

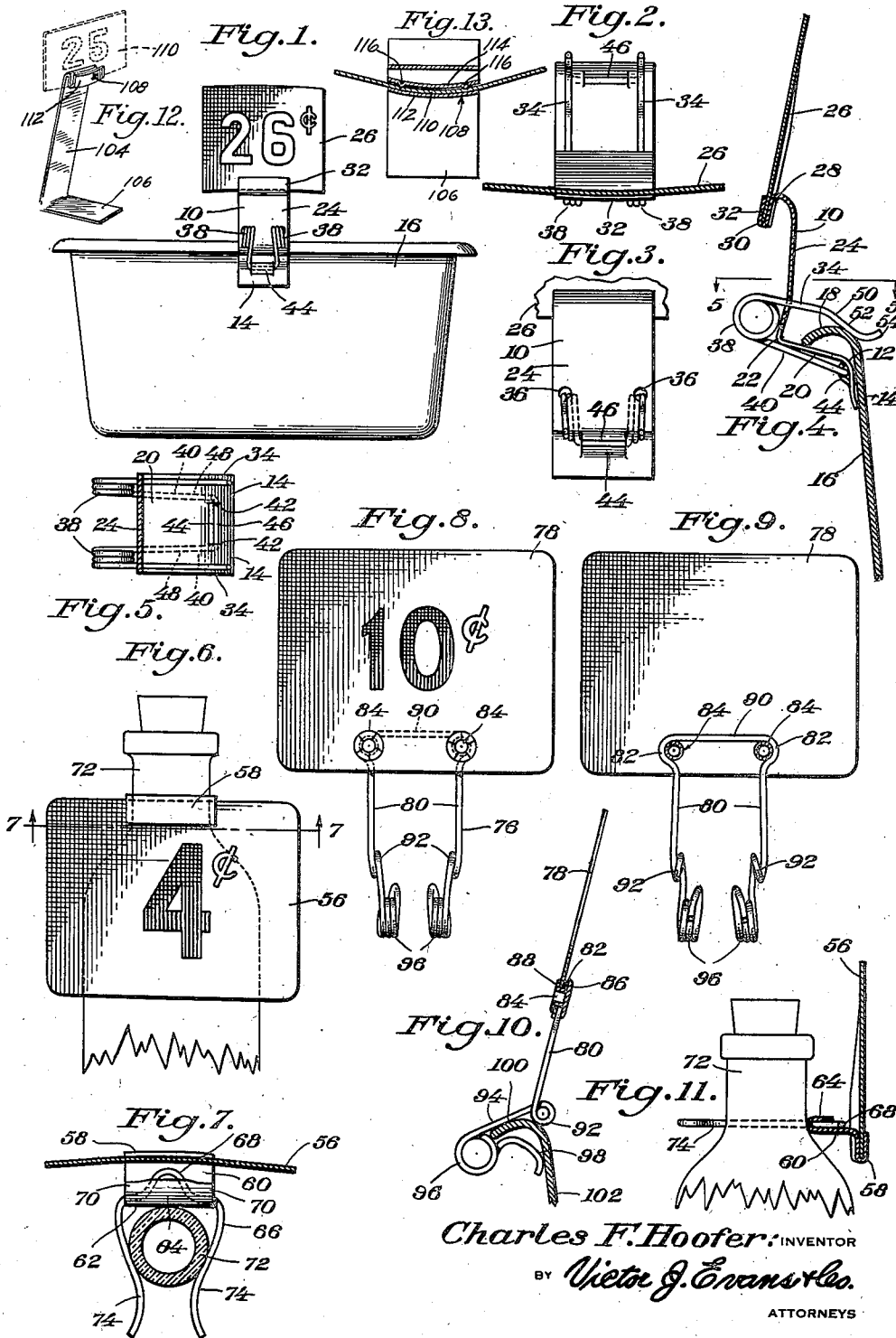
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PRICE CARD HOLDER

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PRICE CARD HOLDER

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8 Claims. (Cl. 40-23)

My invention relates to price card holders, and has among its objects and advantages the provision of an improved holder particularly adapted for attachment to pans, trays, bottles and the like.

An object of my invention is to provide a price card holder designed to facilitate attachment to display trays, receptacles and the like, in which the holder is so devised as to permit the price cards to be neatly arranged and supported in upright positions, and in which the holder is designed for effective connection with display containers of different sizes and shapes. More specifically, the price card holder embodies a spring attaching clip fashioned to accommodate differently fashioned display containers for attaching purposes.

In the accompanying drawing:

Figure 1 is an elevational view of a tray illustrating my invention applied thereto;

Figure 2 is a top plan view of the price tag holder, with the price card illustrated in section;

Figure 3 is a rear elevational view of the holder;

Figure 4 is an elevational view of the holder applied to the flange of a display tray, with a portion of the holder and the tray illustrated in section;

Figure 5 is a view taken along the line indicated by 5-5 of Figure 4, with the holder detached from the tray;

Figure 6 is a view illustrating another form of my invention particularly adapted for connection with bottles;

Figure 7 is a sectional view along the line 7-7 of Figure 6;

Figure 8 is a view of another form of the invention;

Figure 9 is a view similar to Figure 8 but illustrating certain parts in section for the purpose of illustration;

Figure 10 is an elevational view of the holder of Figures 8 and 9, with a portion of the holder broken away for the purpose of illustration;

Figure 11 is a vertical sectional view of a holder in accordance with Figures 6 and 7 but illustrating the holder rotated 180 degrees about a horizontal axis;

Figure 12 is a perspective view of a different form of card holder; and

Figure 13 is a sectional view of the card holding trough of the holder of Figure 12.

In the embodiment selected to illustrate my invention, I make use of a sheet metal strap 10 bent at 12 to provide a pan wall engaging ele-

ment 14 to abut the pan or tray wall 16. Pan 16 includes a flange 18, and the strap includes a flange engaging element 20 arranged at an angle of slightly more than 90 degrees with respect to the element 14. Strap 10 is bent again at 22 to provide an upstanding support 24 for a price card 26. The upper end of the support 24 is bent downwardly at 28 and back upon itself at 30 to provide a groove or furrow 32 for the reception of the lower edge margin of the price card 26. Fig. 2 illustrates the groove or furrow structure as being slightly curved, which structure may be identical with the corresponding structure of Fig. 8 in my copending Card holder application, Serial No. 294,748, filed September 13, 1939 now issued Patent 2,206,775.

Flange engaging element 20 extends underneath the flange 18 and is drawn tightly thereagainst through the medium of spring arms 34 fashioned from a single piece of suitable spring wire. Arms 34 extend loosely through openings 36 in the support 24, and the arms extend from convolutions 38 located adjacent the support 24. The wire is fashioned to provide a U-shaped element 40 extending underneath the flange engaging element 20. Wall engaging element 14 is slotted at 42 and a portion of its area between the slots struck out to provide a loop 44 through which the bight 46 of the U-shaped element 40 is threaded. The element 40 is bent to shape after the wire has been threaded through the loop 44. Bight 46 is of the same length as the loop 44 so that the legs 48 of the element 40 engage therewith to restrain the element 40 from relative shifting axially of the bight, but the bight is positioned loosely in the loop 44 so as to be pivotally connected therewith.

Arms 34 are bent at 50 to provide runs 52 converging toward the bight 46, and the convolutions 38 are so fashioned as to bring the runs 52 into pressure engagement with the bend 12 in the absence of the flange 18 or other form of attached support. The runs 52 are also bent upwardly at 54 so that the flange 18 may be forced easily between the upwardly curved ends and the bend 12 to locate the flange 18 in the position of Fig. 4, at which time the arms 34 press firmly against the flange 18 so that the latter is pinched between the arms and the element 20. The downwardly converging runs 52 provide an angularity such as to effectively hold the flange in position between the arms and the element 20. Openings 36 are slightly larger than the arms 34 so that the latter may move freely relatively to the support 24. The support may

be bent to hold the card 26 in a predetermined upright position, and the support also acts as a guide for the arms 34 to hold the latter substantially in the relative aligned positions of Fig. 2. While the arms 34 may flex laterally from the positions of Fig. 2, the openings 36 are of such limited diameters as to restrain the arms from pivoting laterally beyond their respective side edges of the element 20.

Figs. 6, 7 and 11 illustrate another form of the invention, in which the price card 56 has one edge margin secured in a furrow formation 58 bent from the edge margin of a sheet metal plate 60. Plate 60 is bent back upon itself at 62 to provide a flange 64 between which and the plate 60 is secured a spring wire clip 66. Clip 66 has a loop formation 68 lying flat against the plate 60, and the flange 64 is bent down against the plate at 70 to firmly connect the clip with the plate. Loop 68 provides a formation which restrains the clip from relative pivotal movement with respect to the plate, and the clip is arranged at an angle of 90 degrees to the furrow formation 58 so that the price card 56 is positioned vertically when the clip 66 is slipped over the bottle neck 72. The legs 74 of the clip 66 are arranged in converging relation outwardly from the bend 62, so that the legs draw the bottle neck firmly against the bend 62. Fig. 7 illustrates the legs 74 as having their ends bent outwardly with respect to each other so as to facilitate attachment of the clip to the bottle neck by merely pressing the bottle neck between the two legs 74. Figs. 6 and 7 illustrate the card as being arranged in a depending position with respect to the furrow formation 58, while Fig. 11 illustrates the clip reversed for holding the card 56 in an upright position with respect to the furrow formation.

Figs. 8, 9 and 10 illustrate a further modification in which a single piece of spring wire is fashioned to provide a spring clip 76 attached directly to the price card 78. Clip 76 is generally U-shaped when viewed according to Figs. 8 and 9, with the legs 80 thereof provided with semi-circular loops 82 partly encircling rivets 84 passed through openings in the card 78. Fig. 9 illustrates one of the loops 82 as being pinched between one flange 86 of the rivet 84 and one face of the price card 78, with the other flange 88 of the rivet bearing against the opposite face of the card. Thus the loops 82 and the bight 90 are clamped against the price card 78.

The two legs 80 are convoluted at 92 to provide reaches 94 having convolutions 96 terminating in curved fingers 98. The flange 100 of the pan or tray wall 102 is positioned between the reaches 94 and the spring fingers 98, with the convolutions 92 engaging the flange in such manner as to hold the reaches 94 against the flange 100, with the fingers 98 bearing against the wall 102.

In Fig. 12, the price card holder comprises a single strap of material bent to provide a standard 104 and a base 106 which may be rested on a shelf or the like to support the standard in a substantially upright position. At the upper end of the standard 104 I form a trough 108 for the reception of a margin of the price card 110. Fig. 13 illustrates the card 110 as having its lower margin located between the side walls 112 and 114 of the trough 108, with the trough curved to flex the card in a slight degree. Wall 114 is indented at 116 to fashion lugs which embed in

the card 110 to securely fasten the price card. Thus the card 110 is permanently secured in the trough 108. The standard 104 may be bent to different angular positions with respect to the base 106 so as to secure desired alignment of the card 110 with respect to the vertical or most advantageous reading position. Base 106 is of such length as to permit merchandising packages, cans and the like to be positioned thereon so as to firmly support the holder in an upright position. The thinness of the base is such as to shift the package thereon to such a slight angular position as not to impair the orderly arrangement of goods on the shelf or counter. The upright portion of the holder is inclined upwardly and inwardly of the base 106 sufficiently far to secure an effective balance of the holder when resting on a support with no other aid than its own weight.

Having thus described certain embodiments of my invention in detail, it is, of course, understood that I do not desire to limit the scope thereof to the exact details set forth except insofar as those details may be defined in the appended claims.

I claim:

1. A price card holder comprising, a clip for supporting the card in a displaying position, said clip comprising a plate bent to provide a standard for the card and an abutment, a spring wire bent to provide a bight and a pair of resilient fingers, said bight being pivotally connected with said plate, the standard being provided with openings, and said fingers extending loosely through said openings and coacting with said abutment for frictional connection with a support.

2. A price card holder comprising, a clip for supporting the card in a displaying position, said clip comprising a plate bent to provide a standard for the card and an abutment, a spring wire bent to provide a bight and a pair of resilient fingers, said bight being pivotally connected with said plate, the standard being provided with openings, said fingers extending loosely through said openings and coacting with said abutment for frictional connection with a support, said bight being pivotally connected with said plate, and said fingers having convolutions formed therein.

3. A price card holder comprising, a clip for supporting the card in a displaying position, said clip comprising a plate bent to provide a standard for the card and an abutment, a spring wire bent to provide a bight and a pair of resilient fingers, said bight being connected with said plate, the standard being provided with openings, and said fingers extending loosely through said openings and coacting with said abutment for frictional connection with a support.

4. A price card holder comprising, a clip for supporting the card in a displaying position, said clip comprising a plate bent to provide a standard for the card and an abutment, said standard being provided with openings, a spring wire bent to provide a bight and a pair of fingers having convoluted formations therein, said fingers extending loosely through said openings, said spring wire being attached to said abutment with said convoluted formations located on the side of said standard opposite said spring fingers.

5. A price card holder comprising, a clip for supporting the card in a displaying position, said clip comprising a plate bent to provide a standard

for the card, an abutment, a plate margin between the abutment and the standard, said abutment generally paralleling said standard and said plate margin being arranged substantially at right angles to the standard, said standard having openings, a spring wire bent to provide fingers and a bight pivotally connected with the plate substantially in the intersecting zone of the plate margin and said abutment, said fingers extending through said openings and arranged to coact with said plate margin for frictional connection with a support, and convolutions in said fingers adjacent said standard.

6. A price card holder comprising, a clip for supporting the card in a displaying position, said clip comprising a plate bent to provide a standard for the card, an abutment, a plate margin between the abutment and the standard, said abutment generally paralleling said standard and said plate margin being arranged substantially at right angles to the standard, said standard having openings, a spring wire bent to provide fingers and a bight pivotally connected with the plate substantially in the intersecting zone of the plate margin and said abutment, said fingers extending through said openings and coacting with the bend in said plate between said plate margin and said abutment for pinching connection with a support, and convolutions in said fingers adjacent said standard.

7. A price card holder comprising, a clip for supporting the card in a displaying position, said clip comprising a plate bent to provide a standard for the card, an abutment, a plate margin between the abutment and the standard, said abut-

ment generally paralleling said standard and said plate margin being arranged substantially at right angles to the standard, said standard having openings, a spring wire bent to provide fingers and a bight pivotally connected with the plate substantially in the intersecting zone of the plate margin and said abutment, said fingers extending through said openings and coacting with the bend in said plate between said plate margin and said abutment for pinching connection with a support, and convolutions in said fingers adjacent said standard, said standard being bendable to facilitate positioning of said price card in a predetermined upright position.

8. A price card holder comprising, a clip for supporting the card in a displaying position, said clip comprising a plate bent to provide a standard for the card, an abutment, a plate margin between the abutment and the standard, said abutment generally paralleling said standard and said plate margin being arranged substantially at right angles to the standard, said standard having openings, a spring wire bent to provide fingers and a bight pivotally connected with the plate substantially in the intersecting zone of the plate margin and said abutment, said fingers extending through said openings and coacting with the bend in said plate between said plate margin and said abutment for frictional connection with a flange of a walled receptacle, with the fingers fashioned to draw said abutment against the wall of the receptacle, and convolutions in said fingers adjacent said standard.

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