July 27, 1965 E. A. BOEHMER ETAL 3,196,567

DISPLAY DEVICE

Filed June 15, 1961

Fig. 1

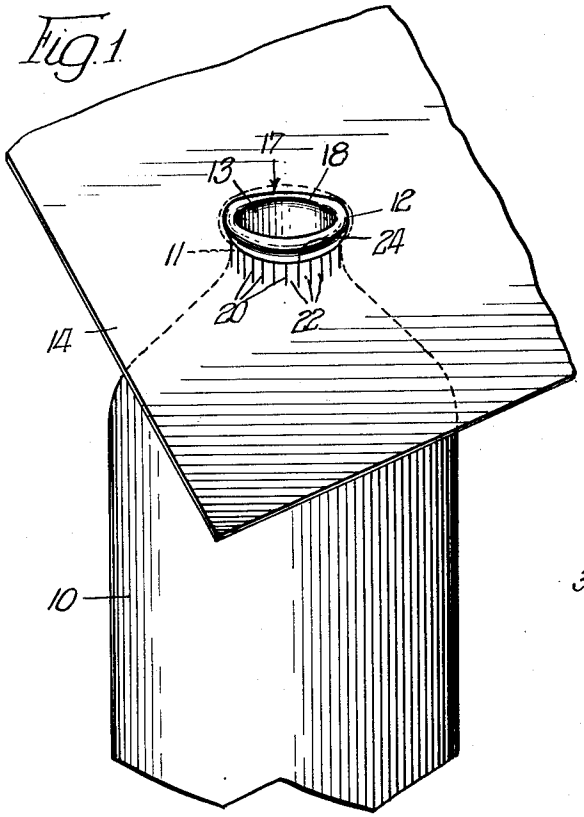


Fig. 2

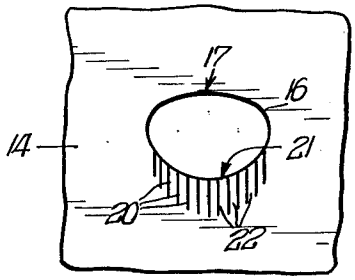


Fig. 4

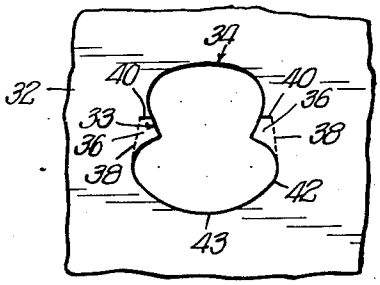


Fig. 3

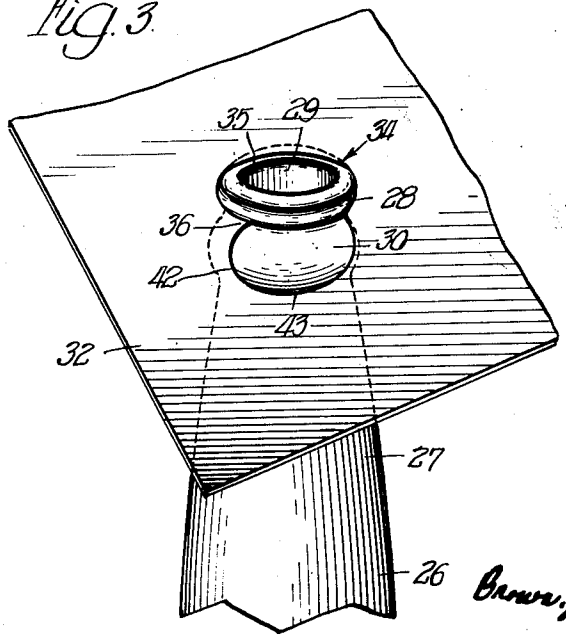
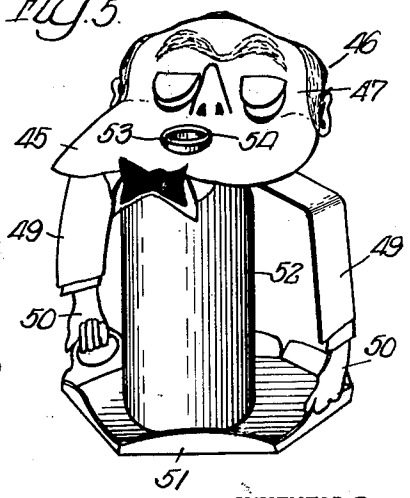


Fig. 5



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DISPLAY DEVICE

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3 Claims. (Cl. 40—310)

This invention relates, in general, to display devices, and has particular relation to an improved display device having an improved structural formation for supporting the device on the uncapped neck of a bottle.

The main concept of the present invention resides in the provision of a display device of sheet material for support on the uncapped neck of a bottle provided with a beaded rim at the mouth thereof, wherein the device has a die cut opening which passes over the neck of the bottle, with this opening having an edge which rests upon the top of the beaded rim, and tabs formed along a portion of the edge of the opening for engagement under the beaded rim forwardly of where said edge rests upon the top of said beaded rim to hold the display device in inclined position on the neck of the bottle.

Another feature of the invention resides in the provision of a display device wherein the inclined portion of the sheet material has a figure formed as a part thereof.

Another feature resides in the provision of slit cuts along a portion of the edge of the opening, which slit cuts form tabs for engagement under the beaded rim of the bottle forwardly of where the edge rests upon the top of the beaded rim to hold the display device in inclined position on the neck of the bottle.

Another feature resides in the provision of a pair of opposite tabs with scorings and cuts in the sheet material for engagement of these tabs under the beaded rim of the bottle forwardly of where the edge rests upon the top of the beaded rim to hold the display device in inclined position on the neck of the bottle.

Another feature resides in the provision of a pair of opposite tabs with scorings and cuts in the sheet material for engagement of the tabs under the beaded rim of the bottle forwardly of where the edge rests upon the top of the beaded rim to hold the display device in inclined position on the neck of the bottle, with the additional feature of the die cut opening being curved forwardly of the tabs to provide an edge which engages forwardly of where the first mentioned edge rests upon the top of the beaded rim under a bulge in the neck of the bottle beneath the beaded rim to hold the display device in inclined position on the neck of the bottle.

Numerous advantages and adaptations of the invention will be apparent from the following detailed description taken in connection with the accompanying drawings, it being understood that the invention is limited only within the scope of the appended claims and not to the particular embodiments selected for illustration.

In the drawings:

FIGURE 1 is a fragmentary perspective view of a display device embodying the present invention with one form of structural formation for supporting the device upon the uncapped neck of a new throw-away form of bottle;

FIGURE 2 is a fragmentary top plan view of the sheet material shown in FIGURE 1 and showing the form of the die cut opening and the slit cuts forming the tabs for engagement under the beaded rim of the neck of the bottle;

FIGURE 3 is a fragmentary perspective view of another display device embodying the present invention with another form of structural formation for supporting the device upon the uncapped neck of a conventional form of bottle;

FIGURE 4 is a fragmentary top plan view of the sheet material shown in FIGURE 3 and showing the form of the die cut opening and the tabs for engagement under the beaded rim of the neck of the bottle; and

FIGURE 5 is a perspective view of a display device embodying the present invention, wherein the inclined portion of the sheet material has a figure formed as a part thereof.

Referring to the drawings, the bottle **10** is a glass bottle of the new throw-away form having a neck **11** provided with a beaded rim **12** encircling the mouth **13** of the bottle.

The display device shown fragmentarily at **14** in FIGURES 1 and 2 may be formed of sheet material, such as cardboard or other suitable material, and may have thereon written or printed words, symbols, or the like, for display purposes, for example, in connection with the product contained within the bottle **10**, such, for example, as beer, or other product.

The sheet material **14** has a die cut opening **16** which passes over the neck **11** of the bottle. The opening **16** has a curved edge **17** which rests at **18** upon the top of the beaded rim **12** when the device is applied to the bottle **10** as shown in FIGURE 1.

Slit cuts **20** are provided along the opposite curved edge portion **21** of the opening **16**. These slit cuts **20** form tabs **22** which, when the device is applied to the neck of the bottle as shown in FIGURE 1, engage at **24** under the beaded rim **12** to hold the display device securely in inclined position on the neck of the bottle.

The engagement of the edge **17** of the opening **16** upon the top of the beaded rim **12** at **18** supports the card or display device **14** on the top of the neck of the bottle. The tabs **22** engaging under the beaded rim **12** provide the desired inclination of the card **14**, depending upon the lengths of the tabs **22**. The tabs **22** also prevent upward displacement of the card **14** from the neck of the bottle.

The bottle **26** shown in FIGURE 3 is a conventional form of glass beer bottle having a neck **27** provided with a beaded rim **28** encircling the mouth **29** of the bottle. The neck **27** also has an annular bulge **30** beneath the beaded rim **28**, as well known in the art.

The display device shown in FIGURES 1 and 2 may be applied to the form of bottle shown in FIGURE 1; also to the form of bottle shown in FIGURE 3 and to bottles of other form.

The display device shown fragmentarily at **32** in FIGURES 3 and 4 may be formed of sheet material, such as cardboard or other suitable material, and, as in the preceding embodiment of the invention, may bear written or printed words, symbols, or the like, for display purposes, for example, in connection with the product contained within the bottle, such, for example, as beer or other product.

The sheet material **32** has a die cut opening **33** which passes over the neck **27** of the bottle **26**. The opening **33** has a curved edge **34** which rests at **35** upon the top of the beaded rim **28** when the device is applied to the bottle **26** as shown in FIGURE 3.

Forwardly of the edge portion **34** the sheet material, or card **32**, has a pair of opposite tabs **36—36**. The sheet or card **32** is scored as shown in dotted lines at **38—38** in FIGURE 4 and has cuts as shown at **40—40**.

The die cut opening **33** is curved forwardly of the tabs **36—36** as shown at **42** in FIGURES 3 and 4 to provide an edge **43** which engages, forwardly of where the first mentioned edge **34** rests upon the top of the beaded rim **28**, under the bulge **30** in the neck of the bottle.

When the card **32** is applied to the bottle, as shown in FIGURE 3, the engagement of the edge **34** upon the top of the beaded rim **28** at **35** supports the card or display device **32** on the top of the neck of the bottle. The

tabs 36-36 engaging under or beneath the beaded rim 28 provide the desired inclination of the card 32, depending upon the shapes of the tabs 36—36. The engagement of the edge 43 of the opening 33 under the bulge 30 in the neck 27 of the bottle also serves properly to position the card 32 and coacts with the tabs 36—36 in preventing upward displacement of card 32 from the neck of the bottle. The edge 43 by engagement with the neck of the bottle also keeps the card 32 from being pushed rearwardly.

The scoring at 38—38 and the cuts at 40—40 permit the desired flexure of the tabs 36—36 for positioning these tabs under the beaded rim 28.

In FIGURE 5, the inclined portion 45 of the display device has a figure 46 formed as a part thereof. The figure 46 is the figure of a waiter having head 47, arms 49 and hands 50 holding a tray 51, but this may vary as desired. The bottle 52 shown in FIGURE 5 is similar to the bottle 10 shown in FIGURE 1, but the bottle may be of the form shown in FIGURE 3, or of other desired form. The beaded rim encircling the mouth 54 of the bottle is indicated at 53.

The embodiments of the invention disclosed in the drawings and specification are for illustrative purposes only, and it is to be expressly understood that said drawings and the specification are not to be construed as a definition of the limits or scope of the invention, reference being had to the appended claims for that purpose.

We claim:

1. In combination, a bottle having a neck provided with an external beaded rim encircling the mouth of the bottle, a display device comprising a single member of flat sheet material disposed in a single plane, said member having an opening provided with a continuous curved edge spaced inwardly from all edges of said member throughout its entire extent, said curved edge being dimensioned and shaped so that upon application of the opening in said member to the beaded rim of the bottle a portion of said edge will seat and rest upon the top of the beaded rim of the bottle, and tab means formed along the edge of said opening and engaging externally of the neck of the bottle and under the beaded rim of the bottle forwardly of where said portion of the edge of said opening seats and rests upon the top of the beaded rim of the bottle to hold said single member in inclined position by cooperation with the top and bottom of the beaded rim of the bottle.

2. In combination, a bottle having a neck provided with an external beaded rim encircling the mouth of the bottle, a display device comprising a single member of flat sheet material disposed in a single plane, said member having an opening provided with a continuous curved edge spaced inwardly from all edges of said member throughout its entire extent, said curved edge being dimensioned and shaped so that upon application of the opening in said member to the beaded rim of the bottle a portion of said edge will seat and rest upon the top of the beaded rim of the bottle, and slit cuts along another portion of the edge of said opening forming tabs engaging externally of the neck of the bottle and under the beaded rim of the bottle forwardly of where said portion of the edge of said opening seats and rests upon the top of the beaded rim of the bottle to hold said single member in inclined position by cooperation with the top and bottom of the beaded rim of the bottle.

3. In combination, a bottle having a neck provided with an external beaded rim encircling the mouth of the bottle, a display device comprising a member of flat sheet material disposed in a single plane, said member having an opening provided with a continuous curved edge spaced inwardly from the edge of said member throughout its entire extent, said curved edge being dimensioned and shaped so that upon application of said member to the bottle a portion of said edge will seat and rest upon the top of the beaded rim of the bottle, and a pair of opposite tabs formed along the edge of said opening and engaging externally of the neck of the bottle and under the beaded rim of the bottle forwardly of where said portion of the edge of said opening seats and rests upon the top of the beaded rim of the bottle to hold said member in inclined position by cooperation with the top and bottom of the beaded rim of the bottle.

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