W. J. TANZEY.

BOTTLE TAG.

APPLICATION FILED APR. 25, 1918.

1,350,890. Patented Aug. 24, 1920.

Fig. 2

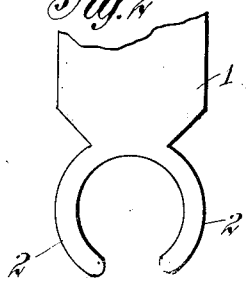


Fig. 3

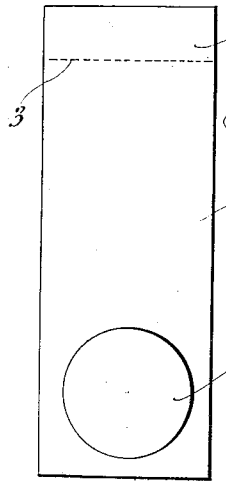
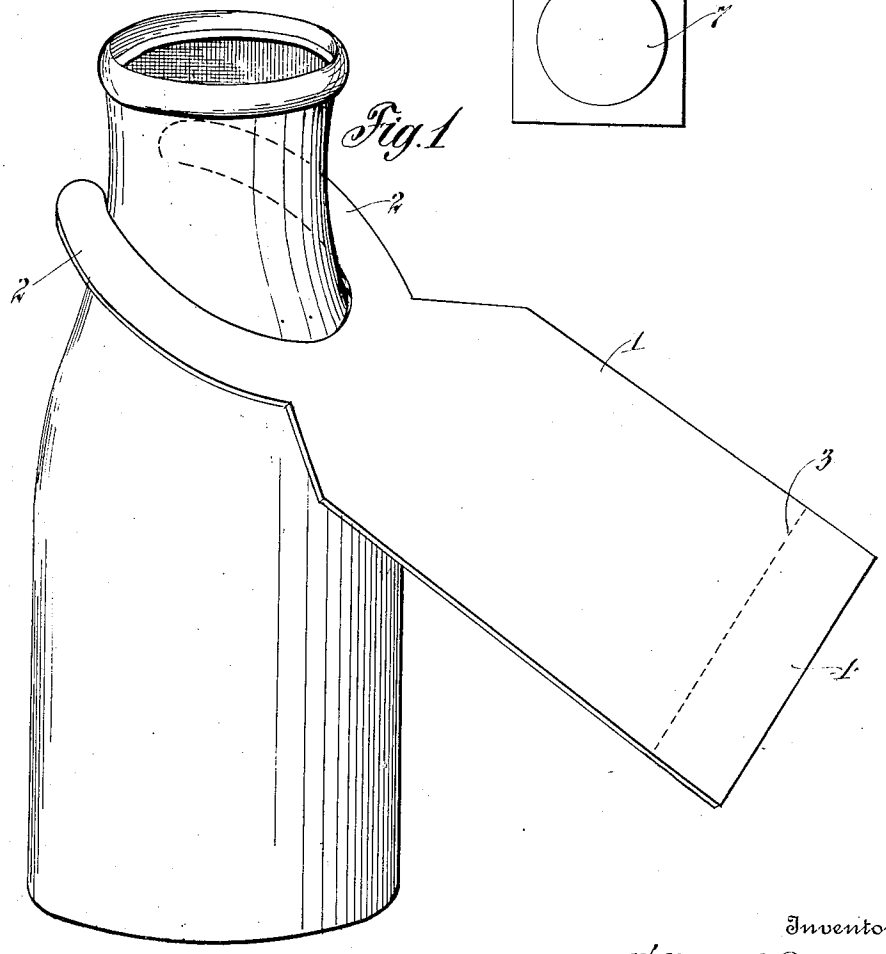


Fig. 1



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UNITED STATES PATENT OFFICE.

WILLIAM J. TANZEY, OF DETROIT, MICHIGAN, ASSIGNOR, BY MESNE ASSIGNMENTS, TO FREDERICK C. MATHEWS COMPANY, OF DETROIT, MICHIGAN, A CORPORATION OF MICHIGAN.

BOTTLE-TAG.

1,350,890. Specification of Letters Patent. Patented Aug. 24, 1920.

Application filed April 25, 1918. Serial No. 230,686.

To all whom it may concern:

Be it known that I, WILLIAM J. TANZEY, a citizen of the United States of America, residing at Detroit, in the county of Wayne and State of Michigan, have invented certain new and useful Improvements in Bottle-Tags, of which the following is a specification, reference being had therein to the accompanying drawings.

This invention relates to bottle tags and more particularly to an arrangement thereof whereby they may be readily applied to milk bottles or the like in such manner as to be readily detachable and to stand away from the body or neck of the bottle so that moisture on the bottle does not disfigure them or render any indicia thereof illegible. The device also provides means for bringing to the attention of customers other products put out by the dealer and may be used as a tag for advertising or other purposes which may be readily attached to a bottle without the use of strings or other means extraneous of the card or tag itself.

The invention consists in the matters hereinafter set forth and more particularly pointed out in the appended claims.

In the drawings,

Figure 1 is a view in perspective of a milk bottle provided with a tag that embodies features of the invention;

Fig. 2 is a plan view in detail of the upper portion of a tag, and

Fig. 3 is a view in detail of a modification of a tag.

As herein shown, a body 1 of suitable sheet material such as pasteboard or the like has oppositely disposed inturned arms 2 at one end with a space between the ends of said arms to facilitate the insertion of the neck of the bottle into the opening between the arms, said arms being adapted to yieldingly embrace the bottle neck so that the body of the tag will be supported thereby and stand outwardly therefrom. A weakened tearing line indicated at 3 that is either caused by indentation, a crease, or perforations, permits the severance of the lower portion 4 of the tag which may be a coupon or the like.

If preferred, the tag may be of any conformation with a suitable opening indicated at 7 in Fig. 3 to receive the neck of the bottle and serve the purpose of the arms.

As a result of this construction a tag is obtained that may be readily placed on a milk bottle or the like by the party delivering the bottle, is instantly accessible to a collector, and that forms a convenient method of presenting any matter which it is desired to bring to the attention of the customer, or by the customer to the dealer, the partially severed portion being in the nature of a coupon for use in transactions between the parties.

As will be seen from Fig. 1, the body portion 1 of the tag has dimensions greater than those of the apertured end of the tag, in addition to which the tag retains its sheet-like form when applied to the bottle. As a result, the tag, when positioned, extends outwardly from the bottle in such way as not to materially affect the ability to inspect the contents of the bottle. At the same time, the length of the tag is such that use of the bottle would be so inconvenient with the tag in position, that the user would inevitably remove it by pulling it away from the bottle neck, the material being such as to permit this to be done easily without affecting the body portion of the tag itself—it is immaterial whether the grasping or apertured end which embraces (either partially or entirely) the bottle neck is destroyed or not, the purpose of the tag being simply to place the body portion of the tag into the hands of the user, and thus bring the indicia contained on the body portion to the notice of the user. Obviously, this removal will be had at the time when the bottle is taken up and before any attempt is made to place it in storage, it being clear that it would be practically impossible to bring a plurality of containers or bottles carrying these tags into close proximity to each other. It will therefore be understood that the invention is designed mainly to provide for delivering the indicia to the recipient of the container through temporarily attaching the tag to the container in such a way as to practically force the user to remove it in order to make use of the container itself, the container forming a temporary carrier by which the tag can be delivered to the user.

Obviously, changes in the details of construction may be made without departing from the spirit of my invention, and I do not care to limit myself to the particular form or arrangement of parts shown.

What I claim as my invention is:—

1. As a means for presenting indicia, a flat sheet-like tag of paper board or the like and having the body portion adapted to carry indicia, and an end aperture adapted to embrace the neck of a container, said body portion having dimensions greater than those of the apertured end portions sufficient to cause the tag to extend away from the container a distance such as to prevent location of a plurality of containers in immediate proximity, the position of the tag on the container retaining the latter exposed to disclose its contents, whereby free visual inspection of contents is permitted in the presence of the tag and removal will be practically required in placing the container in use.

2. A tag as in claim 1 characterized in that the free end of the tag carries a detachable coupon of relatively small dimensions.

3. A bottle tag adapted at the upper end to loosely engage the neck of a bottle and provided with a detachable coupon at the other end.

4. A bottle tag having an opening at one end adapted to serve as a holding aperture for the neck of a bottle and at the other end with a detachable coupon.

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

WILLIAM J. TANZEY.

Witnesses:
C. R. STICKNEY,
ANNA M. DORR.