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DISPLAY SIGN CONSTRUCTION

Filed Aug. 22, 1960

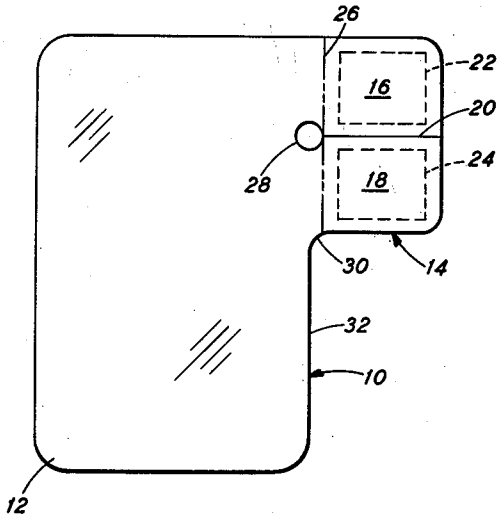


FIG. 1

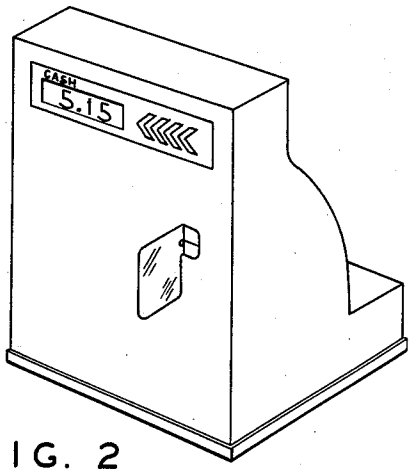


FIG. 2

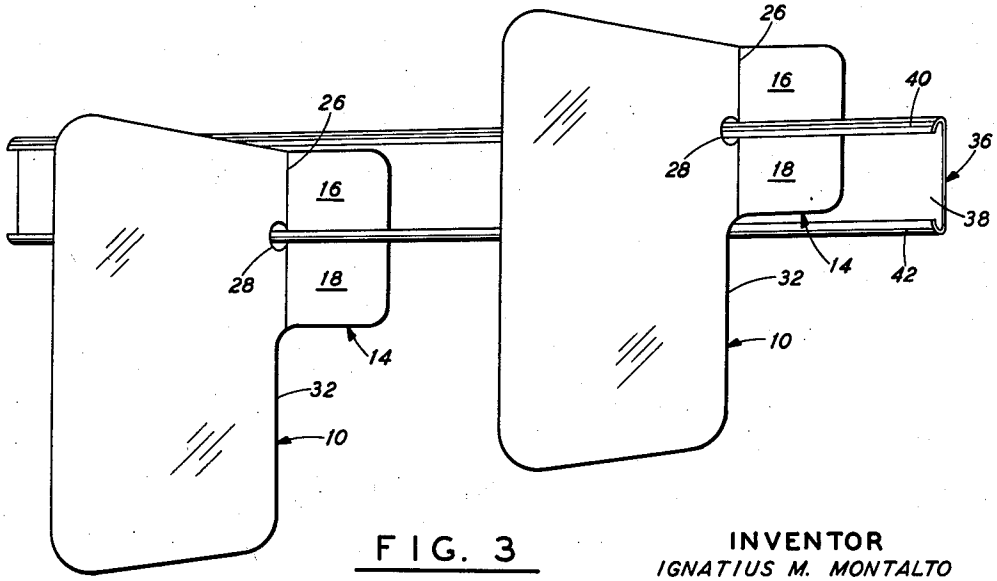


FIG. 3

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DISPLAY SIGN CONSTRUCTION

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This invention relates to display signs for advertising, and more particularly to an improved construction for display signs of a type especially adapted for use in food markets.

An object of the invention is to provide an improved construction in a display sign comprising an adhesive-backed tab portion and a copy-bearing portion disposed at a right angle to said tab portion.

A further object of the invention is to provide in a display sign of the type described means enabling the selective securing of the entire tab portion to a larger planar surface or the securing of part of said tab portion flat against the face surface of a price molding while ensuring full clearance between the copy-bearing portion of said sign and either one or both lips of said price molding.

Still a further object of the invention is to provide in a display sign of the type described means serving the double function of enabling clearance between said copy-bearing portion and one of the lips of said price molding and of protecting the sign against tearing tending to result from removal of the sign from its attached relation with a price molding.

Other objects and advantages will be apparent from the following description taken in conjunction with the drawing forming part of this specification, and in which:

FIG. 1 is a view in elevation of a display sign embodying the invention;

FIG. 2 is a view in perspective showing said display sign in attached relation to a cash register; and

FIG. 3 is a view in perspective of two of said display signs in differently attached positions with respect to a price molding.

The display sign indicated generally at 10 is comprised of a main planar body or copy-bearing portion 12 and a tab portion 14 integral therewith, said tab portion 14 being divided into the two sections 16 and 18 by cut line 20 and being provided at its rearward side with areas 22 and 24 of pressure sensitive adhesive.

Tab portion 14 is foldable to a right angle with respect to the main body 12, as shown in FIGS. 2 and 3, on fold line 26, the latter being substantially tangent to circular aperture 28 formed in body 12.

The sign is filleted at 30 where the tab portion 14 merges into body 12, and the fold line 26 is located to the right, with reference to FIG. 1, of the edge 32 of body 12.

In FIG. 2 the sign is shown with its entire tab portion 14 removably adhesively secured to the larger planar surface 34 of a store fixture.

In FIG. 3, a pair of signs are shown in different attached relation to a price molding 36 having a face surface 38 and terminal lips 40 and 42. The left hand sign has its tab portion section 16 adhesively secured to the face surface 38 of molding 36, aperture 28 being disposed over the lower molding lip 42 and providing clearance with respect to said lip to enable body 12 and tab section 16 to

be disposed at right angles to each other without interference.

The right hand sign in FIG. 3 has the tab portion section 18 thereof adhesively secured to the surface 38 of molding 36, aperture 28 in this instance being disposed over molding lip 40. The offset relation between fold line 26 and sign body edge 32 enables the body of the sign to clear molding lip 42.

Aperture 28 serves the further function of preventing the tearing of the sign, preferably made of flexible and readily tearable (once a tear has been initiated) vinyl plastic, as it is pulled off of a molding. In the absence of aperture 28 such removal of the sign would tend to tear the sign by causing the cut line 20 to be extended into the body 12.

Whichever tab portion section is secured to the molding has the edge thereof, defined by the cut line 20, disposed behind a molding lip. Said lip prevents the sign from being accidentally torn free of the molding by passersby who can brush against it. If it is desired to remove the sign from its position of attachment, the body portion 12 is merely pulled outwardly to break the adhesive bond and to snap the edge free from the molding lip. Aperture 28 protects against tearing of the sign during this removal operation.

It will be appreciated of course that the signs could be inverted in FIGS. 2 and 3 so that the body 12 extended above the tab portion 14, as orientation for use of the signs depends on how the advertising matter has been oriented on body 12 for reading purposes.

What is claimed is:

1. A display sign formed of a flexible, tearable material comprising a relatively large body portion for the bearing of copy and a relatively small tab portion integral with said body portion and disposed at a right angle with respect to said body portion, a cut line dividing said tab portion into two sections, said cut line being normal to said body portion and extending to said body portion, and an aperture formed in said body portion at the point of coming together of said cut line with the line of connection between said body and tab portions.

2. A display sign formed of a flexible, tearable material comprising integral body and tab portions having a fold line connection therebetween mutually disposing said portions at right angles to each other, a cut line dividing said tab portion into two sections, said cut line being normal to said body portion and extending to said body portion, an aperture formed in said fold line at the point of intersection of said fold line and said cut line, the balance of the side of said body portion to which said tab portion is attached being disposed in laterally offset relation with respect to said fold line at that side of said fold line which is opposite the side thereof at which said tab portion is disposed.

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