

Aug. 31, 1937.

L. A. WRIGHT

2,091,346

LABEL

Filed April 5, 1937

FIG. 1.

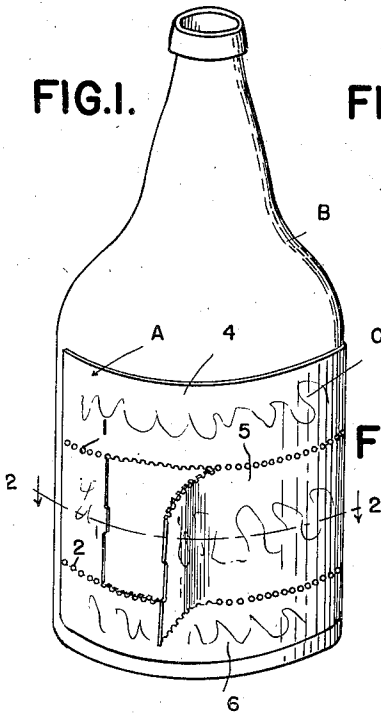


FIG. 2.

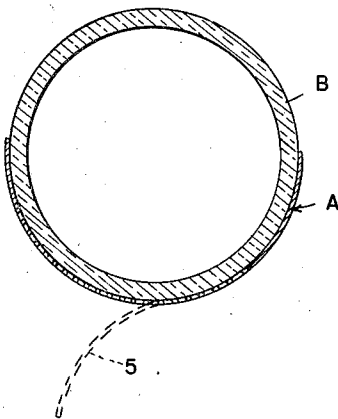


FIG. 3.

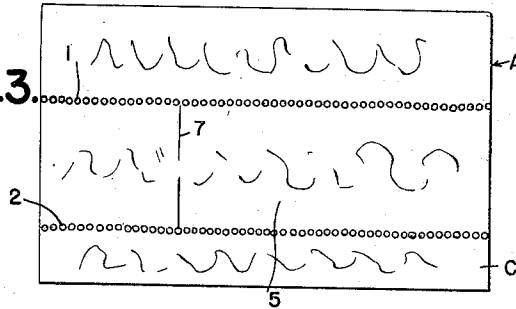


FIG. 4.

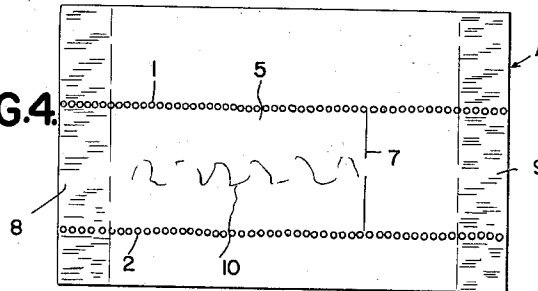


FIG. 5.

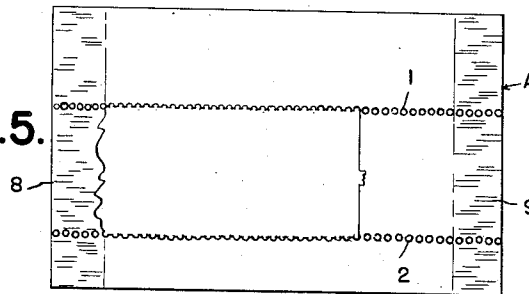
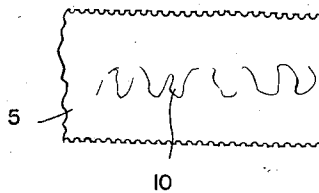


FIG. 6.



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## UNITED STATES PATENT OFFICE

2,091,346

LABEL

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Application April 5, 1937, Serial No. 135,174

3 Claims. (Cl. 40-4)

This invention relates generally to labels and refers more particularly to those that are adapted to be applied to bottles, cans, and the like, as set forth in my application Serial No. 117,921 filed December 28, 1936.

Usually labels of this type are applied by machines operating at relatively high speed and therefore it is essential to have the labels constructed in such a way that they will not tear while being applied. When the labels are perforated for any reason, for example, to permit a portion thereof to be removed for advertising or other purposes, the labels are accordingly weakened and are more likely to tear.

With the foregoing in mind, it is an object of the present invention to provide a label of the type mentioned having perforations extending in substantially parallel rows from one side edge to the other of the label so as to extend circumferentially of the bottle or can when the label is applied thereto, and having an interrupted slit between and disposed at substantially right angles to said parallel rows of perforations, whereby the labels may be applied by machines as aforesaid without tearing, and the slit may be readily engaged by a finger nail or other object under the control of the customer to facilitate the removal of a portion of the label intermediate said parallel rows of perforations.

As in my application Serial No. 117,921, the label is provided upon its outer or exposed face with suitable indicia of the manufacturer of the bottled or canned goods and the removable or detachable portion aforesaid is preferably provided upon its rear face with educational or amusing subject-matter of interest to the customer.

Another object is to provide a label wherein the front face of the detachable portion will contain a sufficient amount of the manufacturer's identifying matter to remind the customer of said manufacturer and that contains on its rear face matter of sufficient interest to the customer to cause him to make further purchases from the manufacturer of goods provided with the labels mentioned. In this connection it will be appreciated that the detachable portions of different labels contain different subject-matter so that a customer may obtain various subject-matter by purchasing a number of bottles or cans containing such labels.

Other objects, advantages and novel details of construction of this invention will be made more apparent as this description proceeds, especially when considered in connection with the accompanying drawing, wherein:

Figure 1 is a perspective view of a bottle containing a label embodying my invention and showing the detachable portion partially removed;

Figure 2 is a sectional view taken substantially on the line 2-2 of Figure 1;

Figure 3 is a front elevation of the label with the detachable portion thereof intact;

Figure 4 is a rear elevation of the label illustrated in Figure 3;

Figure 5 is a rear elevation of the label illustrated in Figure 3 after the intermediate portion illustrated in Figure 6 has been removed;

Figure 6 is an elevation of the portion that has been removed from the label illustrated in Figure 5.

Referring now to the drawing, A is a label adapted to be applied to a bottle B or other suitable container and having on its front face indicia C of the manufacturer of the bottled goods. Preferably this label A is divided by horizontally extending, substantially parallel rows 1 and 2, respectively, of perforations into three sections 4, 5, and 6, respectively, and is provided between said rows 1 and 2 adjacent one end of the label with an interrupted slit 7 that connects into and is disposed at substantially right angles to the perforations. Glue or other suitable adhesive material for engagement with a bottle or can is provided upon the rear face of the label at opposite ends thereof. Preferably this glue is provided in strips 8 and 9, respectively, that extend along opposite ends of the label from the upper to the lower edges thereof. In this connection it will be noted that the strips 8 and 9 of glue cross the rows 1 and 2 of perforations. Interesting data 10 such as games, puzzles, catch-questions, poetry, songs, toasts, historical events, news, etc., are printed on the back of the removable intermediate portion 5 of the label.

In use the label A as illustrated in Figure 3 is applied to a bottle or can so as to extend circumferentially thereof as illustrated in Figure 1. When it is desired to remove the intermediate portion 5 containing the interesting data on the back thereof, the customer may place a finger nail or other suitable object in the slit 7 so that the intermediate portion 5 may be grasped and torn along the perforations 1 and 2 as illustrated in Figure 1. When detached, the intermediate portion 5 of the label, as illustrated in Figure 6, will have on its front face the indicia of the brewer or manufacturer of the bottled or canned goods and will have the interesting data on its rear face. In this connection it should be

borne in mind that the perforations 2 and 3 are arranged in such a way in the label that sufficient indicia of the manufacturer will appear on the front of the detached section 5 after it is removed from the label proper to adequately identify the manufacturer and serve as a reminder to the customer when making further or subsequent purchases. Consequently, such labels in addition to supply interesting data will enhance sales of the bottled or canned goods of the manufacturer indicated on the labels.

What I claim as my invention is:

1. A label attachable to a bottle or can and provided upon its outer face with identifying indicia of the manufacturer of the bottled or canned goods, said label having two substantially parallel rows of perforations and having an interrupted slit extending between and substantially at right angles to said parallel rows of perforations adjacent one end thereof to provide an elongated detachable portion, the interruption in said slit being substantially midway the ends thereof and providing between the adjacent end of said detachable portion and said label proper an integral connection preventing said portion from accidentally or prematurely becoming detached from said label while the latter is being affixed by a machine to a bottle or other container but permitting said connection to be severed by hand when it is desired to detach said portion from the label, the arrangement of said perforations with respect to said identifying indicia being such that sufficient indicia of the manufacturer will appear on the front face of the detachable portion to adequately identify the manufacturer and serve as a reminder thereof to the customer after such portion is detached from the label proper, the rear face of said de-

tachable portion being provided with printed matter adapted to be of interest to said customer.

2. A label attachable to a bottle or can and having two substantially parallel rows of perforations and an interrupted slit extending between and substantially at right angles to said parallel rows of perforations adjacent one end thereof to provide an elongated detachable portion, the interruption in said slit being substantially midway the ends thereof and providing between the adjacent end of said detachable portion and said label proper an integral connection preventing said portion from accidentally or prematurely becoming detached from said label while the latter is being affixed by a machine to a bottle or other container but permitting said connection to be severed by hand when it is desired to detach said portion from the label.

3. A label attachable to a bottle or can and having two substantially parallel rows of perforations and an interrupted slit extending between and substantially at right angles to said parallel rows of perforations adjacent one end thereof to provide an elongated detachable portion, the interruption in said slit providing between the adjacent end of said detachable portion and said label proper an integral connection preventing said portion from accidentally or prematurely becoming detached from said label while the latter is being affixed by a machine to a bottle or other container but permitting said connection to be severed by hand when it is desired to detach said portion from the label, the back of said label being provided at opposite ends thereof substantially parallel to the slit aforesaid with adhesive areas for attaching purposes.

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