



ABSTRACT

A showcase is capable of preventing price cards from being soiled by dust or the like and from being lost, and also prevents products from falling off a shelf. Moreover, the showcase improves the illuminance on products by a plane fluorescent lamp installed on the shelf, thereby promoting customers' appetite for buying the products so as to contribute to increased sales. The showcase has a shelf in a stock compartment on which products are rested, and includes a riser flange that is provided on the front of the shelf to restrict the products from moving forward. A price rail is installed on the riser flange. The price rail integrally includes a locking portion locked onto the riser flange, an insertion portion which is provided at the front of the locking portion and in which a price card is inserted, and an abutting portion which is provided above the insertion portion and restricts the product from moving at above the riser flange.