

Sept. 18, 1934

L. A. MILLER

1,974,401

RETAINED LABEL AND BOOKLET

Filed June 6, 1932

2 Sheets-Sheet 1

Fig. 1.

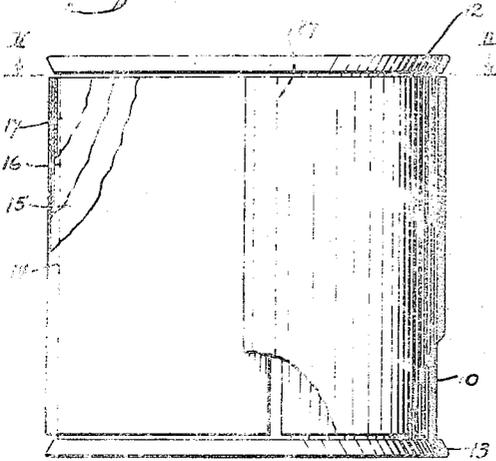


Fig. 2.

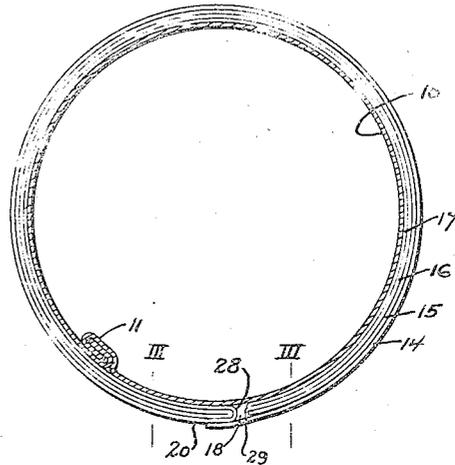


Fig. 6.

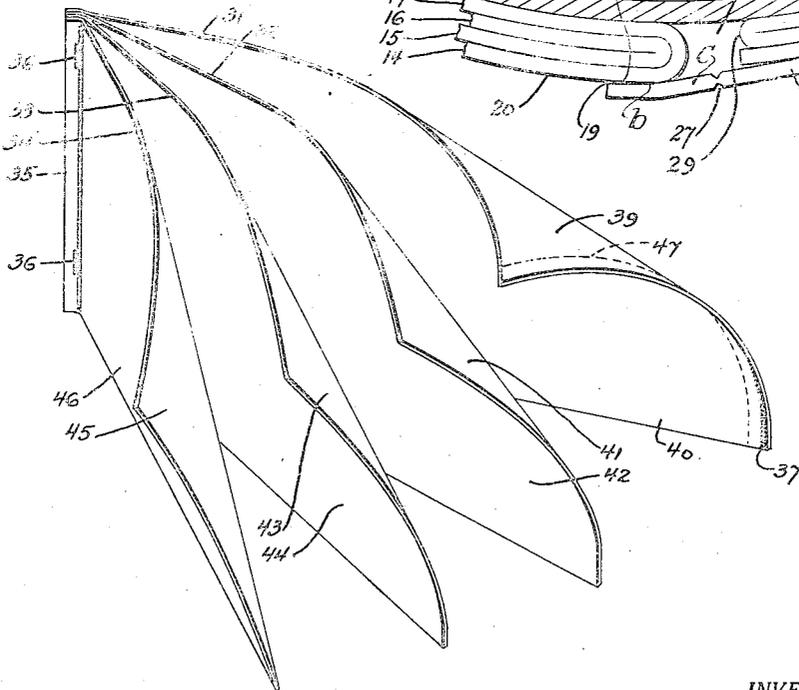
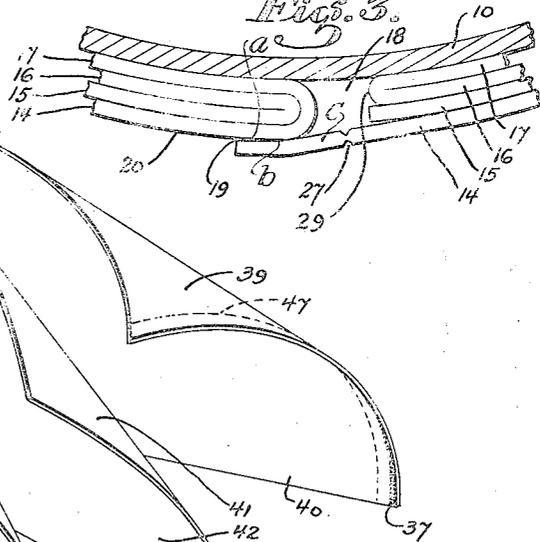


Fig. 3.



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COMBINED LABEL AND BOOKLET

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2 Sheets-Sheet 2

Fig. 4.

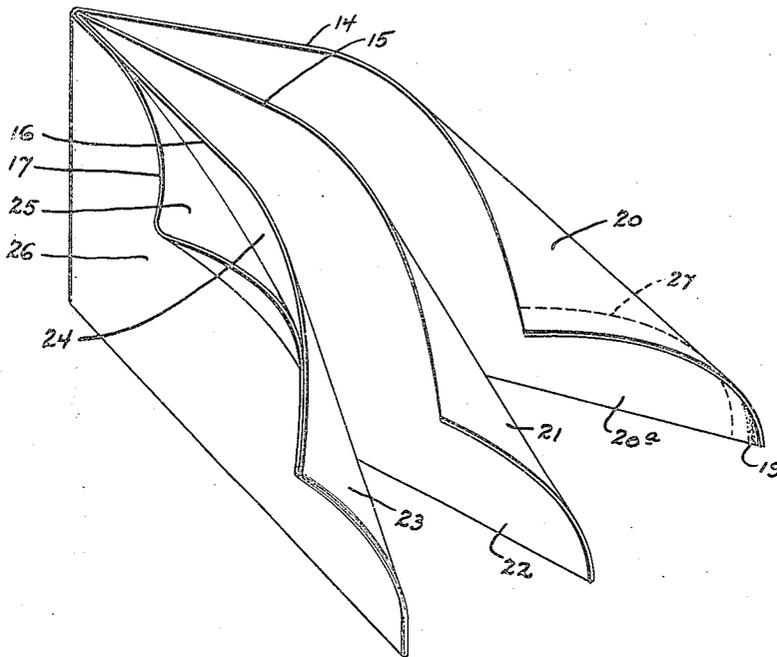


Fig. 7.

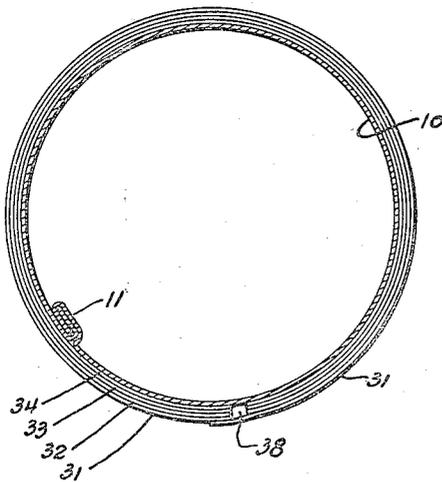
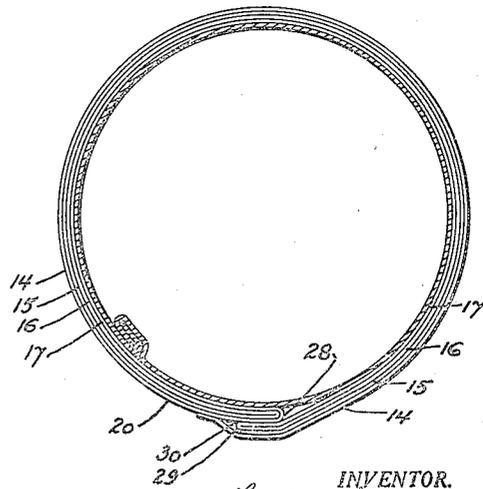


Fig. 5.



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UNITED STATES PATENT OFFICE

1,974,401

COMBINED LABEL AND BOOKLET

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Application June 6, 1932, Serial No. 615,586

3 Claims. (Cl. 40-4)

This invention relates to labels and booklets for and as applied to cans.

An object of the invention is to provide a device which may be applied to a can or other container to serve as a label and which later may be removed from such can or container and serve as a booklet.

Another object of the invention is to provide a combined label and booklet which may be easily, quickly, and economically applied to a can or other container to serve as a label, which may be easily and quickly and conveniently removed therefrom by the purchaser of the can and its contents, without substantial marring, and in which the label constitutes a permanent cover member of the booklet.

Another object of the invention is to provide a combined label and booklet of the type described which will not only present the usual subject matter of a label when applied to the container, but which, on removal therefrom, may present other subject matter such as recipes advising the best uses of the can contents, instructive matter, amusing matter, advertising matter, or other printed or illustrative matter.

Other objects of the invention will be apparent upon reading the appended description taken in connection with the accompanying drawings, in which—

Fig. 1 is an elevational view of a can to which my invention is applied, parts being shown as broken away.

Fig. 2 is a section along the line II—II of Fig. 1.

Fig. 3 is an enlargement of the portion of Fig. 2 between the lines III—III thereon.

Fig. 4 is a perspective view of the combined label and booklet shown in Figs. 2 and 3 and illustrating the same as partly open.

Fig. 5 is a cross section of a can to which the booklet of Fig. 4 has been applied in a manner differently from that illustrated in Figs. 2 and 3.

Fig. 6 is a perspective view showing a combined label and booklet different from that illustrated in Fig. 4.

Fig. 7 is a cross section through a can to which the modification of Fig. 6 has been applied.

Cans for canning purposes are generally made in cylindrical form by bending a sheet of metal into a cylinder 10 with the edges overlapping, as shown at 11, to form a joint to which solder is ordinarily applied to make it tight. These cans generally have top and bottom portions having a slightly larger diameter than the cylindrical part to form projecting ledges 12, 13, which permits of the application of a multiplicity of sheets

of paper to the cylindrical part 10 of the can without the same projecting beyond the ledges 12 and 13 which thereby aid in maintaining the sheets in position, since they cannot slip therebeyond. Such sheets according to my invention are comprised in a booklet or folder; one form of which as illustrated in Fig. 4 may be made by folding a strip of paper of suitable length to form folded sheets 14, 15, 16 and 17, the folds being within each other so that the sheets 15, 16, will lie within the sheets 14, 17, although the sheets 15, 16, are consecutive parts of the strip, as are the sheets 14, 17. The sheets 15, 16 and 17 are preferably of substantially the same length with the fold between the sheets 15 and 16 very closely adjacent the fold between the sheets 14 and 17. The outer single sheet 14 is somewhat slightly longer than the other sheets for a purpose which will appear hereinafter.

Figs. 2 and 3 illustrate this folded booklet applied to a can, the sheets 15, 16 and 17 being slightly less in length than the outer periphery of the can, while the sheet 14 is slightly greater in length than such periphery. It will now be seen that when the booklet or folder of Fig. 4 is laid flat and then wrapped around the can with the longer sheet 14 outermost, there will be formed a space 18 extending up and down the can for the width of the label, this space being defined along one dimension by the can body 10 and the outermost sheet 14 and along another dimension by the edges and folds of the sheets which are just a little bit too short to meet when wrapped around the can.

In order to hold the booklet fast on the can, a narrow strip of adhesive 19 is applied to the inner free edge of the sheet 14, by means of which such edge is adhesively held to the face 20 of the sheet 14, as shown on Fig. 3. Any desired type of matter, such for example as ordinarily appears on a label, or other matter, may be printed on the outer face 20, and any desired matter may be printed or otherwise applied to the faces 21 and 22 of the sheet 15, the faces 23 and 24 of the sheet 16, and the faces 25 and 26 of the sheet 17, as well as on the face 20a of the sheet 14.

It will thus be apparent that the novel combined label and booklet is held on the can only by the adhesive 19 and by the projecting ledges 12 and 13 which prevent slipping off an end thereof, and that it may be easily removed by cutting the paper by running the fingernail or a pin or other instrument down along the outer face of the sheet 14 opposite the space 18, or by inserting the end of a pin or other instrument into the space 18

and running such instrument down the can. A marking line 27 may be applied to the face 20 to act as a guide for slitting and, if desired, the paper may be weakened along such line.

5 Fig. 5 illustrates the application of the booklet of Fig. 4 to a can where the sheets of the booklet are somewhat longer than the length of the can periphery, and in such instances, it is preferred to insert the left-hand fold 28 as it appears on Fig. 3, between the can 10 and the right-hand fold 29 as it appears on Fig. 3. The result is that 10 the space 30 will have a thickness defined by the distance between the overlapping end and the part of the face 20 opposite thereto, and the slitting of the overlap may be accomplished as previously described, but with perhaps a little more 15 difficulty and with more likelihood of defacing the part of the booklet underlying the part to be slit.

20 It is not necessary that the booklet be made by folding a strip back and forth with the folds one within the other, but it may be an ordinary bound booklet wrapped around the can as previously described with the adjacent ends held together by an adhesive strip which may or may not be an 25 integral part of one of the pages thereof. Such a booklet is shown in Fig. 6 and it may comprise sheets 31, 32, 33 and 34, which may be bound together at the end 35 in any manner known to the bookbinding art, as for example, by staples or 30 stitches 36. It is preferable, but not essential, that the inner pages 32, 33, 34, be slightly shorter than the periphery of the can and that the outside page 31 be slightly longer than such periphery of the can, so that this type of booklet may be 35 wrapped around the can with the page 31 outermost, as shown on Fig. 7. A narrow strip of adhesive 37 holds the free end of the sheet 31 to the adjacent part of said sheet to form the space 38, as for the modification previously described; and, 40 as in such other modification, the outermost page 39 may have a label printed thereon, while any desirable matter may be printed on the pages 40, 41, 42, 43, 44, 45, 46, and a mark 47 to aid in slitting is also preferably used.

45 In the light of the above description, which is intended to apply generally to the type of advertising device to which the present invention is directed, and with more particular regard to 50 Figure 3, it will be noted that the outer sheet 14 is connected to the inner sheets at one end and that at this end the outer surface of the sheet 14 has a definite area, indicated at *a*, which forms the area to which the free end of the outer sheet 55 is to be connected when the device is applied about the can and this definite area *a* will be hereinafter referred to, for convenience, as a connecting area. It is further noted that the free end of the outer sheet 14, that is the end remote from 60 that end to which the outer sheet is connected to the inner sheets, is provided with an extended portion which extends beyond the adjacent edges of the inner sheets and that of this extended portion there is a definite part marked *b* which is designed to cooperate with the connecting area *a* 65 in securing the advertising device about the can. This definite area *b* on the inner surface of the outer sheet will be referred to, for convenience, as the second connecting area. One of these 70 areas, *a* or *b*, is provided with an adhesive in order that when the device is applied about the can, it may be conveniently connected in such applied position.

75 It is to be further noted that the second connecting area *b* of the outer sheet 14 is spaced from

the adjacent edges of the inner or underlying sheets 15, 16, 17 by an appreciable length of the outer sheet, indicated at *c*. This length *c* will, for convenience, be hereinafter referred to as the severing section. It is noted that this severing section *c* is interposed between the end of the device in which the sheets are connected together and the free ends of the underlying or inner sheets and that when applied to a can, this severing section *c* overlies a space and throughout this space 85 is not in contact with any sheet of the device. It is in this severing section *c* that the marking line or line of division 27 is formed indicating to the user the line on which the device is to be severed in order to free it from the can for subsequent 90 use as a booklet containing data informative as to the contents of the can.

Of course, the outer sheet 14 is appropriately provided with label data on its outer surface, as hereinbefore described, so that when the device 95 is applied about the can, the label data is exposed and the informative data, which is on the inner surface of the outer sheet 14 and on the surfaces of the sheets 15, 16 and 17, if more than one such sheet is employed, is concealed by the outer sheet. 100 However, when the device has been separated from the can by division on the line 27 or otherwise through the severing section *c*, the device becomes a booklet complete in itself and presenting in convenient and available form the 105 informative data, usually recipes or the like, as to the contents of the can.

110 It is, of course, desirable that the overlap be as short as possible with a view to good appearance of the booklet after removal from the container. I have described specific embodiments of the invention merely for the purpose of illustrating it and not for limiting it, and it is to be understood that any number of sheets more 115 than one may be comprised in the booklet, irrespective of whether the inner sheet or sheets, or some of them, be substantially shorter, or even longer, than the sheet carrying the label, and that there may be other differences of structure without departing from the spirit of the invention, 120 the scope of which is defined in the appended claims.

Having thus described my invention, what I claim and desire to secure by Letters Patent is:—

1. An advertising device to be secured around 125 a container, said device comprising a plurality of parallel flexible sheets joined together at one end of said device, one of said sheets being longer than the rest and overlying the same, the outer face of said longer sheet having a clearly defined 130 relatively narrow connecting area along the edge to which the other sheets are connected, and a second area extending from said relatively narrow area to the free end of said longer sheet, the inner face of said longer sheet having at the 135 free end of said longer sheet a second connecting area substantially equalling said first-mentioned connecting area, the second-mentioned connecting area being spaced an appreciable distance from the adjacent edges of the underlying sheets 140 to provide a severing section, the severing section being formed on the outer face with a line of division, one of said connecting areas being provided with adhesive, the second area of the outer surface of the longer sheet bearing label data, 145 said device having data informative of the contents of the container distributed throughout the remainder of the surfaces of said sheets.

2. In combination with a container, an advertising device secured about and conforming 150

to the exterior surface of the container, said device comprising a plurality of flexible sheets joined together at one end of said device, with one of the sheets longer than the rest and overlying the same when in position on the container, the outer face of said longer sheet having a clearly defined relatively narrow connecting area along that edge to which the other sheets are connected, and a second area extending from said relatively narrow area to the free edge of said longer sheet, the inner face of said longer sheet having at the free end a second connecting area substantially equalling said first-mentioned connecting area, said second connecting area being spaced an appreciable distance from the adjacent edges of the underlying sheets to provide a severing section, the relative length of the longer sheet of said device and the circumference of the can to which the device is applied permitting the second connecting area to overlie and register with the first-mentioned connecting area when the device is in applied position, one of said connecting areas being provided with an adhesive to secure said areas together when applied, the severing section, when the device is in applied position, being offset from the connecting areas and from the adjacent free edges of the underlying sheets, said severing section being provided with an indicated line of division to provide for separating the device as

a whole from the container, the second area of the outer surface of the longer sheet bearing label data, said device having data informative of the contents of the container distributed throughout the remainder of the surfaces of said sheets.

3. An advertising device to be secured around a container, said device comprising a pair of parallel flexible sheets joined together at one end of said device, one of said sheets being longer than the other and overlying the same, the outer face of said longer sheet having a clearly defined relatively narrow connecting area along the edge to which the other sheet is connected, and a second area extending from said relatively narrow area to the free end of said longer sheet, the inner face of said longer sheet having at the free end of said longer sheet a second connecting area substantially equalling said first-mentioned connecting area, the second-mentioned connecting area being spaced an appreciable distance from the adjacent edge of the underlying sheet to provide a severing section, the severing section being formed on the outer face with a line of division, one of said connecting areas being provided with an adhesive, the second area of the outer surface of the longer sheet bearing label data, said device having data informative of the contents of the container distributed throughout the remainder of the surfaces of the sheets.

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