a tray or the like with a screw 45 and in the design shown in Figure 8, a button 46 is secured to a panel 47 of a tray or the like by a bolt 48 which extends through the button and which is secured in position with a nut 49.

In the design shown in Figures 11 and 12 the nut 23 and stud 24 are replaced with a knurled nut 50 and a stud 51, the stud 51 having a flat portion 53 and being provided with a head 52 which is positioned on the outer surface of a card 54 as shown in Figure 12.

The device shown in Figure 11 is provided with a plate 55 having flanges 56 and 57 that extend around side bars 58 and 59, respectively of a bracket, similar to the side bars 10 and 11 of the former bracket and the lower part of the plate 55 is provided with a tab 60 which extends over the lower edge of the price card 54.

The head 52 of the stud 51 is positioned in a keyhole slot 61 in the face of the card 54 and the head and flange coact with the clip 60 to retain the card 54 in position.

The button 16, may also be provided with an elongated head, as indicated by the numeral 62, and as shown in Figure 9 and the head is provided with a threaded socket 63 that extends into a shank or base portion 64. By this means the head may be secured to the base of a tray or the like, by a screw, such as the screw 45, shown in Figure 7.

The spring arms 14 and 15 of the mounting sockets are formed with offset sections, as shown in Figure 4, and by this means the foot of the support may readily be snapped over a button or other mounting device, as illustrated in Figure 2, and with the support in position a price tag or

card, or a display card of any suitable type may be gripped between the clips of the sliding members whereby the card is readily displayed, and with the card rigidly supported in this manner it remains in position even though substantially all products in the tray are removed.

It will be understood that other modifications may be made in the design and arrangement of the parts without departing from the spirit of the invention.

What is claimed is:

1. In a price tag support having a base the improvement comprising substantially parallel bars extended upwardly from the base, a lower slider base having clips on the lower end mounted on said parallel bars, an upper slider slidably mounted on said parallel bars and having clips on the upper end, each of said sliders having an arcuate flange at each side thereof, the arcuate flanges of the lower slider base extending around the parallel bars and the arcuate flanges of the upper slider extending around the arcuate flanges of the lower slider base, the clips on the ends of the sliders being in opposed relation, a price card having a keyhole slot therein positioned against said sliders so that the clips on said sliders will grip the upper and lower edges of the said price card respectively, and means clamping the slider in adjusted positions on the parallel bars of said support, said lower slider base having a longitudinally extending slot therein, and said clamping means including a stud having a head thereon carried by said upper slider and extended through the slot in said lower slider base and a thumb nut threaded on the stud and positioned to clamp the sliders against the head of the stud and through the keyhole slot in said price card.

2. In a price tag support, having a base the improvement comprising wires positioned to form a U-shaped socket with offset sections in the sides and oppositely positioned U-shaped sections extended from the sides of the sockets, substantially parallel bars extended upwardly from said U-shaped sections at the sides of the socket, a lower slider base having arcuate flanges on the vertical edges positioned against the parallel bars with the flanges extended around the bars, an upper slider also having arcuate flanges on the vertical edges positioned against the lower slider base and with the arcuate flanges extended around the arcuate flanges of the lower slider base, slidably mounting the upper slider on the lower slider base, said slider and slider base having opposed card retaining clips on the lower and upper edges thereof, respectively, said lower slider having a longitudinally extending slot therein, a stud having a head thereon carried by the upper slider and extended through the slot in the lower slider and a thumb nut threaded on said stud to clamp the sliders together to hold the same in assembled relation to each other on said parallel bars.

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