June 17, 1947. R. I. RHEINSTROM 2,422,314

COMBINATION BOTTLE AND BOOKLET PACKAGE

Filed Oct. 4, 1944

Fig. 1.

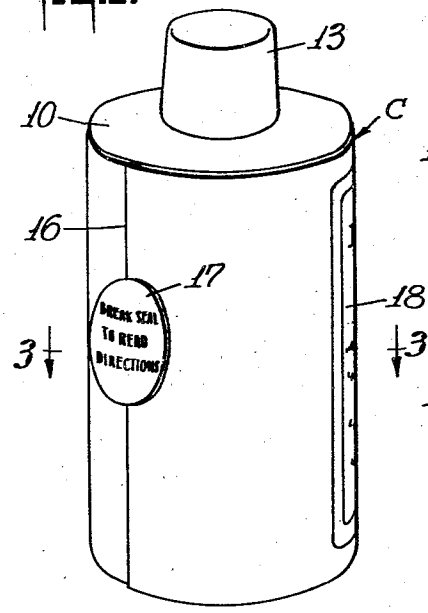


Fig. 2.

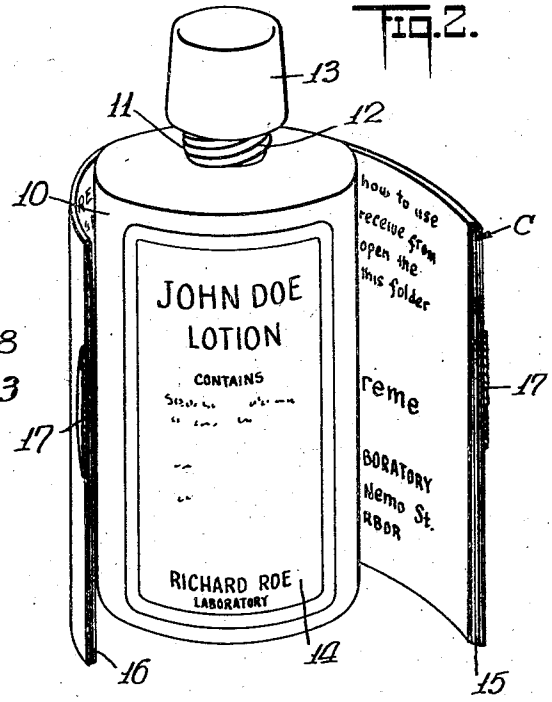


Fig. 3.

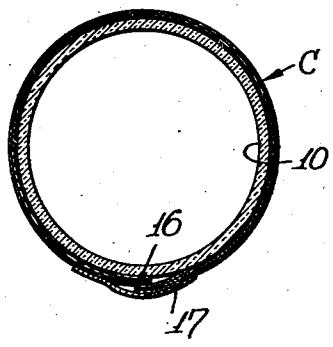
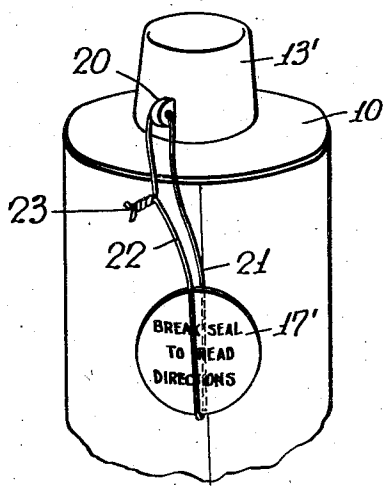


Fig. 4.



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COMBINATION BOTTLE AND BOOKLET PACKAGE

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Application October 4, 1944, Serial No. 557,080

1 Claim. (Cl. 206—47)

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The present invention relates to packaging, and more especially to packages of fluid, in form of liquids or pastes of the type sold at retail, and which include descriptive and direction circulars or booklets more voluminous than can be conveniently imprinted upon the ordinary package label.

As conducive to a clear understanding of the invention, it is noted that the common expedient of providing cartons in which the description and direction circular or other literature is enclosed, together with the containers for the cosmetics, proprietary medicines or pastes or liquids for other uses adds much to the cost and bulk of the package and detracts from the appearance and sales appeal of the enclosed and concealed decorative bottle or jar. On the other hand, the tieing of the direction circulars or booklets to the neck of the unenclosed bottle or jar frequently leads to mutilation or loss of such literature in the course of handling or shipment and also detracts from the appearance of the package as a whole.

Among the objects of the invention are to provide a package for the retail sale of liquid or paste for cosmetic, medicinal or other uses, which dispenses with the need for an outer carton, but which nevertheless incorporates the more or less bulky and elaborate descriptive and direction circular or booklet, that is so coordinated with the bottle or jar as to protect the same against breakage in handling and shipment and as to be itself protected by the bottle against crushing, tearing or other mutilation or loss and in which the combined bottle or jar and circular or booklet has the appearance of an attractive unitary labeled bottle.

In the accompanying drawings, in which are shown one or more of various possible embodiments of the several features of this invention,

Fig. 1 is a perspective side view of the package,

Fig. 2 is a perspective view showing the circular or booklet being removed,

Fig. 3 is a transverse sectional view taken on like 3—3 of Fig. 1, and

Fig. 4 is a fragmentary perspective view of a modification.

Referring now to the drawings, the container 10 is a more or less conventional bottle or jar of the type used for cosmetics, and has an upright wall, and a reduced neck 11 threaded as at 12 to accommodate a removable screw or cover cap 13, usually, though not necessarily, of plastic. The upright wall of the bottle is usually a circular cylinder as shown, though it may be an elliptical cylinder or of prismatic form, rectangular, hexagonal, or octagonal, regular or irregular, or of any other number of sides. The bottle has one or more labels 14 as is common practice.

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The descriptive and direction circular or folder C which contains more descriptive matter than can commonly be applied to the ordinary bottle label is preferably in the form of a large sheet which may be folded longitudinally and transversely to form four or more plies 15. The width of the folded circular is preferably equal to the height of the cylindrical wall of the package and the length of the outer plies and preferably of all plies of the circular is preferably equal to, or very slightly greater than, the periphery of the cylindrical bottle wall. If desired a stapled booklet of corresponding width and length could be used. The circular or booklet snugly encompasses the bottle or jar and its upright and lateral edges 16 are attached together by any desirable means, preferably by a paper wafer 17. Thus the circular or booklet is securely and frictionally held about the wall of the bottle, without being pasted thereto. The exposed face of the circular desirably has the same color and appearance as the filled bottle, and preferably has imprinted thereon a front label 18 which desirably is an exact replica of the front or main label 14 pasted upon the bottle itself. It will be seen that the complete package as shown laterally in Fig. 1 has, when viewed from the front, the same appearance to the eye as has the bottle after the circular has been removed therefrom.

The circular or booklet thus fashioned as a multi-ply paper sleeve C that snugly encloses the bottle, serves as a mechanical protector therefor and adequately cushions the bottles or jars against breakage when packaged in lots of a dozen or more in shipping cartons, and thus dispenses with the need for partitioned cartons and therefore reduces the cost of packaging and shipment from the manufacturer to the warehouse, the jobber or the retailer. Moreover, the circular or booklet itself is kept from being wrinkled, creased, torn or lost, since it is reinforced, stiffened and protected throughout its area by its snug engagement with the wall of the bottle.

The wafer is readily broken by the user and the direction circular drops from the bottle, since it is not otherwise secured thereto. The wafer desirably bears an appropriate legend, such as that shown, "Break seal to read directions."

In the embodiment of Fig. 4 is shown a modification in which the screw cap 13' is provided with a unitary lateral eye 20 through which is threaded a wire or string, one length 21 of which extends under and diametrically of the wafer 17' by which it is adhesively held and the return length 22 of which extends over the wafer, the ends of the wire or string 21, 22 being connected together as at 23 to form a closed loop.

In the present embodiment the intact condition of the wire or string and wafer gives assurance to the purchaser that the package has not been tampered with, especially if the wafer bears a seal imprint. In the process of unscrewing the cap 13', it will be seen that the wafer 17' is automatically severed by the wire or cord and the descriptive circular drops off and is thus called to the attention of the user.

It will of course be understood that in either embodiment a plurality of circulars or booklets, of any number of plies, sheets or pages within limits, each preferably of the dimensions of the developed upright wall of the bottle or jar could be incorporated in the package, the entirety being held securely and frictionally in place by the wafer which secures together the upright edge portions of the outer ply, page or sheet.

As many changes could be made in the above package and many apparently widely different embodiments of this invention could be made without departing from the scope of the claim, it is intended that all matter contained in the above description or shown in the accompanying drawings shall be interpreted as illustrative and not in a limiting sense.

Having thus described my invention, what I

claim as new and desire to secure by Letters Patent of the United States is:

A package comprising a bottle having a cylindrical wall, an upstanding neck and a removable screw cap thereon, a multiply descriptive circular about said cylindrical wall having the representation of a label at the front thereof with its upright edges terminating adjacent one another at the rear thereof and a wafer at the rear thereof connecting said edges of the outer ply of said circular, said cap having a lateral eye, a closed filament loop therethrough diametrically straddling said wafer adjacent said edges and parallel therewith, with one length thereunder and one length thereover, whereby in unscrewing the cap the wafer becomes severed and the descriptive circular removed.

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