

No. 841,321.

PATENTED JAN. 15, 1907.

G. E. HOWARD.

LABEL.

APPLICATION FILED NOV. 29, 1905.

Fig. 1.



A

Fig. 2.



A

Fig. 3.

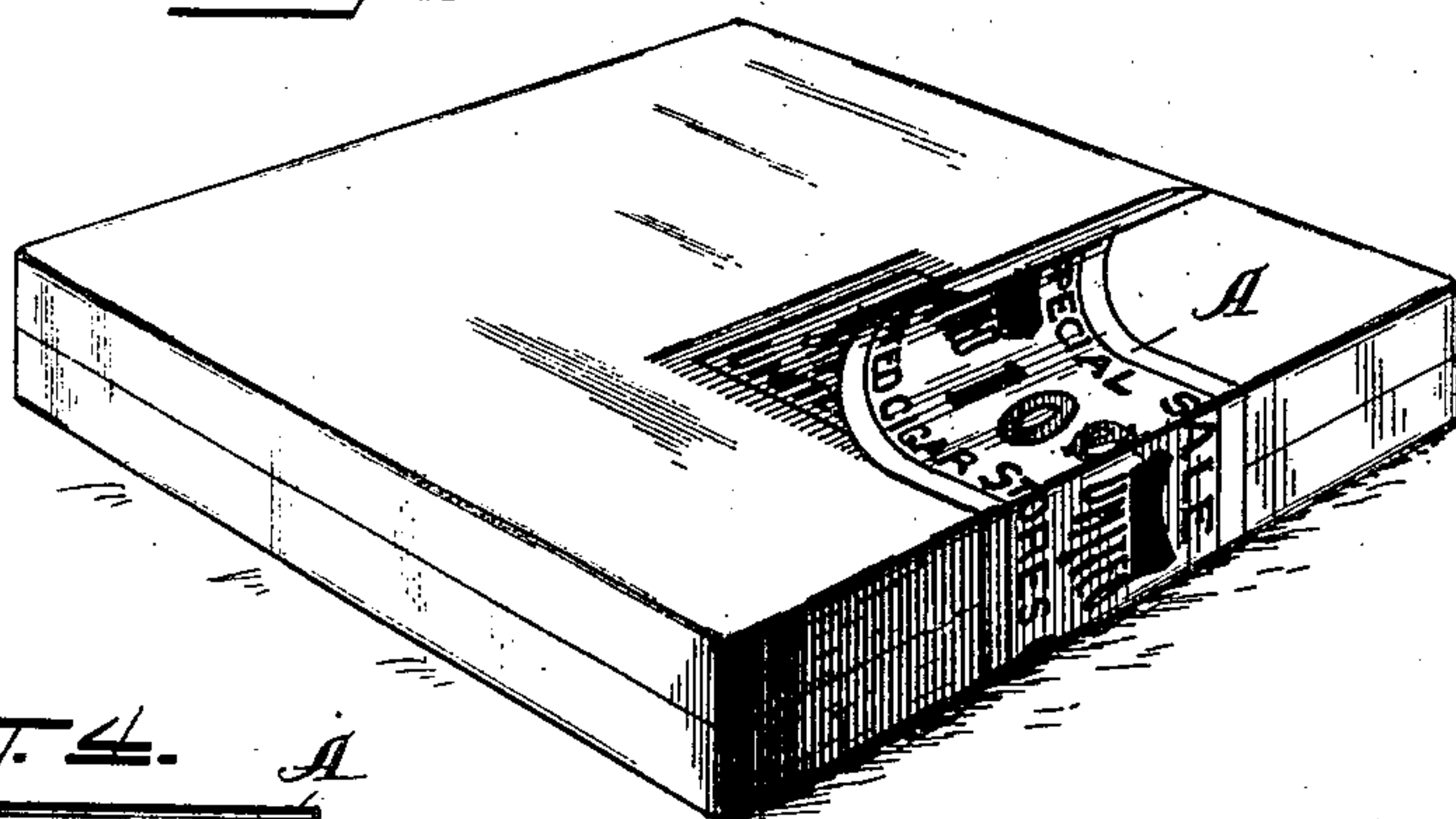


Fig. 4.

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UNITED STATES PATENT OFFICE.

GEORGE E. HOWARD, OF WASHINGTON, DISTRICT OF COLUMBIA,
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LABEL.

No. 841,321.

Specification of Letters Patent.

Patented Jan. 15, 1907.

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To all whom it may concern:

Be it known that I, GEORGE E. HOWARD, a citizen of the United States, residing at Washington, in the District of Columbia, have invented certain new and useful Improvements in Labels, of which the following is a specification.

My invention relates to an improvement in labels.

The object is to provide an identification-label which will afford a means of advertising the jobber, which cannot be destroyed or effaced without disclosing the fact, thus preventing counterfeiting, the refilling of packages, and the substitution of inferior goods for those advertised for sale under a different label. In other words, it is an object of the present invention to protect and advertise the first buyer of the goods.

With these objects in view my invention consists in certain novel features of constructions and combinations of parts, which will be hereinafter described, and pointed out in the claims.

In the accompanying drawings, Figures 1 and 2 are views of the opposite sides of one of these labels. Fig. 3 shows a package having one of the labels partly removed, and Fig. 4 is a sectional view of a label having its reverse surface coated with adhesive gelatin with the reverse printing thereon.

A represents the medium upon which the label subject-matter is applied. This medium may be of any suitable material and is preferably opaque, and on its obverse surface the particular label subject-matter is imprinted, as shown in Fig. 1, in any color or colors or ink and special designing to suit the taste. On the reverse side, as shown in Fig. 2, the identical subject-matter is imprinted in reverse, or, in other words, in position corresponding or approximately corresponding or in registry with the printing on the obverse side. This printing on the reverse side is in indelible transferable ink of any approved make, the function of which is to cause the reproduction or transfer of the label subject-matter upon the surface to which the label is applied, the mucilage, paste, or other liquid used in causing it to adhere being sufficient to effect this transfer.

The adhesive material may be applied to the surface to be labeled or to the label itself, and, as indicated in Fig. 4, my invention contemplates, if desired, a gelatinous coating of adhesive material on the reverse side, upon which the transferable subject-matter may be imprinted instead of being directly upon the medium A. This would be obviously another exemplification of the invention outlined throughout this entire application. In other words, the imprint on the reverse side may be directly upon the label or upon the gelatinous coating, as preferred.

In this way a label is provided which cannot be removed from the surface to which it is applied without leaving its imprint or a complete reproduction of the label, no matter whether it is scraped off with a sharp instrument or washed from the surface. In fact, the more water applied to remove the label the more distinct and indelible becomes the imprint left behind, so that an effectual means is provided for preventing the practice of deception on the part of a second dealer upon the retail trade. To illustrate: It frequently happens that a department store by purchasing goods in very large quantities—much larger than the average jobber ever purchases at one time—is enabled to place the goods thus purchased upon the market at a cost less than or equal to the regular wholesale price, so that the jobber not infrequently has found it to his advantage to purchase the goods of a first buyer in order to get the benefit of a reduced cost, because he can do so at a more advantageous price than he could purchase them from the wholesaler. Then by affixing his own label he would sell the goods over his own counter under his own name. To do this he would remove the first purchaser's label, if such purchaser considered it worth while to attach one. By the use of my present improved label this cannot be done, for when my label is once applied it cannot be removed without defacing the package or leaving an indelible trace upon it, and that is one of the purposes of my invention. It affords a means of advertisement for the first buyer and an effectual means of identification of his establishment with the goods and protection against

counterfeiting or the reselling under another name.

While I have set forth the essential features of the invention more or less in detail, it is understood that slight changes might be made without departing from the spirit and scope of my invention, and hence I do not wish to limit myself to the exact construction herein set forth; but,

10 Having fully described my invention, what I claim as new, and desire to secure by Letters Patent, is—

1. A label comprising a medium having label subject-matter thereon corresponding in position and superimposed on its obverse and reverse sides, said subject-matter being produced in reverse on the reverse side in indelible, transferable ink.

2. A label comprising a medium having duplicate subject-matter on its two sides in

registry with each other, the subject-matter on one side being in transferable ink.

3. A label comprising an opaque medium having the label subject-matter imprinted in or approximately in registry on its two sides, the printing on one side being in transferable ink.

4. A label printed in ordinary ink on one side and in reverse in indelible transfer-ink on the opposite side, said transfer-ink adapted to leave its imprint upon the surface to which the label is applied and made to adhere by the act of so attaching it.

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

GEO. E. HOWARD.

Witnesses.

H. C. BARNARD,
A. A. ALBERT.