C. M. RUSSELL.

SALES TICKET HOLDER.

APPLICATION FILED JULY 2, 1912.

1,069,728. Patented Aug. 12, 1913.

Fig. 1.

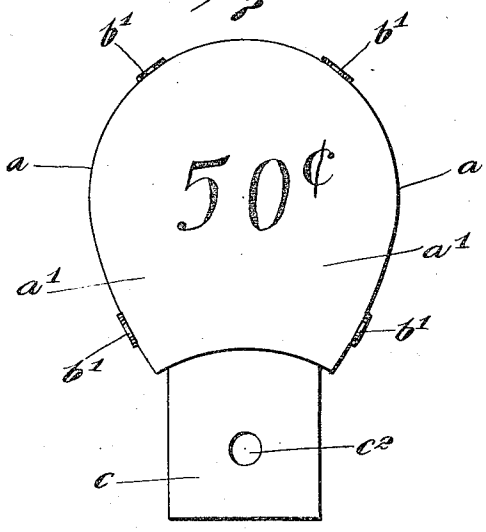


Fig. 2.

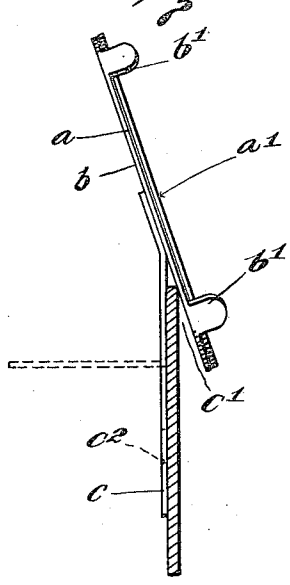


Fig. 3.

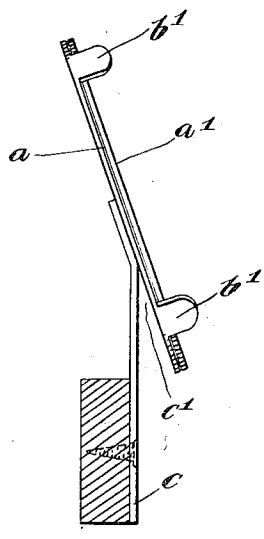
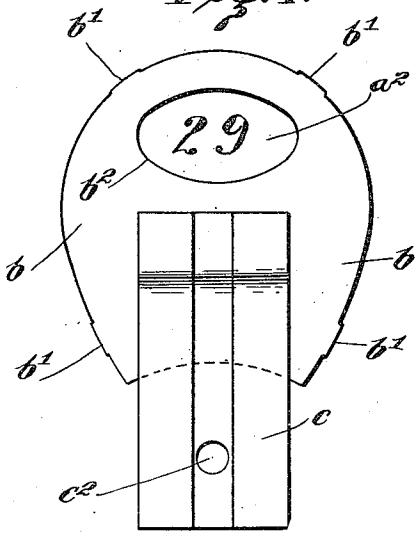


Fig. 4.



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UNITED STATES PATENT OFFICE.

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SALES-TICKET HOLDER.

1,069,728. Specification of Letters Patent. Patented Aug. 12, 1913.

Application filed July 2, 1912. Serial No. 707,219.

To all whom it may concern:

Be it known that I, CHARLES M. RUSSELL, a citizen of the United States, and resident of the borough of Manhattan, in the city, county, and State of New York, have invented certain new and useful Improvements in Sales-Ticket Holders, of which the following is a specification.

This invention relates to a combined sales ticket and display holder, and my improvement consists essentially of the following features, to wit: First: A sales ticket having upon its front surface a price indication and other descriptive matter for the customer, and on the reverse side bearing private sales marks, said ticket being backed and removably sustained by a display holder, said holder having a clearance exposing the private marks on the back of the ticket, and said clearance also permitting the application of finger pressure in releasing the ticket. Second: The employment with a sales ticket holder of a tang or leg secured at the back thereof, and extending downwardly therefrom at an acute angle, forming a socket between the holder and the tang for engagement with an article of sale, or with the wall of a goods receptacle; said tang also having a screw hole whereby it may be secured to a goods receptacle; in both instances of adjustment the sales ticket being held in an upwardly facing inclination.

In the drawing: Figure 1 is a front elevation of my improved device; Fig. 2 is a side view thereof, as shown in engagement with a supporting member; Fig. 3 is a corresponding view, as shown in screw engagement with a support, and Fig. 4 is a rear view of the device.

My improved sales ticket and holder therefor are here shown as of the external contour of a horse-shoe, but may obviously possess any other desirable and convenient shape.

The ticket, a, which may be of pasteboard or other stiff material, bears upon its front surface, a', a sales price indication, and may obviously also bear the name of the vender and any desirable reference to the goods on sale. On the rear surface a^2 of the ticket is placed a mark or indication which may refer to the cost price of the article on sale and be observable only by the salesman.

The display holder, as b, may be of sheet metal, and of the same shape and surface area as the ticket. It has the peripheral lugs or fingers b', which project forwardly to frictionally receive and contain the ticket. The holder b has an aperture b^2, intended to serve as an observation opening, alined with the private cost price indication on the back of the ticket, which is exposed through said aperture for the information of the salesman; said aperture b^2 also serving as a finger space whereat pressure may be applied to the back of the ticket in removing the latter from its frictional engagement with the lugs b'.

Secured to the back of the holder b, as by soldering, is a tang or leg c. Said tang or leg has junction with the holder at a point below the aperture b^2, and depends from said point of junction at an inclination away from the rear surface of said holder, leaving a V-shaped space or socket c' between these members, the arrangement being such that the weight of the tang or leg is greater than the weight of that portion of the holder lying below the point or line of junction of said member.

In applying the ticket holder with contained ticket to a hollow ware or other suitable article of merchandise the holder is fitted by its socket upon an edge or upright wall of such article, (see Fig. 2); or, similarly, the holder is fitted by its socket upon the edge of a wall of a bin or other receptacle for goods to be designated on the ticket carried by said holder. Because of the preponderance of weight of the tang or leg over the lower portion of the holder, said tang or leg, through gravitation, hugs the adjacent side of the supporting wall whose peripheral edge finds seat within the socket. This action projects forwardly the lower edge of the holder b, whereby the holder, bearing the ticket, is caused to face upwardly in an oblique direction, thus presenting the matter on the sales ticket squarely to the vision of the customer. The tang or leg c is also provided with a screw hole c^2, whereby as seen in Fig. 3, the holder may be secured to a shelf, receptacle or device containing or supporting goods exposed for sale. Also, by this means of connection, the holder presents the sales ticket obliquely to a vertical plane as before described. Further, the

tang or leg c, as shown in dotted lines in Fig. 2, may be bent backwardly in a horizontal plane slightly above the lower edge of holder b, whereby said holder may loosely stand upon a plane surface.

Thus, as will be perceived, my improved holder, with sales ticket, is adapted to be fitted upon articles of merchandise, or upon a receptacle for such; also to be screwed to a support, or to loosely stand in position; in each instance exposing the sales ticket with its face directed obliquely upward.

In practice the holders b are stamped out of sheet metal, the lugs b' and aperture b^2 being cut in the one forming operation. Said lugs are bent forwardly in such manner that a stiff ticket, of the same dimensions as the holder, will fit frictionally between said lugs and thus be held in position. When desirable to remove the ticket, finger pressure is applied thereto at its rear surface, through the observation opening b^2, the removal being thus quickly effected.

I claim:

A sales ticket holder formed of a flat piece of metal, forwardly extending peripheral lugs thereon to frictionally receive a ticket, and a tang or leg attached at the lower, rear portion of said holder, and extending at an acute angle therefrom, leaving an intermediate supporting socket; said holder having an aperture above said tang or leg, for the application of finger pressure in removing the ticket.

Signed at the borough of Manhattan, in the city, county, and State of New York, this 1st day of July, A. D. 1912.

CHARLES M. RUSSELL.

Witnesses:
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Copies of this patent may be obtained for five cents each, by addressing the "Commissioner of Patents, Washington, D. C."