

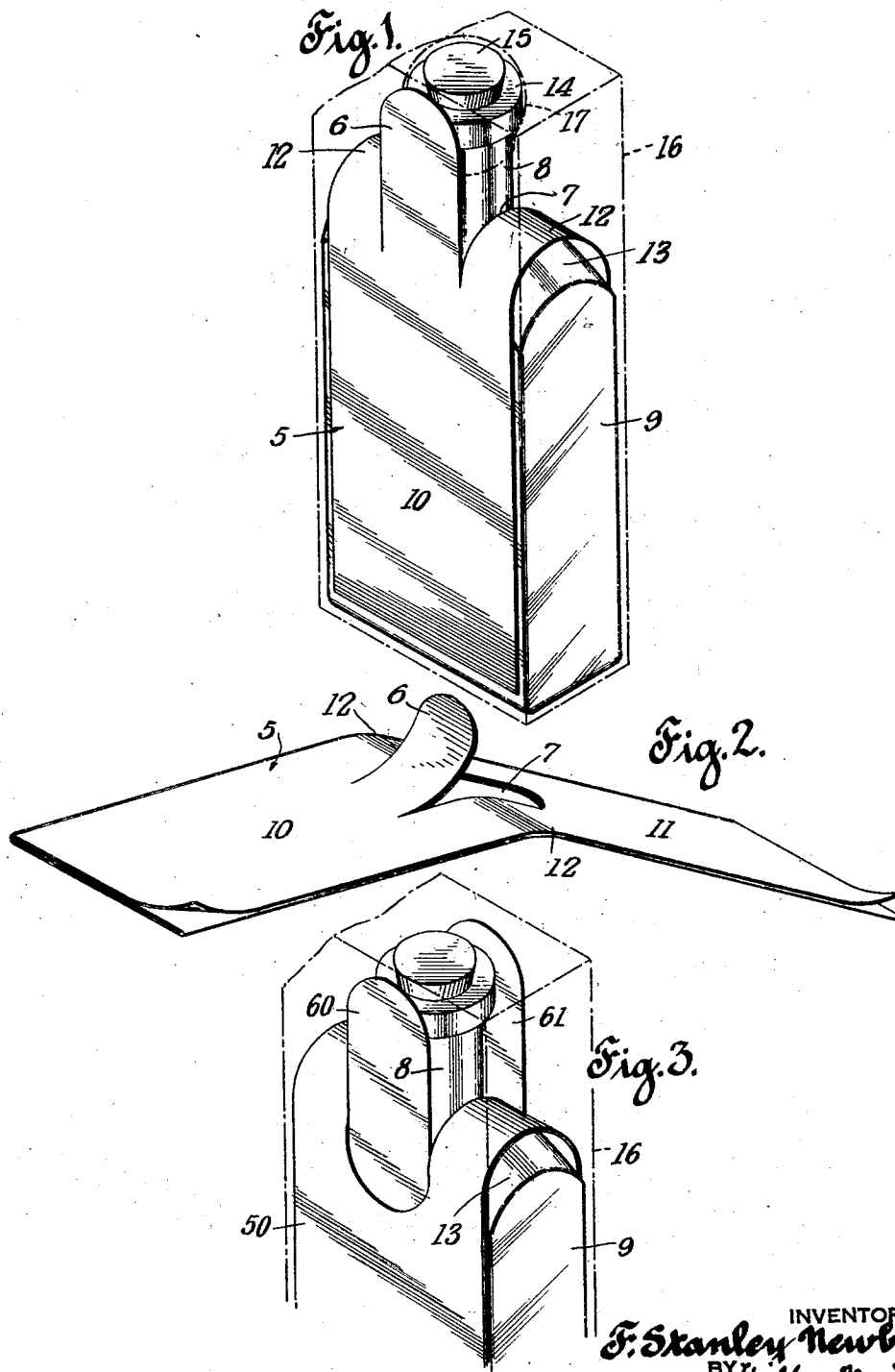
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METHOD OF SADDLING LITERATION UPON BOTTLES

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UNITED STATES PATENT OFFICE

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METHOD OF SADDLING LITERATION UPON BOTTLES

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Means for saddling descriptive, direc-
tionary, and commendatory literation upon
bottles which are ordinarily sold to the con-
sumer packed in cartons and which bottles
are intended to be removed from the cartons
by the consumer, (generally immediately
prior to the first opening of the bottle) in
such manner that as the consumer withdraws
the bottle from its encasing carton he must
needs also withdraw the paper constituting
not only cushioning material, but also litera-
ture which the manufacture or distributor
of the bottled goods wishes to bring to the
immediate attention of the consumer. Here-
tofore this combined packing material and
reading matter has in a great many instances
failed of its informative purpose due to the
fact that when most people open the package
they tear off the top end, and while holding
the carton in one hand withdraw the bottle
by taking hold of it by the neck with the
other hand and slipping the bottle out free
of the surrounding papers which thus re-
main unseen in the carton.

By means of my invention the papers must
of necessity come out of the carton with the
bottle and may be permitted to remain on the
bottle while it is being opened and its con-
tents removed, or may first be taken off the
bottle. In either case the one opening the
package has to actually see and handle the
papers, with the result that if the message
which they are intended to convey appeals
to him he undoubtedly will read the paper
through, and possibly hand it to some friend.
Whereas, if it remained in the carton as is
the general custom with the ordinary pack-
ing, he never would have seen it and the ap-
pealing parts would not have attracted his
eye.

The accompanying drawings illustrate the
preferred method of carrying out my inven-
tion, in which drawings

Figure 1 is a perspective view of a bottle
saddled with some papers according to my
invention, the carton containing the bottle
and papers being illustrated in shadow lines.

Fig. 2 is a perspective view of the bottle
enclosing papers before application to the
bottle, and

Fig. 3 shows a form of the device in which
the withdrawing tabs are located on both
sides of the bottle neck, the form shown in
Figs. 1 and 2 having a tab for one side only
of the neck.

The paper which is intended to carry print-
ing for conveying the desired message to the
opener of the package or the consumer of
the contents of the bottle is preferably a
folded sheet 5 having a tab 6 cut up from
the central portion. The opening 7 from
which the tab is cut is of sufficient dimen-
sions to nicely engage the neck 8 of the bottle
9 by which the paper 5 is intended to be car-
ried. The portions 10 and 11 of the paper
are adapted to overlie the front and back
faces of the bottle throughout practically
its entire extent. And the portions 12—12
are formed to rest upon the shoulders 13 of
the bottle, the tab 6 standing erect and ex-
tending in front of the neck 8 and the collar
14 of the bottle. The tab 6 preferably ex-
tends beyond the collar portion and also be-
yond the cork or closure 15.

The width of the tab and opening depends
somewhat upon the nature of the bottle and
of the imposed device 5, but I have found it
preferable to make the opening 7 approxi-
mately the width of the diameter of the neck.
By this means the shoulder portions 12—12
will spread apart while passing the collar
14 and then will closely engage the sides of
the neck to laterally stabilize the imposed
matter.

In Figure 1 the carton 16 is shown in
shadow lines to illustrate the manner of using
the invention. In employing my invention
the imposed matter 5, which generally con-
tains papers with some message for the open-
er of the package or the consumer of the con-
tents of the bottle, is placed in position on
the bottle with the tab overlying the neck
of the bottle, and the portions 12—12 resting
upon the shoulders of the bottle. The car-
ton may be closed at its top end and the bot-
tle neck first inserted through the bottom of
the carton, whereupon it will be closed.
When the consumer opens the carton he gen-
erally will open the top end, and to remove
the bottle will take hold of the neck. And

when he removes the bottle the imposed papers must necessarily come with it because in drawing the bottle from the carton the paper being saddled upon the shoulders of the bottle is drawn out. As a further assistance to the withdrawal of the papers, the tab 6 is located in such position that when the opener grasps the neck of the bottle he also grasps the tab. The tab will generally be in the way of removing the sealing cap 17 which is quite customarily used in pharmaceutical and toilet preparations at the present time, but it will be more convenient for him to first remove the paper 5 from the bottle. In this way he must necessarily see some part of the printed matter on the paper, and if the advertiser's art has been adroitly employed, he will read on.

Sometimes it may be desirable for the consumer to permit the paper 5 to remain on the bottle either for directions of using the contents or for other reasons.

In some cases it has been found desirable to employ tabs at both sides of the bottle neck. This form is illustrated in Fig. 3 in which the folded sheet 50 has a tab 60 struck up from the inner sheets and a tab 61 struck up from the outer sheets. When the bottle neck is inserted through the opening thus formed in the sheet the tabs 60 and 61 will be erected upon both sides of the bottle neck and will be in a position where both of them will ordinarily be grasped by the fingers of the opener of the package.

It will be apparent that various changes in construction may be made within the scope of the claims without departing from the spirit of my invention.

I claim:

1. A portion of foldable sheet material comprising a plurality of sheets having a tab struck up from some of the sheets and another tab struck up from other of the sheets, when the entire folded structure is bent crosswise of the cuts for the tabs an opening being provided and the tabs having their free ends extending in the same direction, and when the sheet is folded the free ends of the tabs being adapted to lie in opposite directions.

2. The combination with a bottle having a body portion, a neck and shoulders between the neck and body portion, of a paper folded into several sheets and having portions for overlying the front and back of the bottle, and an opening cut in its center portion for receiving the neck of the bottle at the sides of the opening, a fold of the sheet resting upon the neck of the bottle, a tab being cut from the sheets in forming such opening and extending upwardly in front of the neck of the bottle, the bottle and sheet being encased in a carton.

3. The combination with a bottle having a body portion, a neck and shoulders be-

tween the neck and body portion, of a paper folded into several sheets and having portions for overlying the front and back of the bottle, and an opening cut in its center portion for receiving the neck of the bottle at the sides of the opening, a fold of the sheet resting upon the neck of the bottle, a tab being cut from some of the sheets in forming such opening and extending upwardly in front of the neck of the bottle, the bottle and sheet being encased in a carton.

4. As an article of manufacture, a sheet folded upon itself a plurality of times, there being a tab cut from some of the sheets on one side and from other of the sheets on the other side at the center portion, the free end of each tab pointing toward the opposite end of the sheet, the structure being constructed and adapted for receiving the neck of a bottle in the opening from which the tabs were cut and the tabs being constructed and adapted to overlie the neck of the bottle at its respective sides.

In witness whereof, I hereby affix my signature this 31 day of May, 1929.

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