E. C. VAN DYKE & J. HARRISON.

LABEL.

APPLICATION FILED OCT. 22, 1917.

1,273,105. Patented July 16, 1918.

Fig: 3



Fig: 4

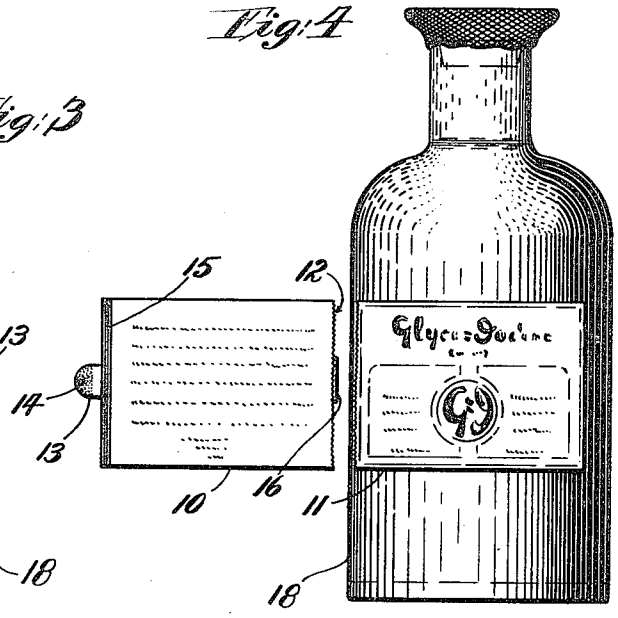


Fig: 1

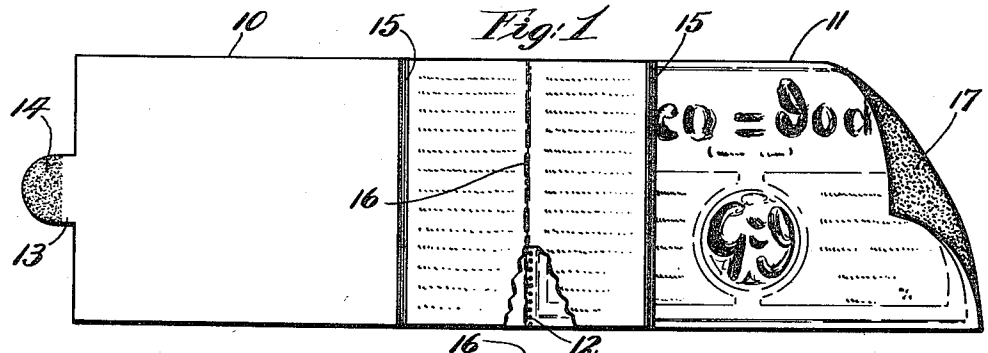
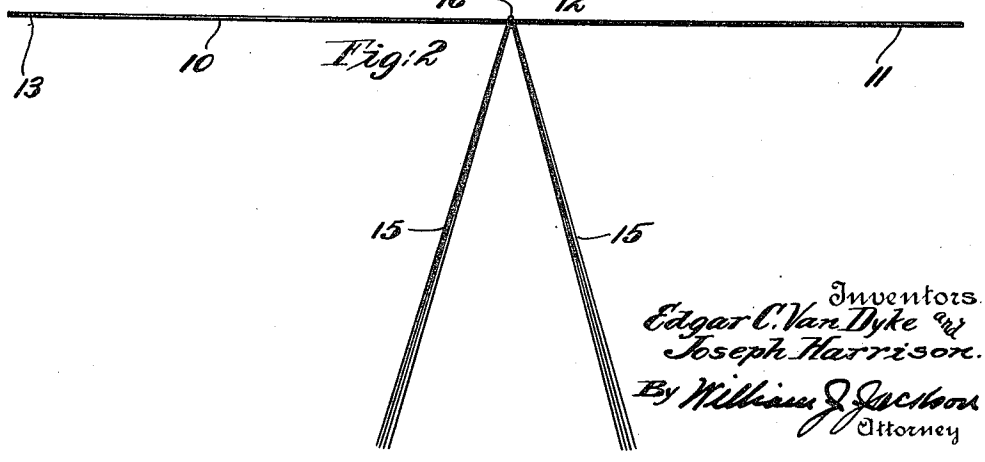


Fig: 2



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LABEL.

1,273,105. Specification of Letters Patent. Patented July 16, 1918.

Application filed October 22, 1917. Serial No. 197,982.

To all whom it may concern:

Be it known that we, EDGAR C. VAN DYKE and JOSEPH HARRISON, citizens of the United States, residing at Philadelphia, in the county of Philadelphia and State of Pennsylvania, have jointly invented a certain new and useful Improved Label, of which the following is a specification.

In the manufacture of dental, medicinal, pharmaceutical and various other commodities it is customary to permanently attach to the bottle, box or other container, holding the goods a label designating the name of the commodity and the manufacturer thereof and in addition place within or around the container additional reading matter in the form of directions, testimonials and the like. The above procedure requires the printing of several forms of literature and further necessitates special packing, elastic bands frequently being employed to temporarily hold the printed matter with respect to a container. Such procedure besides adding to the expense of manufacture, consumes considerable time, all of which is objectionable.

The principal object of the present invention is to overcome the above recited disadvantageous features and provide a neat, durable, efficient and comparatively inexpensive label characterized by a two-part construction of which one part is permanently attached to a container and of which the other part is but for temporary attachment whereby the purchaser of a commodity may remove the outer or descriptive reading matter (which is usually discarded after reading) thus leaving intact upon the container what may be termed the original label. Other and further objects of the present invention reside in the provision of a new and novel form of label characterized by various details of construction and arrangement and combination of parts as will hereinafter more fully appear.

The invention consists of the improvements hereinafter described and finally claimed.

The nature, characteristic features and scope of the invention will be more fully understood from the following description taken in connection with the accompanying drawings forming part hereof, and in which:

Figure 1 is a face view of the label in open position.

Fig. 2 is a top or plan view thereof.

Fig. 3 is a view of a bottle illustrating the application of the label thereto in the position a purchaser receives the commodity and,

Fig. 4 is a similar view illustrating the same after a purchaser has removed the outer reading matter.

For the purpose of illustrating our invention, we have shown in the accompanying drawings one form thereof which is at present preferred by us, since the same has been found in practice to give satisfactory and reliable results, although it is to be understood that the various instrumentalities of which our invention consists can be variously arranged and organized and that our invention is not limited to the precise arrangement and organization of the instrumentalities as herein shown and described.

While the label of the invention is applicable to boxes, cans and the like it is particularly adapted for use upon bottles and for illustrative purposes has been shown in application thereto in the drawings. Referring now to the drawings the label generally stated comprises a paper leaflet made up of a backing and a plurality of leaves. The backing consists of an integral member consisting of sections 10 and 11 separable along a weakened line, which may be perforations 12 or some other suitable construction. In practice, in so far as printed matter is concerned, these sections may be duplicates of one another and have delineated thereon the name of the commodity, the maker's name and the like. The section 10 however bears the printing upon its outer face and the section 11 bears the printing upon its inner face when the backer is considered as a whole and before the parts are separated. The section 10 has preferably formed integral therewith a tab 13 the inner face of which is provided with suitable adhesive material 14. This section is also provided with a series of leaves 15 secured thereto as by a staple 16 or other suitable connection. These leaves contain printed matter as directions for using the commodity, testimonials as to its merits and like information. The unprinted face of section 11 is provided with adhesive material 17.

In practice section 11 of the label is permanently attached by means of the adhesive material 17 to a suitable container, as a bottle 18. Tab 13, by means of the adhesive

material 14 is then secured to the bottle which position is shown in Fig. 1. So positioned the label parts present a good appearance and to all intents and purposes resemble an ordinary label. Such label may be quickly applied and takes up but little room. The purchaser of the commodity loosens the tab 13 and separates section 10, together with its complemental leaves 15, along the weakened line before described thus separating from the permanent label said section and leaves. This position of the label is clearly illustrated in Fig. 2. In this connection it is to be noted that section 11 which remains upon the container is similar in all respects to standard forms of labels.

It will now be apparent that we have devised a novel and useful construction which embodies the features of advantage enumerated as desirable in the statement of the invention and the above description and while we have in the present instance shown and described the preferred embodiment thereof which has been found in practice to give satisfactory and reliable results, it is to be understood that the same is susceptible of modification in various particulars without departing from the spirit or scope of the invention or sacrificing any of its advantages.

What we claim is:

A label in the form of a leaflet consisting of an inner permanent section the face of which is printed to constitute an original label and the back of which is provided with an adhesive, an outer detachable section the face of which is printed in conformity with said inner section, said outer section being connected with and folded over the inner section said outer section having a tab the back of which is provided with an adhesive and a plurality of printed leaves connected with and normally concealed by the outer section.

In testimony whereof we have hereunto signed our names.

EDGAR C. VAN DYKE.
JOSEPH HARRISON.

Witnesses:
H. FRIEDBAUM,
H. M. BYRNE.