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PRICE TAG FASTENER

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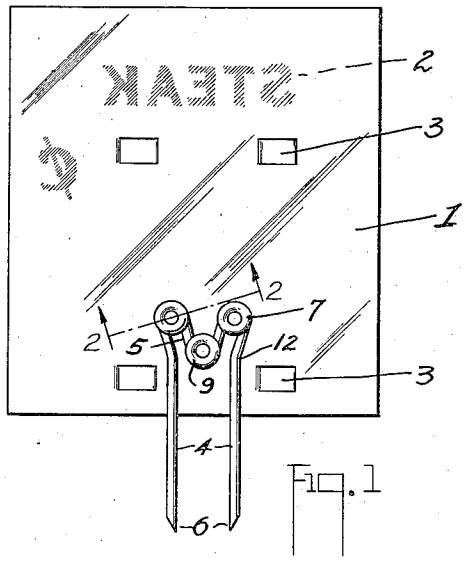


Fig. 1

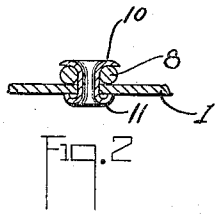


Fig. 2

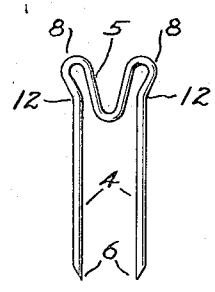


Fig. 3

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PRICE TAG FASTENER

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4 Claims. (Cl. 40—25)

The present invention pertains to a novel staple or pin fastener for price tags, particularly the type of tag used for displaying the price of foods.

These tags are now commonly made of Celluloid. The fastener is in the form of a double pin or U-shaped staple secured at its corners to the tag by means of headed or eyelet rivets. This arrangement has been found objectionable for two reasons. After the staple has been pushed into food several times, it is likely to loosen from the rivets, since there is no means for resisting the upward thrust. On the other hand, if the rivets are made sufficiently tight to resist this thrust, they are likely to crack the Celluloid.

The object of the present invention is to overcome these well known difficulties. Accordingly, the back of the U-shaped pin or staple is arched downwardly towards the points. The member is secured to the Celluloid as formerly with a pair of rivets in the corners and also with a third rivet in and engaging the arch. The third rivet resists the upward thrust, and there is no necessity of fastening any of the rivets with such firmness as is likely to crack the Celluloid.

The invention is fully disclosed by way of example in the following description and in the accompanying drawing, in which

Figure 1 is a rear elevation of a price tag made according to the invention, illustrating the staple and rivets in full elevation;

Figure 2 is a section on the line 2—2 of Figure 1, and

Figure 3 is an elevation of the staple alone.

Reference to these views will now be made by use of like characters which are employed to designate corresponding parts throughout.

In Figure 1 is shown the rear side of a price tag 1. These tags are usually made of Celluloid and have imprinted on the obverse face suitable markings 2 indicating the product and the price thereof. Slotted pockets 3 are struck outward from the forward face for receiving detachable price figures, as well known in the art.

The tag 1 is supported on the product for sale by means of a fastening essentially in the form of an inverted U-shaped staple or double pointed pin 4. The back or saddle of the member is, however, arched downwardly, as indicated by the numeral 5, towards the points 6.

This member is secured to the tag 1, preferably near the lower edge thereof, by a pair of suitable shaped rivets 7 in the corners 8 at the ends of the arch 5. Another similar rivet 9 is seated directly in the arch, as may be seen in Figure 1.

Each rivet is suitably headed or flanged at 10 at its rear end to overlap the adjacent portion of the staple. The other end is also headed or flanged at 11 to overlap the forward face of the tag. The rivets are preferably of tubular or eyelet form, as also shown in Figure 2.

The rivets are applied to the tag with sufficient firmness between the ends 10 and 11 to hold the staple snugly against the tag and yet without such tightness as results in cracking the tag even after repeated use and handling.

Hitherto, only the two corner rivets 7 have been used, with only the slight outward bend 12 of the corners 8 to resist the upward thrust of the staple when pushing the latter into the article on display. Repeated use of the device frequently springs the bends 12 and loosens the staple from the two corner rivets. To offset this effect, the rivets are applied with considerable tightness, which frequently cracks the Celluloid tag 1.

The arch formation 5 and the application of the third rivet 9, according to the present invention, overcomes these difficulties. This rivet takes the upward thrust of the staple and does away with the need of undue pressure in the rivets 7 and 9.

Although a specific embodiment of the invention has been illustrated and described, it will be understood that various alterations in the details of construction may be made without departing from the scope of the invention, as indicated by the appended claims.

What we claim is:

1. In combination, a price tag consisting of sheet material, a staple applied to a surface thereof and having pointed legs extending beyond an edge of the tag, the portion of the staple joining said legs being arched towards said edge, fastening elements in the corners formed by said joining portion and said legs, and another fastening element seated in the concavity of the arched portion.

2. In combination, a price tag consisting of sheet material, a staple applied to a surface thereof and having pointed legs extending beyond an edge of the tag, the portion of the staple joining said legs being arched towards said edge, fastening elements in the corners formed by said joining portion and said legs, and another fastening element seated in the concavity of the arched portion, the ends of said elements over-

lapping the other surface of said tag and the adjacent portions of said staple.

3. In combination, a price tag consisting of sheet Celluloid, a staple applied to a surface thereof and having pointed legs extending beyond an edge of the tag, the portion of the staple joining said legs being arched towards said edge, fastening elements in the corners formed by said joining portion and said legs, and another fastening element seated in the concavity of the arched portion.

4. In combination, a price tag consisting of sheet Celluloid, a staple applied to a surface thereof and having pointed legs extending beyond an edge of the tag, the portion of the staple joining said legs being arched towards said edge, rivets in the corners formed by said joining portion and said legs, and another rivet seated in the concavity of the arched portion.

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