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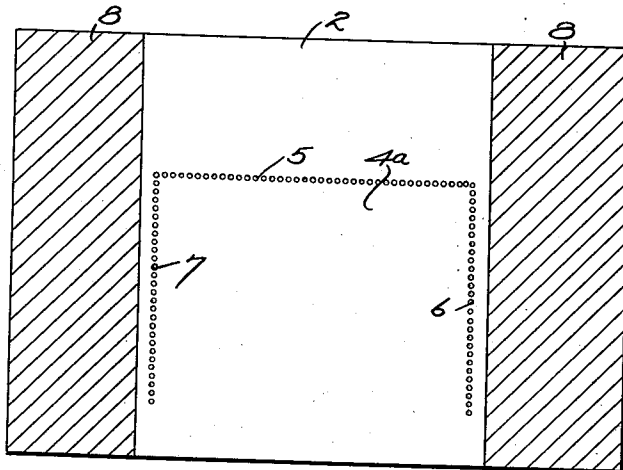
LABEL

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Fig. 1.



Fig. 2.



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LABEL

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1 Claim. (Cl. 40—4)

This invention relates to improvements in labels, and refers more particularly to labels for attachment to packages or containers in which merchandise is delivered to consumers.

5 This invention aims, among other things, to provide a label having thereon a description of the goods contained in the package to which it is applied, and any other information usually carried upon that class of merchandise. This label also has a defined area thereon upon which any one of a large number of different insertions is provided, so that upon an edition of otherwise similar labels a wide range of different insertions occurs. The term "insertion" here used is intended to include toasts, sayings, verses, riddles, illustrations, and any other matter of a nature not usually found upon labels for such merchandise.

10 It is an object of the invention to provide such a label wherein the margins of the portion containing the insertion are defined, at least in part, by weakened tear-lines or perforations so arranged that the label is not materially weakened thereby, thus permitting the emplacement of these labels upon packages or containers by conventional labelling machines without fear of the labels being torn or mutilated during the operation. This provision for ready detachment of the label portion containing the insertion is intended to facilitate its removal by those desiring to collect the various insertions.

15 Another object of the invention is to provide a label having a portion intended for detachment from the remainder thereof when the label is secured upon a package or container, wherein the parts of the label other than its detachable portion are adhesively secured to the said package.

20 A further object of the invention is to provide a label having a freely detachable portion so arranged therein that the label in its entirety may be successfully mounted upon a package or container by a conventional labelling machine; and wherein the front face of the detachable portion may have a riddle, or a portion of an illustration thereon, and the answer to the riddle, or a complementary portion of the illustration, may be shown upon the reverse side of the said detachable portion.

25 Having thus briefly stated some of the major objects and advantages of the invention, I will now proceed to describe the latter in detail with the aid of the accompanying drawing, in which:

30 Figure 1 illustrates a front view of the label, and

Figure 2 is a rear view thereof.

Referring to the drawing, upon the front face of the label 2 a description of the product contained in the package to which it is to be applied—in the present instance Tinoli Pale Beer—is shown. The front face of the label may also be employed for the display of a trade-mark, such as the figures 3 shown thereon, and any additional subject matter that may be deemed advisable.

4 denotes a panel or scroll, which, in the present instance, is entitled "Toast of the Town". The upper horizontal margin of the panel 4 is defined by perforations 5, and the two vertical sides of the panel are further defined by parallel perforations 6 and 7 respectively which extend from opposite extremities of the perforations 5 and terminate some distance from the bottom of the label 2. The perforations 5 extend transversely across the central portion of the label somewhat above the centre thereof and terminate some distance from the lateral margins of the label. Thus the perforations 5, 6 and 7 are all sufficiently spaced from the margins of the label 2 not to materially weaken the latter, or to cause the label to tear or become mutilated when applied to a package or container, not shown, by a labelling machine.

The opposed lateral marginal portions 8 on the rear side of the label, shown in Figure 2, are coated with an adhesive to secure the label to its container or package. It is therefore evident that while the partial detachment of the panel 4 from the remainder of the label 2 by the perforations 5, 6 and 7 does not materially weaken the label it materially simplifies the removal of the panel 4 from the package or container upon which the label is mounted particularly since only the sides of the label outwardly of the panel are adhesively secured to the container.

Upon the removable panels or scrolls 4 a wide range of different insertions are provided upon a single edition of otherwise similar labels. This arrangement creates considerable consumer interest not only among those who compare the insertions upon their labels with those on labels upon packages bought by others, but also affords considerable pleasure to those who remove and collect the various insertions. This stimulation of interest has a marked advertising value for the product to which these labels are applied.

The reverse side 4a of the panel 4 may also be employed, as by printing thereon the answer to a riddle appearing upon the front of the panel 4, or by printing upon the said reverse

side a combinative portion of an illustration appearing upon the front face of the panel 4, so that by holding the picture to the light, in the well known manner, an ensemble is visible which
5 modifies the intent of that portion of the picture shown upon the front of the panel. Moreover it will be noted that as no adhesive is used upon the reverse side of the panel any printing thereon is clearly legible after the said panel has been
10 removed.

From the foregoing it is apparent that I have devised a novel and useful form of label by which consumer interest is materially increased and consequently a greater advertising appeal is
15 made. It is further understood that the invention hereinbefore set forth is susceptible to numerous alterations and modifications which may be made thereto so long as they fall within the scope of the appended claim.

20 What I claim as my invention and desire to secure by Letters Patent is:

A label having two parallel adhesive portions extending along opposite sides throughout the height of the label for attachment to a package, the central portion of the label being unglummed, said label having two weakened tear-lines substantially parallel with and inwardly disposed
5 from said adhesive portions, said label also having a third weakened tear-line connecting one extremity of one of the aforesaid tear-lines with one extremity of the other tear-line, said weakened
10 tear-lines defining three sides of a panel on said label on which an inscription occurs, said tear-lines facilitating the removal of the panel, and the panel and all the tear-lines being spaced
15 a substantial distance from all the edges of the label whereby the latter has sufficient strength to permit its emplacement upon the package with a labelling machine.

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