Aug. 1, 1972 E. H. RICHIE ET AL 3,681,160

METHOD FOR OVER-LABELING GABLE TOPPED CONTAINERS

Original Filed Jan. 19, 1968 3 Sheets-Sheet 1

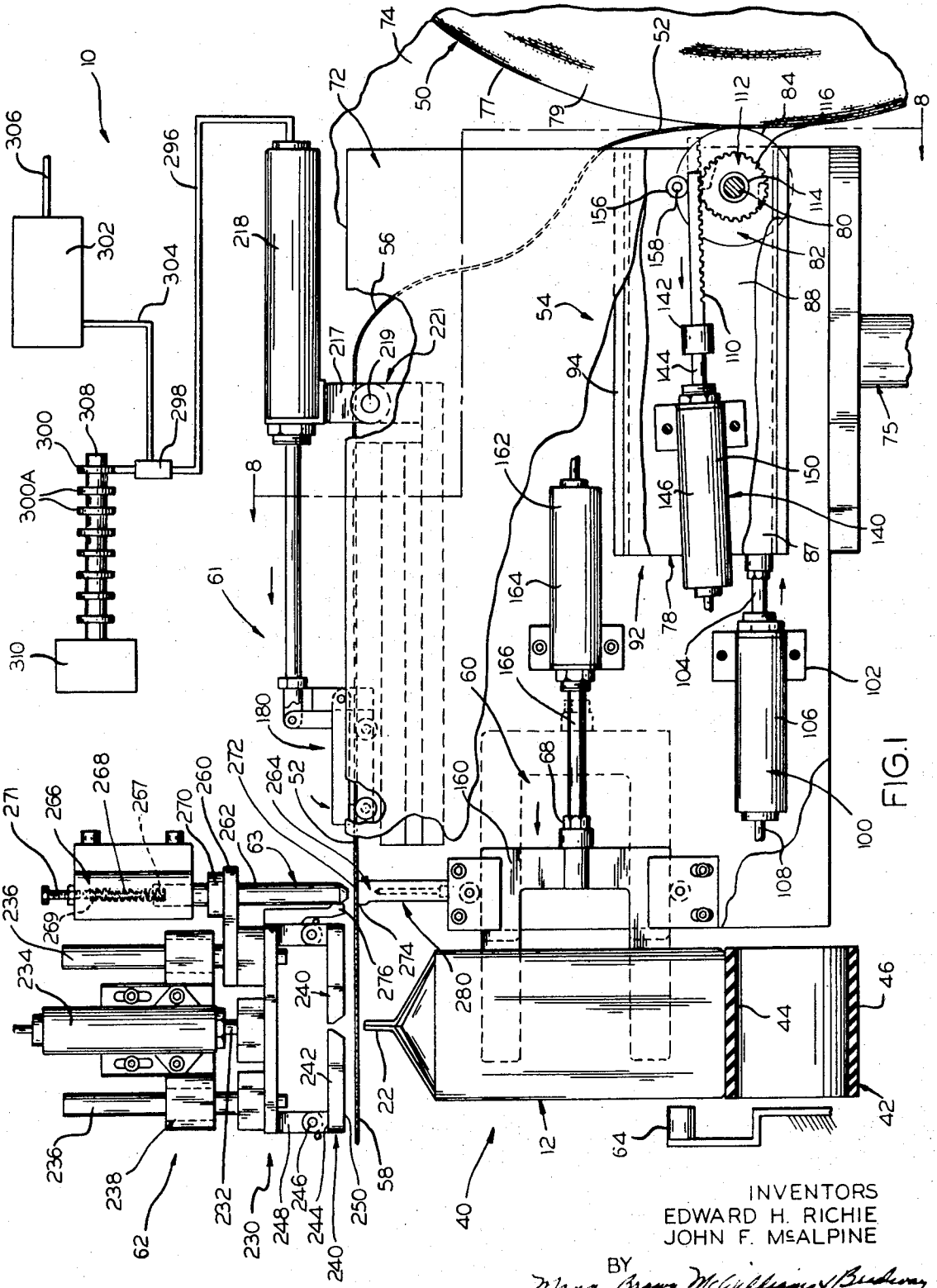


FIG. 1

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METHOD FOR OVER-LABELING GABLE TOPPED CONTAINERS

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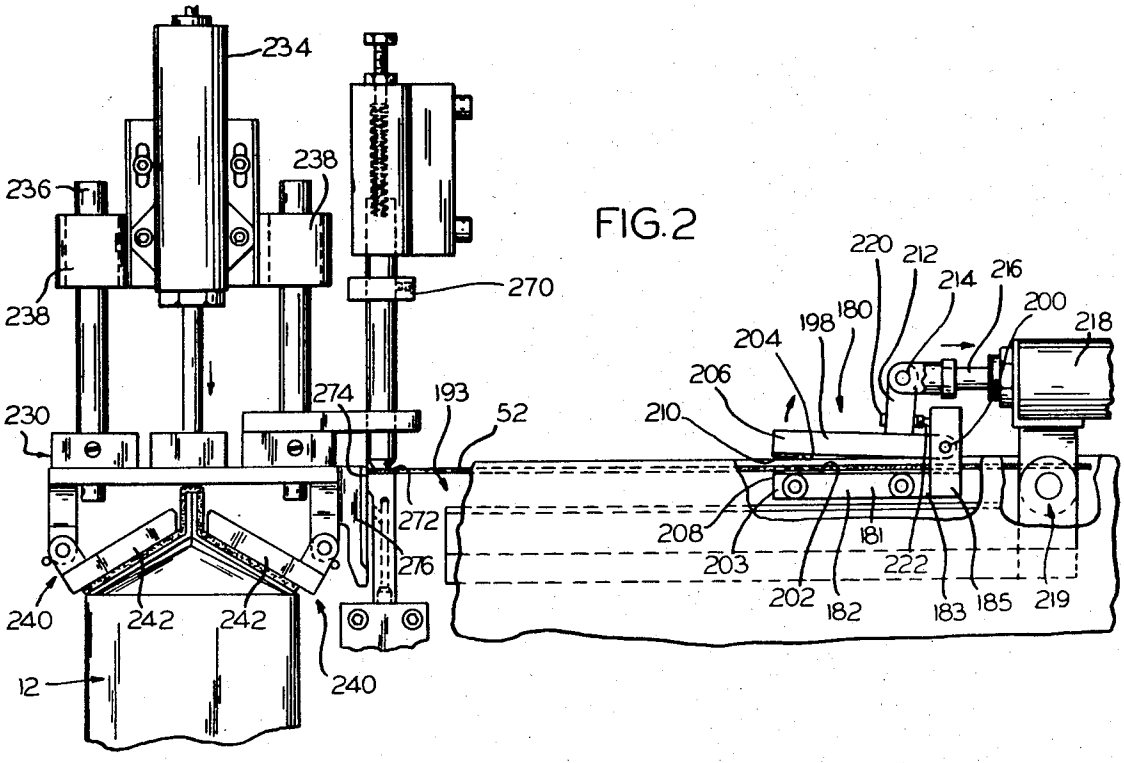


FIG.2

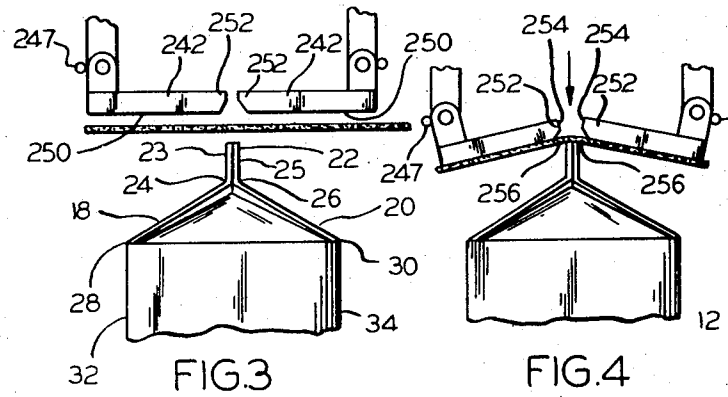


FIG.3

FIG.4

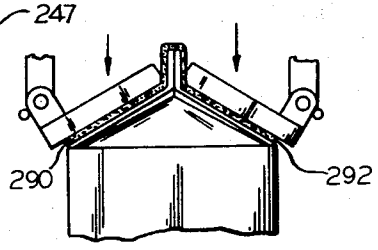


FIG.5

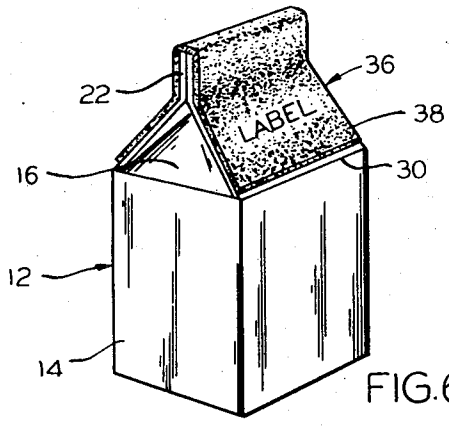


FIG.6

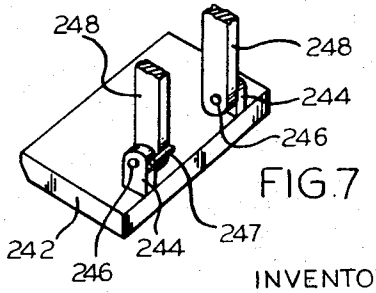


FIG.7

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METHOD FOR OVER-LABELING GABLE TOPPED CONTAINERS

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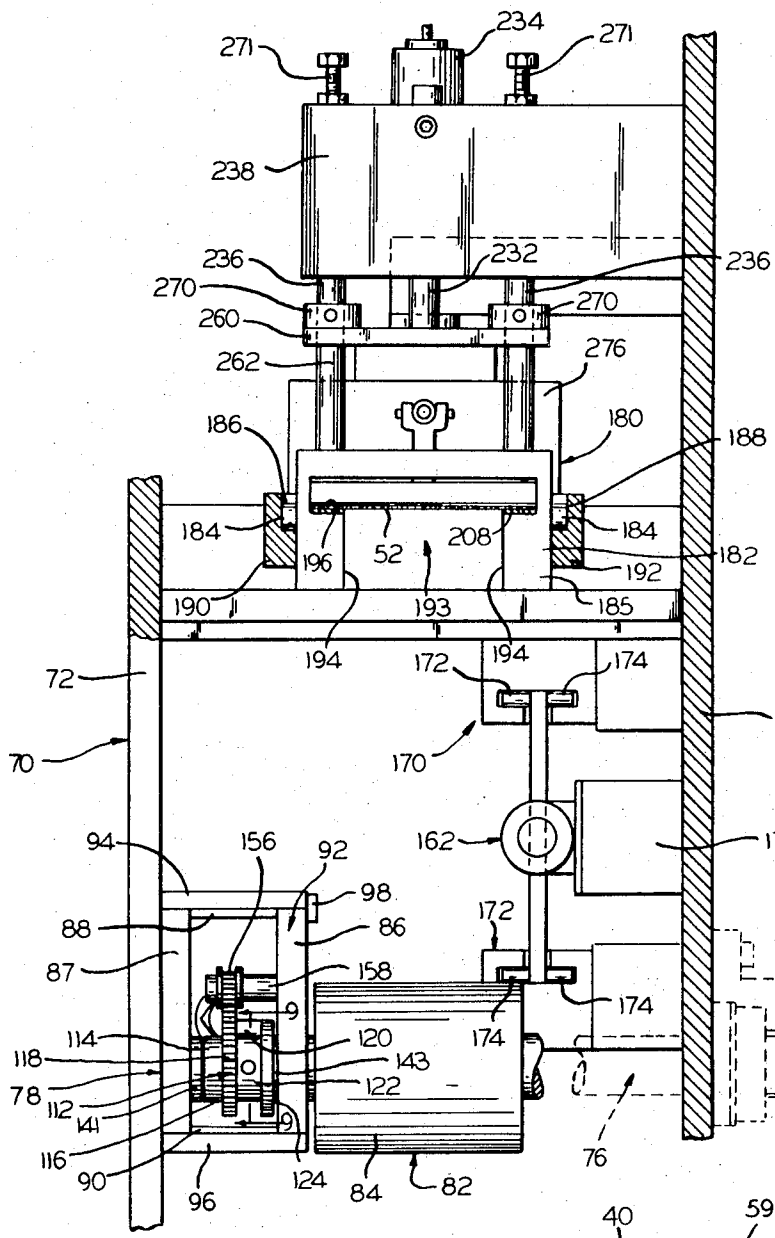


FIG.8

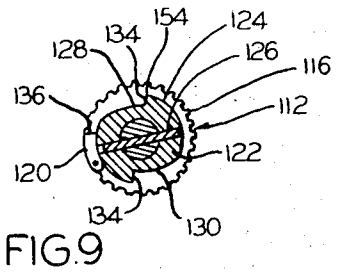


FIG.9

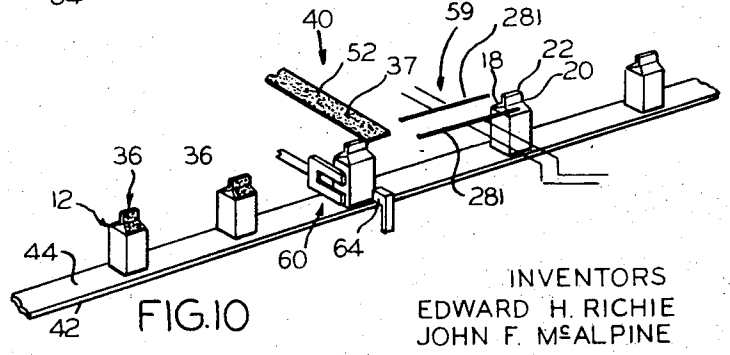


FIG.10

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3,681,160

METHOD FOR OVER-LABELING GABLE TOPPED CONTAINERS

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Original application Jan. 19, 1968, Ser. No. 699,155, now Patent No. 3,558,403. Divided and this application June 1, 1970, Ser. No. 54,047

Int. Cl. G09f 3/10

U.S. Cl. 156—212 2 Claims

ABSTRACT OF THE DISCLOSURE

The invention is concerned with a method and apparatus for over-labeling gable top containers or cartons for milk and the like in which the containers are fed past a labeling station at which they are consecutively halted for application thereto of the label across the top thereof. A strip of labels is intermittently fed from a roll, in timed sequence to the presence of a container to be labeled at said labeling station, to dispose the label forming segment of the strip in label applying position over the halted container, after which the label is severed from the strip and pressed against the container top to apply it thereto, with the label being oriented to extend transversely of the container peak.

This application is a division of our copending application Ser. No. 699,155, filed Jan. 19, 1968, now Pat. No. 3,558,403.

This invention relates to a method and apparatus for labeling gable top containers, and more particularly to a method and apparatus for applying a label across the top of such containers in the manner that advertising and/or trademark indicia applied thereto will be shown to best advantage.

Products such as milk or the like have come to be widely distributed in the familiar gable topped paperboard carton or container and are merchandised on a large scale in supermarket facilities or the like where they are displayed in the familiar dairy case that ordinarily contains milk and and other similar products. It has occurred to us that since something on the order of 90 percent of the people who shop at supermarkets go by the dairy case, the display of milk cartons usually contained by same offers a significant opportunity for advertising that is not sufficiently taken advantage of due to the lack of suitable means to inexpensively apply suitable advertising to the cartons in such a manner that it will be advantageously displayed.

A principal object of this invention is to provide a labeling arrangement for the familiar gable top milk carton and the like that may be readily applied to the container following mass production techniques whereby advertisting may be advantageously displayed at the point of sale of the carton.

Another principal object of the invention is to provide a method and apparatus for efficiently over-labeling the familiar gable top carton or container on a mass production basis at the locale of the carton filling location.

Other objects of the invention are to provide an apparatus for feeding a strip of labels from a roll of same

to a labeling station, to provide apparatus for severing the individual labels from the strip at the labeling station and apply same to the individual cartons, and to provide labeling apparatus that is economical to make, install, and operate, is reliable and consistent in use, and that provides an advertising label for milk cartons and the like that insures advantageous display of advertising indicia right at the point of sale of the carton.

Still other objects, uses, or advantages will be obious or become apparent from a consideration of the following detailed description and the application drawings in which like reference numerals indicate like parts throughout the several views.

In the drawings:

FIG. 1 is a diagrammatic side elevational view of one specific embodiment of the invention, with parts broken away to expose other parts and with the control mechanism involved shown largely in schematic block diagram form, and showing the machine positioned to apply a label to a gable topped carton;

FIG. 2 is similar to FIG. 1, showing the manner in which the label is applied to the carton;

FIGS. 3, 4 and 5 illustrate the sequential positions that the machine label engaging feet go through in applying the label to the carton;

FIG. 6 is a diagrammatic perspective view showing a carton having the label contemplated by this invention applied thereto;

FIG. 7 is a diagrammatic perspective view of one of the label engaging feet of the machine;

FIG. 8 is a diagramamtic end elevational view, partially in section, and taken substantially along line 8—8 of FIG. 1;

FIG. 9 is a fragmental cross-sectional view substantially along line 9—9 of FIG. 8; and

FIG. 10 is a diagramamtic perspective view illustrating basic aspects of the label applying procedure contemplated by this invention.

However, it is to be distinctly understood that the specific drawing illustrations provided are supplied primarily to comply with the requirements of the patent code, and that the invention may have other specific embodiments which will be obvious to those skilled in the art that are intended to be covered by the appended claims.

GENERAL DESCRIPTION

Reference numeral **10** of FIG. 1 generally indicates one embodiment of our invention arranged to apply labels to the familiar gable topped carton **12** that is widely used for packaging milk and similar products, one of which is shown diagrammatically in FIG. 6. Such cartons or containers are conventionally formed from a paperboard material laminated on either side with a polyethylene coating for liquidproofing and sealing purposes, which usually takes the form illustrated including a body portion **14** of generally quadrilateral transverse cross-sectional configuration and a gable top **16** defined by the familiar sloping side surfaces **18** and **20** separated by a peak **22** that projects upwardly a short distance above the upper ends **24** and **26** of surfaces **18** and **20**. Surfaces **18** and **20** at their lower portions terminate in edges **28** and **30**, respectively, which merge into the opposed side walls **32** and **34** of the container **12**.

In accordance with our invention, a label **36** is applied to the container top **16**, and specifically to the sloping surfaces **18** and **20** thereof, over the peak **22**, as indicated in FIG. 6. The label **36** is quadrilateral (usually rectangular) in configuration and when applied to the container **14** defines an upwardly or outwardly facing surface **38** that extends substantially between the edges **28** and **30** and thus provides a broad surface for displaying advertising and trademark indicia.

In applying the label **36** of the invention to the carbon **12**, apparatus **10** or its equivalent is employed, which preferably is located at the plant or other facility where cartons **12** are filled. Apparatus **10** may be located between the carton filler apparatus and the carton caser in which the filled cartons are put into packing cases of twelve each.

In accordance with this invention, the individual cartons **12** are conveyed single file and in spaced apart relation through a labeling station **40** (FIGS. 1 and 10) at which apparatus **10** or its equivalent is mounted, and this may be done by employing an endless belt conveyor **42** defining upper and lower runs **44** and **46** that are trained for operation as an endless conveyor in any suitable manner, the cartons **12** being positioned on the conveyor upper run **44** in upright position with the peaks **22** of the cartons extending longitudinally of the conveyor. Conveyor **12** is arranged in any conventional manner so that the cartons proceed in a stable manner as they are conveyed by conveyor **42**.

In practicing this invention, the individual labels **36** are supplied integrally united in strip form wound on a supply reel **50** from which the strip **52** is unwound by an unrolling mechanism **54** to form a slack portion **56** from which the strip is intermittently pulled by positioning mechanism **61** to dispose the leading end **58** of the strip in labeling position over a carton **12**, which is briefly halted by gate mechanism **60** as the carton **12** moves through labeling station **40** for application of the label. The slack portion should contain at least one label length of slack over that which would make it taut to avoid pulling against anything but the weight of the label strip portion **56** when mechanism **61** is operated.

The strip **52** and carton **12** being appropriately positioned relative to each other for application to the carton of the label severing mechanism **63**, mechanism **63** is operated to sever the label **36** from strip **52**, as as **37** (see FIG. 10) in moving from the positions of FIGS. 1 and 3 to the position of FIG. 4, and then the applying mechanism **62** deflects the label against the carton peak and presses it into place against the carton top side surfaces **18** and **20** as well as the side surfaces **23** and **25** of the peak, in the manner shown in FIG. 5. For this purpose, the cartons **12** have their tops **16** heated, as they move up to station **40**, by passing them in close adjacency to a suitable heating device, such as a Calrod heater diagrammatically illustrated at **59**, in FIG. 10, to make their outer surfaces tacky, so that the label will adhere to the container.

The newly formed label **36** is then released, and gate mechanism **60** is operated to again permit forward movement of the carton **12** under the action of conveyor **42**.

The mechanisms **54**, **60**, **61**, **62** and **63** are preferably arranged to operate in split second timing relation with respect to each other and the movement of the cartons **12** through labeling station **40**, and for this purpose are preferably operably associated by a centralized actuating mechanism for controlling them which is operated by a suitable sensing mechanism that senses the approach or presence of a carton **12** entering station **40**, such as electric eye **64**.

It is contemplated that the reel **50** will contain a label forming strip **52** of sufficient length to last the usual eight hour work day, and apparatus **10** is capable of labeling cartons **12** at the rate of seventy-five labels a minute.

SPECIFIC DESCRIPTION

In the specific form illustrated, the apparatus **10** is associated with a suitable housing **70** that is only partially illustrated since it may be of any convenient type, and which includes spaced side walls **72** and **74** (see FIG. 8) between which the principal components of apparatus **10** are mounted. Housing **70** may be mounted on a suitable support **75**.

The reel **50** is suitably removably journalled on appropriate shaft **76** (shown in dashed lines in FIG. 8) that may be journalled between housing in any suitable manner. It may comprise a suitable drum (not shown) fixed to shaft **76** and on which strip **52** is wound, which drum is provided on one end thereof with a suitable backing plate **77** against which the roll **79** of strip **52** is placed in applying same to the reel.

The unrolling mechanism **54** comprises a frame structure **78** mounted for movement toward and away from the reel **50** and journalling a shaft **80** (see FIG. 1) to which is keyed a feed roller **82** defining a cylindrical label strip engaging surface **84** formed of rubber or other resilient material of suitable frictional and non-wearing characteristics for engaging the roll **79**. The frame structure **78** in the form shown is defined by spaced side plates **86** and **87** between which the shaft **80** is journalled, which are joined together by upper and lower plates **88** and **90**, with the frame structure **78** being mounted in trackway **92** defined by spaced plates **94** and **96** that are fixed to housing side plates **70** in any suitable manner, as by welding. Guide bar **98** (see FIG. 8) affixed to plate **94** retains frame **78** against lateral displacement.

The feed roller **82** is biased against the reel **50** by any suitable biasing mechanism, such as the air operated cylinder **100** of FIG. 1 that is fixed to housing side wall **72** by suitable bracket **102** and includes an air operated piston that biases piston rod **104** outwardly of cylinder **106** under the action of a suitable supply of air supplied to air cylinder device **100** through line **108**, the intention being that as roll **79** is reduced in diameter by the unreeling of label forming strip **52**, the feed roller **82** is advanced to the right of FIG. 1 to maintain the desired frictional engagement with the strip **52**.

The feed roller **82** is rotated to supply one label length of strip **52** to slack portion **56** in the aforeindicated time relation by a rack **110**. In the form shown, rack **110** engages gear **112** that is mounted on shaft **80** for free wheeling movement with respect thereto. The gear **112** comprises a hub portion **114** and a flange portion **116** in which gear teeth **118** are formed. The gear flange portion **116** has pivoted thereto (see FIG. 9) a pawl **120** that is spring biased in any suitable manner to ride on the periphery **122** of the hub **124** that is keyed to shaft **80** by pin **126**.

The periphery **122** of hub **124** is formed with a pair of diametrically spaced notches **128** and **130** each respectively defining abutment surfaces **132** and **134** that are respectively engaged by the end surface **136** of the pawl **120** when the gear **112** is rotated in the appropriate direction by operation of rack **110**.

Gear **112** and hub **124** are mounted on shaft **80** between suitable spacers **141** and **143**, in the form shown.

Rack **110** is connected to air cylinder device **140** by a suitable coupling **142** which connects same to the air cylinder device piston rod **144** that is actuated by supplying air to the cylinder **146** of device **140** in any suitable manner to move the rack **110** from the dashed line extended position of FIG. 1 to the full line position thereof, at the end of which stroke cylinder device **146** returns the rack **110** to its dashed line position of FIG. 1.

As the rack **110** moves to the right of FIG. 1, the gear free wheels with respect to shaft **80** and pawl **120** rides over the periphery **124** of hub **122** until the end **136** of pawl **120** drops over the edge **154** of hub **124** and behind the abutment surface **132** or **134** of the notches **128** and **130**, respectively, depending on which notch is disposed

at the lower position indicated in FIG. 1. This marks the end of return stroke of rack **110** and air cylinder device **140** is operated to retract piston rod **144** and move rack **110** to the left, with the pawl **120** bearing against the abutment surface of the notch in which it is now received to rotate the shaft **80** the amount required to advance strip **52** one label length.

Rack **110** is held against teeth **118** by suitable hold down roller **156** suitably journalled on pin **158** affixed to frame structure **78**.

The gate mechanism **60** comprises a gate member **160** that is suitably mounted to be moved between the extended full line position of FIG. 1 and the retracted dashed line position of the same figure by connection to suitable air cylinder device **162** provided with cylinder **164** from which piston rod **166** extends for connection to gate member **160** by suitable coupling **168**. In the form shown, the gate member **160** is of bifurcated configuration and rides in suitable guide devices **170** and **172** (see FIG. 8), respectively, that are mounted in any suitable manner on the housing wall **74** and have journalled therein suitable guide rollers **172** and **174** that engage the opposite sides of the gate member **160**.

The air cylinder device **162** is mounted in place in the form shown by being applied to base **175** affixed to housing wall **74**.

The label strip positioning mechanism **61** comprises a gripper device **180** in the form of a lower jaw **182** composed of a pair of spaced apart bars **181** journalling rollers **184** that ride in trackways **186** and **188** formed in the respective support members **190** and **192** that may be fixed in place in any suitable maner to define a trackway **193** for gripper device **180** that is aligned with labeling station **40** and extends transversely of the path of movement of the containers **12**.

The bars **181** at their respective ends **183** are fixed to a U-shaped member **185** defining arm portions **194** that are notched as at **196** to receive upper jaw **198** that is pivoted within U-shaped member **185** by suitable pins **200**. The upper surfaces **202** of the bars **181** at their forward ends **203** are provided with a layer **208** of wear resistant material such as rubber, steel, combinations of same, or the like and the jaw **198** at its end **206** is provided with a similar oppositely disposed layer **210**, between which the strip **52** is extended. Connected to jaw **198** is an arm **212** that is pivotally connected as at **214** to piston rod **216** of air cylinder device **218** that is mounted on legs **217** disposed on either side of the path of movement of strip **52** and pivotally connected as at **219** to a suitable support structure **221**. Device **218** is operated in accordance with this invention to move the gripper device **180** between the positions of FIG. 2 and FIG. 1, respectively, to feed the strip **52** one label length ahead to dispose the strip leading end above the position that a container **12** will take at the labeling station **40**.

In the form shown, the arm **212** of the jaw **198** includes a screw member **220** that bears against a spring biased detent **222** mounted in the U-shaped member **185** of the jaw **182**. The air cylinder device **218** is arranged so that in the retracted position of gripper device **180**, the jaw **198** is biased to the illustrated open position of FIG. 2 and against detent **222** and this may be done either pneumatically or by using a suitable spring arrangement within device **218**. When the air cylinder device **218** is operated to move the gripper device **180** to the right of FIG. 2 to the position of FIG. 1, the jaw **198** closes against the jaw **182** to grip the strip **52** therebetween and move it forwardly as the gripper device **180** is moved to the left of FIG. 2 under the motivating action of air cylinder **218**. On the return stroke of cylinder **218**, jaw **198** automatically opens due to the relation between the piston rod **216** and jaw **190** through arm **212**, and the action of device **218** to pull gripper device **180** to the right of FIG. 2, leaving the strip **52** in its advanced position while permitting the gripper device **180** to return to the position of FIG. 2 under the action of the piston rod **216** of device **218** moving to the right of FIG. 2, with the lower jaw **182** sliding along strip **52**.

The range of reciprocating movement of gripper device **180** must be confined to the length of the labels **36**, and for this purpose suitable stops (not shown) may be built into trackway **193** or trackways **186**, or cylinder device **218** may be built to suitably limit its stroke, to define the limits of movement of device **180**.

The label applying mechanism **62** comprises a head **230** that is connected to piston rod **232** of suitable air cylinder device **234** suitably mounted within the housing **70**. Movement of the head **230** is guided by having guide posts **236** of the head suitably received for guiding purposes within guide blocks **238** suitably affixed to the housing.

The head **230** carries a pair of leaves or feet **240**, each in the form of a plate member **242** provided with spaced lugs **244** pivotally connected, as by suitable pins **246**, to corresponding lugs **248** that are fixed to head **230**. The feet or leaves **240** each define a flat or planar undersurface **250** and opposed end portions **252** each defining an end surface **154** that is perpendicular to the respective surfaces **250** and a beveled surface **256** that is angled so as to urge the label portion overlying the carton peak into engagement with the side surfaces **23** and **24** thereof during the application of the individual labels to the carton (see FIG. 5) as the feet **240** pivot upwardly under the pressure applied to the carton top. The leaves or feet **240** should be spaced apart at their surfaces **254** such that as the head **230** descends on operation of air cylinder **234**, the label portions overlying the carton peak **22** are in effect cammed against the peak surfaces **23** and **25**. Each foot **240** includes a suitable movement stop device so that on return of head **230** to the position of FIGS. 1 and 3, the feet take the respective positions illustrated in those figures, under the action of gravity or a suitable biasing spring, and for this purpose, feet **240** are shown each provided with a stop element **247** (FIG. 7) that engages an adjacent lug **248** of head **230** in the released position of the head.

Head **230** has fixed thereto a plate **260** through which slidably extend a pair of hold down rods **262** that are spaced apart laterally of the label strip **252** (see FIG. 8) to engage the side edges of the latter and press same against abutment structure **264** that is fixed in any suitable manner to the housing **70**. Rods **262** extend into suitable spring chambers **266** formed in housing structure **269** and against suitable compression springs **268** (as at **267**) that are respectively mounted in the housings **266** and seat at one end thereof against the respective spring seats **269** that may be adjusted to adjust the action of springs **268** by adjusting screws **271** to which the respective seats **269** are respectively connected. Each hold down bar **262** has fixed thereto a collar **270** that is engaged by plate **260** when the head **230** is raised toward the position of FIG. 1, which action lifts the hold down bars **262** above the path of movement of the label forming strip **52**.

The abutment structure **264** defines a planar abutment surface **272** on which the strip leading end rests; the abutment structure **264** also defines a planar surface **274** that is positioned to cooperate with cutting blade **276**. The abutment structure **264** and its surface **274** as well as blade **276** are proportioned to extend somewhat in excess of the width of the label forming strip **52** (see FIG. 8) so that when the head **230** is moved downwardly of the position of FIG. 1 to the position of FIG. 4, hold down rods **262** are lowered into engagement with the strip **52** while at the same time cutting blade or knife **276** is lowered to sever a label **36** just after the hold down rods **262** clamp the strip **52** to abutment structure **272** under the biasing action of springs **268**.

The abutment structure **264** preferably is formed with one or more air jets where indicated at **280** that are upwardly directed to support the forward edge of the strip

52 as it is moved into position under head 230 and to provide support for the label just prior to the time it is formed and after it is severed until the head 230 reaches the position wherein the leaves or feet 240 are disposed as shown in FIG. 4 to bring the newly formed label 36 into contact with the carton 12 that is located in the label forming station 40. Alternately or additionally, feet 240 may be provided with a series of vacuum orifices suitably connected to a source of vacuum to hold the label in its illustrated position under the head 230.

It is preferred that, for the particular type of carton 12 that is described, some means be provided upstream of the labeling station 40 to heat the carton surfaces 18 and 20 sufficiently so that they will be tacky by the time they are in the label applying station 40, whereby the downward pressure illustrated in FIG. 5 is adequate to bond the label 36 to the container. This may be done in any suitable manner as by employing a Calrod heater 59 of any suitable type that includes heating elements 281 (see FIG. 10), spaced to be closely disposed to the respective carton surfaces indicated as they move toward and into labeling position within the label applying station 40.

It will be noted that, as the head 230 goes through its label applying stroke, the pivotally mounted leaves or feet tilt or pivot upwardly from their substantially coplanar positions of FIGS. 1 and 3 as the label ends are biased downwardly in the direction of the container top surfaces 18 and 20. The result is that the particular shape of the leaves or feet 240 deforms the label 36 into exact conformity with the transverse configuration of the container gable top, as indicated in FIGS. 2 and 5. After the leaves or feet 240 reach the position of FIG. 5, the action of the air cylinder device 234 is reversed to return the head 230 to the retracted position of FIG. 1 to permit advancement of the label forming strip to dispose the next segment thereof over the labeling station 40 for direct application to the container. The label length employed ordinarily should be such that its edges 290 and 292 extend to or just short of the side surfaces 32 and 34 of the carton when the label is applied thereto.

The machine 10 illustrated is especially adapted for applying the labels contemplated by this invention to half gallon milk cartons, which comprise 75 to 80 percent of the market, though obviously the machine in practice may be arranged to apply labels to any size carton of the type illustrated.

As already indicated, it is preferred that the various components of machine 10 be arranged for automatic operation and this may be done in any suitable manner. For completeness of disclosure, one suitable arrangement is illustrated in a largely block diagram manner in which all of the air cylinders involved in the apparatus 10 are operated in a manner illustrated for the device 218 in which its air conduit 296 is connected to an air valve 298 of any suitable construction controlled by a cam member 300 suitably contoured to regulate the air supply to cylinder device 218 in the time sequence that is desired to have it operate in the time sequence desired relative to the other operations of the apparatus 10. Air valve 298 is connected to a suitable air pressure regulator 302 through a suitable line 304, with regulator 302 being connected to a suitable source of air under pressure by suitable line 306.

The cam member 300 is keyed to rotating shaft 308 rotated by suitable electric motor 310, which shaft 308 also has keyed thereto cam members 300A for operating in a similar manner the other air cylinder devices herein disclosed and any others that may be involved for conventional purposes.

The motor 310 may be continuously operating and include an electrically controlled clutch arrangement operated by electric eye 64 to operate the various mechanisms making up apparatus 10 in the time sequence required to advance label forming strip 52, form a label 36 and apply same to a carton 12 located at the label applying station 40. As to sequence of operation, this is somewhat optional as the functions of the label strip advancing apparatus 54 and the gate apparatus 60 can be performed together or sequentially, as can the strip advancing apparatus 61 and the gate apparatus 60. However, the label forming and applying apparatus 62 must be operated by itself as a separate sequence. The gate apparatus should be operated to stop the individual cartons 12 directly under and in alignment with the feet 240 at head 230.

While air cylinder devices have been disclosed as the operating means for the individual devices making up apparatus 10, it will be appreciated that other suitable arrangements may be employed for the same purposes, which may be electrically or even hydraulically controlled. However, air cylinder devices of the type indicated are preferred because of their relatively inexpensive nature and speed and reliability of operation, and double acting devices of this type are preferred, though if desired they may be single acting with their return strokes achieved by building suitable compression springs into them.

Apparatus 10 may be adjusted to accommodate application of different size label lengths by employing a diameter size for gear 112 and stroke length for gripper device 180 in proportion to the label length to be applied. The timing of the operation of the various components of the apparatus 10 should in that event be adjusted accordingly.

The apparatus 10 will also operate to form the labels 36 from gummed tape, which will feed through apparatus 10 in the manner already described. In using gummed tape, the heating device 59 may be omitted and instead tops 16 of the individual cartons are damped in any suitable manner as they approach the labeling position, as by employing a suitable spray.

It will therefore be seen that we have provided a novel method and apparatus for applying labels to gable topped cartons on a mass production basis as well as a novel label therefore which permits advertises to take advantage of the always prominently displayed upper ends of milk cartons or the like that so many people have access to in supermarkets or the like.

The foregoing description and the drawings are given merely to explain and illustrate our invention and the invention is not to be limited thereto, except insofar as the appended claims are so limited, since those skilled in the art who have our disclosure before them will be able to make modifications and variations therein without departing from the scope of the invention.

We claim:

1. The method of applying labels over the top of gable topped containers of the type in which the container top comprises a pair of downwardly sloping upwardly facing surfaces separated at the middle of the top by a peak characterized by a vertical planar surface on either side thereof merging into the container top upwardly facing surface adjacent same in an obtuse angle, said method comprising:

consecutively feeding the containers standing in an upright position to a labeling station with the containers disposed in spaced apart relation and oriented so that the peaks of their tops extend in the direction of feed,

consecutively halting each container at said station,

feeding a strip of labels from a source of supply to a position overlying said station and in a path of movement that extends transversely of the peak of the halted container,

severing a label from said strip in a position to overlie the halted container in substantially centered relation therewith and be disposed transversely of the gable peak thereof with the ends of the severed label respectively disposed above the halted container respective sloping surfaces,

lowering the severed label against the halted container peak,

pressing the portions of the severed label on either side of the halted container peak into conformity with and against the halted container peak and sloping surfaces of the halted container top to apply the severed label thereto, and

consecutively feeding the thus labeled containers from said station.

2. The method set forth in claim 1 wherein:

adjacent said station but upstream thereof with respect to the direction of feed the tops of the containers being labeled are conditioned for adherence of the severed label thereto.

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