Dec. 8, 1925. 1,564,752

E. A. BROWN

ORDER CARD

Filed Sept. 19, 1925

Fig. 1.

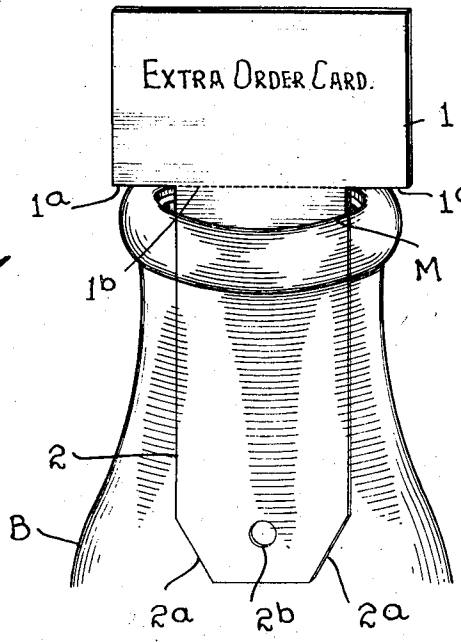



Fig. 4.

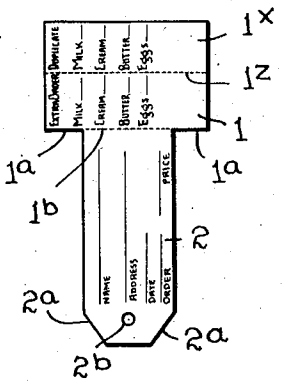



Fig. 2.

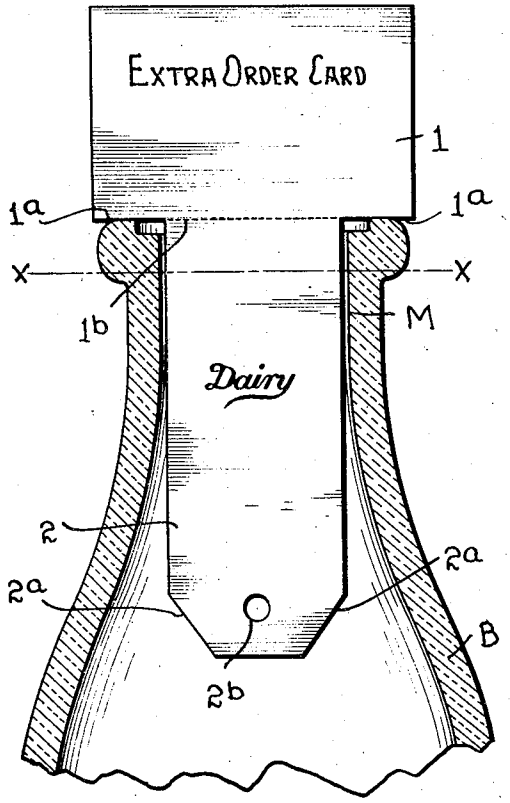
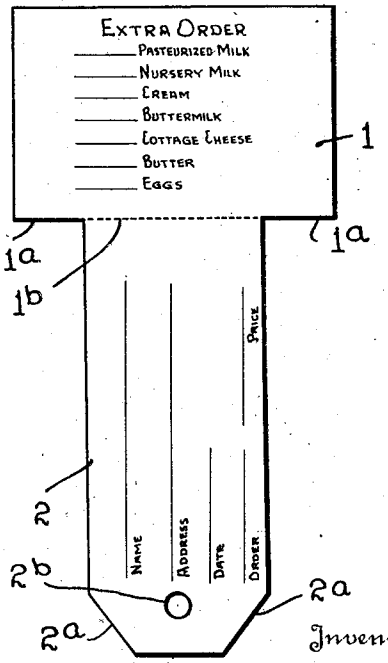



Fig. 3.




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His Attorney

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# UNITED STATES PATENT OFFICE.

EARL A. BROWN, OF NORTH WOODSIDE, MARYLAND.

## ORDER CARD.

Application filed September 19, 1925. Serial No. 57,396.

*To all whom it may concern:*

Be it known that EARL A. BROWN, citizen of the United States of America, residing at North Woodside, in the county of Montgomery and State of Maryland, has invented certain new and useful Improvements in Order Cards, of which the following is a specification.

This invention is a novel order-card or ticket adapted to be used in the ordering of additional merchandise from the purveyor or deliverer of same, and is especially designed for the ordering of milk, butter, eggs, cream or other dairy products. The invention relates to that class of order-card or ticket which is adapted to be inserted in the mouth of an empty milk or cream bottle, there to await the deliverer of such supplies.

A number of varieties of cards or tickets of this class have been designed in past years but have failed of being successful for a number of reasons; the greater class of such cards being designed to frictionally engage the sides of the mouth of the bottle. Without such frictional engagement the cards or tickets either fell into the bottle, there becoming soiled and illegible, difficult and even impossible to remove; or were blown away by the wind and lost. To provide such frictional engagement the order-card was provided with a lower portion of greater width than the interior diameter of the mouth of the bottle, the card being formed of relatively resilient or elastic material. To position the card or ticket within the bottle this aforementioned wider portion was compressed and then inserted in the bottle mouth; reliance being had upon the resiliency or elasticity of such compressed portion to expand and provide frictional engagement with the sides of the mouth of the bottle. If this compression be too great the card becomes cracked, fails of expansion and may either drop within the bottle or be blown away and lost.

A typical form of this type of order card is illustrated in the Uuited States Patent to Bailey, Number 813,764 dated February 27th, 1906; the card disclosed therein being designed to provide frictional engagement after such compression

In cards or tickets designed heretofore, frictional engagement is the essential feature to insure the secure positioning of such cards within the bottle mouth. This frictional engagement is objectionable. In the great majority of instances empty bottles left for the deliverer of milk, so-called the "milkman", are in a damp, moist, or wet condition. An order-card engaging frictionally the sides of said bottle will absorb the moisture therefrom; will become weakened and easily torn; soiled and illegible. In wintry or freezing weather a card engaging the sides of the mouth of a bottle and absorbing moisture therefrom will freeze thereto and will become soiled and further injured upon removal.

It is a major purpose of the present invention to provide an improved order-card or ticket adapted to be inserted into the mouth of a bottle which will not frictionally engage the sides thereof; which cannot fall within the bottle; which cannot be blown away and lost; which will not become soiled; and which may, if desired, provide an accurate and permanent record over the signature of the user for the book keeping or accounting department of the purveying company, of such additional orders. Further objects of the invention will be hereinafter set forth.

The accompanying drawing illustrates one practical order-card or ticket embodying the invention which will be described in detail to enable others to understand and use the same, but the invention is not considered restricted to the specific construction shown in the drawings, and reference is therefore had to the claims for summaries of the essentials of the invention and of the novel features of construction and novel combinations of parts for all of which protection is desired.

In the drawings:

Figure 1 is a view in perspective of the upper portion of a milk or cream bottle showing an improved order-card or ticket therein.

Figure 2 is a vertical sectional view through the upper portion of a milk or cream bottle illustrating in elevation an improved order-card positioned therein.

Figure 3 is a view in elevation of an order-card or ticket embodying the invention.

Figure 4 is a view in elevation of an order-card or ticket of modified form.

As shown in the drawings the improved order-card or ticket, which may be of any

suitable material, comprises an upper portion 1 and a lower portion 2 adapted to be inserted into the mouth M of the bottle B. The upper portion of the ticket is of greater width than the lower portion overhanging the same to provide shoulders $1^a$ which rest upon the upper edge of the bottle when the order-card is in position therein, thus preventing the card from falling within the bottle.

The lower portion of the ticket, while as aforesaid of less width than the upper portion, is of greater length than the said upper portion; the ratio between the two portions being such that the lower portion will present a greater surface area and be correspondingly of greater weight than the upper portion. This ratio of area and weight will result in the center of gravity of the order-card or ticket being on a horizontal plane below the line of division between the upper and lower portions of the ticket as defined by the shoulders $1^a$—$1^a$, as illustrated by the line *x*—*x* in Figure 2 of the drawings.

The order-card or ticket is so designed that, when positioned within the mouth of a bottle, the horizontal plane of its center of gravity will be substantially below the upper edge of the bottle; the center of gravity of the ticket thus falling within the bottle.

Experiments have proven that with a ticket thus formed, no amount of directionally applied wind force will result in the displacement or dislodging and blowing away of the order-card. Even in instances where the center of gravity of such order-cards is on a horizontal plane only a relatively small distance below the upper edge of the bottle, the order-cards, when positioned are securely seated and difficult to dislodge.

The width of the lower portion of the ticket should be such as to permit the ready insertion of the card in the mouth of the bottle. If desired the lowermost corners of the card may be beveled as indicated at $2^a$ to facilitate such insertion. To file the cards as upon a spindle or to permit the house-wife, with whom several cards might be left for future use, to hang such cards as upon a convenient nail or hook, each order-card or ticket might be provided with an aperture $2^b$ of suitable size adjacent the bottom thereof.

Suitable printed matter might be placed upon the ticket, as for example, on the one side, the name of the dairy or purveying firm and directions for the use of such tickets. On the other side of the order-card or ticket proper spaces might be provided for the ordering of the various desired commodities.

In the preferred form of the invention as illustrated in Figure 3 of the drawings; this data might be placed or printed upon the upper portion of the ticket; while proper spaces for the name and address of the purchaser, the date, the order, and the cost of such order might be printed upon the lower portion of said ticket. The ticket might, if desired be scored or perforated along a line $1^b$ coinciding with the shoulders $1^a$—$1^a$ for a purpose to be hereinafter more fully described.

After the order-card or ticket has been received by the "milkman" and the extra order noted thereon has been filled; the "milkman" leaves such cards at the offices of his company where proper charges are made customers having occasion to use such order-cards.

With printed matter of the aforesaid preferred form, the purveying company may file away such cards as a record and means of checking and rectifying any errors or disputes that may arise. If desired the lower portion of the ticket might be detached along the line of perforations $1^b$; the said lower portion per se being of a more convenient shape for filing purposes. It will be noted that with such preferred form of printed matter the lower portion of each ticket contains, in addition to the signature of the ordering customer, complete data relative each extra order.

In the form of the order-card or ticket illustrated in Figure 4, the order-card is provided with an auxiliary upper portion $1^x$ separable from the remainder of the card as by the line of perforations $1^z$. It will be noted that this auxiliary portion carries identical printed matter with the upper portion proper, so that the house-wife or user of the card may detach such auxiliary portion and thus keep a duplicate record of each extra order. As in the preferred form, the horizontal plane of the center of gravity of the ticket is below the plane of the line of division between said upper and lower portions as defined by the shoulders $1^a$—$1^a$.

If, through varying sizes of bottles it should be found that in some instances the lower portion of a standard-sized order-card or ticket be of greater width than the interior diameter of the mouth of the bottle and it be necessary to compress said portion of the card to position same within the bottle mouth; it is to be noted that such compression will in no way alter the fact that the center of gravity of the ticket will fall within the bottle, and the card will be securely seated in proper position.

There has thus been described an improved order-card or ticket of novel construction, adapted to be inserted in the mouth of a milk or cream bottle which can not be dislodged except by manual removal; a ticket which can not fall within the bottle; which will not become soiled or illegible; and

which may if desired form an accurate part of the book keeping or accounting records of the purveying company using such order-cards.

The invention having thus been described what is claimed is:

1. A T-shaped order-card consisting of a lower portion forming the stem of the T of less width and greater surface area than the head of the T, the lower portion of the card being adapted to extend within a container and being of less width than the mouth of the container, the head of the card forming shoulders overhanging the lower portion, the card resting on said shoulders and being adapted to span and project beyond both sides of the orifice in the container.

2. A T-shaped order-card consisting of a lower portion forming the stem of the T of less width and greater surface area than the head of the T, the lower portion of the card being adapted to extend within a container and being of less width than the mouth of the container, an aperture adjacent the bottom of the said lower portion the lowermost corners of said portion being cut-away, the head of the card forming shoulders overhanging the lower portion, the card resting on said shoulders and being adapted to span and project beyond both sides on the orifice in the container.

3. A T-shaped order-card consisting of a lower portion forming the stem of the T of less width than the head of the T, the lower portion of the card being adapted to extend within a container and being of less width than the mouth of the container, the head of the card forming shoulders overhanging the lower portion, the card resting on said shoulders and being adapted to span and project beyond both sides of the mouth of the container, the center of gravity of the card falling within the lower portion of the card on a plane below the plane of the overhanging shoulders.

In testimony whereof he affixes his signature.

EARL A. BROWN.