June 1, 1937. A. BERMAN 2,082,320

VISUAL CONTENT INDICATOR

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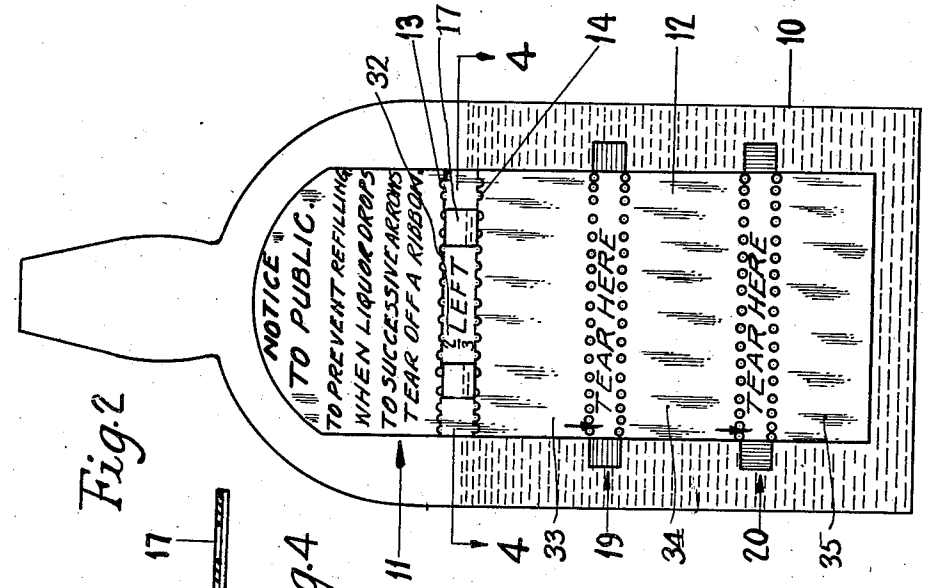


Fig. 2

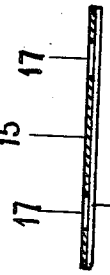


Fig. 4

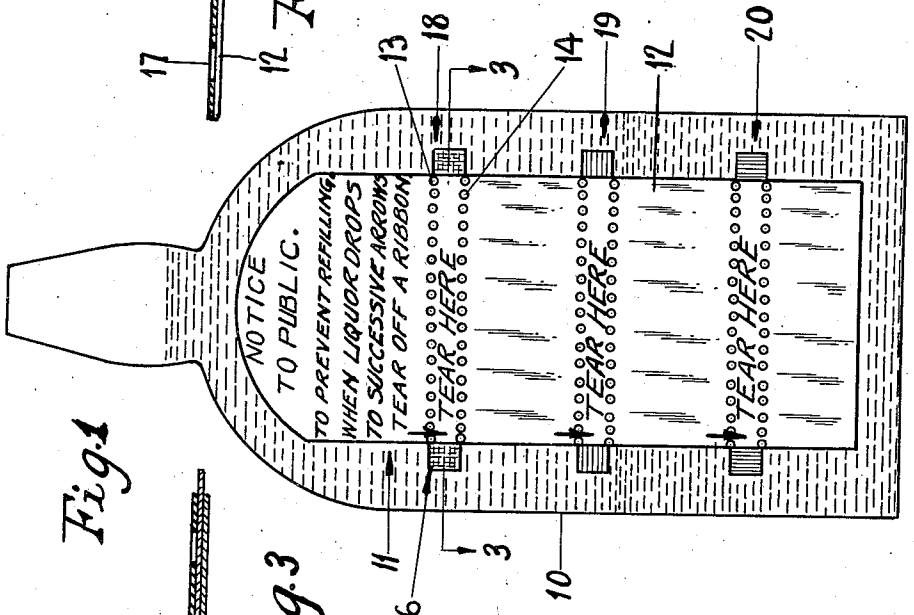


Fig. 1

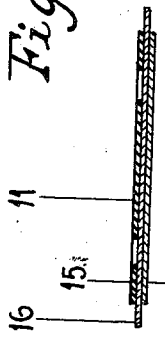


Fig. 3

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VISUAL CONTENT INDICATOR

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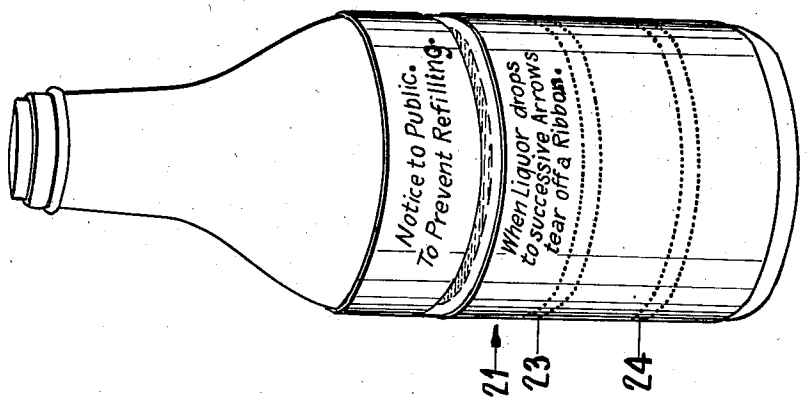


Fig. 5

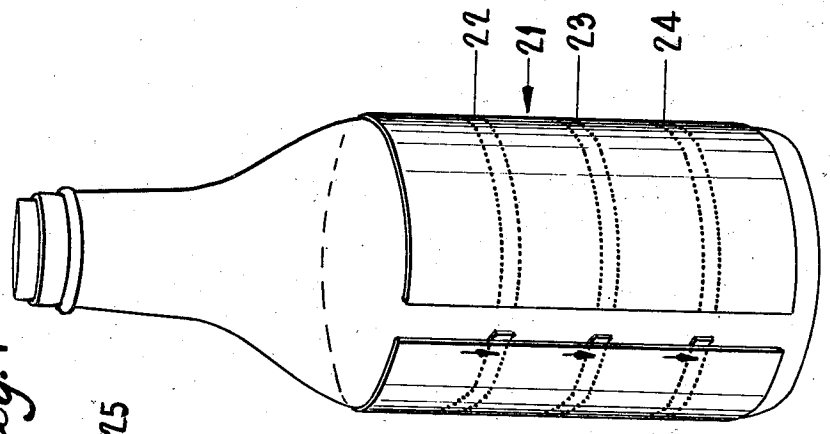
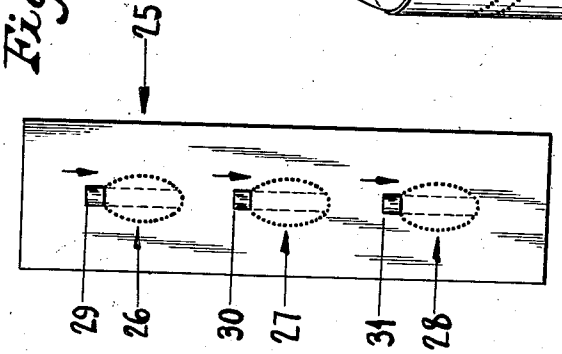


Fig. 6

Fig. 7



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VISUAL CONTENT INDICATOR

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Application March 10, 1936, Serial No. 68,057

3 Claims. (Cl. 40—4)

This invention relates to an indentification device whereby the consumer of bottled beverages may control the genuineness of the bottled goods.

An object of this invention is to provide a two-ply label having a plurality of ribbons pasted in spaced parallel horizontal relation therebetween.

Another object of this invention is to use variously colored ribbons, each color being at a different elevation on the label and designating a remainder-level of the contents of the bottle.

Another object of this invention is to perforate the outer ply of the label at the upper and lower elevations of each ribbon so as to permit each ribbon to be torn out from between the two plies while the portion of the inner ply in the back of each ribbon remains intact.

Another object of this invention is to attach the ribbons only to the outer ply by applying glue to the rear face of the outer ply of the label while the front face of the inner ply of the label in the rear of the ribbon is without glue.

Another object resides in providing indicia and apertures in the inner ply of the label rearwards of the ribbons. The indicia and the level of the remainder of the liquid becomes visible only after a ribbon is removed.

With the above and other objects in view, the invention will be hereinafter more particularly described, and the combination and arrangement of parts will be shown in the accompanying drawings and pointed out in the claims which form part of this specification.

Reference will now be had to the drawings, wherein like numerals of reference designate corresponding parts throughout the several views, in which:

Figure 1 is a front elevation of a bottle having an embodiment of the invention applied thereto, the bottle being full.

Figure 2 is a front elevation of the bottle shown in Figure 1, with the upper content indicator removed and showing indicia and the remainder-level of the beverage in the bottle.

Figure 3 is a cross-sectional view of the content indicator, the section being taken as on line 3—3 in Figure 1.

Figure 4 is a cross-sectional view of the content indicator, the section being taken as on line 4—4 in Figure 2.

Figure 5 is a front elevation of a bottle having a modified content indicator applied thereto.

Figure 6 is a rear elevation of the bottle shown in Figure 5.

Figure 7 is a front elevation of a further modification of content indicator.

In the illustrated embodiment of the invention shown in Figures 1 and 2, the numeral 10 indicates a bottle made of transparent material and used for containing spirituous liquors which may be retailed by the glass, from the bottle, for immediate consumption.

As shown in Figure 1, the bottle 10 is entirely filled, preferably with some proprietary liquid, the manufacturer of which does not desire to have counterfeited and sold from refilled bottles which formerly contained the genuine liquid. Secured to the bottle 10, as by pasting, is a label 11 of substantially the same height as the bottle. The label 11 comprises a front ply 12 having at its upper elevation two lines of perforations 13 and 14 extending entirely across the label. The lines of perforations 13 and 14 are positioned in parallel and adjoining relation.

As shown in the cross-sectional view in Figure 3, the label 11 includes a rear ply 15, glued to the bottle 10. A ribbon 16 has been positioned between the plies 12 and 15. The ribbon is pasted to the rear face of the front ply 12 but not to the rear ply 15. Each end portion of the ribbon 16 is shown as projecting outwardly from beneath the label.

The width of the ribbon 16 is the same as the distance between the center lines of the perforations 13 and 14 and when an end portion of the ribbon is grasped and forcibly pulled, a ribbon-like portion of the front ply 12 of the label is torn off.

Referring to the cross-sectional view shown in Figure 4, it will be seen that the rear ply 15 has apertures 17, 17, spaced so as to be rearwards of the ribbon 16, and as shown in Figure 2. When the ribbon is torn off together with a ribbon-like portion of the front ply 12, the remainder-level of the liquid becomes visible through said apertures and the consumer has a positive indication that the level in that particular bottle must never be higher than that of the removed ribbon. It is thus not possible to refill the bottle to the former level with counterfeit liquid without the counterfeit being detected by the consumer.

The invention consists in providing on the bottle 10 a series of content-indicators 18, 19 and 20, from an upper to a lower level of the bottle. The said content-indicators are to be detached from the bottle separately and successively to

indicate the varying levels of the liquid within the bottle as the same is intermittently poured from the bottle.

The individual content-indicators of the series are substantially wholly concealed below the label, and will be protected from accidental damage in handling and shipping of the bottles.

The ribbons are preferably variously colored such as gold, blue and red, the red ribbon being at the lowest elevation. When the contents of the bottle is sold down to the level of the gold colored content-indicator **18**, it is detached from the bottle. In a similar manner the succeeding content-indicators **19** and **20** are detached as the level of the liquid in the bottle approaches the bottom of the bottle.

As shown in Figures 1 and 2, the level-indicators **18**, **19** and **20** are of narrow strip formation and the label **11** has portions **33**, **34** and **35** intermediate said level-indicator strips which remain intact on the bottle **10**, after the said strips are removed. It is also to be noted that each of the level-indicator strips is integrally and separably connected with said intact portions of said label but wholly unattached all along its length to the bottle and including both end portions of said strips.

It is to be noted that the content-indicators are to be removed in the presence of the consumer who will be interested in noting that the indicators are detached as the predetermined levels are reached.

It would be impossible to again use an emptied bottle for the said proprietary liquid in connection with consumers who were aware of the significance of the content-indicators and convince such consumers that the contents of the bottle were the genuine liquid and not a counterfeit.

Figures 5 and 6 show modified form of label **21**, having only one ply and a series of content-indicators **22**, **23** and **24**. Figure 5 shows the position where the topmost content-indicator **22** has been removed and where a complete ribbon-like horizontal portion of the transparent bottle is exposed and through which the level of the liquid is seen. The customer knows that the liquid may drop further towards the bottom but must not rise.

Figure 7 shows further modification of content-indicator **25** of one ply and having content-indicators **26**, **27** and **28** defined by elliptically arranged perforations and having ribbons **29**, **30** and **31** arranged in vertical relation.

It is to be noted that the invention prevents fraud both against the Government and the distiller of liquor and assures the sale of genuine proprietary beverages to the public.

I claim:

1. A level indicator for bottled beverages, comprising a two-ply label glued to a bottle and having in its outer ply a plurality of spaced sets of two adjacent parallel lines of perforations, a plurality of ribbons respectively pasted to the rear face of the front ply of said label intermediate each two adjacent lines of perforations, at least one end portion of each of said ribbons projecting outwardly from beneath said label, the rear ply intermediate said perforations having aperture means and indicia whereby when an end portion of one of said ribbons is grasped and forcibly pulled, a ribbon-like portion of the front ply of said label is torn off and a clear portion of said bottle and indicia becomes exposed and the remainder-level of the beverage becomes visible through said aperture means, said ribbons being substantially concealed intermediate said plies.

2. In combination with a transparent bottle, a two-ply label having a series of level-indicators in its outer ply and removable therefrom, said level-indicators being positioned at regular spaced intervals extending from a level at the top of the bottle to a level at the bottom of the bottle, said level-indicators being of narrow strip formation, said label having portions intermediate said level-indicator strips which remain intact on said bottle after said level-indicator strips are removed, each of said level-indicator strips being integrally connected with said label but wholly unattached all along its length to said bottle and including both end portions of said strips, the rear ply portions behind said strips having indicia portions and window portions which are normally concealed by said front ply.

3. A level indicator for bottled beverages, comprising a two-ply label, one of said plies being glued to said bottle and the other of said plies being partially glued and in superposed relation with said first mentioned ply, said superposed ply having parallelly spaced portions unglued to said bottle adjoining ply, and means defining said portions to permit their removal in ribbon-like form, the rear ply portions behind said unglued portions having indicia portions and window portions which are normally concealed by said unglued portions of said front ply.

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