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LABEL OR THE LIKE WITH CAPTIVE COUPON

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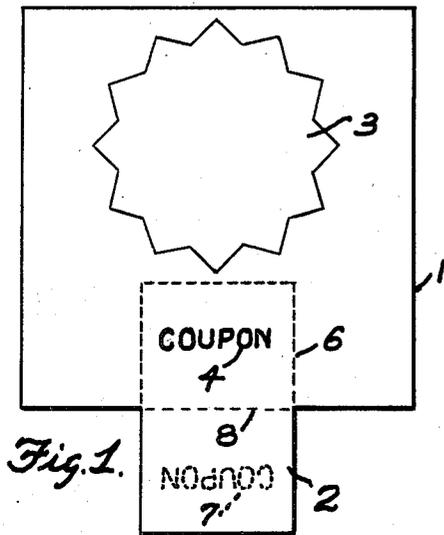


Fig. 1.

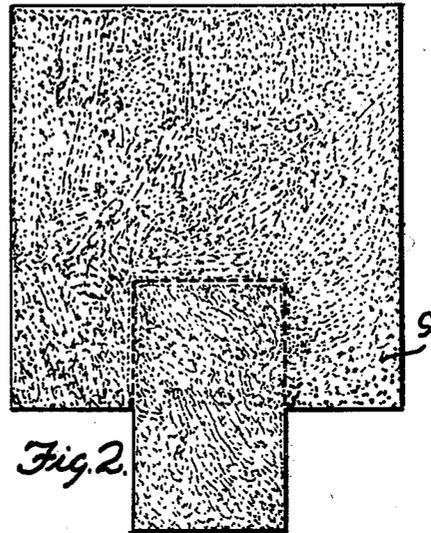


Fig. 2.

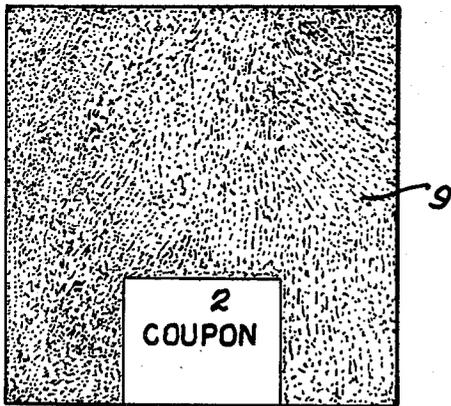


Fig. 3.

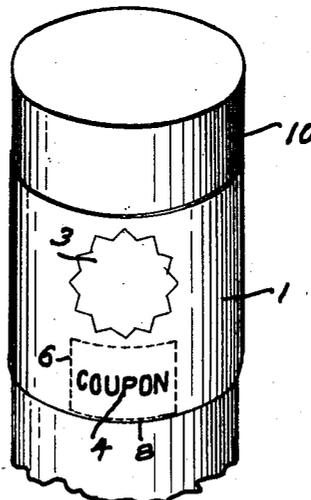


Fig. 4.

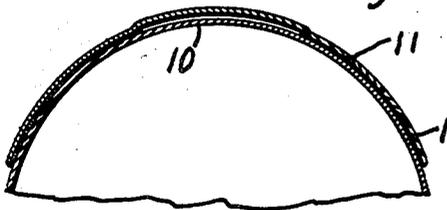


Fig. 5.

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LABEL OR THE LIKE WITH CAPTIVE COUPON

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3 Claims. (Cl. 40—2)

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In the merchandising of various kinds of com-
modities, it is frequently desired to furnish to the
purchaser with the goods a coupon, ticket, mail-
ing card or the like. In many instances it is not
practicable or desirable to enclose the coupon
within the package, for this means that the cou-
pon does not become available to the purchaser
until he opens the package. On the other hand,
to attach the coupon loosely to the outside of
the package invites accidental loss, deliberate
theft, or destruction of the coupon during ship-
ment and storage.

My invention is addressed to these problems,
and has as a broad object the provision of a label
or wrapping for goods which has, as a feature,
a coupon affixed to the outside of the package,
well protected against accidental loss and deface-
ment, readily removable when removal is done
deliberately, but acting to deface the wrapping
or label when removed so that its removal or loss
is immediately apparent. It is an object of my
invention to attain the foregoing advantages in
a label or wrapping of low initial cost and in a
process of application which is simple and inex-
pensive so that the employment of the invention
entails insignificant added cost. It is also an
object of the invention to provide a captive cou-
pon, ticket or the like which, while legible on
one side, is protected on the other not only from
being read by unauthorized persons, but is pro-
tected from dirt, fading, and defacement incident
to transportation and storage so that its ultimate
legibility is preserved.

These and other objects of my invention which
will be set forth hereinafter or will be apparent
to one skilled in the art upon reading these spec-
ifications, I accomplish in that construction and
arrangement of parts and in that procedure of
which I shall now describe an exemplary embod-
iment. This embodiment is a label with a captive
coupon, and a mode of forming and attaching it.
Reference is made to the accompanying drawing
wherein:

Figure 1 is a plan view of the face of the exem-
plary label and coupon.

Figure 2 is a plan view of the rear thereof
showing the application of adhesive.

Figure 3 shows the tab member folded over
onto the back of the label.

Figure 4 is a perspective view showing my
structure attached to an exemplary package of
merchandise.

Figure 5 is a sectional view taken along the line
5—5 of Figure 4.

In the exemplary embodiment, I provide a label

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1 which, at one edge bears a tab or appendage 2.
The label proper may bear any desired label in-
dicia 3; but a portion of its surface opposite the
tab 2 and of equal area with the tab may, if de-
sired, bear coupon indicia 4. In any event, it will
be usual to indicate on the face of the label that
it embodies a coupon and to print thereon lines
6 to be used as a guide in cutting the label for
the removal of the coupon. Instead of or in ad-
dition to such lines, I may provide the label with
perforated or weakened lines to facilitate re-
moval of the label without cutting. The tab 2
is printed or otherwise marked with any desired
coupon indicia, diagrammatically illustrated at 7.

The described structure is made of paper or
any suitable flexible sheet material. It is to be
noted that, if printed, it need be printed on one
side only. The tab 2 may be demarked from the
body 1 by a score line or line of weakening 8, but
this is not ordinarily necessary unless the sheet
material is heavy.

In using the structure, the entire back or rear
surface is first covered by adhesive as at 9 in Fig-
ure 2.

Next, the tab 2 is folded over against the back
of the label as shown in Figure 3. One result of
this operation is to form a coupon, ticket or the
like as part of the label. This coupon is of double
thickness, wherefore it not only becomes easier
to remove, but easier to handle when removed,
and in many instances stiff enough to be used
as a mailing card, or a card index card. Another
result is the provision (from a structure printed
on one side only) of a coupon printed on both
sides. Yet another result is the provision of a
label structure embodying a coupon, the rear
face of the label being coated with adhesive, but
the rear face of the coupon being uncoated.

Next, and prior to the setting of the adhesive
9, the structure is applied to the desired goods,
as at 10, in Figure 4. As shown in section in
Figure 5, where the adhesive is represented at 11,
the coupon portion will not be attached to the
goods 10 directly, and can therefore readily be
removed by severing the label along the lines 6.
But the label is firmly attached to the goods and
surrounds the coupon on three sides, thus hold-
ing it captive. The underside of the coupon is
protected as indicated above, and the coupon
itself is protected from accidental removal. The
deliberate removal of the coupon defaces the
label, as will be clear.

Modifications may be made in my exemplary
embodiment without departing from the spirit of
the invention. Having thus described one form

of the invention, what I claim as new and desire to secure by Letters Patent is:

1. In a structure of the class described, a body of flexible sheet material bearing indicia, said body having an integral tab also bearing indicia on the same side extending from one of its edges and foldable along a line forming a continuation of said edge to a position lying against the rear of said body, so that, the entire rear face of the structure being treated with adhesive, the tab can be folded against the body as recited, and caused to adhere thereto to provide a double thickness portion, and the body can then be adhesively secured to a support, with the double thickness portion free of adhesion thereto.

2. A label or the like for attachment to a support, comprising a flexible body with an integral projection at one side of lesser area than the body, a face of said body and projection being covered with adhesive, the said projection lying in folded back condition so as to cover a portion of the adhesive on the coated face of the body, so that when said structure is affixed to said support by means of said adhesive, it will be adhered over an area of said body save for a portion covered by said folded back tab, said tab being removable from said support as a double thickness structure by severing said body along lines sub-

stantially demarking the outline of the folded back tab portion.

3. A process of preparing and affixing a label with a captive coupon or the like which comprises providing a body of flexible sheet material, said body having at one edge a projecting tab, coating the entire reverse face of the body and tab with adhesive, folding the tab over against the coated face of the body, and thereafter attaching said body to a support by means of said adhesive.

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