

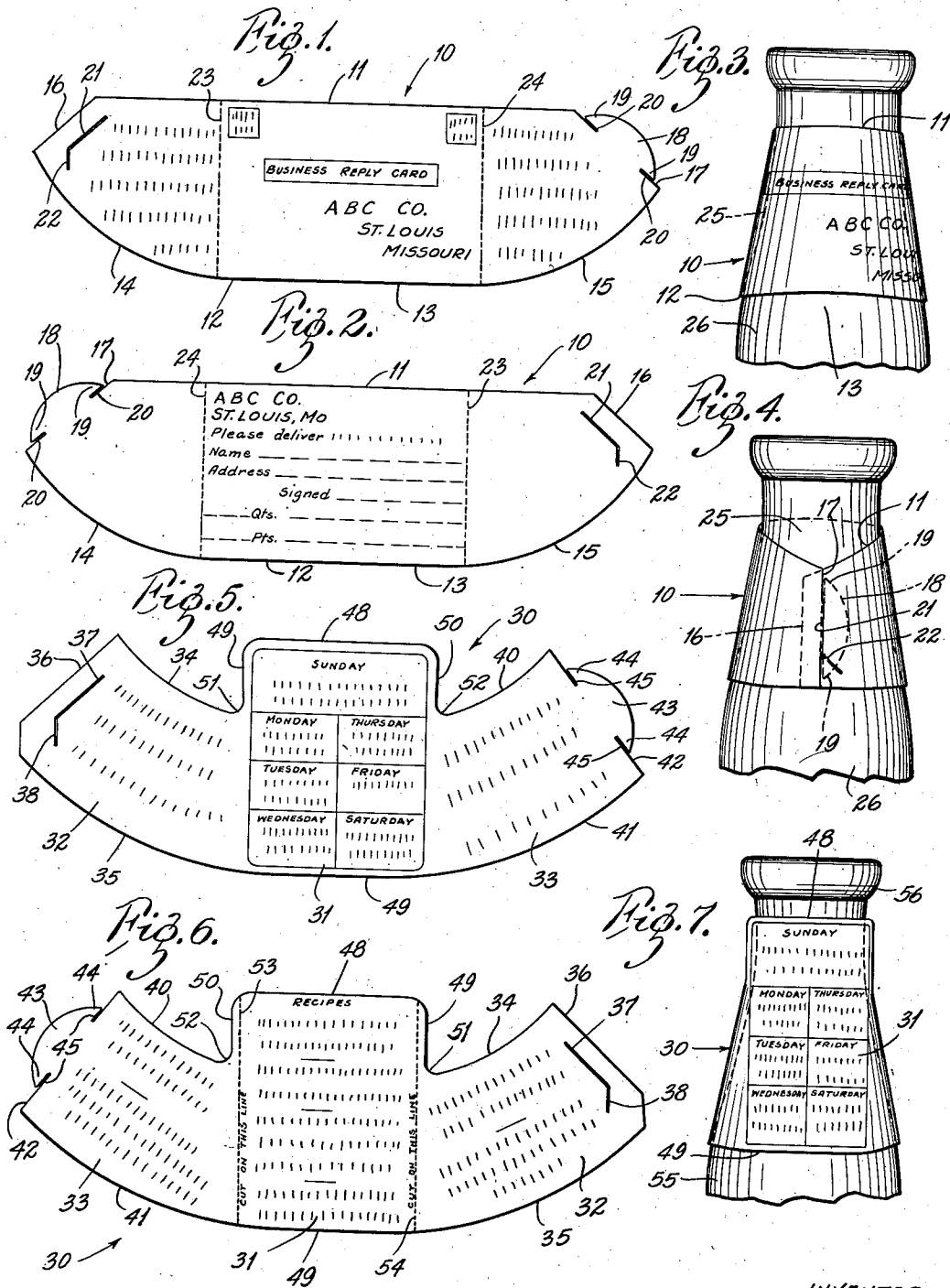
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BOTTLE COLLAR

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BOTTLE COLLAR

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5 Claims. (Cl. 40—4)

The present invention relates generally to display devices and more particularly to bottle collars carrying printed matter or pictorials and having a section which is defined as removable.

5 An object of the present invention is to provide a display device which is adapted to carry for display purposes printing matter, pictorials and the like.

10 Another object is to provide a bottle collar which carries an advertising display and which includes a defined removable section.

Another object of the invention is to provide a bottle collar comprising an elongated piece of flexible material within the limits of which is a 15 removable section, preferably rectangular, and which may comprise a post card.

Other objects and advantages will appear from the following specification, taken in conjunction with the accompanying drawing, in which

20 Fig. 1 is a view showing one form of the present display device before forming the same for placing on a milk bottle, or the like.

Fig. 2 is a rear view of the display device shown in Fig. 1.

25 Fig. 3 is a view of the display device shown in Fig. 1, formed and in place on the neck of a milk bottle.

Fig. 4 is a view of the display device shown in Fig. 1, formed and in place on the neck of a milk 30 bottle, disclosing certain fastening details.

Fig. 5 is a view of another embodiment of the present display device illustrated in flat unformed outline.

35 Fig. 6 is a rear view of the display device shown in Fig. 5.

Fig. 7 is a view of the display device shown in Fig. 5 illustrating the same formed and in place on the neck of a milk bottle, or the like.

Referring to the drawing more particularly by 40 reference numerals, 10 indicates generally a display device or bottle collar constructed in line with the present invention. The bottle collar 10 comprises an elongated strip of paper, cardboard, or other suitable material and includes a straight 45 upper edge 11 and a continuous lower edge generally designated 12 that includes a straight segment 13 parallel with the upper edge 11, and arcuate segments 14 and 15 disposed to each side of the straight segment 13. The segment 14 is 50 connected to the edge 11 by the end edge 16 while the segment 15 is connected to the edge 11 by the end edge 17.

55 An extension or tab 18 extends from the edge 17 and includes the opposed spaced ears 19 which are spaced from the end 17 in a manner to define

therewith the slots 20. Adjacent the end 16 and parallel therewith is a slot 21 which is of a length slightly greater than the distance between the two slots 20. Branching angularly from and connected to the slot 21 is a short slot 22 which is 5 slightly greater in length than the depth of one of the slots 20. Other fastening means may be used if desirable.

Extending at right angles to the segment 13 from the point of intersection of the segment 13 10 and the segment 14 and running to a point of intersection with the upper edge 11 is a separation line 23. A similar line 24 extends to the upper edge 11 from the intersection of the segments 13 and 15. There is thus defined a removable, rec- 15 tangular central section, and lateral sections extending from the sides thereof. Preferably the lines 23 and 24 include perforations for the ready removal of the section. In the drawing, this rectangular section is illustrated as a business reply 20 card, though, obviously, other uses could be made of the detachable section. Advertising matter is displayed by the lateral sections of the collar adjacent the rectangular section.

25 Figs. 3 and 4 show the display device 10 formed into a section of a cone and in place on the neck 25 of a milk bottle 26. The flat strip shown in Fig. 1 is, of course, formed into the cone section shown in Figs. 3 and 4 by carrying the tab 18 towards and inserting it in the slots 21 and 22. 30 The lower ear 19 readily fits through the slot 22, and then the lower slot 20 permits the tab 18 to be moved downwardly so the upper ear 19 may slip through the slot 21. After this, the ends are drawn apart and the neck of the tab 19 engages 35 in the slot 21 exclusively. A certain freedom of pivotal motion is provided by the presence of the slot 22, for purposes to be described.

40 When the ends of the device are thus joined together, so that it forms a modified frustum of a cone, it may be slipped over the top of the bottle. It is shown on a milk bottle, but the principle is applicable to any other bottle having a tapered neck. The lower diameter is desirably 45 approximately that of the shoulder of the bottle. The upper edge, when the device is conical, slopes in a plane that is at an acute angle relative to the plane of the lower edge. Consequently, the peripheral extent of the upper edge is greater than it would be if the upper edge were made arcuate 50 to form the device as a frustum having the upper and lower edges parallel and with a height equal to the maximum width, or that of the removable center portion. This upper periphery is made of sufficient length to pass over the flange found on 55

bottles of this kind by turning the collar so that the plane of the upper edge is parallel with that of the bottle flange. However, when the collar is past the flange, it will normally seat with its lower edge resting around the shoulder of the bottle, as shown in Figs. 3 and 4, and its upper edge at an angle to the plane of the shoulder. By this means, increased space is available on the collar to accommodate the removable part and the collar does not readily come off. The removable part is rectangular, and adapted for use as a return post card, as shown, or for filing, etc.

The formation of the upper edge in a straight line permits the laying out of the cards on a sheet of material with one contiguous to the next, involving a minimum of waste, with a maximum of advertising space.

It will be understood that the reference to the planes of the upper and lower edges refers to the effective planes thereof, since manifestly these edges are not truly planes in the form shown.

The provision of pivotal action in the tab as described provides an added means for permitting the collar to fit over the flange of the bottle. In case the upper diameter is too small, it may be enlarged by this action. For ordinary purposes, the ends may be fixedly joined by any suitable means. The consumer of the product in the bottle may easily remove the collar by twisting it or tearing it apart; and may then tear out the center part. If this center part comprises a return post card, the same may be torn out and used as noted thereon, the removal being facilitated by the perforations present.

Figs. 5, 6 and 7 disclose a modification of the display device shown in Figs. 1-4. The modified bottle collar generally designated 30 includes a central section 31 and lateral or side sections 32 and 33.

The section 32 has an upper arcuate edge 34, a lower arcuate edge 35, and an end edge 36. The arcuate edges 34 and 35 are shown as concentric. A slot 37 parallels and is adjacent to the end 36. A shorter angularly disposed slot 38 intersects the slot 37.

The section 33 has an upper arcuate edge 40, a lower arcuate edge 41, and an end edge 42. The arcuate edges 40 and 41 are concentric. An extension or tab 43 extends from the edge 42 and includes the opposed spaced ears 44, which are spaced from the end 42 to define the slots 45. The central section 41 is substantially rectangular in shape and includes a straight upper edge 48, and a lower straight edge 49. The upper edge 48 is spaced from the edges 34 and 40 the distance of the segmental edges 49 and 50. The intersections of the edges 34 and 49 and the edges 40 and 50 are curved, as is indicated at 51 and 52, to prevent tearing at these intersections when the collar is placed on a bottle.

In Fig. 5, the display device 30 is shown as having a weekly menu spread over the central rectangular section 31 and advertising over the contiguous sections 32 and 33.

In Fig. 6, the rear side of the central section 31 is shown as having recipes spread thereover. Of course, the end sections 32 and 33 may have recipes contained thereon, if desirable. Cut-out lines 53 and 54 are employed on the reverse side to define the rectangular section 31.

In Fig. 7, the display device 30 is shown in place on a milk bottle 55, the conical shape being obtained in the same manner as above described for the display device 10. A consumer or purchaser removes the display device 30 by slipping it over

the flange 56 of the milk bottle 55, separates the fastening element and severs the sections 32 and 33 from the central section 31 along the lines 53 and 54 by the use of a pair of scissors, or the like. The severed rectangular section 31 may be kept for future use in a box, note book, or the like. It is thus possible for a distributor to supply a sequence of recipes, or the like, for the milk consumers. The extension of the central cut-out section above the upper side or upper line of the contiguous sections accentuates the fact that it carries a special message.

This provision of an enlarged central section also permits increased available area of its particular shape without destroying the readiness with which the device may be slipped onto the bottle and over the flange thereof. If the edges 34 and 40 proceeded arcuately outward from the edge 48, the resulting upper diameter would be too small to admit passage of the flange 56 on the bottle. With the shape shown, the additional space is provided, but the effective upper diameter is still large enough to pass the flange. The extension of the section 31 will be curved when on the bottle so as to snugly engage the same, and to resist being bent outwardly. It extends to close beneath the flange, and will ordinarily engage the same in case the bottle is upturned, thereby to resist inadvertent removal. Since the upper and lower edges of the lateral sections 32 and 33 are concentric, the device when shaped to its conical section will have upper and lower edges substantially in parallel horizontal planes, save for the central portion that stands out.

It may be seen that both of these collars provide a central section that may be removed, and which is rectangular; both of them provide increased advertising space without destroying ready installation on the bottles; and one of them provides specifically a return post card perforated for ready removal.

It is thus apparent that there has been provided a display device for use with milk bottles, and the like, which is adapted to fulfill all of the advantages and objects sought. It is to be understood that the above specification and accompanying drawing have been given by way of illustration and example and not by way of limitation, the invention being limited only by the following claims.

What is claimed is:

1. A display device for use on a bottle having a tapered neck with a flange at the top thereof and a shoulder at the bottom of the tapered neck, said device comprising an elongated strip of flexible material having a convex bottom edge including a rectangular central section, and lateral sections extending from each side of said central section, the central section being limited by straight lateral edges to which the side sections are removably attached by perforated lines, and being adapted to be detached from said lateral extensions along such lines, the lower edges of the central and lateral edges being continuous with the lower edges of the lateral extensions extending convexly upwardly and outwardly from the central section, the width of the central section being greater than the width of the outer ends of the lateral sections, and means joining the outer ends of the lateral sections together to form the device into a portion of a cone the effective lower diameter of which is substantially equal to the diameter of the bottle at the shoulder, the effective upper diameter of which, taken at the point of minimum width of the lateral sec-

tions, is equal to an intermediate diameter of the tapered portion, and the diameter taken from the point of maximum width of the central section to the point of minimum width of the lateral sections is at least as great as the diameter of the flange of the bottle.

2. A display device for a bottle having a tapered neck with a flange at the top thereof, and a shoulder at the bottom of the neck, said device comprising an elongated piece of flexible material including a central section and lateral sections extending outwardly from said central section, said piece having lines along which at least part of the central section is adapted to be detached from the lateral extensions, the upper edge of the lateral extensions extending outwardly from points beneath the top edge of the central section, and the lower edges of the lateral extensions extending convexly outwardly and upwardly from the central section, and means joining the outer ends of the lateral extensions together to form the device into a portion of a cone, the upper diameter of which taken horizontally at the top of the central section is less than that of the flange of the bottle, but the upper periphery of which is greater than the periphery of the flange, and the device being adapted to rest upon the tapered neck, with the lower edge substantially in a plane to support the device.

3. A bottle collar adapted to fit on the neck of tapered neck bottles, comprising an elongated piece of flexible material, a section of said piece being of the form of a removable rectangle, the base of which forms a part of the lower edge of the piece, the lower edge extending convexly upwardly and outwardly from each end of the said base, the upper edge including the straight upper edge of the rectangle, means joining the ends of the piece together to form the same into a portion of a cone, the lower edge being adapted to fit over the top of the bottle and to rest upon the tapered neck thereof and the convex portions thereof being substantially in a plane, the upper edge defining an opening adapted to fit over the top of the bottle, and the portions there-

of outwardly from the said straight upper edge of the rectangle, when the device is in conical shape, being of such shape as to extend downwardly from said upper edge toward the bottom edge whereby the said upper edge of the rectangle may extend to a point where the cone is narrow, but the linear extent of the upper edge of the collar is adequate to pass over the top of the bottle.

4. A bottle collar adapted to fit on the neck of a tapered neck bottle, comprising an elongated strip of flexible material having a rectangular central section, the lower and upper edges of which form the middle parts of the lower and upper edges of the strip, the lower edges beyond said middle straight part extending arcuately outward and upward therefrom, the upper edges beyond the middle straight part being straight continuations of said part to the ends of the device, and means joining the ends of the device to shape it into a portion of a cone, the lower edges of which are adapted to rest adjacent the lower part of the tapered neck and the upper edges of which extend downwardly from the middle to the ends, toward the lower edge.

5. A bottle collar adapted to fit on the neck of a tapered neck bottle having a flange at the top thereof, comprising an elongated piece of flexible material, a section therein of rectangular shape defined by perforations between it and the remainder of the piece, the lower edge of the remainder being arcuate, means joining the ends of the piece together to form it into a portion of a cone, the lower edge of which is substantially in a plane and which is adapted to rest on the lower part of the bottle neck, the upper edge of the rectangular section adapted to extend up on the neck to a point the diameter of which is less than the diameter of the flange, and the upper edge of the remainder of the collar extending downwardly from the upper edge of the rectangular section toward the lower edge, whereby the linear extent of the upper edge is sufficient to permit the device to pass over the flange and rest on the tapered neck.

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