

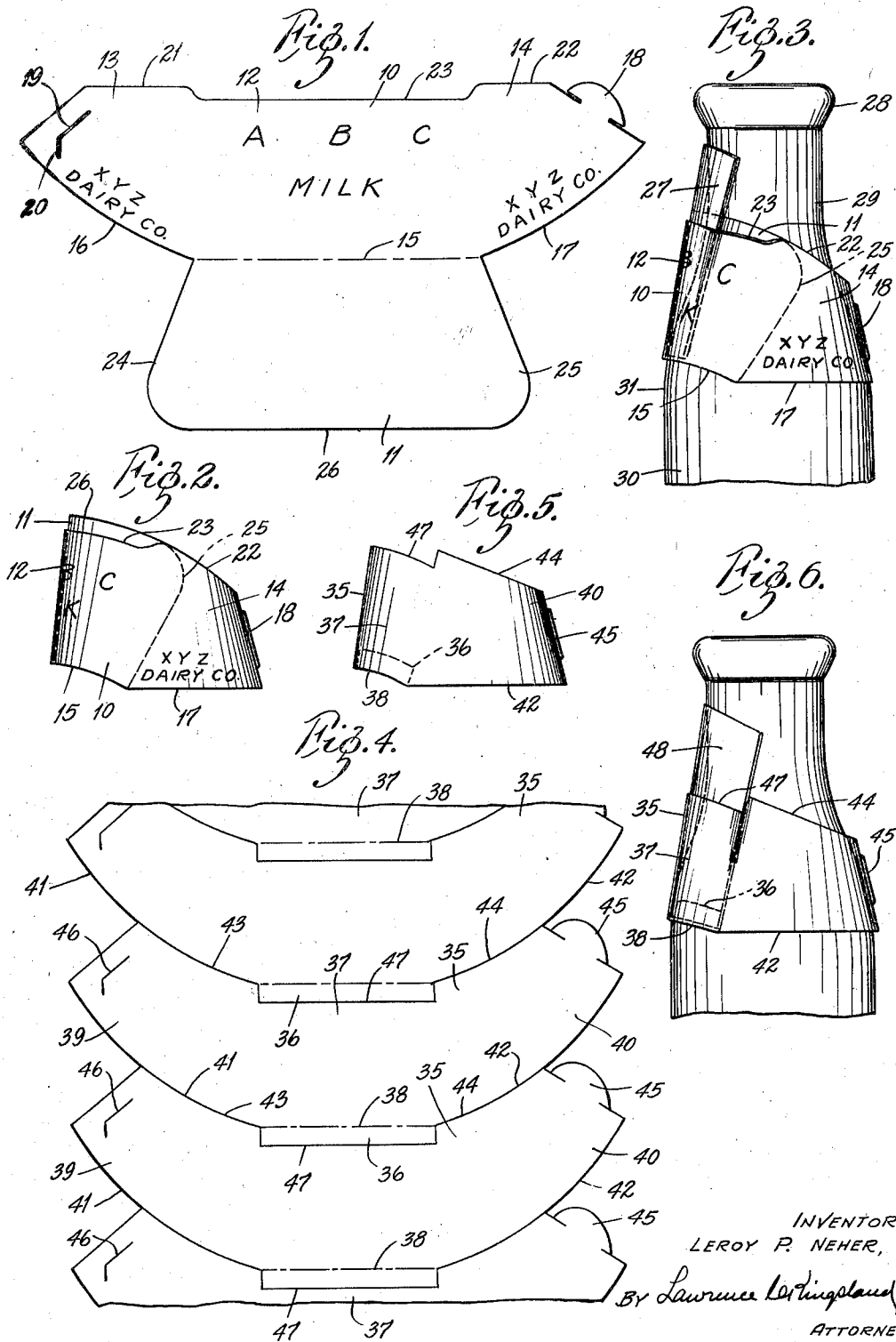
Aug. 16, 1938.

L. P. NEHER

2,127,342

POCKET TYPE DISPLAY DEVICE

Filed Dec. 21, 1936



UNITED STATES PATENT OFFICE

2,127,342

POCKET TYPE DISPLAY DEVICE

Leroy P. Neher, St. Louis, Mo.

Application December 21, 1936, Serial No. 116,855

7 Claims. (Cl. 40-4)

The present invention involves a display device and in particular a display device for use on tapered neck bottles.

Display devices heretofore have been designed embodying a band of paper, or the like, that embraces the neck of the bottle and rests upon the shoulder thereof. If, for illustrative purposes, a milk bottle be used as representative of this type, it will readily be understood that the amount of advertising space available on such a band is definitely limited. For greatest efficiency the device must not skirt outwardly beyond the dimensions of the bottle, which means that ordinarily it shall not flare out or extend below the shoulder of the bottle. It, furthermore, must not extend up to the flange of the bottle since, if it do so, it would be damaged during handling of the bottle. Furthermore, it must readily pass over the flange of the bottle so that it can be installed quickly.

The present invention attains these desirable objectives and, in addition, provides means whereby extended advertising matter, or the like, may be incorporated with a display device possessing the above attributes.

In brief, the present invention comprehends a display device of the bottle collar type with means thereon for supporting a separate additional sheet, folder, pamphlet, or the like. In particular, the collar possesses a pocket-like means into which this supplemental data may be inserted and held.

It is an object of the invention to provide a display device adapted to fit over a bottle, or the like, and to hold thereto any desirable supplemental data.

It is a further object of the invention to provide such a support means and to retain the characteristics listed above for greater efficiency of the collar itself.

It is a further object of the invention to provide a bottle collar formed from a sheet of flexible material with a pocket means integrally formed therewith.

It is a further object of the invention to provide the pocket means in the form of an extension overlap upon the main body of the bottle collar in a particularly desirable arrangement therewith.

It is a specific object of the invention to provide such a pocket as will be easy to use in the insertion of the supplemental material therein.

It is a further object of the invention to provide a bottle collar of this type having a sup-

plemental section designed so that, in laying out the structures on a large sheet, a minimum amount of wastage occurs.

Although reference has been made to supplemental advertising data, or folder, it is understood that the pocket is available for any desirable purpose such as containing a bill or statement, or any other object of such characteristics as could be inserted in the pocket.

In the drawing:

Fig. 1 is a developed view of the device laid out in sheet form.

Fig. 2 is a side elevation of the device folded into form for use.

Fig. 3 is a side elevation of the device containing the supplemental data and on a bottle here shown, for illustrative purposes, as a milk bottle.

Fig. 4 is a developed view of several of a modified type of device showing how they may be laid out and designed for minimum loss of material.

Fig. 5 is a side elevation of this type device ready for use.

Fig. 6 is a side view of this type of device showing supplemental data in the pocket and the assembly on a bottle.

In the types of Figs. 1-3, the device is shown as having a main or collar section 10 and a supplemental section 11. The main section has a middle portion 12 and end portions 13 and 14. The lower edge of the main section has a straight portion 15 and end portions 16 and 17 thereon, the last two extending upwardly and outwardly from the main portion 15, they being on the end portions 13 and 14 of the collar section 10. Preferably the edge portions 16 and 17 are arcuate for purposes to be described.

Upon the end portion 14 is a tongue 18; and upon the end portion 13 is a slot 19 having a V-extension 20. The upper edge of the collar section 10 is straight as at 21 on the end portion 13 and at 22 on the end portion 14. The upper edge 23 of the middle section 12 is dropped down somewhat, for a purpose to be described.

A pocket flap 11 preferably has a size slightly larger than that of the middle portion 12 of the collar section 10. This section 11 is adapted to be folded about the line 15 to overlie the middle portion of the main section 10. Its end portions 24 and 25 extend outwardly beyond the limits of the edge 23. The width of the pocket section 11 is such that the remote edge 26, when the pocket section is overlapped, will extend

above the edge 23 and preferably will form a continuation to the straight edges 21 and 22. This is shown in Fig. 2.

In forming the device into the collar, the pocket portion 11 is first turned up. The tongue 13 is then engaged in the slot 19, the portion 20 being of sufficient length to permit passage of the tongue without folding and at the same time to give a certain pivotal action in the assembled device. The device will then have the shape shown in Fig. 2 in which the edge 26 is shown above the edge 23, the pocket section 11 being inside of the collar. Manifestly, greater security results in folding it to the inside. The next step is to take the folder, shown at 27, (in Fig. 3) and insert it into the pocket, this being readily accomplished because of the projection of the pocket section above the edge 23. The device may then be slipped over the neck of the bottle. as shown in Fig. 3.

It will be seen that this bottle, as is true of most bottles of this type, has a flange 28, a tapered neck 29, and a body section 30 with a shoulder 31 at the junction of the neck and the body. When the device is formed, as shown in Fig. 2, the arcuate edges 16 and 17 occupy a plane which is desirably of such diameter that the cone-shaped collar will rest adjacent the shoulder 31 of the bottle. Necessarily, the edge 15 is a straight line so that it extends upwardly from the plane just mentioned. The device is formed into the shape of a portion of a cone, the dimensions of which accord substantially with those of the tapered neck 29, so that the device will cling closely to this neck. The upper edge of the device slopes upwardly from adjacent the joint between the two ends to a point diametrically opposite. By this means, the peripheral extent of the upper edge is larger than that of the flange 28 but, at the same time, the device may rest snugly about the tapered neck 29 and extend upwardly thereon substantially further than could be possible if the upper edge were arcuate to the collar and of a uniform width equal to that of its greatest width.

In the modification shown in Fig. 4, the main collar section is shown at 35 and a smaller tab or pocket section at 36. This latter section extends out from the middle portion 37 of the collar section, the two being joined about a fold line 38. The lower edges of the end sections 39 and 40 extend outwardly and upwardly in arcuate lines as shown at 41 and 42, respectively. The upper edges of the end sections are arcuate on a radius of the same curvature as the lower arcuate edges and are indicated at 43 and 44. The end 35 is provided with a tongue 45; the end 39 with a slot 46 functioning in the manner described with the previous modification.

The pocket flap 36 is comparatively narrow and the body edge of the middle portions 37 is cut out, as at 47, by precisely the dimensions of the section 36. Consequently, these collars and pockets can be fitted together contiguously, as shown in Fig. 4, with the absolute minimum wastage of paper.

In setting up these devices, the tabs 30 are folded about the straight fold edge 38. The tongue 45 is then inserted in the slot 36, thus producing a collar as shown in Fig. 5. The section 36 provides a pocket to hold the supplemental data 48 as shown in Fig. 6. This device is proportioned to rest upon the bottle in the same manner as does the previous modification. However, this modification is especially to be used

with a folder having a width equal to the length of the cut-out 47, as shown in Fig. 6. By this means, when the folder is put in place in the collar, the corners at the ends of the cut-out 47 extend back of the folder, as in Fig. 6, and hold the same in place during assembly and installation of the devices.

In both of these types, the extension of the securing means, as shown at 20 in Fig. 1, permits a certain amount of pivotal action when the tab is engaged therein. This permits the device to adapt itself to bottle necks having variations in their degree of slope.

It will be seen that a display device has been designed possessing all the desirable attributes of the ordinary bottle collar and yet with means for increasing its utility. It is understood that the collar may carry the usual advertising message on its outside and, in addition and particularly with reference to the modification of Fig. 1, larger advertising space is provided on the interior surfaces; and, also pamphlets, or the like, may be carried in the pocket. It will be understood that the collars with their pamphlets or supplemental data can be installed at the bottling plant and transported, without injury, to the consumer, thus doing away with the necessity of either having the distributor leave separate pamphlets with the consumer, which are obviously likely to be misplaced, or having separately distributed pamphlets out of intimate association with the product.

What is claimed is:

1. In combination, a bottle having a tapered neck, a removable display device used with said bottle including an elongated piece of flexible material, said piece including a middle portion and end portions outwardly from said middle portion, the lower edges of said end portions extending upwardly and outwardly in arcs of a circle, from said middle portion, a projection on said middle portion extending from the lower edge thereof, said projection being adapted to be folded over said middle portion, means joining the ends of said piece together to form it into conical shape adapted to fit onto said tapered neck, with the lower edges of the end portions substantially in a plane of diameter approximately equal to that of the shoulder of the bottle, and said projection lying between the middle portion and the bottle to form with the piece a supporting pocket, said projection being maintained in folded relation by the neck of the bottle, and being removable from such relation upon removal of the device from the bottle.

2. A removable display device for tapered neck bottles including a main elongated section of flexible material having a middle portion and end portions, the lower edges of the end portions extending outwardly and upwardly from the middle portion, a projection extending from the lower edge of the middle portion adapted to be folded under said middle portion, and of a width such as to extend above the top edge of the middle portion, and means joining the ends of said piece together into a tapered loop adapted to fit over the neck of the bottle, the projection forming with the middle section a visible pocket, and said projection being maintained in folded relation by the bottle when the device is on the same, but being withdrawable from such relation when the device is removed from the bottle.

3. A display device including an elongated piece of flexible material having a middle portion and end portions, the upper edges of said end

portions being continuations of the same line, and the upper edge of the middle portion being lower than those of the end portions, a projection extending from the lower edge at said middle portion, said projection being adapted to be folded over said middle portion, and having a width such that its upper edge when folded forms a continuation of the upper edges of said end portions, and means joining the ends of said piece together into a circular loop adapted to fit over a bottle.

4. In a display device, an elongated piece of flexible material having upper edges and lower edges cut along lines having the same configuration but displaced one from the other by a maximum distance at a given point in the length of the strip, said edges extending upwardly and outwardly from said maximum point, and the bottom edge extending outwardly during a portion of its length to define a foldable projection on said piece, there being a corresponding formation in the upper edge forming a cutout therein, together with means joining the ends of said piece together into the form of a tapered loop.

5. In a display device, an elongated strip of flexible material adapted to be formed into a conical section to fit on a tapered bottle, a cutout portion extending inwardly from the upper edge thereof, and providing, when the device is shaped into a cone, overhanging corners, a folder of a width substantially equal to that of the cutout portion, and means integral with the collar to prevent the folder from sliding downwardly below the collar, said folder being adapted to be engaged by said overhanging corners.

6. A removable display device for tapered neck

bottles including an elongated piece of flexible material, said piece including a middle portion and end portions outwardly from said middle portion, the lower edges of said end portions extending upwardly and outwardly in arcs of a circle, from said middle portion, a projection on said middle portion extending from the lower edge thereof, said projection being adapted to be folded over said middle portion, means joining the ends of said piece together to form it into conical shape with the lower edges of the end portions substantially in a plane of diameter approximately equal to that of the shoulder of a bottle with which said device is adapted to be used, said projection when said device is on a bottle being adapted to lie between the middle portion and such bottle to form a supporting pocket.

7. A removable display device for use on the neck of a tapered neck bottle including an elongated piece of flexible material, said material having a convex lower edge, one portion of which is straight, a projection extending from said straight portion of said edge, said projection being adapted to be folded under the adjacent part of the elongated piece, and means joining the ends of said piece together to form it into a portion of a cone of such size to fit over said tapered neck and with the lower edge engaging said tapered neck adjacent the lower part thereof, said projection being located between said adjacent portion of the elongated piece and said tapered neck to form a pocket and being removable from such folded relation upon removal of the device from the bottle.

LEROY P. NEHER.