Dec. 3, 1935. T. SAUER 2,023,102

TAG

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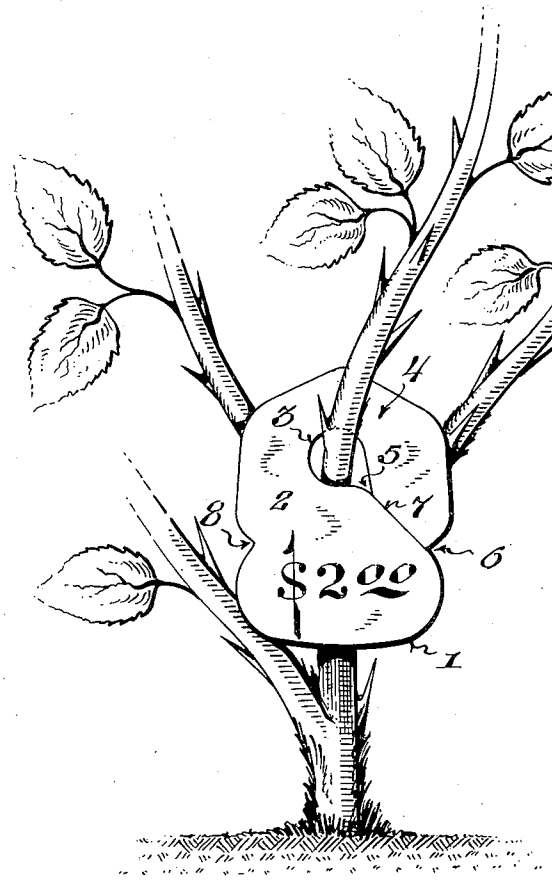
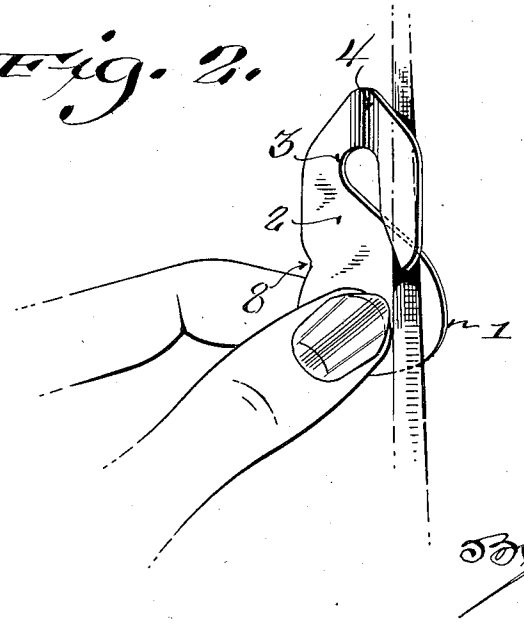



Fig. 1.

Fig. 2.




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## TAG

Teckla Sauer, Milwaukee, Wis.

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1 Claim. (Cl. 40—26)

This invention pertains to improvements in tags for attachment to merchandise, plants, hardware, and other articles of manufacture. The invention has primarily for its object to provide an exceedingly simple and inexpensive tag, which can be easily and quickly attached or removed from an article, without the use of strings, clips, or other attaching means now commonly employed.

A further object of the invention is to provide a tag having the foregoing characteristics, which can be attached or removed with one hand, requiring no manipulation such as the interlocking of tongues and the like.

Incidental to the foregoing, a more specific object resides in the provision of a tag formed from a blank of flexible material, such as cardboard, celluloid, light sheet metal, and the like, and which is provided with an opening and a slit extending from the opening to the periphery of the tag, thus forming a tab which is readily sprung to allow an article to be passed through the slit into the opening.

A still further object resides in forming the slit with diverging edges, which provide notches adjacent the opening and periphery of the tab, to guide articles to the slot, and facilitate springing of the tab without the necessity of manipulating the tag with two hands.

With the above and other objects in view, which will appear as the description proceeds, the invention resides in the novel construction, combination and arrangement of parts, substantially as hereinafter described, and more particularly defined by the appended claim, it being understood that such changes in the precise embodiment of the herein disclosed invention may be made as come within the scope of the claim.

In the accompanying drawing is illustrated one complete example of the physical embodiment of the present invention constructed according to the best mode so far devised for the practical application of the principles thereof.

In the drawing:—

Figure 1 is an elevation of a tag constructed in accordance with one form of the present invention, the same being shown attached to a plant.

Figure 2 is a perspective view illustrating the manner in which the tag is sprung upon an object.

Referring now more particularly to the accompanying drawing, in which a simple form of price tag is illustrated, the numeral 1 designates a blank of flexible material, preferably a good grade of cardboard, because of its cheapness. However, other materials may be employed where a more permanent tag is desired for repeated use, in which instance the tag can be formed from celluloid, light sheet metal, or composition. The body 2 is provided with an opening 3 for reception of the article to which the tag is to be attached, and preferably the opening 3 is formed adjacent one edge of the tag, rather than centrally of the same, thus causing the tag to hang in vertical position, and also giving greater flexibility to the tab 4, which is formed by slitting the body 2 from the opening 3 to the periphery of the tag.

As illustrated in the drawing, the edges of the slit 7, adjacent the opening 3 and the periphery of the tag, diverge to form notches 5 and 6, respectively, which, in the attachment or removal of the tag, serve to guide the object, which in the present instance is the stem of a plant, to the slit 7, thus facilitating springing of the tab 4 to permit the object to pass through the slit. Also, in the preferred form of the invention, the slit 7 extends downwardly from the opening 3, with the result that the tab 4 forms a hook and prevents accidental detachment of the tag even though the tab might become sprung. While it is not essential to the invention, the body 2 may be correspondingly notched at 8, opposite to the notch 6, thus giving the tag a uniform concentric appearance.

As illustrated in Figure 2, in order to attach or remove the tag from an object, it is merely necessary to grasp the body with the fingers of one hand, and after placing the notch 6 or 3 against the object, a slight twisting of the body will spring the tab 4, permitting the object to pass through the slit 7.

From the foregoing explanation, considered in connection with the accompanying drawing, it will be seen that an exceedingly simple, inexpensive, and efficient tag has been provided, which may be easily and quickly attached to an object, without the use of springs, clips, or the like, and which does not require manipulation with two hands in order to spring or open the tag. The uses of a tag of the foregoing character are unlimited, in that the invention may be applied to price tags, greeting cards, instruction cards, trade-mark tags, and the like.

I claim:—

As a new article of manufacture, a tag formed from a blank of resilient material provided with opposed, alined notches in its side edges, and a central opening positioned above said notches, said blank having a downwardly extending slit between said opening and one of said notches, the edges of the slit adjacent the opening being divergent.

TECKLA SAUER.