March 21, 1933. J. H. ESDORN 1,902,769

STORE FIXTURE DISPLAY MOLDING

Filed Feb. 18, 1932

Fig. 1.

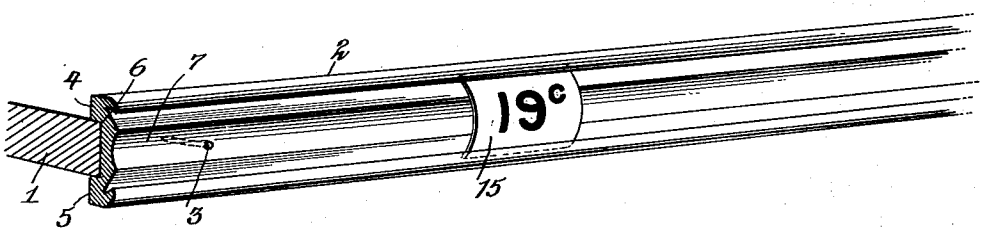


Fig. 3.

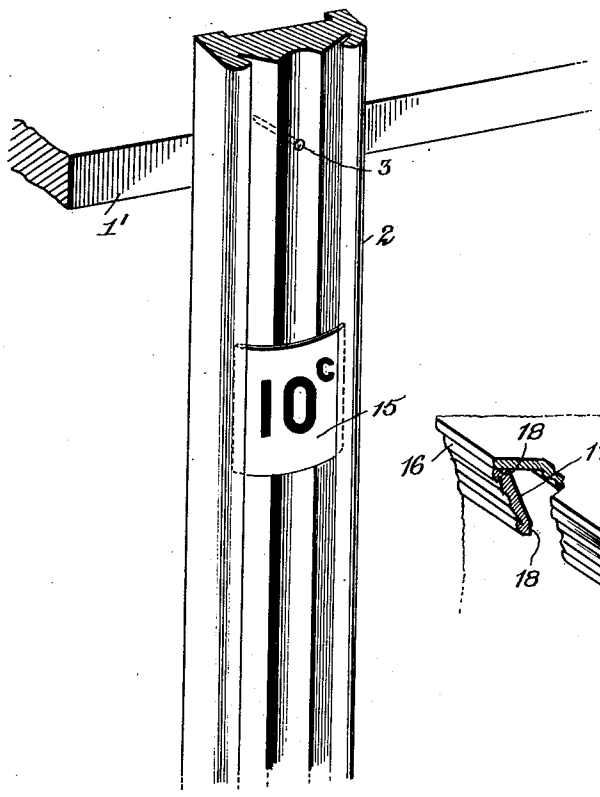


Fig. 2.

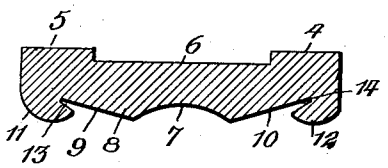
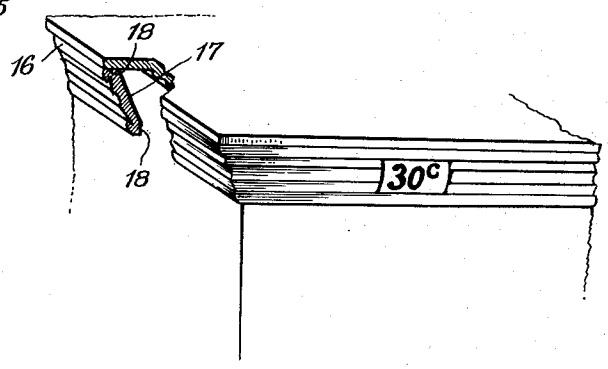


Fig. 4.



WITNESSES

Geo. Mayer

A. L. Kitchin.

INVENTOR

John H. Esdorn

BY Munn & Co.

ATTORNEYS

Patented Mar. 21, 1933

1,902,769

UNITED STATES PATENT OFFICE

JOHN H. ESDORN, OF NEW ROCHELLE, NEW YORK

STORE FIXTURE DISPLAY MOLDING

Application filed February 18, 1932. Serial No. 593,921.

This invention relates to moldings which might be used for ornamental purposes or useful purposes, but particularly to moldings which are adapted to be used as store furniture, the structure being such that the molding may be mounted vertically, horizontally or at an angle, and not only present a pleasing appearance, but mechanical means for holding tickets or display cards in desired positions.

Another object of the invention is to provide a molding for receiving tags, tickets, display cards, and the like, wherein the card is held bowed outwardly.

Another object, more specifically, is the provision of a molding having a centrally arranged groove formed in an outwardly extending raised portion, the molding having at each edge, an over-hanging shoulder so that a ticket or card placed beneath the over-hanging shoulders and resting on the outwardly extending portion, will span said groove in a way to permit a nail or other instrument beneath the card so that it may be readily removed.

A further object is to provide a molding for cards, tickets and the like, which presents means for straddling a shelf when in one position and means for engaging an irregular surface when in another position, the structure being such that the molding may be arranged as a crown, pilaster or shelf-edge molding and permit functioning efficiently in any of these uses.

In the accompanying drawing—

Figure 1 is a perspective view of a molding disclosing an embodiment of the invention, the same being shown applied to a shelf and with a price ticket mounted thereon.

Figure 2 is a sectional view through the molding shown in Figure 1, the same being taken at any point along the length thereof.

Figure 3 is a perspective view similar to Figure 1 but showing the device used as a pilaster.

Figure 4 is a fragmentary perspective view of a slightly modified form of the invention, the same illustrating the crown molding.

Referring to the accompanying drawing by numerals, 1 indicates a shelf of any desired kind, as, for instance, the usual wooden shelf in a grocery store or other store. A relatively long narrow molding 2 is applied to the shelf 1 and secured thereto by a very few nails or other securing means 3. This is possible because of the particular construction of the rear face of the molding 2, which rear face is provided with projecting beads or edging members 4 and 5, whereby a rectangular groove 6 will be provided therebetween. This groove is preferably made of a size to snugly receive the edge of the shelf 1, so that the molding will really be held in place by friction but to insure against any accidental removal, a few nails or other fastening means 3 are used, the same being preferably located in the longitudinal groove 7 formed in the outwardly extending portion 8. The outwardly extending portion 8 has inclined surfaces 9 and 10 extending to nearly the edge of the molding, so that the beads 11 and 12 may overhang the edges of these surfaces and thereby form longitudinal notches 13 and 14, said notches being adapted to receive the edges of the price tickets 15, or, in fact, any kind of a card with any desired information thereon, as, for instance, numbers indicating the price, or advertising matter. It will be noted that by reason of the shape of the projecting portion 8, the cards 15 bow outwardly, and, consequently, a nail, pencil, or other instrument, may be readily inserted beneath the card along groove 7. This permits the easy removal at any time which could not be done if the card was fitting flatwise against either a curved surface or a straight surface. In addition, the groove 7 presents ornamental features to make the molding pleasing at sections where there are no cards 15. As the surface to which the molding is secured is a wide flat surface, the narrow sections or footing beads 4 and 5 permit the molding to rest on the flat surface even though it may be more or less irregular, and present to the eye a substantially perfectly fitting construction. If desired, the molding could be arranged ver-

tically at certain points so as to connect various shelves 1', as shown in Figure 3. When used in this manner, it is used as a pilaster, and, if desired, could be made larger, though molding of the same size would answer the desired purpose as far as holding cards 15 is concerned. The structure in Figure 3 is identical to that shown in Figure 2 except that it is used in a different position.

In Figure 4, the structure for the face of the molding 16 is the same as that shown in Figure 1 to 3 inclusive, but instead of having the rectangular groove 6 and members 4 and 5, a flat rear surface 17 is provided, and at the corners, surfaces 18 which are adapted to fit against surfaces extending at right angles to each other. This may be arranged in any corner and is to be known as a crown molding for the reception of cards, advertising matter, or any desired advice. By the arrangement of the projecting portion 8, the cards 15 will always bow outwardly with the same curvature, and the structure will always present the groove 7 to permit ready removal of any card.

From Figure 2 it will be seen that the longitudinal notches of the side grooves 13 and 14 extend to substantially the center of the beads 11 and 12 so as to present appreciable overhanging shoulders. The surfaces 9 and 10 extend divergently from the central groove 7, and each surface meets a wall of the adjacent notch at a line substantially in the center of the respective marginal bead, so as to provide a shoulder for overhanging one of the edges of a label or price card. It will be understood that the marginal strips 11 and 12 extend for the full length of the rectangular molding, as shown in Figures 1 and 3, so that the labels or price cards may be placed at any desired point along the molding. The structure above described has the advantage of causing the ticket or card to be bowed oppositely to the curve of the groove 7 and, consequently, presents a sufficiently large opening for the entrance of a pencil or the tips of the fingers, whereby a card may be readily removed. The groove 7 is shallow and with the outward curve of the card caused by the way the parts are formed, results in the provision of ample space for gripping the card centrally in applying or removing the same.

I claim:

1. A molding formed of a relatively long narrow strip of material, said strip having marginal beads at its opposite longitudinal edges, and an outwardly porjecting portion arranged centrally between the beads, the beads having each an angular notch undercut therein, said outwardly extending portion having an inwardly projecting groove formed in the exposed face thereof, a pair of diverging surfaces extending from the opposite edges of the groove to form each one of the sides of the angular notch in the respective bead.

2. A molding of the character described comprising a body formed from a relatively long narrow strip of material substantially rectangular in cross section, having on the front a longitudinally extending bead at each longitudinal edge, said body having a central outwardly extending portion, said outwardly extending portion having a centrally positioned longitudinal groove in its exposed face, the surfaces on each side of said groove sloping therefrom to form each with a second surface sloping underneath the respective bead, an angular notch to receive one of the edges of a card.

3. A label holder including a body member one surface of which is provided with longitudinally raised marginal side beads, a longitudinally depressed groove arranged centrally between said marginal beads, the top edges of the groove being substantially in alignment with the tops of said marginal beads, said marginal beads along their inner edges being undercut providing angular side notches in which the opposite edges of labels are adapted to be arranged in operative position on the holder, said side notch in each bead being formed by a surface extending from the adjacent top edge of said centrally arranged groove to a position within said bead, and a sloping surface extending inwardly from the inner edge of the bead to the first mentioned surface.

JOHN H. ESDORN.