April 21, 1959 P. HOPP 2,882,625

DISPLAY CARD

Filed Oct. 3, 1957

FIG. 1

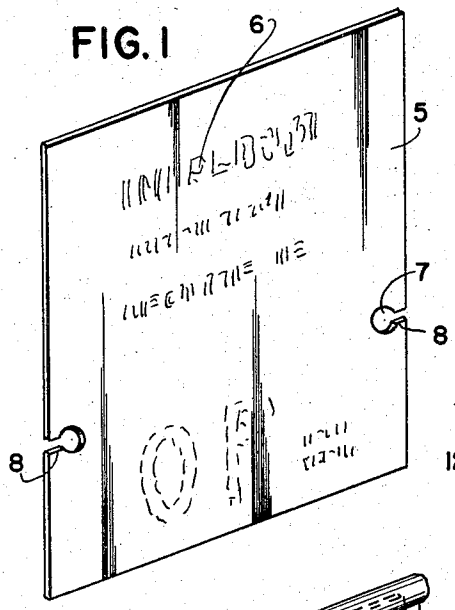
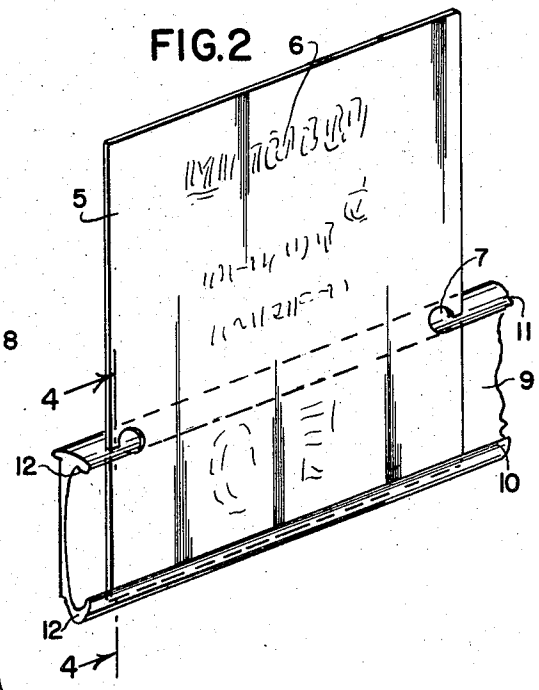


FIG. 2



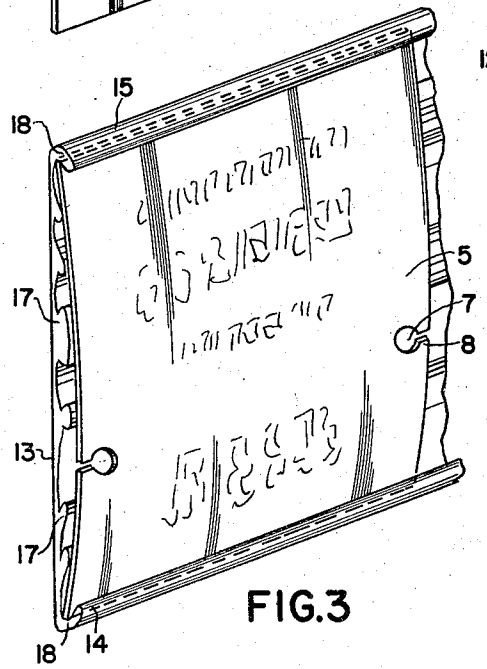


FIG. 3

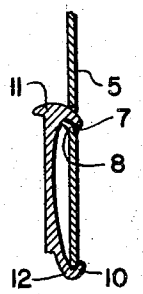


FIG. 4

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DISPLAY CARD

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1 Claim. (Cl. 40—16)

This invention relates to a structurally and functionally improved display card and its relationship to a molding mounting the same.

As is well appreciated by those conversant with displays in markets, grocery stores and similar retail establishments, it has been customary to associate moldings with the mountings for the merchandise or cases containing the same. Such moldings detachably receive cards displaying, for example, the price of each unit of merchandise and/or the character of that merchandise. When necessary, a given card is removed from the molding and a new card mounted thereon. These moldings include various widths of body and mounting characteristics. Therefore it has been necessary to provide tags of various heights, with the different types of cards being individual to a given molding.

The only alternative has been that of providing a molding strip including retaining elements spaced various distances, and then to associate with that strip, cards of desired height. This, however, has offered the objection, in the case of all cards having heights less than the width of the molding strip, that portions of the latter are exposed above or below the cards. Only in the case of a card having a height equal to the full width of the molding strip has the surface of the latter been covered.

By means of the present invention an improved card is provided which in all instances may extend the full height of a molding strip having a maximum standard width. However, that same card may be associated with and retained by a molding strip of lesser width, and in each instance will fully cover the face of the strip.

A further object is that of designing a card of this nature which may be readily and economically produced and which will have a relatively long life; the card being capable of being quickly attached to or removed from the molding strip, according to the desires of the merchant having charge of the display of goods.

Still another object is that of furnishing a molding and display card assembly in wihch the card will have a novel relationship or disposition with respect to the molding.

With these and other objects in mind, reference is had to the attached sheet of drawings illustrating one practical embodiment of the invention and in which:

Fig. 1 is a perspective view of a display card;

Fig. 2 is a similar view showing the same in association with a molding of one type;

Fig. 3 illustrates the card in association with a molding strip of a second type; and

Fig. 4 is a fragmentary transverse sectional view taken along line 4—4 in the direction of the arrows as indicated in Fig. 2.

Referring primarily to Fig. 1, the numeral 5 indicates the body of a card, which may be formed of numerous different materials, and the outer face of which may display any suitable indicia as indicated at 6. Preferably, however, its body is composed of a suitable plastic and embraces the characteristics of both flexibility and resilience. The card will normally be rectangular and thus include upper, lower and side edges. Within the latter, notches 7 are formed. These notches will be defined partially by tongue portions 8 integral with the body of the card and extending in the direction of the upper edge of the same.

In Figs. 2 and 4 this card has been shown in association with a molding strip. The latter conveniently includes a body 9 having beads 10 and 11 extending outwardly from its forward face at points adjacent its upper and lower edges. These beads or portions are thus spaced. As shown, they are inclined or opposed to each other. Accordingly, in conjunction with the surface of strip 9 they provide undercut surfaces or retaining channels 12. The distance between the base portions of these channels will be substantially equal to the distance between the lower edge of card 5 and the upwardly extending edges of the tongue portions 8.

A molding of standard or small width has been shown in Fig. 2. A molding of maximum width has been illustrated in Fig. 3. In that view the molding again includes a body 13 in strip form, and adjacent the lower and upper edges thereof outwardly projecting portions 14 and 15 are provided. Additional retaining portions 17 may extend from its forward face at points intermediate the upper and lower bead portions. These retaining portions 17 are undercut so as to provide card-retaining grooves or channels for cards having less height than the full width of body 13. Similarly to portions 10 and 11, portions 14 and 15 extend toward each other so that an opposed relationship exists. So extending, they provide, in conjunction with the surface of strip 13, retaining channels 18. The distance between the base portions of these channels will be substantially equal to or slightly less than the height of the card 5.

Moldings such as those illustrated in Figs. 2 and 3 are of substantially standard types. The one in the first figure may have a width such that a distance of 1¼ inches exists between the base portions of channels 12. The molding shown in Fig. 3 may have between the base portions of its channels 18 a width of 3¼ inches. Both moldings are preferably formed of extruded aluminum or one of its alloys. In the case of the assembly shown in Fig. 3, the card 5 may be positioned by simply flexing that card to a slight extent while introducing its lower edge into the channel 18 defined by the extending portion 14. So flexed, its upper edge may readily be introduced into the channel 18 defined in part by the projecting portion 15. Upon release of the flexing pressure, and due to the resilient nature of the card, it will assume a position spanning the distance between the base portions of the channels and completely covering the outer face of the strip 13.

In the case of the card shown in Figs. 2 and 4, the lower edge of the same is again introduced into the lower channel 12. Now, by exerting a flexing pressure and projecting the tongue portions 8 inwardly, the latter will underlie the projecting portion or bead 11, as shown in Fig. 4. Thus, upon the release of pressure, the card will straighten and tongues 8 will be flexed inwardly to furnish resilient detent portions extending into contact with the surfaces of the channel 12 adjacent the upper edge of the strip and as defined by the body of the latter and the projecting portion 11. Of course, if desired, the card may be slid laterally along the molding to a desired position with respect to the same by simply introducing the upper bead 11 into one notch 7 after the lower edge of the card has been brought into position within the lower channel 12. Thereafter the bead may be passed through the second notch with the tongue 8 adjacent the latter again extending into the upper channel 12. In any event, when it is desired to detach the card from the molding, this may be accomplished by simply flexing the former to a small

extent. When in position, it not alone covers the face of the molding shown in Figs. 2 and 4 in a manner similar to the masking of Fig. 3, but also extends above the upper bead or projecting portion 11.

Thus, among others, the several objects of the invention as specifically aforenoted are achieved. Obviously numerous changes in construction and rearrangements of the parts might be resorted to without departing from the spirit of the invention as defined by the claim.

I claim:

In combination: a flexible display card mounted and retained by a molding strip of standard width dimension between top and bottom projecting channel edges thereof, the height of said display card extending beyond the full width of said molding strip and said card being provided at its opposite side edges with apertured channels adjacent the edge, a notched opening in communication with and behind each of said channels, said channels and said

openings forming engaging tongues to lock the apertured edges of said card with the top projecting channeled edge cent the edge, notched opening in communication with of said molding strip, said card being adapted by flexing the edges thereof to spread the opposite sides of the apertured channels to render said card readily insertable and readily removable from the top projecting channeled edge of the molding and to permit the insertion and removal of the bottom edge of said card from the bottom channeled projecting edge of said molding, said tongues being spaced from the bottom edge of said card by a distance substantially equal to the width of said molding.

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