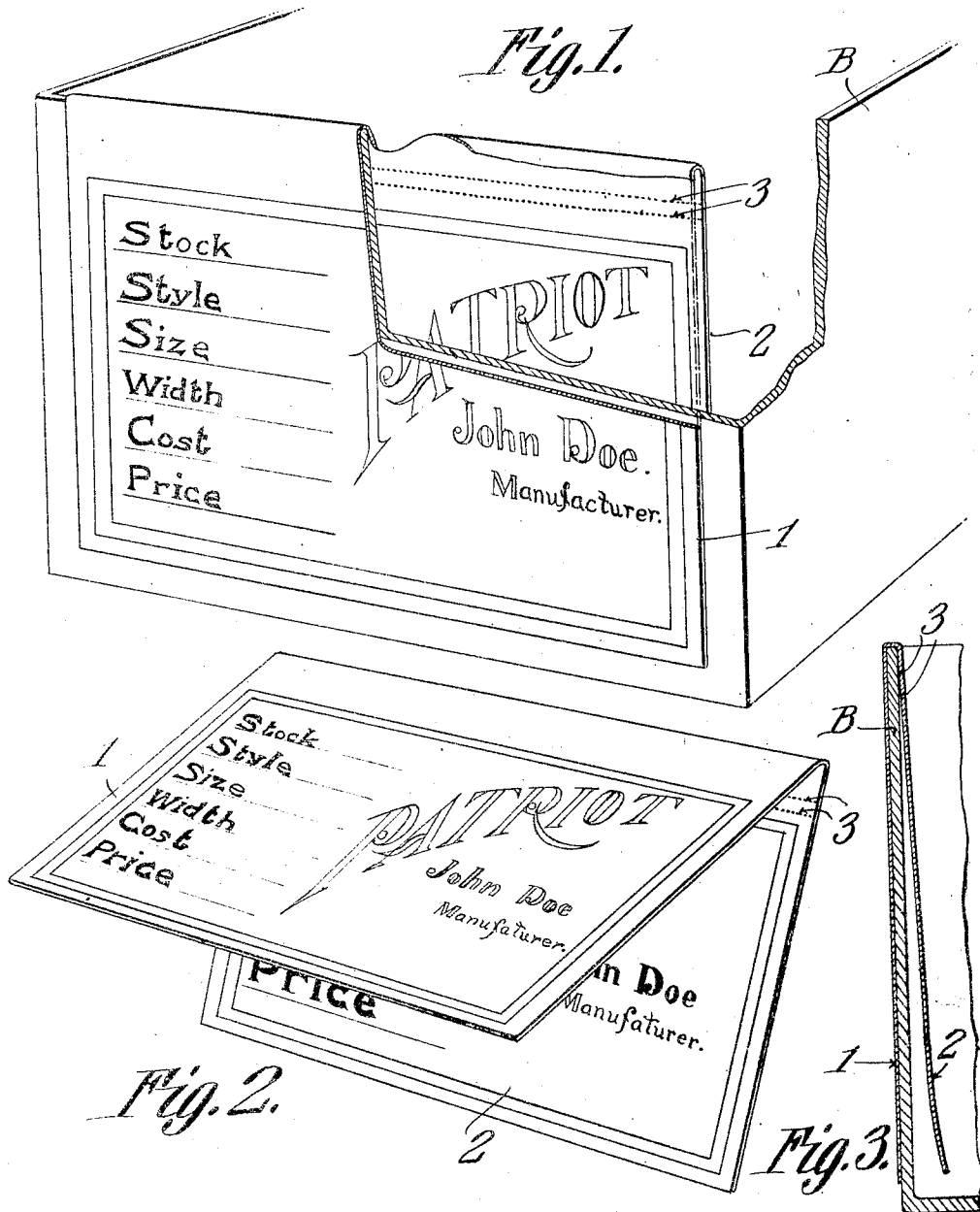


933,004.

Patented Aug. 31, 1909.



Inventor,

Leslie M. Stingily.

By *CA Snow & Co.*
Attorneys.

Witnesses:

E. J. Hunt
R. M. Elliott

UNITED STATES PATENT OFFICE.

LESLIE M. STINGILY, OF BROOKHAVEN, MISSISSIPPI, ASSIGNOR OF ONE-HALF TO HENRY B. McGRATH, OF BROOKHAVEN, MISSISSIPPI.

SHOE-CARTON LABEL.

933,004.

Specification of Letters Patent.

Patented Aug. 31, 1909.

Application filed July 13, 1908. Serial No. 443,227.

To all whom it may concern:

Be it known that I, LESLIE M. STINGILY, a citizen of the United States, residing at Brookhaven, in the county of Lincoln and State of Mississippi, have invented a new and useful Shoe-Carton Label, of which the following is a specification.

This invention relates to shoe carton labels.

10 The object of the invention is to furnish the retail merchant with a record of shoe sales without the use of sales slips, and to construct the article in such a manner as to enable the manufacturer or jobber to attach
15 the duplex label as easily and almost as economically as the single label now in use. Furthermore, to provide a label of this character that shall be simple of construction, that will help the manufacturer or jobber
20 using them to retain the business of his customers, since he gives them this service, which his competitor possibly does not, and which when placed on the inside of the carton, will not mar or change its outside
25 appearance.

With the above and other objects in view, as will appear as the nature of the invention is better understood, the same consists in a shoe carton label embodying two printed
30 fields separated by two parallel disposed weakened lines, the printed matter on the two fields being identical, and being disposed on the outer side of one of the fields and on the inner side and inverted on the
35 other field, the latter field being arranged within the carton.

The invention consists further in the various novel features of a shoe carton label, as will be hereinafter fully described and
40 claimed.

In the accompanying drawings forming a part of this specification, and in which like characters of reference indicate corresponding parts, Figure 1 is a view in perspective,
45 partly in section showing a portion of a shoe box equipped with the label of the present invention. Fig. 2 is a perspective view of the label detached. Fig. 3 is a vertical longitudinal sectional view through the
50 end of the box with the label in position thereon.

The box B is of the usual or any preferred construction, and therefore needs no detailed description.

The gist of the present invention resides 55 in the novel form of label shown in Fig. 2 in detail, and as applied to position in Figs. 1 and 3.

The label comprises two fields 1 and 2, which are separated from each other by two 60 weakened or perforated tearing lines 3. On each of these fields will be printed any descriptive matter relative to the shoe in the carton, such as its trade name, the name of the manufacturer, the character of stock and, 65 style, the size and width, and the cost and selling prices. The printing on the field 1 will be on its outer side, while the printing on the field 2 will be on its inner side, and in the same order, so that when an entry is 70 to be made upon the field 2 and it is drawn out of the carton and turned over against the end of the same, the printing will be in proper order.

The object of having the printing on the 75 inner side of the field 2 is to protect it from injury as might result by the frequent removal and replacement of the contained shoes.

As will be seen by reference to Fig. 3, the 80 weakened lines are disposed on the interior of the end of the carton, and by this means the danger of the field 2 becoming detached is reduced to a minimum, and further when the field 2 is removed, the appearance of the 85 field 1 is not changed.

The advantages of the double carton label of this invention are that if placed on the carton by the manufacturer, the retailer has a complete record of each shoe sold from his 90 stock simply by detaching the perforated label. At any given time he may refer to his file and buy duplicates of his best selling shoes. Should he desire, he can remove the labels from his file at the end of one week's 95 business and deduct from his stock list. By reference to this he can at any time see just the amount he has invested in shoes, the kind, quantities and sizes of each.

It will be understood, of course, that the 100 spaces following the words "stock", "style", etc., will be filled out. This may be done by the manufacturer, with the exception of the space following the word "price", said space being filled by the retailer. Should he have 105 a one price system, he may subtract the total cost of goods sold from selling price, and the difference in the two will give him his gross

profit. If he has not a one price system, he can make note on the detached label at the time of sale the amount received for this particular pair of shoes, the cost having been
5 marked on the receipt of the shoe, and by this means he would be enabled to have the selling and cost price of every pair of shoes.

By having each salesman place his initial or letter on each duplicate label, the retailer
10 may ascertain just the amount and class of goods each salesman has sold, as well as the profit he has made on the same.

The use of this duplex label will obviate the necessity of cash sales slips in shoe departments thereby effecting a great saving
15 of time.

The retailer can by numbering the permanent and detachable label with the same figures see just what has been paid for a shoe

where he does not observe a one price system, 20 in case of return.

I claim:

The combination with a receptacle, of a label embodying two separable printed fields, the printed matter on the two fields being 25 identical, and being disposed on the outer side of one of the fields, which field is secured to an outer end of the receptacle, and on the inner side of the other field, the latter field being loosely disposed against the 30 interior of said end of the receptacle.

In testimony that I claim the foregoing as my own, I have hereto affixed my signature in the presence of two witnesses.

LESLIE M. STINGILY.

Witnesses:

B. E. MARSH,

W. A. SHURTLEFF.