March 19, 1935. J. J. PROSKAUER 1,994,961

ADVERTISING DEVICE

Filed Oct. 22, 1934

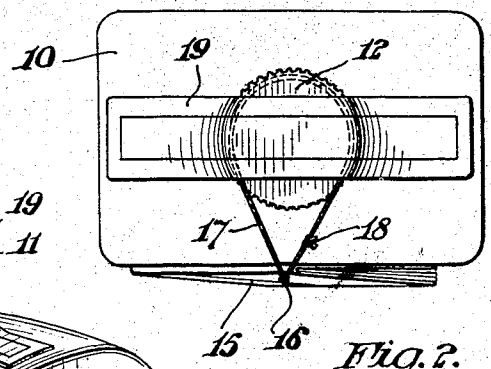


Fig. 2.

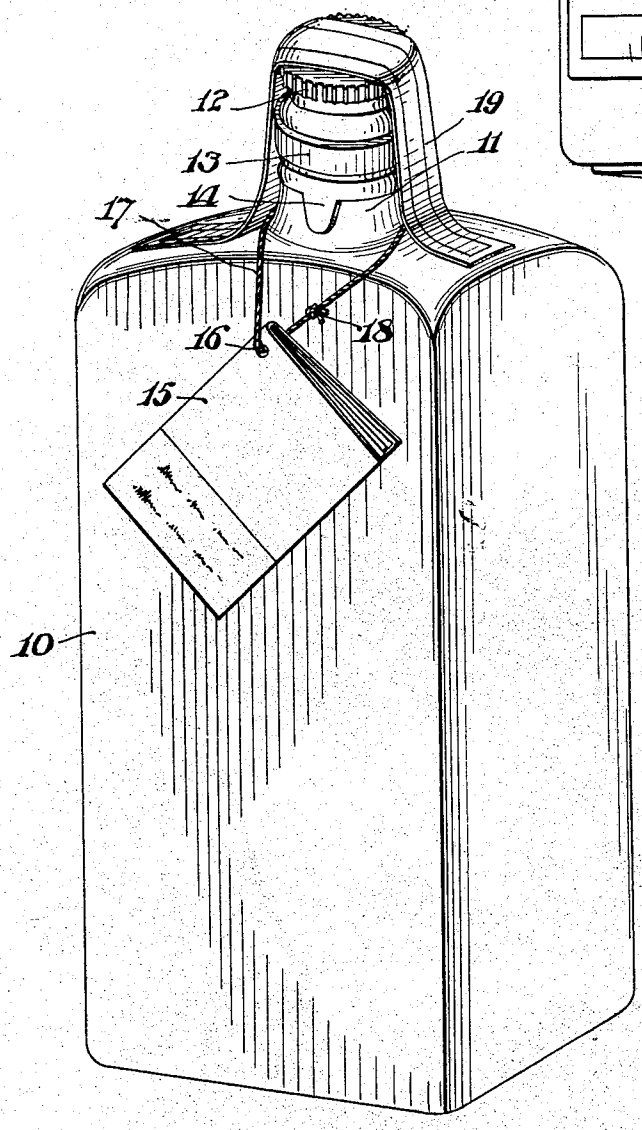


Fig. 1.

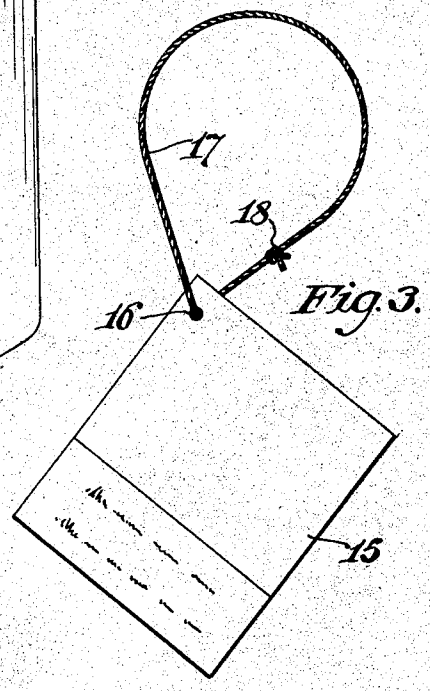


Fig. 3.

Inventor:
Julien J. Proskauer,
By Jas. C. Hobenswith
Attorney.

Patented Mar. 19, 1935 1,994,961

UNITED STATES PATENT OFFICE

1,994,961

ADVERTISING DEVICE

Julien J. Proskauer, New York, N. Y., assignor to William C. Popper and Company, New York, N. Y., a corporation of New York

Application October 22, 1934, Serial No. 749,489

3 Claims. (Cl. 40—4)

This invention relates to advertising devices, and relates more particularly to improved means for attaching advertising and other printed matter to containers in such manner as to insure the delivery of said matter, with the container, to the ultimate consumer.

An object of the invention includes the provision of an identifying and message conveying sheet or booklet, mounted on the neck of a container in an improved manner.

A further object of the invention comprehends the securing to a bottle or other container of a tag or booklet in such manner that the same will not become accidentally detached, yet may easily be removed by the retail purchaser.

A further object of the invention is to provide means for attaching advertising matter to a container whereby the same may be secured thereto expeditiously and at a minimum of expense.

Further objects of the invention will appear from the annexed specification and claims.

With the foregoing objects in view, the invention contemplates the provision of a novel combination of bottle, bottle closure, seal, and message conveying booklet or the like.

The nature and characteristic features of the invention will be more readily understood from the following description, taken in connection with the accompanying drawing forming part hereof, in which:

Figure 1 is a view in perspective showing the principal features of the present invention;

Fig. 2 is a top or plan view showing the manner in which a booklet or other message conveying device is attached to a bottle; and

Fig. 3 is a view of the booklet and cord detached from the bottle.

It will, of course, be understood that the description and drawing herein contained are illustrative merely, and that various modifications and changes may be made in the structure disclosed without departing from the spirit of the invention.

Upon particular reference to the drawing, in which a preferred embodiment of the invention is illustrated, it will be seen that 10 designates a bottle or similar container for liquids, capsules, tablets, powders, or the like. The container 10 is provided with a neck portion 11, the upper extremity thereof being suitably formed for the reception of a cap or other closure member. While the closure member is shown as comprising a screw cap 12 and a cap seal 13 (which cap seal may be of thin soft metal, synthetic plastic, or other preferred material, with a lip or finger 14 to facilitate removal thereof), it will of course be understood that the specific closure member illustrated is not essential, but that any of the many types of closure members available may be used.

The message conveying device is preferably in the form of a booklet 15, having any desired number of pages. This booklet or other message conveying device is provided with a loop member which may consist of a string, cord, or strip formed of textile fiber, wire, paper, or other suitable material. As shown in the drawing, the loop member comprises a cord 17, which is passed through a hole 16 punched or otherwise provided in a portion of the booklet 15. As shown, the ends of the cord 17 may be knotted to each other, as at 18, to form the loop required (see Fig. 3).

The message conveying device is particularly suitable for describing the merchandise in the container, giving information as to other merchandise available from the same source, setting forth directions for use and recipes in which the material in the container may be advantageously used, or setting forth directions for testing or comparing similar merchandise. It will, of course, be understood that a tag may be substituted for the booklet 15 if desired, without departing from the spirit of the invention.

After the closure member has been applied, the loop member, such as the cord 17, is preferably slipped over the neck of the container, and thereafter a destructible seal, comprising a strip 19 of paper or the like, is attached to the closure member and to the container. The seal 19 extends over the cap 12, down the sides of the neck portion 11 of the container, and over the shoulders thereof, confining the loop member 17 around the neck of said container. This seal is attached to the portions over which it extends by means of a suitable adhesive.

The paper seal 19 referred to limits the movement of the cord 17, and thus prevents the message conveying device from becoming detached or dislodged prior to the sale to a retail purchaser, although the printed material on the device may be examined by a sales clerk or prospective purchaser.

It will be observed that in order to remove the contents or a portion thereof from the container, the paper seal 19 must be destroyed. In using the invention in connection with bottled alcoholic beverages, the internal revenue tax stamp required thereon may be used in place of a separate paper seal.

It will be noted that the booklet 15, or other advertising matter, may be readily and expeditiously applied to the container during the packaging of the goods, in that said booklets may be preliminarily prepared with the loop members attached thereto.

I claim:

1. In combination, a container having a neck portion, a closure member therfor, a message conveying device comprising a booklet, means for detachably securing said device to said neck portion including a cord passing through a portion of said device and around the neck portion of the container, and a destructible seal for preventing displacement of said cord with respect to the neck portion of the container, said seal comprising a paper strip extending over the closure member and down the sides of the neck portion of the container over a portion of that part of the cord which passes around said neck portion.

2. In combination, a container having a neck portion, a closure member therefor, a message conveying device, means for detachably securing said device to said neck portion including a loop member connected to said device and having a portion passing around the neck portion of the container, and a destructible sealing strip extending over the closure member, down along the neck portion, and over a portion of the loop member for preventing displacement of said loop member with respect to said neck portion.

3. In combination, a container having a neck portion, a closure member therefor, a message conveying device, means for detachably securing said device to said neck portion including a cord connected to said device and passing around the neck portion of the container, and a destructible seal for preventing displacement of said cord with respect to the neck portion of the container, said seal comprising a paper strip extending over the closure member and down the sides of the neck portion of the container over a portion of the cord which passes around said neck portion.

JULIEN J. PROSKAUER.