Feb. 8, 1949. E. G. STANTON 2,461,244

ADVERTISING DEVICE FOR CONTAINERS

Filed Aug. 10, 1944

FIG. 7.

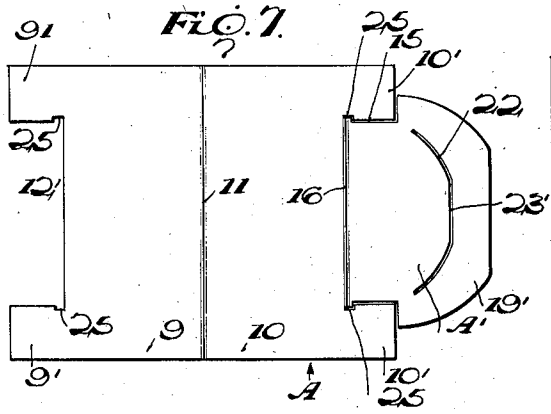


FIG. 8.

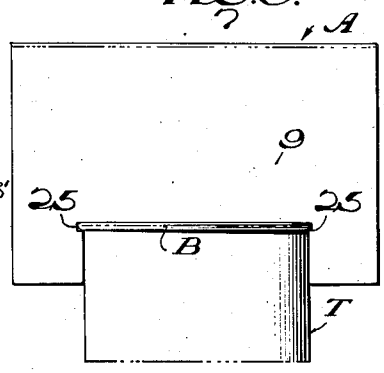


FIG. 9.

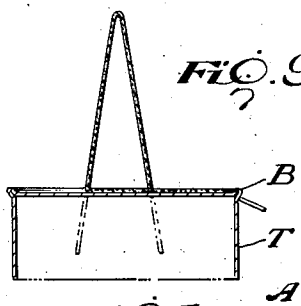


FIG. 3.

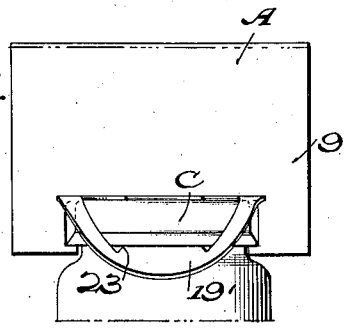


FIG. 2.

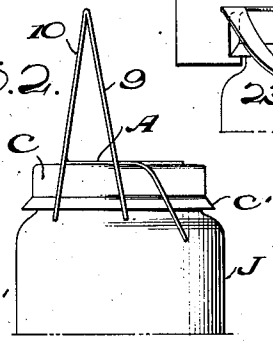


FIG. 1.

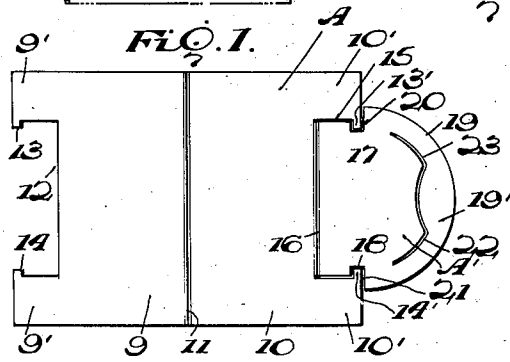


FIG. 6.

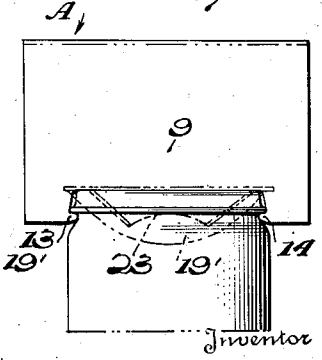


FIG. 5.

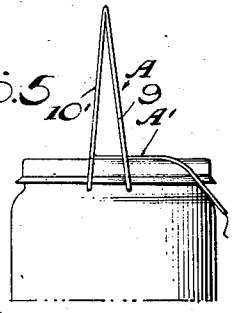
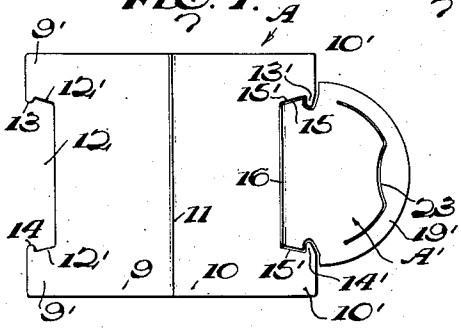


FIG. 4.



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ADVERTISING DEVICE FOR CONTAINERS

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8 Claims. (Cl. 40—4)

1

This invention relates to advertising devices for containers.

The advertising devices are intended for use in connection with containers for food stuffs, such as glass jars or cans, but, of course, these devices may be used in connection with other packaged commodities which are placed in permanent containers similar to the aforesaid containers for food stuffs.

In connection with advertising of food stuffs or similar commodities in jars and cans, it is quite common to place on such containers an advertising device, usually displaying the name of the packer or manufacturer, and at the present time the number of ration points required and the price of the commodity in the containers. These known advertising devices are objectionable in that they lack means for securing or attaching them to the containers. Advertising devices must be securely associated with the containers and, if not, they will readily become disassociated from the container, either by being knocked over by a customer or blown off the container by wind currents within the store. This requires frequent replacing of the advertising device in connection with the proper containers. Then too, there is the possibility that someone not familiar with all of the commodities in the store might place a disassociated advertising device on the wrong container, and thus the goods in the containers would be wrongly advertised, both as to ration points and as to the price, also in some instances where the device displays the packer or manufacturer's name, it may be placed on the goods of another packer or manufacturer, and certainly this must be avoided.

In my invention I overcome all of the objectionable features of the known advertising devices for containers for food stuffs and the like by providing a definite means whereby the advertising device, when associated with a container, be it a glass jar or a tin or other metallic container, will not accidentally become disassociated therefrom. My device requires a manual and deliberate disassociation of it from the container once it has been applied thereto.

It is an object of my invention to provide an advertising device for containers embodying means that will prevent accidental disassociation of the device from the container once it has been applied thereto.

Another object of my invention is to provide an advertising device for containers embodying means that will prevent accidental or unintentional disassociation of the device from the container once it has been applied thereto, and which requires a deliberate and manual action to effect removal or disassociation from the container.

2

Another object of my invention is to provide an advertising device for containers having means associated therewith to grip the container and lock the same thereon.

Another object of my invention is to provide an advertising device formed from a flat blank which can readily be set up and applied to the container and the application of the same thereto resulting in the locking and securing of the device on the container.

Another object of my invention is to provide an advertising device, the inherent characteristics of which are such that when the device is applied to the container it will automatically attach itself thereto and result in a fixing and locking of the device on the container.

Another object of my invention is to provide an advertising device, the inherent structural characteristics of which are such that means are provided to engage an outer portion of the container adjacent its top, and grip that portion so engaged as to fixedly secure the device on the container.

Another object of the invention is to provide an advertising device for containers, of simple, inexpensive construction yet possessing qualities so that it may be used for an indefinite period in connection with different types and kinds of containers for food stuffs or other packaged commodities.

The invention will be more readily understood by referring to the annexed drawings wherein like reference numerals in the several modifications denote the same structural features and wherein:

Fig. 1 is a top plan view of the advertising device blank in flat formation before it has been bent up to advertising position;

Fig. 2 is a side elevational view showing the blank of Fig. 1 bent into advertising position and applied to the top portion of a glass jar having a metallic closure thereon;

Fig. 3 is a rear elevational view of the device shown attached to the container and more clearly showing the means for locking or fixing the device to the container;

Fig. 4 is a top plan view of the advertising device blank in slightly modified form;

Fig. 5 is a side elevational view showing the advertising device of Fig. 4 applied to the top of a glass jar with a different type of metal or other closure thereon;

Fig. 6 is a rear elevational view of the device shown in Fig. 5 and clearly showing the means of fixing or locking the device to the top of the container;

Fig. 7 is a top plan view of the advertising device blank showing a still further modification for use in connection with tin or other metallic containers;

Fig. 8 is a front elevational view of the advertising device of Fig. 7 applied to the top of a conventional tin or other metallic container; and

Fig. 9 is a side elevational view showing the device of Figs. 7 and 8 applied to the top of a tin or other metallic container.

Referring to the drawings in detail, Figs. 1–3, the advertising device is indicated generally at A. This device is made of suitable flexible, relatively thin, yet rigid material, preferably cardboard or other relatively stiff, flexible paper, but, of course, any sheet material might well be used. The blank is of generally rectangular formation and when folded or erected to advertising position, as shown in Figs. 2 and 3, it consists of two portions or sections 9 and 10, which are formed by folding or bending the device on the score line 11 which is substantially medial of the blank and extends transversely across the same.

That portion 9 of the blank A is cut out at 12, which cut-out provides for oppositely-disposed, inwardly-extending projections 13 and 14 which engage under the lower edge of the closure or cap C. This closure is usually of metal and is applied to a glass container such as a jar or the like J, in the usual manner. That portion 10 of the blank A is cut out at 15 and provides for the same configurations as cut-out 12 and forms oppositely-disposed, inwardly-extending projections 13′ and 14′ which also engage under the lower edge of the closure or cap C. The formation of the respective cut-outs 12 and 15 results in oppositely-disposed locking fingers or extensions 9′ in the portion 9 of the blank and similar locking fingers or extensions 10′ in the portion 10 of the blank.

In the blank as shown in Fig. 1 there is provided, as an integral part thereof, an extension A′, which is foldable on the score line 16 and includes oppositely-disposed recesses 17 and 18 which are stamped out with the formation of the recess 15. Additionally, this extension A′, a portion of which engages and rests on the top of the closure or the top of a can, as the case may be, is of semi-circular formation as denoted at 19, which semi-circular portion in blank form extends beyond one extreme outer edge of the blank and provides shoulders or lateral extensions 20 and 21, which are in effect continuations of the recesses 17 and 18, respectively. This semi-circular extension A′ is substantially arcuately cut or slit along the line denoted at 22, and provides a curved closure gripping means 23 in an arcuate band 19′ which, when associated with jars with metal caps or the like, acts as a means to grip the jar closure or the bead of a metallic or the like container.

In erecting or setting up the blank as shown in Fig. 1 for application to, say a pickle or olive jar having a metallic or other closure with an outwardly-flaring flange c′ at its lower edge, the two sections of the blank are folded on the score line 11 to substantially triangular formation, then the extension A′ on section 10 is bent or folded inwardly on its score line 16 so as to extend laterally with respect to the section 10 and is passed or inserted through the cut-out portion 12 on

section 9 with the shoulders 20 and 21 abutting the rear face of section 9, thereby locking the two portions or sections 9 and 10 together, as clearly seen in Fig. 2. After the device has been thus set up or erected, it is then ready for application to the top of the jar as shown in Fig. 2. It will be clearly seen that a portion of the folded or bent-over extension A′ will rest on top of the closure of the jar and the projections 9′ and 10′ extend downwardly on opposite sides of the closure engaging the same with the projections 13 and 14, and 13′ and 14′ engaging under the flared edge c′ of the closure. Then the cut arcuate band 19′ of the extension A′, which has the rounded or curved closure gripping means 23 integral therewith, is pushed downwardly and a portion thereof engages opposite sidewall portions of the closure C and the curved closure gripping means 23 snaps under the outwardly-flared flange c′. The device, therefore, as a whole, is securely and fixedly associated with the container and its closure and remains so until manually disassociated therefrom.

In the modification of the device as shown in Figs. 4, 5, and 6, the basic structural characteristics are the same as described in connection with Figs. 1–3, inclusive. In this modification, however, the device is adapted to be applied to glass jars that ordinarily contain canned fruits, vegetables etc. These jars are similar to the jar described in connection with Figs. 1–3 but the closure, preferably a metallic closure of the slip-fit type, is of less depth than the closure C, as shown in Figs. 2 and 3. In order to take care of this different type of closure and the mounting of the advertising device thereon, it will be noted in the blank of Fig. 4 that the side walls of the cut-out 12 are inclined as at 12′ rather than being parallel as shown in the blank in Fig. 1. This is also true as regards the cut-out 15, wherein its side walls are similarly inclined as at 15′. The blank, as shown in Fig. 4, is erected and set up and the extension A′ thereof is folded under and through the cut-out 12 in the same manner as described in connection with Figs. 1–3.

In the modification of the advertising device as shown in Figs. 7–9, the structural characteristics and manner of applying and securing the same to a tin or other metallic container T is substantially the same as described in connection with Figs. 1–6. In this modification, however, in the cut-outs 12 and 15 there are formed oppositely-disposed cut-out recesses 25 which are similarly formed in the two sections 9 and 10 and which recesses serve as a means to grip the bead B of a can when the device is applied thereto. Another slight difference is in the formation of the slit 22 in the extension A′. In forming this curved slit 22, the central portion thereof 23′ is substantially straight as compared with the curved or rounded closure gripping means 23 in Figs. 1–6. The manner of erecting or setting up the blank shown in Fig. 7 is the same as described with regard to Figs. 1–6 in that the blank is folded on the score line 11 and the extension A′ is bent beneath the same and passes through the cut-out 12 and thus locks the two sections together. Then the device in this erected condition is placed on top of the can with the recesses 25 in each section 9 and 10 thereof engaging the bead of the can and with the extension A′ as a whole on the top of the can. Then, by simply pushing down the arcuate band 19′, the straight portion 23′ thereof engages the bead B of the

can and securely fixes and locks the device on the top thereof.

The extension A' serves a triple function. First, it acts as a base for the device itself. Second, it serves to lock the two sections 9 and 10 together when in erected position, and third, it serves to lock the advertising device as a whole on top of the container and when in locked position the device is placed under tension, due to the fact that the arcuate band 19' is snapped downwardly and engages the container and consequently there is a tendency for the remainder of the device to urge itself upwardly, and thereby as a whole firmly grips the container.

From the foregoing it is quite clear that I have provided an advertising means which is readily and fixedly associated with containers such as glass jars, tins and the like, and which will remain as such until intentionally removed therefrom. As a matter of fact this advertising device when attached to a container may be used as a handhold for picking up the container attached thereto and moving the same from one place to another, or the can may be readily picked up by a prospective purchaser and examined without fear of the device becoming disconnected or disassociated from the container.

It is understood that the sections 9 and 10, and the extension A' may individually, or may all contain suitable advertising media, such as the name of the packer or manufacturer of the packaged commodities, ration points, cost, etc. Then too, instructions as to the setting up of the device can be printed or otherwise indicated on the device, and preferably on the inner sides of the sections 9 and 10.

Having described my invention, what I claim is:

1. An advertising device of the character described, consisting of spaced upstanding sections of substantially triangular formation in cross section when erected and applied to the top of a container, one section of the said device having an extension thereof bent inwardly between said sections and adapted to rest on the top of a container, and a portion of the extension being cut to provide a part thereof to be moved to engage the container to lock the device securely thereon.

2. An advertising device for containers having closures applied thereto consisting of connected, spaced, upstanding sections, one of the sections having an extension thereof bent to engage the other section and thereby lock the two sections together, each section having depending locking fingers engaging a protruding part of the container closure, and a portion of the said extension being cut to provide a part thereof to be moved to engage under the protruding part of the container closure.

3. An advertising device for containers consisting of two connected sections which when applied to a container extend above the same in

substantially triangular formation in cross-section, an extension integral with one of the sections folded to extend laterally therefrom and engaging and locking with the other section and adapted to rest on top of the container, each section having locking fingers depending below the extension at opposite sides thereof and adapted to engage opposite sides of the container, and means integral with the said extension for further locking the device on the container.

4. An advertising device as described in and by claim 3 wherein the depending locking fingers each have inwardly-extending oppositely-disposed projections for engagement with a protruding part of the container.

5. An advertising device as described in and by claim 3 wherein the means integral with the extension is an arcuate band integral therewith, which band is adapted to be snapped downwardly and engage a protruding part of the container.

6. An integral one-piece advertising device for containers consisting of two sections which when applied to a container extend above the same in spaced inclined relationship, one section being provided with an extension which is folded inwardly and engages and connects with the other section so as to maintain the spaced inclined relationship of the two sections, a portion of the extension being such that it engages and rests on top of the container, and an arcuate band portion of the extension adapted to be snapped downwardly so as to engage and lock the device on the container.

7. An advertising device as described in and by claim 6 wherein each of the sections are provided with depending locking fingers at opposite sides thereof and which fingers engage opposite sides of the container.

8. An advertising device for containers consisting of two connected opposed, spaced upstanding sections, one of the sections having a lateral extension, said extension acting as a support for the device when applied to the container, each section having depending locking means to engage the container at opposite sides thereof and an arcuate band integral with said extension to further lock and secure the device as a whole to the container.

EARL G. STANTON.

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