BOTTLE LABEL AND POCKET MEMBER

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by 

Attorney.
This invention relates, generally, to labels for containers, such as bottles, cans and the like; and the invention has reference, more particularly, to a container label providing a pocket for holding articles such as descriptive circulars, direction leaflets, and the like.

Hereinafter, when it was desired to furnish a descriptive circular, direction leaflet or similar printed matter with a container such as, for example, a bottle, it was generally necessary to enclose the bottle or other container in a carton and to insert the descriptive matter or leaflet into the carton beside the bottle. Commonly, however, the user, on withdrawing the bottle from its carton, would fail to remove the descriptive matter which latter would consequently be thrown away along with the carton so that when the user subsequently needed the descriptive matter it could not be had.

The present invention has for its principal object to provide a novel label and pocket member which when attached to a bottle or the like not only serves as a label therefor, but which also provides a suitable means for holding circulars or other descriptive matter.

Another object of the present invention lies in the provision of a label and pocket member of the above character which comprises a simple unitary structure which is arranged to have its parts retained in desired assembled relation by the mere operation of gluing or affixing the same to an exterior surface of a container.

Still another object of the present invention lies in the provision of a label and pocket member of the above character which has a desired fullness or depth, thereby enabling the easy and quick insertion of a circular thereinto or the removal of such circular therefrom.

A container, provided with the novel label and pocket member of this invention holding a descriptive circular, is caused to carry its descriptive circular, direction leaflet or the like with the same at all times, with the result that when the container is withdrawn from its carton by the user, the descriptive matter is not lost but can always be referred to whenever desired. Also, in some instances the carton may be dispensed with since it is not needed to retain the descriptive matter, thereby lessening the shipping costs.

Other objects of this invention, not at this time more particularly enumerated, will be clearly understood from the following detailed description of the same.

The invention is clearly illustrated in the accompanying drawings, in which:

Fig. 1 is a view in front elevation of a bottle provided with the novel label and pocket member of this invention, the said pocket member being illustrated as holding a circular;

Fig. 2 is a transverse sectional view taken along line 2—2 of Fig. 1;

Fig. 3 is a partial vertical sectional view taken along line 3—3 of Fig. 1;

Fig. 4 is a plan view of the blank or cut-out from which the novel label and pocket member of the invention is formed;

Fig. 5 illustrates the first folding step made in forming the label and pocket member from the blank of Fig. 4;

Fig. 6 illustrates the second folding step made in forming the label and pocket member;

Fig. 7 illustrates the third and last folding step made in forming the label and pocket member; and

Fig. 8 is a perspective view of the completed label and pocket member.

Similar characters of reference are employed in all of the hereinabove described views, to indicate corresponding parts.

Referring now to the said drawings, the reference numeral 10 designates a container, shown by way of illustration as a bottle, provided with the novel label and pocket member of this invention. The novel label and pocket member is designated as a whole by the reference numeral 11 and is illustrated as affixed as by gluing its rear surfaces to the front wall of the bottle 10, although it is to be understood that this label and pocket may be affixed to any other portion of the bottle if desired. The label and pocket member 11 provides an interior receiving pocket 12 open at its upper end. The pocket 12 is shown as containing a descriptive circular.
13, although it will be apparent that this pocket may be employed for holding articles other than circulars when desired.

The label and pocket member 11 is formed from a flat blank or cut-out, such as illustrated in Fig. 4, and may be of paper, cardboard or any other suitable material. This blank or cut-out comprises a front panel 14, an intermediate panel or flap 15 formed at one side of the front panel 14, a rear panel or flap 16 formed at the other side of the front panel 14 and a bottom flap or tab 17 formed at the bottom of the front panel 14.

The label and pocket cut-out or blank may be provided with scores 18, 19 and 20, if desired, at the sides and bottom of the front panel 14, especially when the cut-out is formed from thick material, such as cardboard, in which case the scores enable the ready folding of the intermediate, rear and bottom flaps over and upon the rear surface of the front panel 14, as will be described.

In the event that the cut-out is formed from thin material such as paper, the same need not be provided with scores separating the several parts thereof, in which event the numerals 18, 19 and 20 merely designate the dividing lines between the front panel and the remaining panels or flaps of the cut-out.

The front panel 14 is illustrated as formed with a recessed upper edge 22, which recessed edge discloses and emphasizes the pocket function of the label and also by being longer than a straight transverse edge increases the ease with which a descriptive circular may be inserted into the pocket. It is to be understood, however, that the edge may be straight in some instances.

The intermediate panel 15 is provided with an extension 23 which extends beyond the highest part of the front panel 14. Although this extension is illustrated in the drawings for the sake of simplicity as having substantially a semi-circular peripheral edge portion it will be apparent that the extension may have various configurations. Preferably the side edge of extension 23 adjacent front panel 14 is recessed or indented somewhat as indicated at 24 for a purpose to be described. In some instances for the sake of symmetry, both of the sides of extension 23 may be indented from the side edges of the panel 15. The lower edge of the panel 15 is substantially a continuation of the score or dividing line 20, but the lower edge of the rear panel 16 is elevated somewhat above the score or dividing line 20 so as to facilitate the folding of the blank.

In folding the cut-out or blank, the intermediate panel or flap 15 is folded along the score or line 18 over and upon the rear or inner surface of the front panel 14, as illustrated in Fig. 5. The rear panel 16 is then folded along the score or line 19 over and upon the intermediate panel 15 as illustrated in Fig. 6. Since the bottom edge of the rear panel 16 is upwardly offset somewhat from the score or line 20, this bottom edge extends transversely higher than the bottom edge of the intermediate panel 15 when the rear flap is folded, as illustrated in Fig. 6. The bottom tab 17 is now folded upwardly and upon the lower portion of the rear panel 16. The upward folding of the bottom tab 17 upon the rear panel 16 is rendered easy and the resulting pocket member so formed is prevented from being too bulky at its bottom since the lower edge of the rear panel is upwardly offset from the lower edge of the intermediate panel and consequently offers a minimum opposition to the upward folding of tab 17, as will be apparent.

The label and pocket member has now been completely formed, the rear view thereof being shown in Fig. 7. No glue whatever has been used in forming the novel label and pocket member of this invention although if desired, the tab 17 may be glued to the rear flap 16. To attach the label and pocket member to the bottle 10, it is merely necessary to either apply mucilage or other adhesive to the rear surfaces of the pocket member and affix the same to the bottle, or adhesive may be applied directly to the bottle and the rear surface of the pocket member pressed there against. It will be noted that with the label and pocket member attached to the bottle 10, the rear surface of the tab 17, portions of the rear panel 16 and the rear surface of extension 23 are all affixed to the bottle 10, there by causing the label and pocket member to be retained in assembled relation upon the bottle surface.

Owing to the presence of the recess or indentation 24 at the side of extension 23 and adjacent the juncture of the intermediate panel with the front panel, and to the fact that the intermediate panel is not glued or otherwise adhered to the rear panel, a desired fullness or depth is provided for the pocket 19 which enables the ready insertion of the descriptive circular 13 thereinto. Viewed in a different manner, the indentation 24 provides a loop extending along the right edge of the pocket 12 as viewed in Fig. 1, which loop permits the front panel 14 to be distended or pulled forwardly, thereby enabling the ready insertion of the circular 13. The indentation or recess 24 may be omitted in some instances, in which event the extension 23 being glued to the bottle 10 restricts the degrees to which the front panel may be pulled forwardly.

The front face of the front panel 14 serves as a label and may be provided with suitable means of identification as shown by way of example in Fig. 1, whereas the pocket 12 by providing a space for a descriptive circular eliminates possible loss thereof, and assures the same reaching the user of the bot-

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The content, as desired. The rear panel 16 is illustrated in the drawings as being somewhat wider than the front or intermediate panels, thereby providing for a relatively great surface of adhesion between the rear panel and the surface of the bottle 10. However, it will be apparent that the rear panel may be made of the same width as the other panels or even narrower, if desired. The extension 22 not only serves to secure the intermediate panel to the bottle surface, but also may be used in addition to the front panel for providing suitable print space for the label used on the bottle.

As many changes could be made in the above construction and many apparently widely different embodiments of this invention could be made without departing from the scope thereof, it is intended that all matter contained in the above description or shown in the accompanying drawings shall be interpreted as illustrative and not in a limiting sense.

What is claimed is:

1. A container label of the character described, comprising a front panel, an intermediate flap provided along one edge of said front panel and folded over and extending completely across the rear surface thereof, said intermediate flap being provided with an upper extension extending above said front panel, a rear flap provided along another edge of said front panel and folded over the rear surface of said intermediate flap, and a bottom flap provided along the bottom edge of said front panel and folded over the rear surface of said rear flap, said front panel, and said intermediate, rear and bottom flaps forming a pocket member arranged for attachment to a container, the exposed rear surfaces of said rear flap, said bottom flap and said intermediate flap extension providing adhesive receiving surfaces for securing said pocket member to the container and for holding the parts of said pocket member in assembled relation.

2. A container label of the character described, comprising a front panel, an intermediate flap provided along one edge of said front panel and folded over and extending completely across the rear surface thereof, said intermediate flap having an upper extension, a rear flap provided along another edge of said front panel and folded completely across the rear surface of said intermediate flap, and a bottom flap provided along the bottom edge of said front panel and folded over the rear surface of said rear flap, said front panel, and said intermediate, rear and bottom flaps forming a pocket member having a receiving opening at its upper end, said intermediate flap upper extension and said rear and bottom flaps having exposed portions at the rear of said pocket member for receiving an adhesive adapted to secure said pocket member to the container and the respective flaps in pocket forming relation.

3. A container and a label of the character described for said container, said label comprising a front panel, flaps formed along the edges of said front panel and folded over the rear surface thereof to provide, with said panel, a pocket member, said pocket member having an upper receiving opening therein, and an indentation formed adjacent one side of said receiving opening, whereby a desired fullness is given to said pocket, said pocket having it rearward exterior surface affixed to said container, and identifying indicia depicted on said front panel.

In testimony that I claim the invention set forth above I have hereunto set my hand this twenty-eighth day of February, 1930.

STUART M. ANDREWS.