July 25, 1939. H. A. KROPP 2,167,305

LABEL

Filed Sept. 20, 1938

Fig. 1.

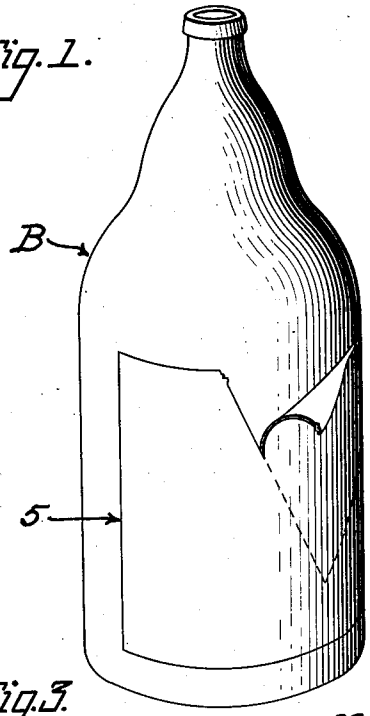


Fig. 2.

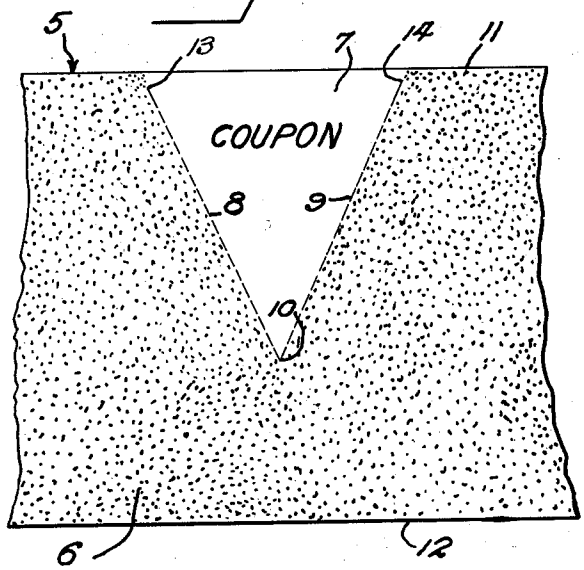
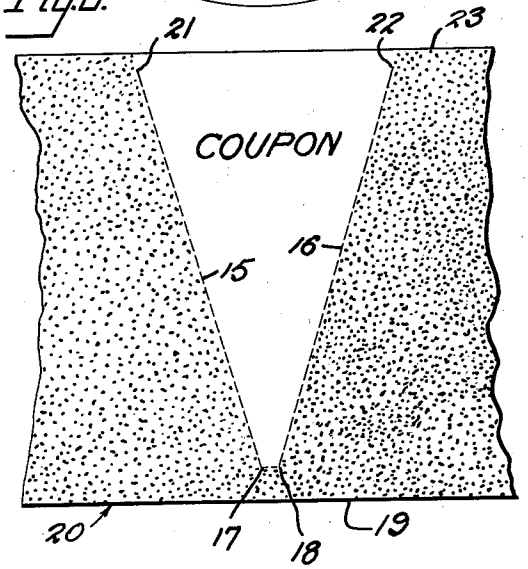


Fig. 3.



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LABEL

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Application September 20, 1938, Serial No. 230,860

1 Claim. (Cl. 40—4)

This invention relates to improvements in labels generally, and refers particularly to labels adapted to be attached to bottles and other containers.

The main object of the invention is to provide a label having thereon the usual type of description of the contents of the bottle or container to which it is applied; and having thereon an area defined by perforations or rows of perforations and adapted to receive on the rear face thereof any one of a number of different insertions, which may take the form of toasts, verses, riddles, and illustrations of hands in card games, etc.

Labels of this character are applied by machines operating at comparatively high speed. Therefore, it is necessary to have the labels constructed in such manner as they will not tear apart while they are being applied to the bottles or containers. Accordingly, in labels constructed in accordance with the present invention, the perforations are not continued to the edges of the labels, and thereby present unperforated areas adjacent the edges which are sufficient to withstand the strains of the machine in applying the labels and insure the application of the labels as a whole to the various containers.

Other objects, advantages and novel details of construction of this invention will be made more apparent as this description proceeds, especially when considered in connection with the accompanying drawing.

In the drawing:

Figure 1 is a perspective view of a bottle having applied thereto a label embodying my invention, and illustrating a detachable portion thereof partly removed;

Figure 2 is a rear elevation of the form of the invention illustrated in Figure 1;

Figure 3 is a fragmentary rear elevation of a modified form of the said invention.

Referring to the drawing, in which similar parts are designated by like numerals:

The reference numeral 5 designates a label secured in the usual manner to a bottle B. The label 5 comprises a main body portion 6, having the rear surface provided with an adhesive, and separated from an ungummed triangular portion 7, defined by two rows of perforations 8 and 9, diverging from a point 10, located between the upper and lower edges 11 and 12 of the label, to points 13 and 14 adjacent the said upper edge 11.

That part of the triangular portion 7 between the points 13 and 14 and the upper edge 11 forms a continuation integral with the main body portion 6. Preferably the points 13 and 14 are located about $\frac{3}{32}$ of an inch from the edge 11. When the label is applied to a container, it will be obvious that a downward pressure of the finger along the upper edge of the triangular portion 7 will be sufficient to start the operation of separating the triangular portions 7 from the main body of the label along the converging lines 8 and 9. At the same time, this ungummed strip between the points 13 and 14 and the edge 11 reinforces the main body of the label sufficiently to prevent the machine from tearing the label apart during the operation of applying the labels to a container.

The front face of the label 5 is intended to receive the usual printed matter descriptive of the contents of the bottle or other container to which it is applied. The ungummed portion 7 is intended to receive data relating to games, puzzles, songs, toasts, etc., which might be of interest to a customer. This form of label is preferably designed to receive printed matter on the back of the ungummed portion, so as to form a coupon or redemption medium as a part of the bottle beverage packages. This construction places such coupons or redemption mediums in the hands of the consumers of bottle beverages in the same manner as loose coupons are enclosed inside the containers of food products; and enables the merchandising of bottle beverages in the same favorable manner as other packaged food products are merchandised. Furthermore, having the coupons formed as "tear-out" parts of the regular labels, makes it practically impossible for anyone to counterfeit the coupon, and protects the users against fraud.

The form of the invention illustrated in Figure 3 differs from that illustrated in Figures 1 and 2 in that the inclined rows of perforations 15 and 16 do not meet at a point but terminate at the lower ends in the points 17 and 18, spaced apart from the lower edge 19 of the label 20, sufficiently to provide the reinforcement necessary to obviate the tearing of the label adjacent its lower edge. The upper ends of the lines of perforations 15 and 16 terminate at the points 21 and 22 spaced about $\frac{3}{32}$ of an inch from the upper edge 23 of the label.

The lines of perforations terminate at the lower end at points separated from the lower edge of the label through a distance sufficient to provide a reinforcing strip for the lower edge of the label to prevent the tearing of the label

during the application thereof to a bottle or container by the usual labelling machine.

It is not essential that all of the label outside the ungummed area be coated with adhesive. It is necessary only that the label outside this area be provided with adhesive sufficient to apply the labels properly to the containers in the manner common to well known labelling machines.

Numerous variations may doubtless be devised by persons skilled in the art, without departing from the principles of my invention. I, therefore, desire no limitations to be imposed on my invention, except such as are indicated in the appended claim.

What I claim is:

In combination with a bottle, a label affixed thereto having a portion intended to be torn out from the upper edge of said label while the bottle is resting on its bottom, said portion being in part defined between lines of weakness starting at points a short distance inwardly of said upper edge and convergent toward the bottom edge of said label, said portion including also the laterally unweakened area between said upper edge and an imaginary line joining said starting points, said portion to be torn out being free from adhesive and devoid of any transecting lines of weakness.

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