April 19, 1938. O. A. LINDQUIST ET AL 2,114,498

CUTOUTABLE DISPLAY COLLAR FOR MILK BOTTLES AND THE LIKE

Filed June 7, 1935

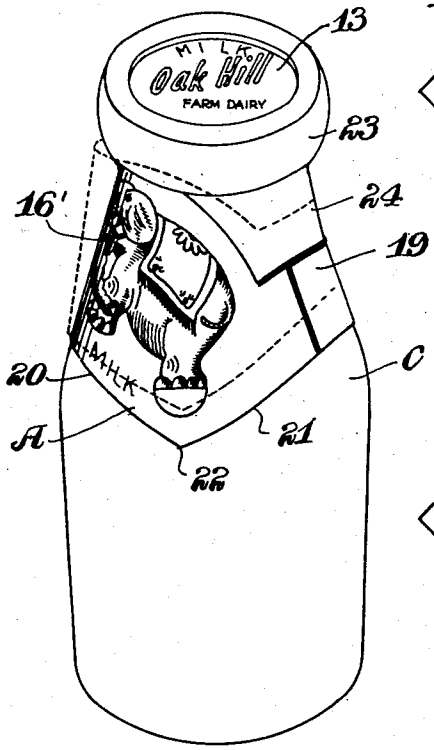


Fig. 1

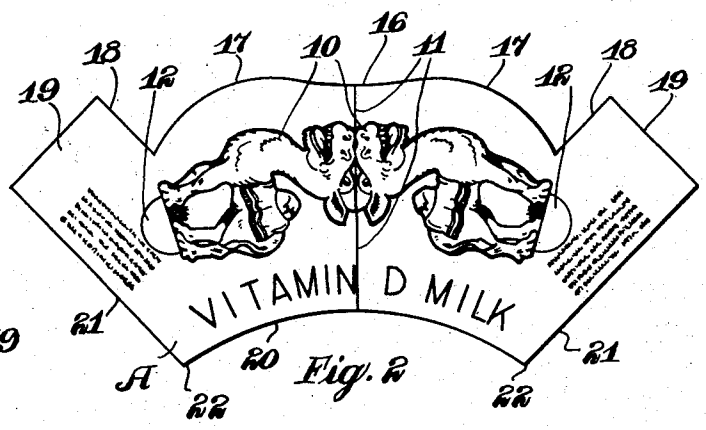


Fig. 2

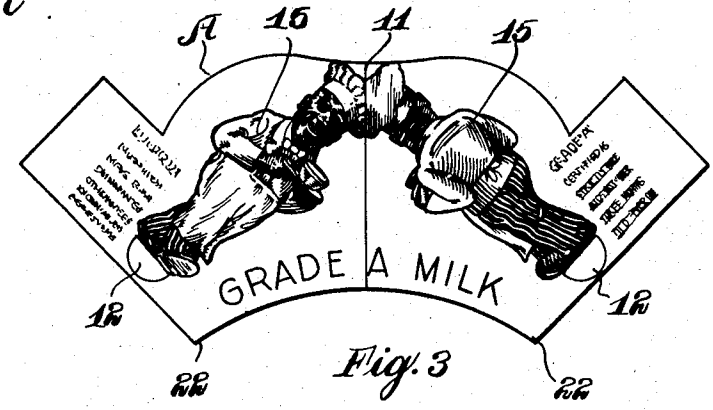


Fig. 3

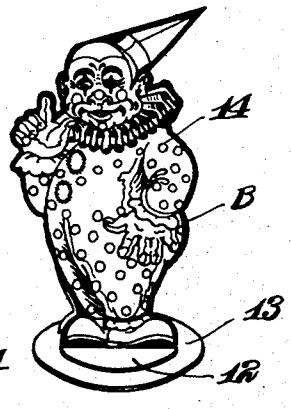


Fig. 4

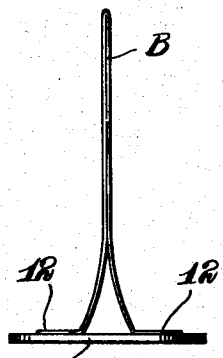


Fig. 5

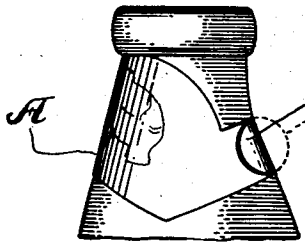


Fig. 6

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CUTOUTABLE DISPLAY COLLAR FOR MILK BOTTLES AND THE LIKE

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9 Claims. (Cl. 40—4)

This invention relates to an advertising display designed to be slipped over the neck of a bottle and wherein it is necessary to provide a structure to the display which will prevent the same from easily slipping off of the neck after the display has been placed on the bottle. This display device is primarily desirable for milk bottles where a heavy rim is formed on the neck of the bottle around the top which forms a natural shoulder to engage against the upper edge of the display to hold the same on the bottle. However, it is essential that the display collar be formed so that it cannot come off of the neck even when the milkman grasps the bottle around the neck in making delivery of the milk. Therefore, we have designed our display of a character so that it may shape itself to the neck of the bottle and be provided with a shoulder to hold the same against free disengagement from the neck of the bottle.

It is also a primary feature to provide a cutoutable display collar which permits the collar to be folded upon itself along a defined line and then cut out so as to provide a fanciful display having an illustration on either side thereof to make the same very attractive. By this means we provide a display device of a very desirable nature and increase the value of the advertising display because it will be retained, and thus the advertisement will remain with the customer for a longer period of time and will be more definitely fixed in his mind.

A further feature of our display resides in providing a cutoutable display wherein characters are shown upon the display in duplicate formation and so positioned as to be integrally connected so that when the display is folded and cut out different display figures may be fancifully characterized in an appealing manner which are pasted to the cap of the milk bottle as a base which permits them to stand up in a very attractive manner, thereby increasing the value of the display device.

A further feature of our display device resides in providing a display collar which is formed with depending guiding points which make it easy to slip the advertising collar over the top of the milk bottle and these pointed ends project down against the enlarged portion of the bottle which is the portion of the neck of the bottle which joins the neck with the cylindrical portion so that the pointed ends on the lower edge of the collar expand the lower edge of the collar and thereby tend to draw in or restrict the upper edge of the collar toward the shoulder of the bottle.

The drawing illustrates our cutoutable display collar in some of its forms.

Figure 1 illustrates a milk bottle showing our cutoutable display collar in position upon the neck of the same. The dotted outline shows the clearing position which the collar assumes in sliding over the enlarged rim at the top of the neck.

Figure 2 is a died-out formation of our collar, showing a decorative display upon the same.

Figure 3 is a similar died-out form of our cutoutable display collar, showing another illustration on the same.

Figure 4 ilustrates still another form of display which has been cut out from one of the display collars and set up on the neck bottle cap as a base.

Figure 5 is a side elevation in an edge view of Figure 4, showing the manner in which the display stands up on the base.

Figure 6 illustrates a portion of a bottle neck with another form of our display collar on the same.

Our cutoutable display collar A may be made of paper or other suitable material and is adapted to be died-out as illustrated in Figures 2 and 3. Our cutoutable display collar A is designed to provide a form of advertising which may be applied to milk bottles and similar articles wherein a series of designs of an attractive nature may be applied to the same so that the customers will be interested in receiving these displays.

It is very desirable that growing children should be interested in drinking good wholesome milk and dairies have taken a great deal of pride in a series of display advertising encouraging parents to have their children drink more milk. Doctors recommend milk as one of the most perfect foods. Our cutoutable display is designed to appeal to children as well as older folks to endeavor to associate in their minds the goods, that is, the particular milk using these advertising collars, because the cutoutable display carries the advertisement of the milk and may have various designs, figures, animals, or characters that will be especially appealing and may be readily cut out so that they will remain for a long period of time not only in the minds of the children of the home, but remind the parents of the quality of the goods by seeing these cut out displays made from our cutoutable collars.

A feature resides in providing the cutoutable display collar with such displays as animals, as shown by the double illustration of the camel 10 in Figure 2, and it will be apparent that by fold-

ing the collar A on the line 11, which is clearly defined centrally on the collar between the illustrations of the camels, the camels will coincide so that they can be cut out. The camel or other display is provided with attaching tabs 12 formed as a part of the cutoutable display so that when the display is cut out it may be folded on the line 11, and thus the camel or other display will appear on both sides of the display, while the tabs 12 may be attached to the milk bottle cap 13 as illustrated in Figure 5, with the camel standing up as a display B.

The display may be a fanciful character of people, animals, or other fanciful displays which will make an attractive appearance when set up as the display B, as shown in Figures 4 and 5. Figure 4 shows the cut out display as a clown 14. In Figure 3 we have illustrated a fanciful display of a chef 15. In Figure 1 the cutoutable display illustrates the elephants 16', and thus it is apparent that any suitable figure or character may be used as cutoutable displays which might include such characters as "Mickey Mouse", "Felix, The Cat", or any characters that may be desirable of this form. An advertisement is only as good as its appeal to the recipient and the primary feature of this invention is to provide such a cutoutable display in the form of a band or collar adaptable to various articles so as to indelibly fix in the mind of the recipient in a pleasing manner, the goods.

Further, our display collar is of a design wherein it may be more easily slipped over the neck of a bottle and this includes a died-out formation as illustrated in Figures 2 and 3, wherein the upper edge is formed with a double reverse arcuated curved portion having a central depending curve 16 with upwardly and downwardly curving side portions 17 which extend to the straight edge portions 18 on either side in a manner to form securing tab ends 19 which are secured together to form the endless collar A.

The lower edge of the collar A is formed with a central arcuated portion 20 which joins with the straight edge portions 21 on either side in the formation of the bottom edge of the tabs 19, to provide the guiding points 22 on the lower edge of the display collar A which form an important function in the attaching and whole operation of our display collar A.

The tabs 19 are either overlapped and secured firmly together, or bent outwardly side by side and secured together. The line along which this connection takes place is preferably in angular relationship with the fold line 11, so that the collar is substantially frustro-conical. This line, for example, may be parallel with the ends of the tabs 19. An adhering means, or any desired means may be employed for adhering the tabs 19 together.

When the collar A is attached to the milk bottle C, it is slipped over the enlarged upper rim 23 by spreading the collar if the same has been folded flat, as may be done for shipment and packing of the same, so that the pointed ends 22 may engage on either side of the rim 23, whereupon the collar is slipped over the neck of the bottle, assuming in its downward travel the dotted line position illustrated in Figure 1, and when the collar A is slid down far enough the points 22 will spread the lower edge of the collar and contract the upper edge, positioning the arcuated shoulder edge 16 under the shoulder rim 23 of the bottle C. It will be apparent that opposite the shoulder edge 16 the collar A is cut out or assumes that form when on the bottle C so as to expose the portion 24 of the neck of the bottle which permits the milkman's hand to grip the bottle with the fingers at that point, while the thumb may engage the display collar adjacent the edge 16, or the fingers may engage vice versa, thus tending to hold the collar tightly to the bottle neck and preventing the same from being pulled off of the neck of the bottle by the grasp of the milkman as he delivers a bottle of milk to the customer with the display collar on the same.

The display collar A may be made with a loose tab portion 19' which may be raised into the dotted line position illustrated in Figure 6 to grasp the collar A for attaching or disengaging it from the bottle A. In removing the collar A from the bottle, the portion forming the tabs 19 may be raised toward the rim 23 which will force the other side of the collar into the dotted line position illustrated in Figure 1 so as to permit the collar to be removed from the bottle neck.

Upon receiving articles with our cutoutable display upon the same, the customer may fold the collars on the line 11 and make the display such as B very readily which provides a most attractive advertising medium, particularly when it is considered that a series of these display collars may be given to the customer from time to time on the milk bottles or other articles of merchandise, thereby building up an expectation with the customer for receiving these cutoutable displays.

It is only possible to show a few displays which may be used in conjunction with our cutoutable display collar, but we desire to have it understood that the scope of the invention is within range of the appended claims and that the same may be carried out in accordance with such variations as may be apparent to those skilled in the art.

We claim:

1. A display collar for bottles and the like including a neck band formed of sheet material and having the ends thereof fixedly secured together, an upper reverse arcuated edge adapted to fit under the rim of the neck of the bottle when said collar is slipped over the neck into displaying position, a lower arcuated edge curving in the opposite direction to the arcuated edge on the top of the collar, and pointed ends formed by said lower arcuated edge, said pointed ends acting to guide and hold the collar firmly onto the neck and over the swell of the bottle.

2. A display collar for bottles including an endless band, a double arcuated upper edge forming a recess for engaging under the rim of the bottle and arcuated shoulder portions for guiding the upper edge of the collar over the neck of the bottle, an arcuated edge portion, a lower straight edge portion connecting with each end of said arcuated edge portion in a manner to form depending points which are adapted to guide said collar onto the neck of a bottle and expand the lower edge of said collar in a manner to restrict the upper arcuated edge into a position under the rim of the bottle neck to hold said collar in displaying position against free disengagement from the neck of the bottle.

3. An endless display collar for bottles including upper and lower straight parallel edge portions, double reverse arcuated upper edge portions connecting with said upper straight edge portion, a central arcuated lower edge portion connecting with said straight lower edge portion

whereby said collar is formed with depending point portions for guiding said collar onto the neck of a bottle and said upper arcuated edge portion acting as a shoulder under the rim to hold said collar against free disengagement from the bottle neck.

4. A display collar for milk bottles comprising, a substantially frustro-conical body, spaced downwardly extending points on said body, a portion on one side of said body between said points engageable with the rim of the bottle, and a relatively narrow portion between said points on the opposite side of said body from said rim engageable portion.

5. A display collar for milk bottles comprising, a substantially frustro-conical body, spaced downwardly extending portions on said body, a rim engaging edge portion extending between said downwardly extending portions on one side of said body, and a relatively narrow connecting portion between said downwardly extending portions on the side of said body opposite said rim engaging edge portion.

6. A display collar for milk bottles, comprising, a substantially frustro-conical body, downwardly extending spaced projecting portions on said body, a bottle rim engaging portion connecting said projecting portions on one side of said body, and a connecting portion on said body opposite said rim engaging portion, said connecting portion extending substantially lower than said rim engaging portion to be spaced from the bottle rim.

7. A display collar for milk bottles comprising, a substantially frustro-conical band, a fold line in said band extending in the direction of the apex of said frustro-conical band, and a cut out display printed on said band on either side of one of said fold line, said display being similar in shape on either side of said fold line.

8. A display collar for milk bottles comprising, a substantially frustro-conical band, a fold line in said band extending toward the apex of the cone, a cut out display printed on said band on either side of said fold line, said display on one side of said fold line being similar in outline, but dissimilar in appearance, from the display on the other side of said fold line.

9. A display collar for milk bottles comprising a substantially frustro-conical band, a cut out display printed on said band comprising two similarly shaped portions connected together along a common line, and a fold line indicated on said band along said common line, said fold line extending in the direction of the apex of said frustro-conical band.

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