E. GUNNILL.

ADHESIVE LABEL.

APPLICATION FILED OCT. 30, 1918.

1,370,962. Patented Mar. 8, 1921.

FIG. 1.

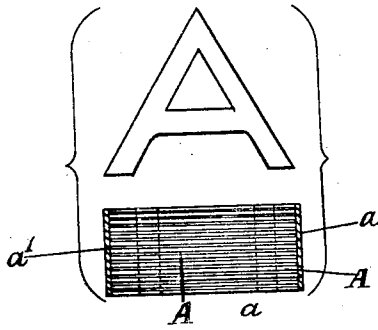



FIG. 2.

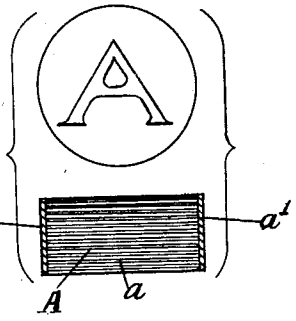



FIG. 3.

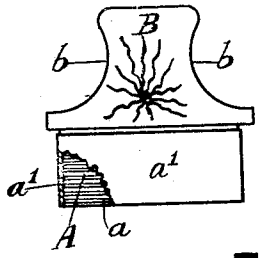



FIG. 4.

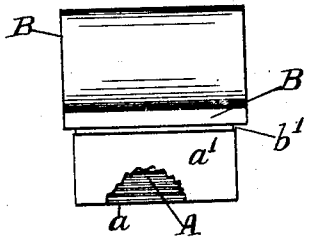



FIG. 5.

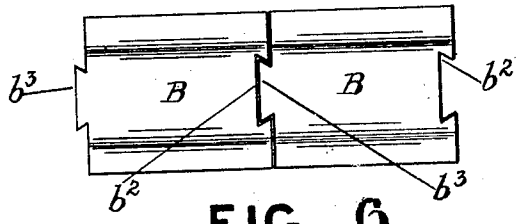



FIG. 6.

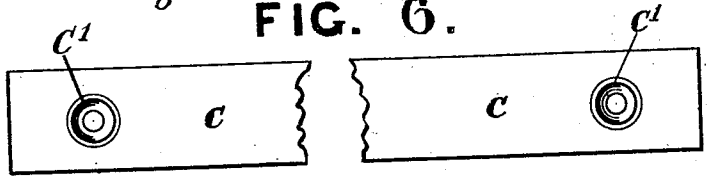
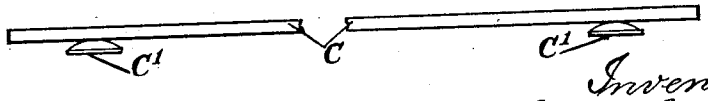



FIG. 7.




Inventor
Ernest Gunnill.
by Herbert W. Jenner
Attorney.

# UNITED STATES PATENT OFFICE.

ERNEST GUNNILL, OF HOOK, NEAR GOOLE, ENGLAND, ASSIGNOR TO PRINTEASIE, LIMITED, OF GOOLE, ENGLAND, A COMPANY OF GREAT BRITAIN.

## ADHESIVE LABEL.

1,370,962. Specification of Letters Patent. Patented Mar. 8, 1921.

Application filed October 30, 1918. Serial No. 260,274.

*To all whom it may concern:*

Be it known that I, ERNEST GUNNILL, a subject of the King of Great Britain, residing at Hook, near Goole, in the county of York, England, have invented certain new and useful Improvements in Adhesive Labels, of which the following is a specification.

This invention has reference to providing glass and other surfaces with lettering, figures, designs and the like for advertising, announcement and like purposes.

My invention has for its object, to provide an extremely simple means for applying letters, numerals, designs and the like to shop windows, signboards, hoardings, and flat surfaces generally for advertising and other purposes, whereby the desired matter can be easily and quickly applied to the surface to be lettered or treated, by an inexperienced person, thereby obviating the necessity for having the matter or the like specially written, printed or otherwise made on sheets of paper, canvas or the like by sign writers, printers or other persons specially trained for or experienced in that particular kind of work.

In order that my invention may be readily understood and carried into effect, I have appended hereunto a sheet of drawings illustrating my invention to which reference will be made in the description which follows: and whereon Figure 1 represents the letter A and a pile of such letters arranged and bound together in accordance with my invention, Fig. 2 is a similar view of a paper or like disk with the letter A printed or otherwise made thereon and a pile of such disks arranged and bound together in accordance with my invention, Fig. 3 represents an end view of a handle or holder with a pile of letters or the like secured thereto ready for use, part of the wax or like film or shell which forms the means for binding the pile of letters or the like together being shown broken away to allow of some of the letters or the like being seen, Fig. 4 being a side view of the same also with a portion of the wax or like film or shell broken away, and Fig. 5 is a plan view of two handles or holders provided with one form of interlocking means for enabling a number of handles or holders with their piles of letters or the like being connected together so that a word or part of a word or the like can be arranged and transferred to the surface to be lettered or the like at one operation. Fig. 6 represents one form of lath or strip for use for insuring alinement of the letters or the like when they are being applied to the surface to be lettered or decorated, the said lath or strip being broken to enable the view to fit within the drawing space at disposal, and Fig. 7 is an edge view of Fig. 6. Figs. 6 and 7 are drawn to a smaller scale than the figures which precede them.

In carrying out my invention, I employ letters, numerals, designs and the like cut out of paper, linen or other material and I provide one side of each letter or the like with gum or other suitable adhesive and arrange a number of each letter or the like into a pile A with the gummed or like side *a* uppermost or downward as the case may be depending upon the position in which the pile is held, and I bind them together when so arranged, by means of paraffin wax or other readily fracturable suitable binding material or substance which is applied to the exterior of the pile as indicated at $a^1$, which forms a thin shell or film around the pile, such shell being shown exaggerated in the drawing (Figs. 1 and 2) for the purpose of clearness, which shell will allow of the ready release of each unit of the pile in turn when the gummed or like face of such unit is damped or moistened and pressed on to the glass or other surface to which it is to be applied, consequent on the gum or like adhesive on the letter or like unit having a greater holding power on the surface to which it is applied than the strength or binding capacity of the shell or film of wax or other temporary binder applied to the edge or outside of the pile of units has on such pile.

The wax or like binder is applied in a molten or soft state by a brush, or by immersion or other suitable means, to the out-

side or edge of the pile of letters or the like, and as before mentioned, merely forms a film or thin inclosing shell for the particular number of letters or the like of which the pile is composed, which film or shell in addition to temporarily binding together the several units which form the pile prevents damp or moisture from penetrating between the several units or layers of letters or the like comprising the pile.

If desired, for the purpose of preventing the film or shell of wax or the like from breaking and releasing some or all of the units of which the pile is composed, I may apply a coating of collodion or the like to the exterior of the wax or like film or shell, this having the effect of imparting a certain amount of elasticity to the film or shell which while it prevents it from cracking, readily gives way and allows of the unit being applied to the surface to be lettered or the like, separating from the next letter or the like in order of arrangement.

Each letter, numeral or the like is made into a separate pile, that is to say, a pile is composed entirely of a number of the letter A, another pile of a number of the letter B only, and so on, and each pile is secured by glue or other suitable means to a base piece or holder B of wood or other suitable material, each base piece or mounting as I will call it, being preferably provided with grooved sides $b$ to enable the person using the device to obtain a firm grip of the same by means of a finger and the thumb of the hand. The mountings may however be provided with a knob or the like for that purpose.

A convenient way of fixing the pile of letter or like units to a mounting is to secure the ungummed or non-adhesive side of the top unit of the pile to a cardboard or like disk or piece $b^1$ by glue or the like and to fix such cardboard or like piece to the bottom of the mounting B by glue or the like, as shown at Figs. 3 and 4 of the drawing.

If desired, the mountings B may be provided with means whereby they may be readily connected one to another to allow of a plurality of the same each with its pile of letters or the like being connected together to enable a word or words or the like to be constructed and so transferred at one operation to the surface to which the same is or are to be applied, Fig. 5 of the drawing showing one means by way of example only for obtaining interlocking of the mountings, said means consisting of providing one end of each mounting with a vertical dove-tail shaped groove $b^2$ and the other end with a vertical dove-tail shaped projection $b^3$ the dove-tail shaped projection on the one mounting being adapted to enter and engage the correspondingly shaped recess or groove in the adjoining end of the next mounting.

If desired, in place of the letters, numerals or the like being cut out of paper, linen or the like, they may be printed or otherwise made or produced on round or other suitably shaped disks or pieces of paper, linen or other suitable material as shown at Fig. 2.

To allow of the letters or the like arranged and bound temporarily together as before described being readily transferred in perfect alinement to the surface to which they are to be applied, I may employ a suitably long wood or the like lath or strip C having a perfectly straight edge or edges, when the lettering or the like is to be arranged in a straight line, said lath or strip being provided on one or both of its sides with rubber suction disks, $C^1$ or the equivalent, whereby it can be caused to temporarily adhere to the surface to which the letters or the like are to be applied, the said lath or strip when in position serving as a straight edge on which the mountings of the piles of letters or the like can be readily moved to the points to which the letters or the like are to be transferred to the surface to which they are to be applied.

In cases where the letters or the like are to be arranged in other than a straight line, the edge of the lath or strip, or templet as it may be called, which would form the support for the mountings of the piles of letters or the like, would be such as to provide the curved or other shape or design required.

The letters or the like would, by preference, be put up for sale in sets, one example of a set being, the whole of the letters of the alphabet and numerals or figures from "0" to "9" and symbols such as "&", commas and other punctuation marks and the like, and with each set may be included rolls of gummed paper or the like which may be either plain or provided with, or be in the form of a design or designs, for framing the advertisements, announcements or the like produced with letters or the like arranged and temporarily bound together in accordance with my invention.

That part of my invention which consists of arranging a plurality of the same letter, numeral or the like in a pile, providing the pile with a shell or thin casing of paraffin wax or other suitable substance or material of a readily fracturable nature to constitute a temporary binder for the pile, together or not with an additional exterior film or coating of collodion or the like, and securing the pile so formed to a base piece or other suitable mounting, is also applicable to postage stamps, gummed tickets or labels to be applied to reels of thread and the like, piece goods, garments and the like, luggage and other articles or things.

I claim:

A pile of non-metallic adhesive labels, a casing of brittle wax-like material adhering to the edges of the labels and normally preserving their pile formation, the adhesive material coating one side of the labels being of greater strength than the material of the casing, whereby each end label is successively stuck in place and then broken away from the pipe.

In testimony whereof I affix my signature in the presence of two witnesses.

ERNEST GUNNILL.

Witnesses:

LOUIS E. KIPPAX,

CYRIL E. LITTLE.