Feb. 17, 1931. M. F. BALDWIN 1,792,477

LABELING MEANS

Filed May 6, 1927

Fig. 1.

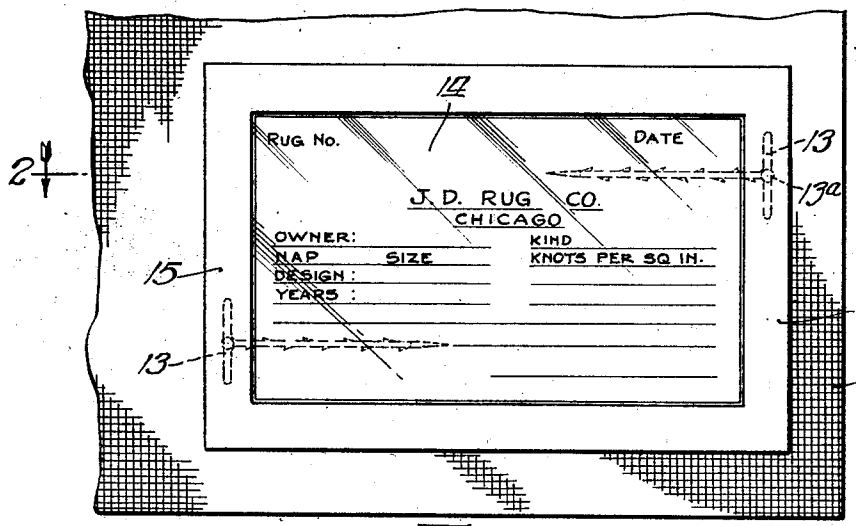


Fig. 2.

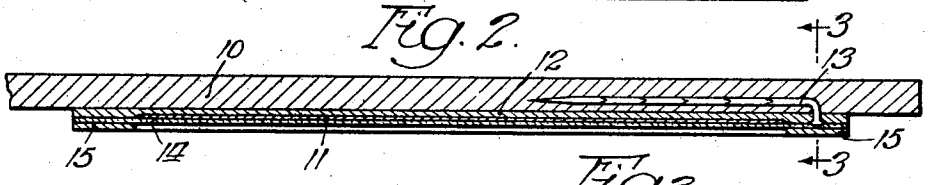


Fig. 3.

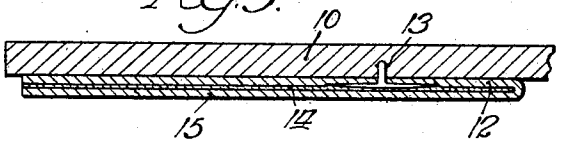


Fig. 4.

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UNITED STATES PATENT OFFICE

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LABELING MEANS

Application filed May 6, 1927. Serial No. 189,279.

This invention relates to labeling means, more particularly for articles of merchandise such, for instance, as oriental rugs and the like, and aims to provide a simple and practical means by which such merchandise may be provided with individual informative matter as a permanent part of the merchandise. The invention is intended to provide, among other objects, means of labeling merchandise by a label which becomes a permanent part of said merchandise which cannot be tampered with or altered and which cannot be removed, without showing evidences of such alteration or removal.

The invention may be readily understood by reference to an illustrative embodiment thereof in the annexed drawings, in which:

Fig. 1 is a plan view of a corner of a rug having the invention applied thereto;

Fig. 2 is a section taken along the line 2—2 of Fig. 1;

Fig. 3 is a section taken along the line 3—3 of Fig. 2, and

Fig. 4 is a perspective view of labeling means.

An article of merchandise having the invention applied thereto is represented in the drawings by the corner portion of an oriental rug 10, to the under or reverse side of which is affixed labeling means incorporating a label 11, containing individual informative or descriptive matter such, for instance, as a designation of the rug, merchant's guaranty, registration number or the like. This label may be in blank until the rug is sold and may then be filled out by the merchant, and when sealed by the merchant becomes a permanent part of said merchandise.

The means shown for attaching the label comprises, in general, a cover element including a transparent member adapted to cover a label bearing element, and a label bearing element 12, which is secured to the under or reverse side of a rug or the like by a fastening element which in the illustrative means is represented by the following: Pins 13, 13, pass through the element 12, for instance through the holes 13^a, 13^a, and pierce the material of the rug 10, in a direction substantially parallel to the element 12, and without appearing upon the obverse side or face of the rug. The label bearing element 12 may be further secured to the rug 10, as, for instance, by interposing a film of cement or glue between the element 12 and the rug 10. The pins 13 are shown with enlarged or elongated heads to prevent their working through the element 12, are shown bent at right angles a short distance from their heads to facilitate introduction of the pins into the material of the rug, and are shown barbed at appropriate intervals along their lengths to increase their holding action and prevent withdrawal without tearing the fabric of the rug.

The cover element which in the illustrative means is represented by a sheet of transparent celluloid 14, and a frame 15, is superposed upon the label-bearing element 12 and is sealed thereto as, for instance, by a waterproof cement smeared between the edges of the cover element or parts thereof and the label-bearing element.

The frame of the cover element in the illustrative embodiment is shown integral with the label bearing element the whole being shown in the form of a folder (with a sheet of transparent substance secured to the inner side of the cover element), and presenting a smooth surface and being preferably constructed of durable leather so as not to mar the floor, for instance, upon which the rug may lie.

It will be apparent that in the illustrative embodiment the cover element will completely cover and, by the frame portion 15 conceal, that portion of the fastening element represented by heads of the pins 13, the other portions of the fastening element being covered and concealed by the label-bearing element 12. Also the cover element will cover the label 11 and render the label inaccessible while at the same time leaving it visible through the transparent portion 14.

One of the advantages of the invention is that merchandise such as oriental rugs and the like, each piece of which has an individual history or individual characteristics, may be described and guaranteed by the dealer at the time the article is sold, upon a label or

certificate which the dealer may fill out at the time of the sale, date and sign his name to, attach to the rug or other article by the means described, and which becomes a permanent, integral part of said article of merchandise.

The device enables the retailer to mark the goods he sells with a combined description, guaranty, and advertisement which will serve his interests, and the interests of the customer, throughout the life of the article. The use of the invention will appeal to the customer who makes a hobby of beautiful things which have a distinct individuality, for example, furniture, rugs, and the like, as it enables him to buy articles each piece of which is authoritatively described and guaranteed. The invention, being flexible, relatively thin and fitted into the reverse or under side of a rug, for example attracts attention only when the owner desires this attention and turns the corner up.

It will be apparent that the invention may be used for labeling articles other than rugs, for instance, by being applied to the back or to the under side of the seat of an article of upholstered furniture.

Obviously the invention is not limited to any specific form of construction, and the details of the illustrative means may be variously modified. Moreover, it is not indispensable that all features of the invention be used conjointly; they may be employed advantageously in various combinations and sub-combinations.

I claim:

1. A rug having on its under side a permanent label individually descriptive of said rug, permanent fastening means for attaching said label to said rug, and sealing means rendering said label visible but inaccessible and said fastening means invisible and inaccessible.

2. Labeling means for rugs comprising, in combination, a label individually descriptive of said rug, fastening means including barbed pins for permanently attaching said label to said rug, and sealing means including a transparent cover for rendering said label visible but inaccessible and said fastening means invisible and inaccessible.

3. In a label attaching device, a label bearing element including a label; a cover element hinged to said label bearing element, said cover element including a transparent substance arranged to lie directly over said label when closure is completed; pins projecting through said label bearing element at opposite ends thereof and having elongated heads arranged to lie beneath said cover element when closure is completed, said pins being bent at substantially right-angles at a relatively short distance from their heads and having barbs at intervals along their lengths; and means for completing said closure.

4. As an article of manufacture, in combination, a fabric; a label; a member anchored to said label and having a portion adapted to pierce said fabric, for permanently fastening said label to the fabric; and flexible means for covering said label and said member but leaving the label visible.

5. As an article of manufacture, in combination, a flexible material, a flexible label-bearing element carrying a label, a member anchored in said material and secured to said label-bearing element, and a flexible cover sealed upon said label-bearing element and said member but leaving the label visible.

In testimony whereof, I have signed my name to this specification.

MILTON F. BALDWIN.