Sept. 29, 1970 T. GUTTERSON 3,530,605

DISPLAY DEVICE

Filed May 13, 1968

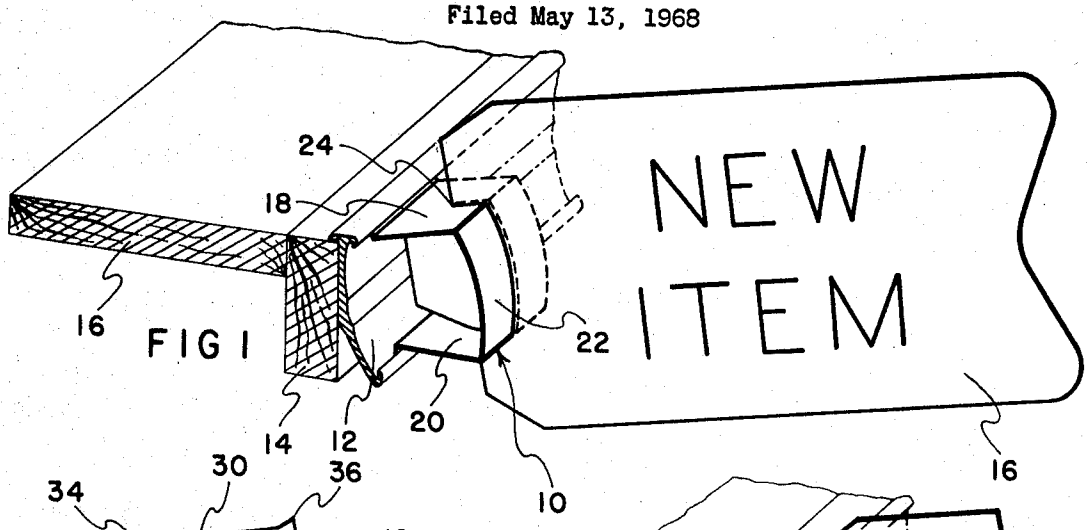


FIG 1

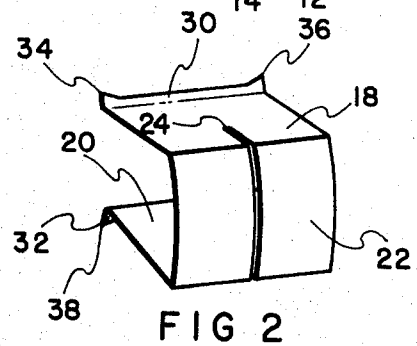


FIG 2

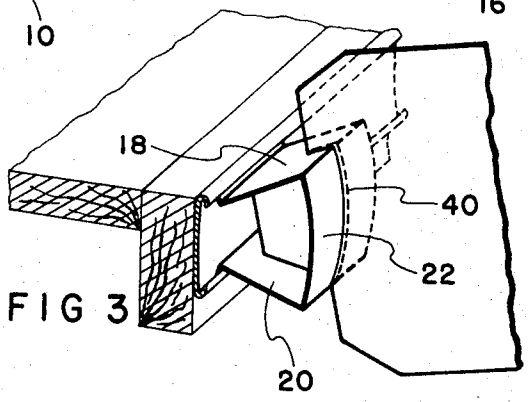


FIG 3

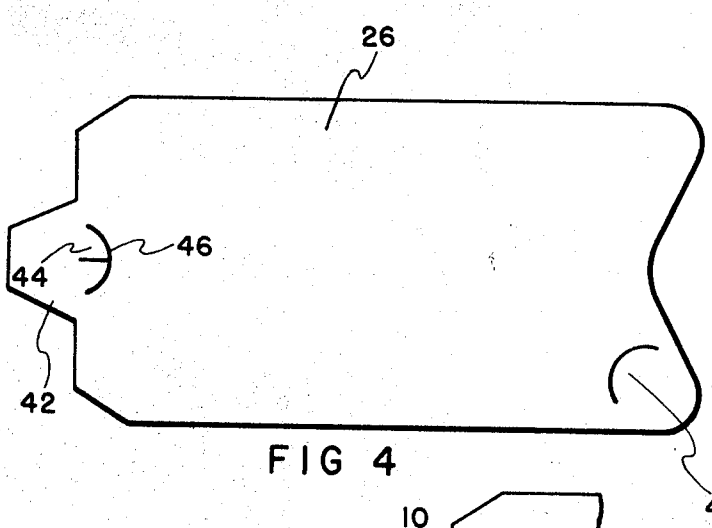


FIG 4

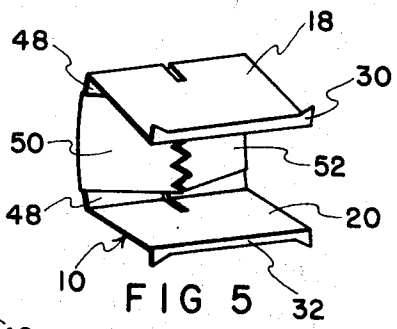


FIG 5

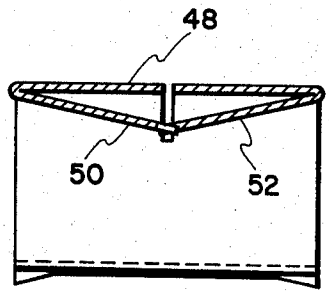


FIG 6

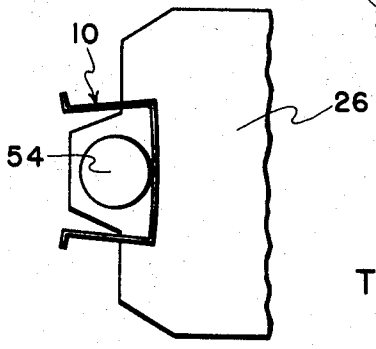


FIG 7

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DISPLAY DEVICE

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U.S. Cl. 40—11 5 Claims

ABSTRACT OF THE DISCLOSURE

In this invention a spring clip is provided with retaining means for holding an associated attention directing card and is also provided with pointed mounting feet to prevent sideways movement in the conventional price tag molding with which it is used.

It is common practice in self-service and other stores, such as grocery supermarkets and the like, to stack the merchandise on shelves and to indicate the selling prices by placing price tags thereunder and to the fore in conventional price tag moldings. It is also common practice to position attention directing markers in front of certain items to point out advertised specials or bargain items. Markers previously known are generally mounted above the height of the self-service wheeled carts commonly employed in such stores because such markers are displaced easily when struck accidentally by a cart frame. Some types of markers are also difficult to securely mount in previously known clips and may be removed as readily as they are mounted.

It is an object of this invention to provide an advertising display device which includes a spring clip and a legend bearing display marker adapted to be mounted in said clip.

An additional object of the invention is the provision of an advertising display device which includes a clip having resiliently movable legs which permits the clip to be demountably located in the conventional price tag molding commonly found in most supermarkets and other retail establishments.

A further object is to provide a display device which resists sideways displacement when struck or pushed.

Another object is to provide a display device on which the associated marker can be mounted easily, rapidly and securely.

A further object of the invention is to provide a display device and an associated marker which can be easily inserted in the device but which can be removed only with difficulty.

An additional object is to provide a display device and an associated marker in connection therewith which maintains its position and attitude in spite of rough treatment.

Other objects and many of the attendant advantages of this invention will be readily appreciated as the same becomes better understood by reference to the following description.

FIG. 1 is a view in perspective showing the display device with an associated marker in position and with the device mounted in conventional price tag molding·

FIG. 2 is a view in perspective showing the display de vice with mounting feet and marker receiving slot;

FIG. 3 is a view in perspective of a modified form of the invention mounted in narrow gap price tag molding;

FIG. 4 is a side elevation view of a marker for use with a display device and showing gill detents for retaining the marker in position;

FIG. 5 is a view in perspective of a display device having a one way receiving aperture for the associated marker;

FIG. 6 is a top plan view, partly in section, of the device shown in FIG. 5; and

FIG. 7 is a view in perspective of a portion of a marker and display device with the marker held in position by means of a readily applied button.

The assembly shown in FIG. 1 comprises a clip **10** formed of channel material and mounted in conventional price tag molding **12** which is secured through facing board **14** to shelf **16**. The first side **18** and the third side **20** of the clip are joined by second side **22** in which a slot **24** is provided for holding marker **26** in position. Slot **24** is more clearly shown in FIG. 2; the slot extends through all of second side **22** and may extend partially through first side **18** and third side **20**. The mounting feet, which are formed by bending outwardly the free end of the first and third sides, are indicated by reference numerals **30** and **32**. The center portion along the free edges of foot **30** is cut away to form pointed tips **34** and **36** which are useful in holding the display assembly in its proper position. Pointed tip **38** is similar disposed on mounting foot **32**. The points, when fitted into the price tag molding, dig in slightly when first installed. Forces tending to slide the clip sideways are counteracted by the tendency for the tips to dig into the molding in proportion to the force. Children or adults brushing along the shelves do not displace the clips and even the direct impact of a grocery cart will not slide the clip nor cause it to pop out of the molding. The display device clip has a low profile and projects only a short distance away from the price tag molding with consequent lack of leverage. The length of the clip, which is the distance between points **34** and **36**, is preferably greater than the depth, which is the distance from either foot to the nearest point on the second side **22**. This length to depth ratio provides stability and strength while the low profile is struck less often than previously known holders which protrude into the aisle for a considerable distance. The marker, being flexible, will yield without damage when hit. Having the clip slot in at least two sides in different planes insures that the marker mounted therein will return to its predetermined position after impact.

The price tag molding in grocery supermarkets has a standard distance of $1\frac{3}{16}$ inches from the bottom of one groove to the bottom of the opposed groove. The molding found in other types of stores, such as hardware outlets, for example, may have a bottom to bottom distance of ¾ inch. As shown in FIG. 3, the standard clip will fit the narrower molding but it may be desirable to modify the slot **40** so that it extends through side **22** and partially through side **18** but does not extend into third side **20**. This modification causes the marker to be held at the proper angle even though sides **18** and **20** are sharply angled to accommodate the narrow molding. It is important that the free end of the marker be above level since a drooping pointer creates a bad impression when placed below the indicated items.

The marker shown in FIG. 4 comprises a flexible member **26** which may conveniently be stamped out of tough plastic sheeting. The tongue **42**, which is adapted to fit into the mating slot of the display clip, is provided with a gill tab **44** formed by shearing along line **46**. The gill tab may be bent during the shearing operation or later so the free end stands away from the plane of the marker. The tongue **44** may be inserted freely into the device slot but its removal is made difficult by the fact that the free end of the gill tab **46** will not pass outwardly through the slot unless it is forced flat while the marker is being pulled out of the slot. A gill tab **49** may be formed in the tail of member **26** as shown. The narrow portion of the tail functions in the same manner as tongue **42** and is useful where a downwardly pointing marker is desired such as

over frozen food chests. Gill tab **49** is formed by a single curved line and has been found to work well. Tab **44** is an alternate form in which the split allows one side of the tab to be pushed one way and the other tab bent to the opposite side. This configuration can be removed from the clip only by holding both sections of the gill tab flat at the same time.

The modified display device shown in FIGS. 5 and 6 comprises a clip **10** having a first side **18** and a third side **20** and having mounting feet **30** and **32** as previously described. The second side, designated by the numeral **48** in FIGS. 5 and 6, is extended to form two wings **50** and **52** which are bent inwardly until the free ends thereof are forced against each other at an angle as indicated. The marker tongue may be inserted readily between the ends as the only force to be overcome is the relatively light spring tension of the two wings. Removing the marker tongue, however, is difficult because the ends of wings **50** and **52** tend to dig into the marker materials, and increasing the pulling force causes the marker to be gripped more firmly than ever. The two wings define an integral spring biased one way passage which functions, with a marker, in a manner analogous to a mechanical ratchet. The effort required to remove the marker may be adjusted by modifying the contour of the wing ends. Smoothly rounded ends will obviously make a structure from which it is easier to remove the marker if desired than a structure in which the wing ends forming the one way aperture are provided with sharpened teeth. The configuration disclosed is efficient in use and can be fabricated inexpensively.

The marker holding device shown in FIG. 7 includes a button **54** which is positioned on the marker after it is in position in a display clip. The button may be a simple cardboard disc or may be formed of a plastic such as foamed polyurethane. The discs are preferably arranged in rows on transfer sheets with adhesive already applied. The button is simply peeled from the transfer sheet and pressed onto the marker at the proper point. This assembly has the advantage that the marker may be secured with the tongue inserted any desired distance and easily removed when desired by peeling away the button.

The display device clips are preferably made of a resilient material such as thin spring steel stock. The markers may be made of a light strong material such as celluloid plastic, for example. In use, the free ends of the first and third sides of the clip are sprung toward each other and the feet allowed to engage the channels in the price tag molding whereupon the clip is released. The marker tongue may then be inserted into the slot and the selected restraining means applied. Alternatively, the marker may be mounted in the clip first and the loaded clip then taken to the price tag molding and inserted at the desired location.

Obviously many modifications and variations of the present invention are possible in the light of the above teachings. It is therefore to be understood that within the scope of the appended claims the invention may be practiced otherwise than as specifically described.

What is claimed is:

1. A display marker clip comprising:

(a) a channel member having first, second and third sides and defining a slot through said second side and at least part way through at least one of the other two sides,
(b) outwardly directed feet extending from the free end of said first and third sides, and
(c) at least one point disposed on the outer edge of each of said feet.

2. A display device marker clip comprising:
(a) a channel member having first, second and third sides and defining a slot through said second side and at least part way through at least one of the other two sides,
(b) outwardly directed feet extending from the free end of said first and third sides, and
(c) a display marker having a mounting tongue adapted to fit into said slot wherein said mounting tongue is provided with a gill tab adapted to permit the entry of said tongue into said slot and to prevent its withdrawal.

3. A display device marker clip comprising:
(a) a channel member having first, second and third sides and defining a slot through said second side and at least part way through at least one of the other two sides,
(b) outwardly directed feet extending from the free end of said first and third sides,
(c) a display marker having a mounting tongue adapted to fit into said slot, and
(d) a button adhered to said mounting tongue after entry into said slot whereby removal is prevented.

4. A display device marker clip comprising:
(a) a channel member having first, second and third sides and defining a slot through said second side and at least part way through at least one of the other two sides,
(b) outwardly directed feet extending from the free end of said first and third sides,
(c) a display marker having a mounting tongue adapted to fit into said slot, and
(d) a pin through said tongue placed after entry into said slot whereby removal of said display marker from said clip is prevented.

5. A display device marker clip comprising:
(a) a channel member having first, second, and third sides and defining a slot through said second side,
(b) outwardly directed feet extending from the free end of said first and third sides, and
(c) wing members secured to the free edges of said second side and defining a spring biased one way passage for a display marker mounting tongue.

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