Dec. 29, 1931. M. D. POLLINGER 1,838,786

CARD SUPPORTING CLIP

Filed Dec. 22, 1930

FIG. 1

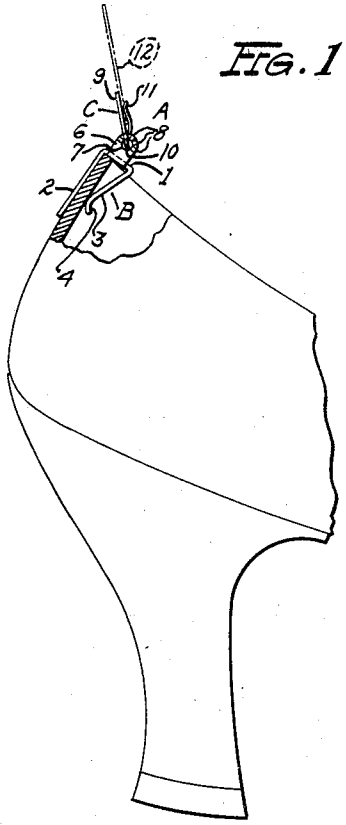


FIG. 2

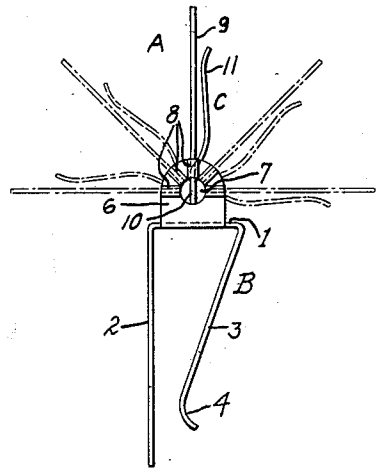
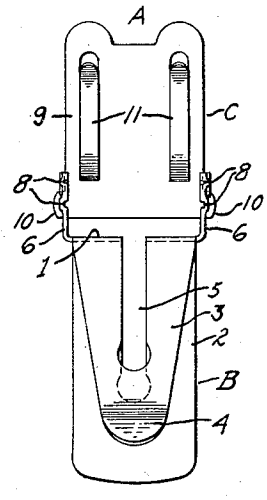


FIG. 3



INVENTOR
M. D. POLLINGER
BY E. M. Harrington
ATTORNEY

Patented Dec. 29, 1931 1,838,786

UNITED STATES PATENT OFFICE

MORRIS D. POLLINGER, OF FERGUSON, MISSOURI

CARD SUPPORTING CLIP

Application filed December 22, 1930. Serial No. 503,897.

This invention relates generally to supporting clips and more specifically to clips of the type adapted for use in displaying advertising and price cards, the predominant object of the invention being to provide an improved clip of this type which is of such improved construction that the card displayed thereby may be positively locked in various positions to which it has been adjusted.

Prior to this invention clips of the general type of that disclosed herein have been produced, these clips including a spring gripping element adapted to engage an article such as a piece of merchandise on a display shelf, and an element adjustably supported by said spring gripping element for receiving an advertising or price card. Heretofore, however, in the use of such clips reliance was placed on friction or certain inadequate cut teeth for retaining the adjustable card supporting element of the clips in various positions to which it had been adjusted. The main object of this invention is to produce an improved clip of the type referred to which is so constructed that the ear portions which support the adjustable card supporting element of the clip are provided with pressed in teeth or undulations which positively engage and grip portions of the adjustable card supporting element. The teeth or undulations referred to are of substantial length and because of their pressed in arrangement a much more durable structure is provided without any substantial increase in the cost of producing the clip.

Figure 1 is a view of a fragment of a shoe showing one of my improved clips associated therewith.

Figure 2 is an enlarged side elevation of the improved clip illustrated in Figure 1.

Figure 3 is a front elevation of the clip illustrated in Figures 1 and 2.

In the drawings, wherein is shown for the purpose of illustration, merely, one embodiment of the invention, A designates my improved clip generally, said clip including a gripping portion B which is adapted to engage and grip an article such as a shelf or a piece of merchandise such as the shoe S in Figure 1, and thus provide for the support of the clip. The improved clip includes also an advertising or price card receiving portion C which is associated with the gripping portion B referred to. The gripping portion B of the clip A preferably comprises a structure which includes an intermediate portion 1 from which a pair of legs 2 and 3 extend in an outward direction. The intermediate portion 1 and the legs 2 and 3 are formed of a single piece of material which is possessed of sufficient resiliency or spring so as to provide the outer end portion of the leg 3 with a tendency to move toward the leg 2, and preferably the leg 3 is inclined as illustrated in Figures 1 and 2 and is provided with a curved outer end portion 4 which facilitates engagement of the clip with the article by which it is to be supported. Preferably, though not necessarily, the strip of material providing the intermediate portion 1 and the legs 2 and 3 is provided with slot 5 extended longitudinally of said strip of material which increases the resiliency of said strip.

Extended outwardly from the intermediate portion 1 of the gripping portion B is a pair of spaced ears 6, said ears preferably being formed integral with said intermediate portion 1 and being provided with alined apertures 7. Each of the ears 6 is provided with a plurality of depressions 8 stamped or pressed in said ear; that is to say, by suitable die operations the material forming the ears is offset from its normal position to provide the depressions referred to. The depressions 8 are extended radially with respect to the apertures 7 of the ears, and said depressions extend from the outer edges of the apertures to the outer edges of the ears. Also the depressions are spaced on an arc of a circle about the apertures 7, the area of each ear

occupied by the spaced depressions constituting substantially 180 degrees of a circle.

The advertising or price card receiving portion C of the improved clip comprises a flat piece of material 9 having integrally formed, outwardly extended extensions 10 at one end thereof. The extensions 10 are extended into the apertures 7 formed in the ears 6 whereby said flat piece of material 9 is pivotally supported by said ears. 11 designates card gripping portions which constitute stamped out and shaped portions of the piece of material 9. The card gripping portions are so arranged with respect to the piece of material 9 and so shaped that a card 12 may be introduced between the free end portions of the gripping portions and the piece of material 9 in a manner to cause said card to be gripped by said elements.

The depressions 8 formed in the ears 6 are so arranged that the opposite edge portions of the piece of material 9 will enter said depressions to lock said piece of material in various positions to which it has been adjusted, the resiliency or spring possessed by the material of which the ears 6 are formed tending to move said ears toward each other so that such location of the edge portions of the piece of material in the depressions will be assured. It will be noted that each ear is provided with five depressions and said depressions are so located that the card 12 may be disposed in a position substantially perpendicular to the intermediate portion 1 of the element B, in two positions approximately parallel with said intermediate portion, and in two positions where the card is extended at an angle of approximately 45 degrees with respect to said intermediate portion.

These various positions are clearly shown by dotted line in Figure 2, and it is plain from an inspection of this view that the card 12 may be positively locked in positions which will permit a clear view thereof under practically any normal circumstances of use.

I claim:

1. A clip comprising a support gripping portion including a pair of spaced ears having alined apertures at their approximate centers, and a card receiving element pivotally supported by said ears, the material of which said ears are formed being provided with radially arranged pressed in depressions providing teeth adapted to engage portions of said card receiving element whereby same is locked in various positions to which it has been adjusted, and said depressions being extended from the edges of said apertures to the outer edges of the ears.

2. A clip comprising a support gripping portion including a pair of spaced ears having alined apertures at their approximate centers, and a card receiving element pivotally supported by said ears, the material of which said ears are formed being provided with radially arranged and arcuately spaced pressed in depressions providing teeth adapted to engage portions of said card receiving element whereby same is locked in various positions to which it has been adjusted, and said depressions being extended from the edges of said apertures to the outer edges of the ears.

In testimony whereof, I have hereunto set my hand.

MORRIS D. POLLINGER.