

(No Model.)

H. J. TIBBALS.
LABEL.

No. 492,641.

Patented Feb. 28, 1893.

Fig. 1.

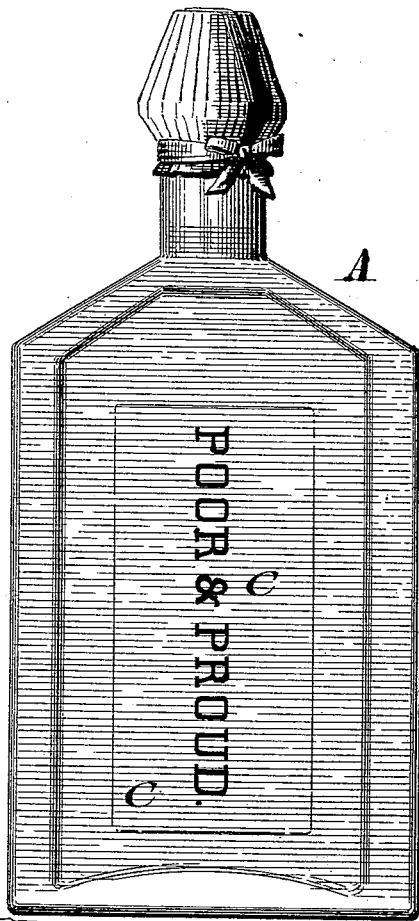


Fig. 2.



WITNESSES:

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SPECIFICATION forming part of Letters Patent No. 492,641, dated February 28, 1893.

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To all whom it may concern:

Be it known that I, HALSEY J. TIBBALS, a citizen of the United States, residing in the city and county of Philadelphia, State of Pennsylvania, have invented a new and useful Improvement in Advertising Devices, which improvement is fully set forth in the following specification and accompanying drawings.

10 My invention consists of an advertising device for a bottle or similar transparent vessel adapted to be seen through the bottle and its contents. For this purpose I utilize the back of the label of the bottle as a means for containing an advertisement so that the same
15 may be seen from the side of the bottle opposite to the face proper of said label.

20 Figures 1 and 2 represent views of opposite sides of a bottle having my advertising device applied thereto.

Similar letters of reference indicate corresponding parts in the two figures.

Referring to the drawings: A designates a glass bottle of usual construction, and B designates a label on the face thereof. On the reverse side or back of said label which is of such character as not to show through the

same, the printed matter on either side is printed or otherwise marked an advertisement such as C, whereby while the face of the label may be opposite to the person looking at the bottle, the advertisement C is apparent through the bottle and its contents, thus directing attention to the same, while the outer face of the label may not be noticeable.

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

1. A label of non-transparent material having advertisements on both sides thereof, and adapted to be secured to the side of a bottle, in combination with said bottle, the latter being formed of transparent material, substantially as described.

2. A transparent bottle having secured thereto a label with advertising matter on the back thereof, the material of the label being of a nature that the matter of one side may not be apparent at the other side, substantially as described.

HALSEY J. TIBBALS.

Witnesses:

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