Sept. 11, 1934. G. H. TAYLOR 1,972,959

PRICE TICKET HOLDING DEVICE

Filed Dec. 26, 1933

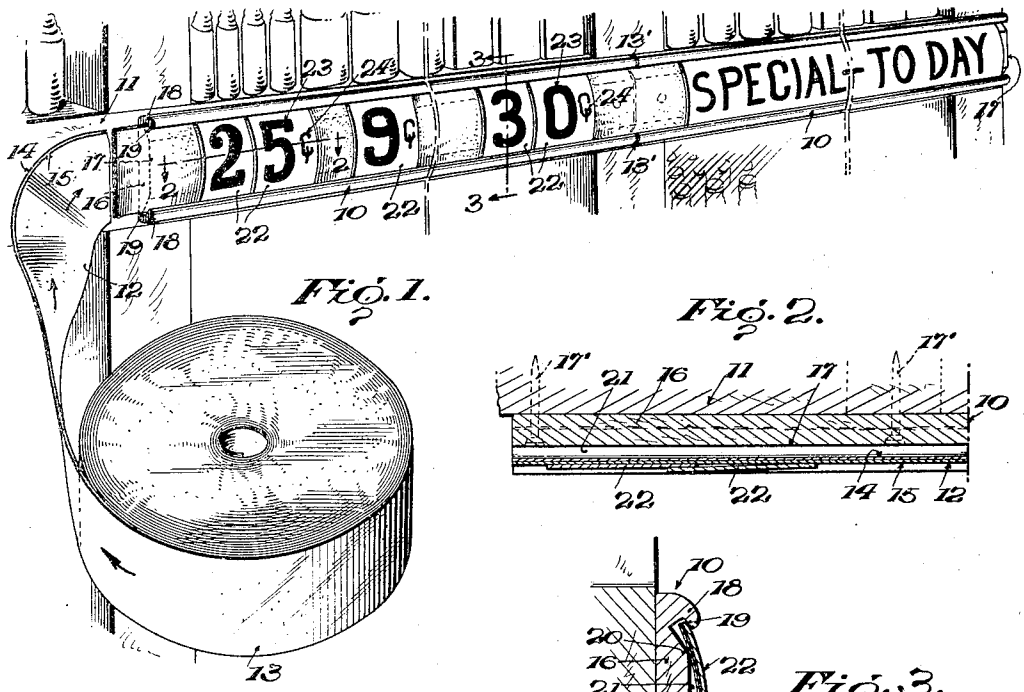


Fig. 1.



Fig. 2.

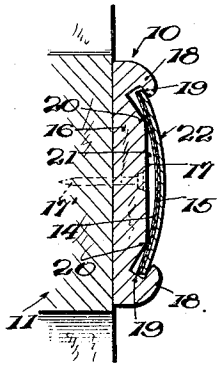

Fig. 3.

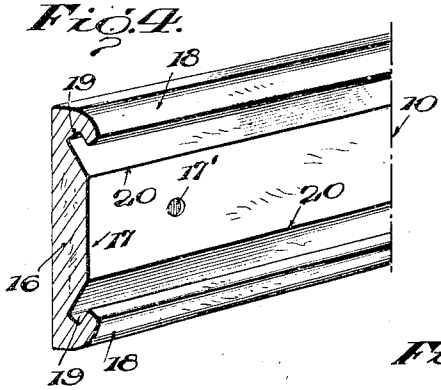

Fig. 4.

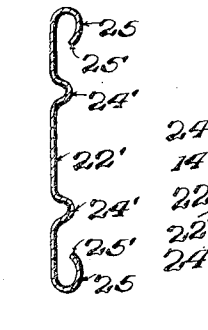

Fig. 6.

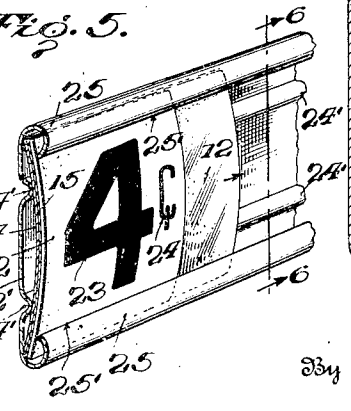


Fig. 5.

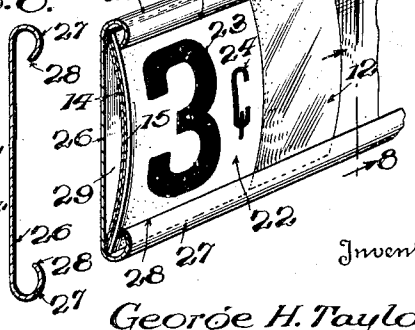


Fig. 8.



Fig. 7.

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# UNITED STATES PATENT OFFICE

1,972,959

## PRICE TICKET HOLDING DEVICE

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Application December 26, 1933, Serial No. 704,024

12 Claims. (Cl. 40—16)

My invention relates to improvements in ticket holders, such as price tickets or tags.

An important object of the invention is to provide a holder of the above mentioned character, so constructed that the tickets or tags may be quickly and conveniently placed in position upon and removed from the holder.

A further object of the invention is to provide a holder of the above mentioned character whereby the tickets or tags may be conveniently adjusted to the precise position thereon but will be properly held against accidental displacement.

A further object of the invention is to provide a strip, which may be continuous throughout a plurality of sections or lengths of molding, covering the face of the molding, dispensing with the necessity of painting such face, and producing the appearance of a continuous molding.

A further object of the invention is to provide a resilient strip for use in a molding, which will cover the face of the molding, producing the appearance of an unbroken rounded face, and affording the maximum contact area with the ticket, thus holding the same against accidental displacement.

Other objects and advantages of the invention will be apparent during the course of the following description.

In the accompanying drawing, forming a part of this application and in which like numerals are employed to designate like parts throughout the same,

Figure 1 is a perspective view of a holder or molding embodying my invention,

Figure 2 is a longitudinal section taken on line 2—2 of Figure 1,

Figure 3 is a transverse section taken on line 3—3 of Figure 1,

Figure 4 is a fragmentary perspective view of the molding,

Figure 5 is a similar view of a molding embodying a modified form of the invention,

Figure 6 is a transverse section taken on line 6—6 of Figure 5,

Figure 7 is a perspective view of a further modification of the invention, and,

Figure 8 is a transverse section taken on line 8—8 of Figure 7.

In the drawing, wherein for the purpose of illustration are shown preferred embodiments of the invention, attention being called first to Figures 1 to 4 inclusive, the numeral 10 designates sections or lengths of a molding, embodying my invention. This molding 10 may be formed of wood, and I contemplate forming the same of other materials, such as cast aluminum, bakelite, or other plastic material which will harden after casting. These sections or lengths are arranged in end-to-end relation and are suitably attached to the outer edge of the shelf 11. Ticket moldings have heretofore been used in connection with store shelves, and it has been customary to paint the front faces of these moldings, so that they will correspond in appearance with the shelves. In painting these old moldings, particularly the front faces of the same, the paint works into the grooves of the flanges, causing the tickets to improperly stick or bind in these grooves. In accordance with my invention, the painting of the front face of my molding is entirely dispensed with and the resultant disadvantages avoided. The flanges of my molding may be painted, and when this is done, the front face of the molding is then covered by a card projecting into the groove of the flange. By this method, the front face of the molding and the groove of the flange remain unpainted. In order to produce the appearance of having the front face painted, a resilient strip is placed upon the front face of the molding lengths or sections and the edges of this strip are held within the flanges. The strip is indicated in the drawing by the numeral 12, and when manufactured, may be wound in a roll 13, as shown. The resilient strip may be threaded into one end of the molding length and then drawn longitudinally along the same until it extends throughout the entire length of the assembled molding sections or lengths. As shown in Figure 1, two molding sections or lengths meet at the point 13', but the resilient strip extends continuously throughout the entire length of the assembled molding sections, thus producing a continuous appearance, except for the slight joints at the flanges, indicated at 13'. This resilient strip may have a color corresponding to the color of the flanges of the molding, thus producing the appearance of the molding being painted throughout. Further, this resilient strip covers the front face of the molding, presenting a convex unbroken surface or face. I prefer to form the resilient strip of laminated sheets or strips 14 and 15. The rear strip 14 may be formed of resilient card board or stiff resilient paper, while the forward strip 15 is preferably formed of cellophane, celluloid or the like. These two strips are cemented together. If desired, the forward strip may be dispensed with and the rear strip painted, and after drying wound into the roll. The invention is in no sense restricted to threading the resilient strip longitudinally through the molding as it may be held ad-

jacent to the face of the molding and transversely flexed so that its edges are sprung within the flanges of the molding.

The molding 10 comprises a flat body portion 16, which is attached to the shelf 11 by nails 17', or the like. This body portion has a flat front face 17 and flanges 18, at its edges, which project forwardly beyond the flat face. The flanges have under cut grooves 19, which are preferably rectangular in cross-section, and hence do not taper. These grooves converge forwardly and inwardly and their walls are preferably disposed at about an angle of 45° with relation to the face 17, although this precise angular arrangement may be somewhat varied. The flat face 17 is relative wide and extends throughout the major portion of the width of the molding, affording shoulders at 20, since the inner walls of the grooves 19 are disposed at an angle to the flat face, as shown. When the resilient strip is applied to the molding, as more clearly shown in Figure 3, the strip 12 engages the shoulders 20 and the outer walls of the grooves 19, whereby the strip is transversely flexed and has an outer convex surface, affording a space 21 between the flexed strip and the flat face 17. The strip has a suitable width so that this flexing will occur, and the strip covers the angularly disposed sections of the face of the molding, producing a continuous rounded appearance.

The numeral 22 designates price tickets or tags, which are applied to the outer convex surface of the resilient strip 12, while their edges engage within the grooves of the molding, as shown. Each ticket preferably carries a numeral designated by the reference character 23 and also a cent character 24. To designate "25¢", a "2¢" ticket is applied to the molding and a "5¢" ticket is also applied to the molding with a portion thereof over-lapping the "¢" mark of the first ticket. This greatly reduces the number of tickets to be used. In applying or removing the tickets, the operator may place the finger at the vertical edge of the ticket and by exerting a slight pressure upon the convex surface of the strip 12, depresses the same, which is rendered possible by the space 21 at the flat face 17, thus enabling the fingernail to engage beneath the ticket. When in position upon the molding, the ticket is also flexed transversely so that its outer surface is convex, the same engaging over the shoulders 20 and beneath the outer walls of the grooves. The ticket conforms to the curvature of the resilient strip and engages therewith throughout substantially its entire surface, and is thereby properly held against accidental displacement by the maximum surface contact, which is rendered possible by the resilient character of the strip and ticket. The ticket, however, may be readily adjusted to the selected position, when desired.

In Figure 5, I have shown a modified form of molding which is preferably formed of metal. This molding comprises a flat body portion 22', having a flat front face, and outwardly bulging longitudinal ribs 24', projecting forwardly beyond the flat face. The longitudinal edges of the molding 22' are bent into forwardly projecting hollow flanges 25, which are curved in cross-section. The free edges 25' extend inwardly toward the flat face of the molding and are spaced therefrom. The free edges 25' of the flanges terminate in a plane rearwardly of the plane of the forward edges of the ribs 24' and are spaced laterally from these ribs. The space occupied by the flat face between the ribs 24' is relatively wide and constitutes the major portion of the width of the molding.

The resilient strip 12 is applied to this molding with its edges engaging within the flanges 25 and the strip flexed laterally about the ribs 24' so that the strip has an outer convex face. The strip 12 covers the outer face of the molding, thereby concealing the ribs 24' and producing the appearance of a continuous rounded surface throughout the entire length of the molding. This strip is preferably continuous throughout a plurality of sections of the molding. The price ticket 22 is applied to the resilient strip and molding in a similar manner as described in connection with the first form of the invention.

In Figure 7, I have shown a further modification of the invention. In this figure, the numeral 26 designates a flat molding, having a front flat face and this molding has its longitudinal edges bent into hollow flanges 27, which are substantially circular in cross-section. Free edges 28 of these flanges extend inwardly and overlap portions of the straight face of the molding and are spaced forwardly from this flat face. The same resilient strip 12 may be employed and is applied to the molding with its edges inserted within the flanges 27. The edges of the resilient strip tend to slide outwardly upon the inner portions of the inner faces of the hollow flanges 27, and as these portions incline outwardly, they shift the strip 12 outwardly and press the same against the edges 28, the strip being of a sufficient width so that it is flexed laterally for affording an outer convex surface or face. This provides a space 29 between the molding 26 and strip 12, whereby the resilient strip may be locally depressed by the finger, in applying the price tickets 22 to the molding and removing the same therefrom. The use of the resilient strip eliminates the painting of the front face of the molding as described in connection with the first form of the invention.

In connection with the different forms of my moldings, by the use of the resilient strip 12, it is unnecessary to paint the front face of the molding, and the outer surfaces of the flanges alone being painted. In each case, the resilient strip being flexed to afford an outer convex face, presents a continuous unbroken surface, dispensing with the unsightly appearance resulting from broken surfaces, as where the front face of the molding is grooved. While I prefer to use a resilient strip 12 in connection with each form of molding, yet the invention is not necessarily restricted to this use, as some degree of success may be obtained without the use of it. The price tickets are ordinarily stiff and resilient, to some extent, when the resilient strip is used, but when the resilient strip is omitted, the thickness or stiffness of the tickets would be increased. This renders it somewhat more difficult or inconvenient to apply the price tickets to the molding and remove the same therefrom. The use of the resilient strip renders it possible to use a thinner and less stiff price ticket, at the same time properly holding the same against displacement, and enhancing the appearance of the molding.

It is to be understood that the forms of my invention are to be taken as preferred examples of the same, and that various changes in the shape, size, and arrangement of parts may be resorted to, without departing from the spirit of my invention or the scope of the subjoined claims.

Having thus described my invention I claim:

1. A device for receiving and holding price tickets or the like, comprising a molding, a resilient strip, and means for attaching the resilient strip to the molding so that it covers the front face of the molding and is flexed transversely affording an outer convex surface, the intermediate portion of the strip being spaced from the corresponding portion of the molding.

2. A device for receiving and holding price tickets or the like, comprising molding sections arranged in end-to-end relation, a strip extending continuously throughout substantially the entire lengths of the molding sections to cover the front faces of the same, and means to secure the strip to the molding sections.

3. A device for receiving and holding price tickets or the like, comprising a molding provided with spaced longitudinal flanges for holding the price tickets, and a separate strip arranged upon the molding to cover the front face of the same with its edges held within the flanges.

4. A device for receiving and holding price tickets or the like, comprising a molding having a front face and longitudinal hollow flanges, and a strip covering the front face and having its edges held within the hollow flanges whereby painting of the front face is eliminated.

5. A molding for receiving price tickets or the like, having a relatively wide flat face, flanges at the longitudinal edges of the molding upon opposite sides of the flat face, said flanges being provided upon their inner sides with longitudinal grooves which lead to the flat face and are arranged at an angle of substantially 45° with relation to the flat face and form shoulders near the longitudinal edges of the flat face, each groove having its side walls substantially parallel, a resilient strip arranged upon the front face of the molding and having its longitudinal edges held within the grooves, the arrangement being such that the strip is transversely flexed for affording an outer convex surface, and resilient price tickets arranged upon the strip with their edges held within the grooves.

6. A molding provided with spaced longitudinal hollow flanges, a resilient strip held upon the molding and arranged between the flanges and having its outer face transversely convex, and price tickets arranged upon the resilient strip with their edges held within the hollow flanges, the price tickets being resilient and conforming to the convex surface of the resilient strip.

7. A molding formed of sheet metal or the like for receiving and holding price tickets or the like, said molding having a flat front face and forwardly bulging longitudinal ribs disposed near the longitudinal edges of the face, said molding having its longitudinal edges bent forwardly upon themselves for affording hollow flanges.

8. A molding for receiving and holding price tickets or the like, said molding having a substantially flat front face and forwardly extending hollow flanges near its longitudinal edges, and a resilient strip covering the front face with its edges held within the flanges, the arrangement being such that the resilient strip is transversely flexed and its front face is convex.

9. A molding for receiving price tickets or the like having a front face and longitudinal recesses disposed upon opposite sides of the front face, an opaque strip disposed forwardly of the front face and having its edges held within the recesses, and resilient tickets applied to the molding in advance of the strip and having their edges also held within the recesses.

10. A molding having a front face and longitudinal grooves upon opposite sides of the front face, an opaque strip arranged in advance of the front face and having its edges held within the longitudinal grooves, and tickets arranged in advance of the opaque strip and having their edges also held within the grooves.

11. A molding having a front face and longitudinal hollow flanges disposed upon opposite sides of the front face, a resilient sheet disposed in advance of the front face and having its edges held within the hollow flanges, and a resilient ticket mounted upon the molding and having its edges held within the hollow flanges, said resilient ticket having a portion thereof over-lying and engaging the resilient sheet thereby tending to hold these engaging elements together.

12. A molding having a front face and longitudinally extending hollow flanges arranged upon opposite sides of the front face, the bores of the hollow flanges being accessible from the front face, a resilient sheet disposed in advance of the front face and having its edges extending into the bores of the flanges, the arrangement being such that the resilient sheet is flexed and held in a manner to provide an outer convex surface, and a resilient ticket mounted upon the molding and having its edges held within the bores of the flanges, the arrangement being such that the resilient ticket is flexed for affording an outer convex surface, said resilient ticket having a portion thereof over-lying the resilient sheet.

GEORGE H. TAYLOR.