

No. 880,115.

PATENTED FEB. 25, 1908.

J. F. AHRENS.
BOTTLE LABEL.

APPLICATION FILED MAY 3, 1907.

Fig. 1.

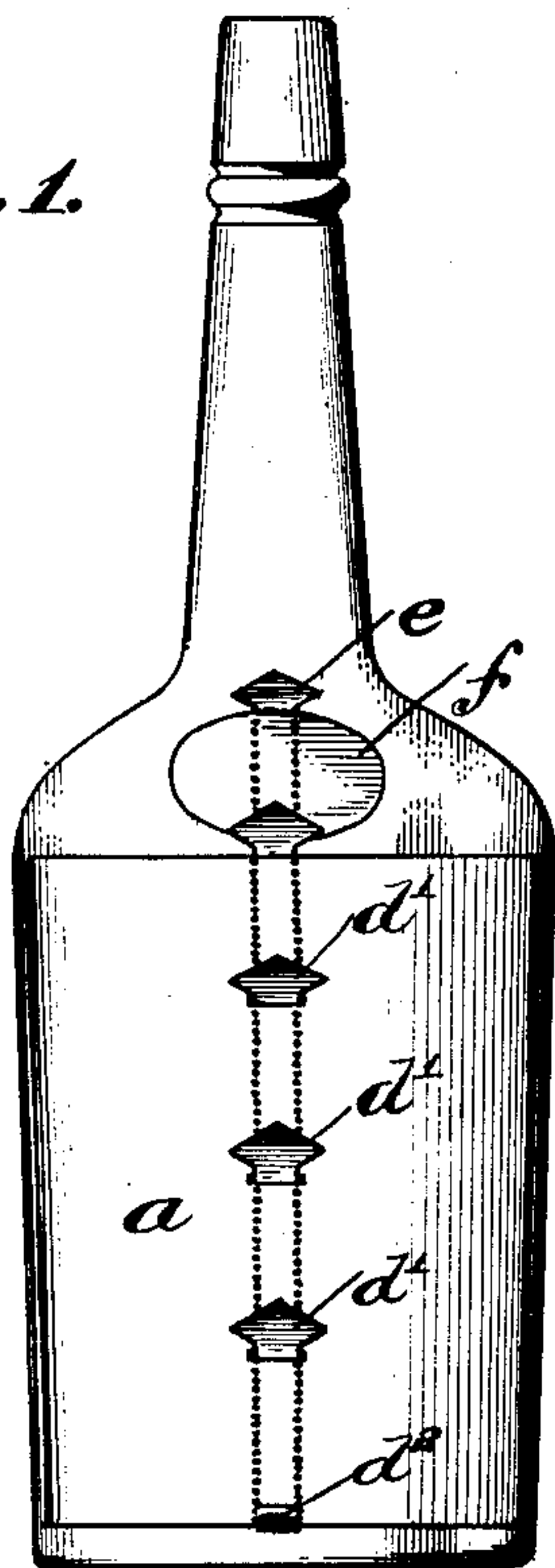


Fig. 2.

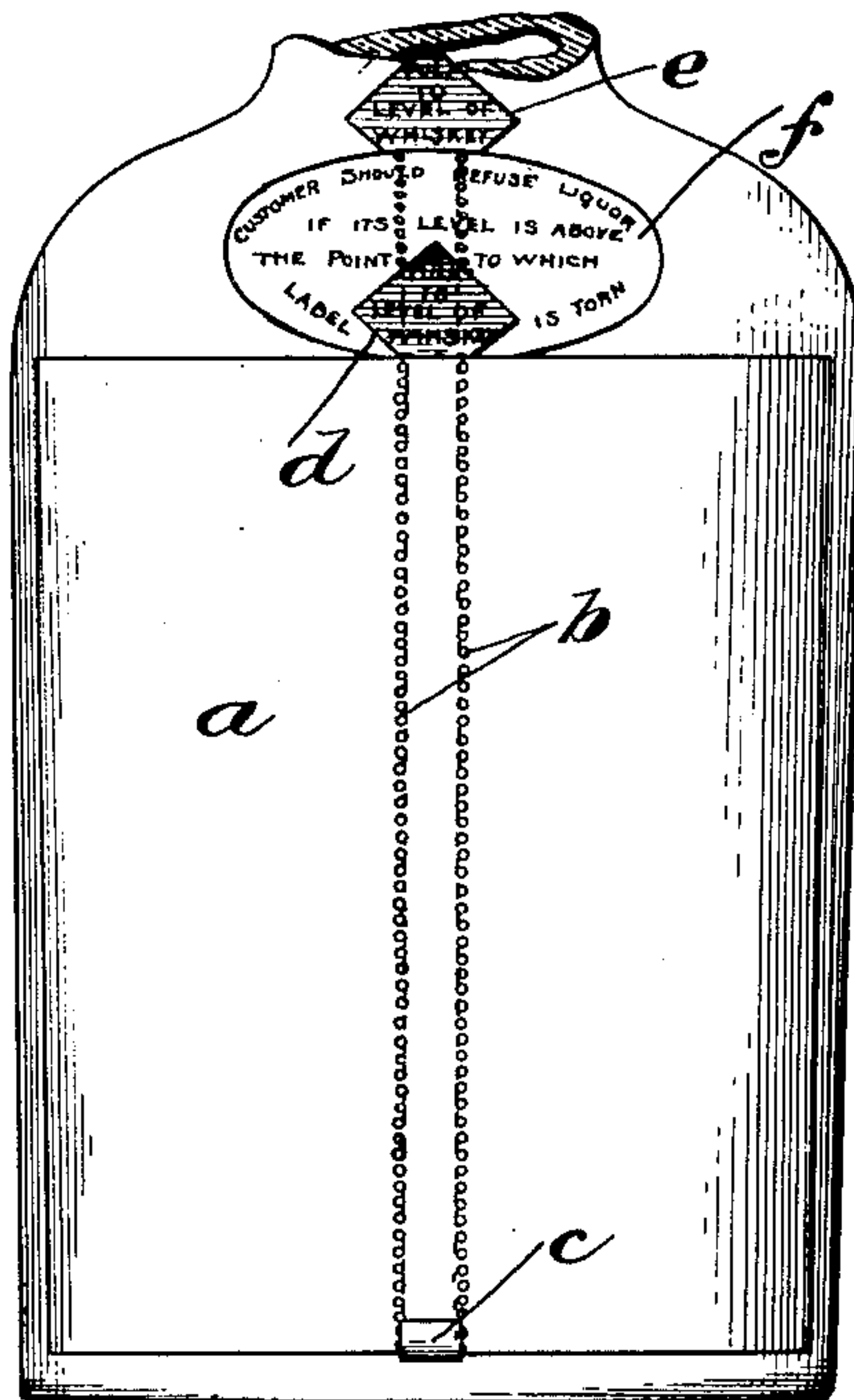
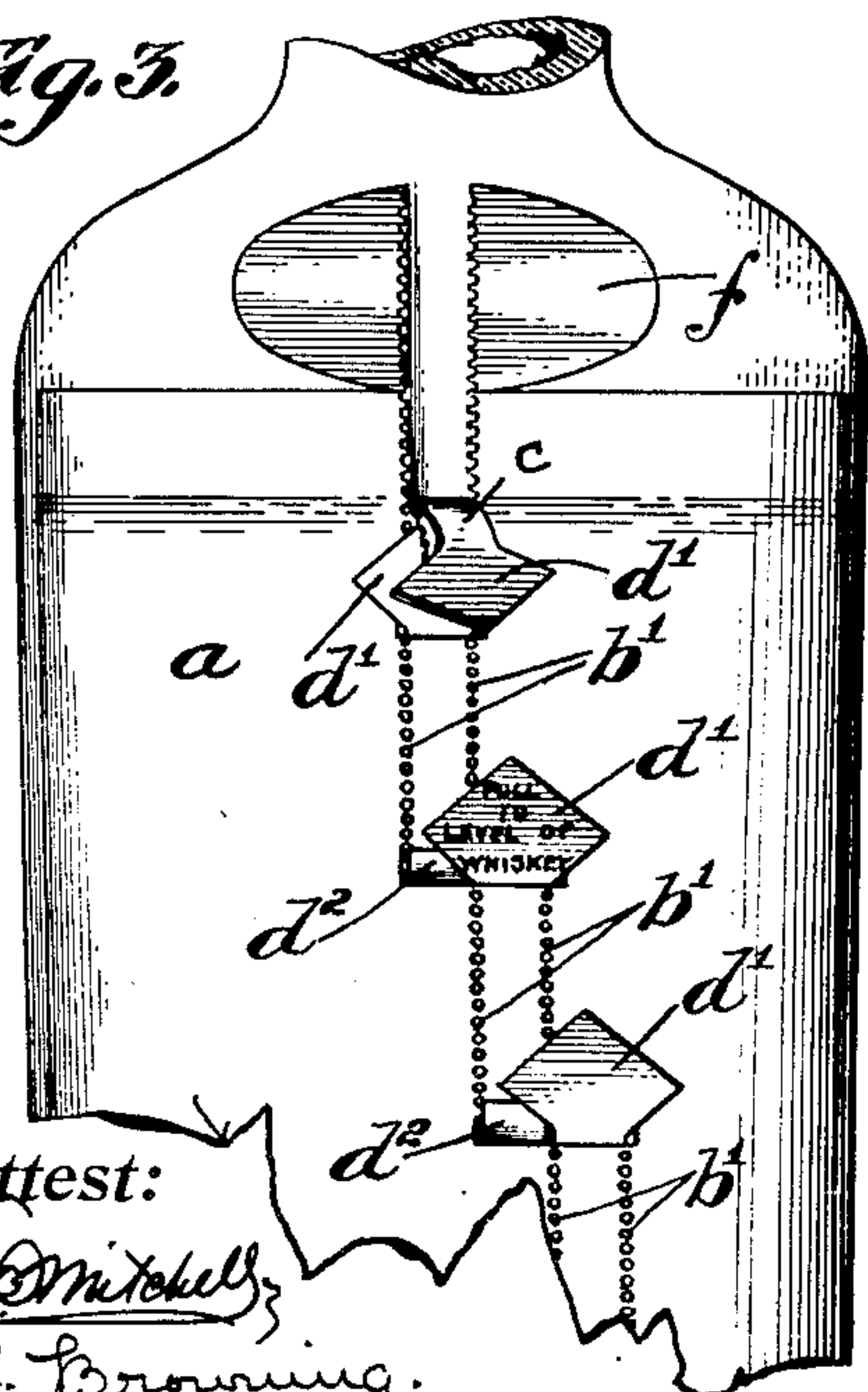
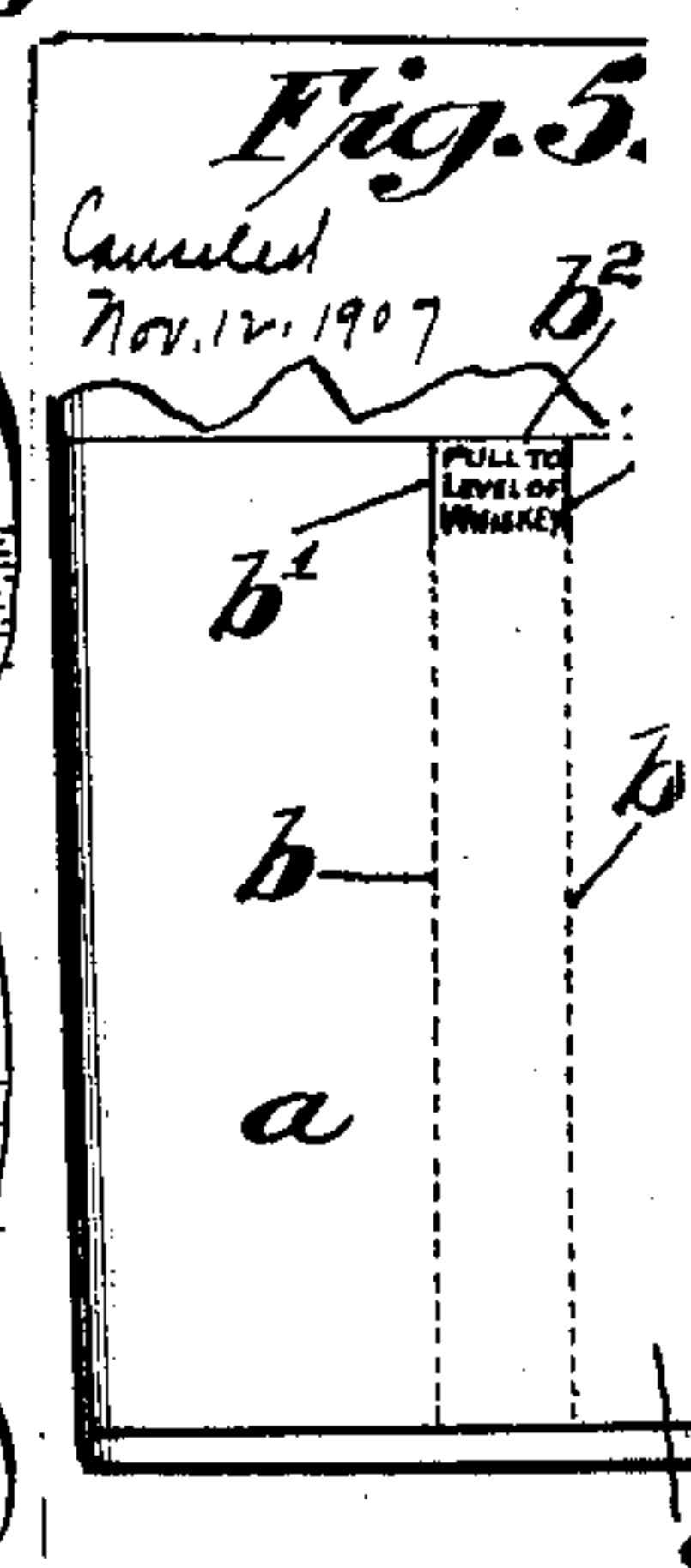
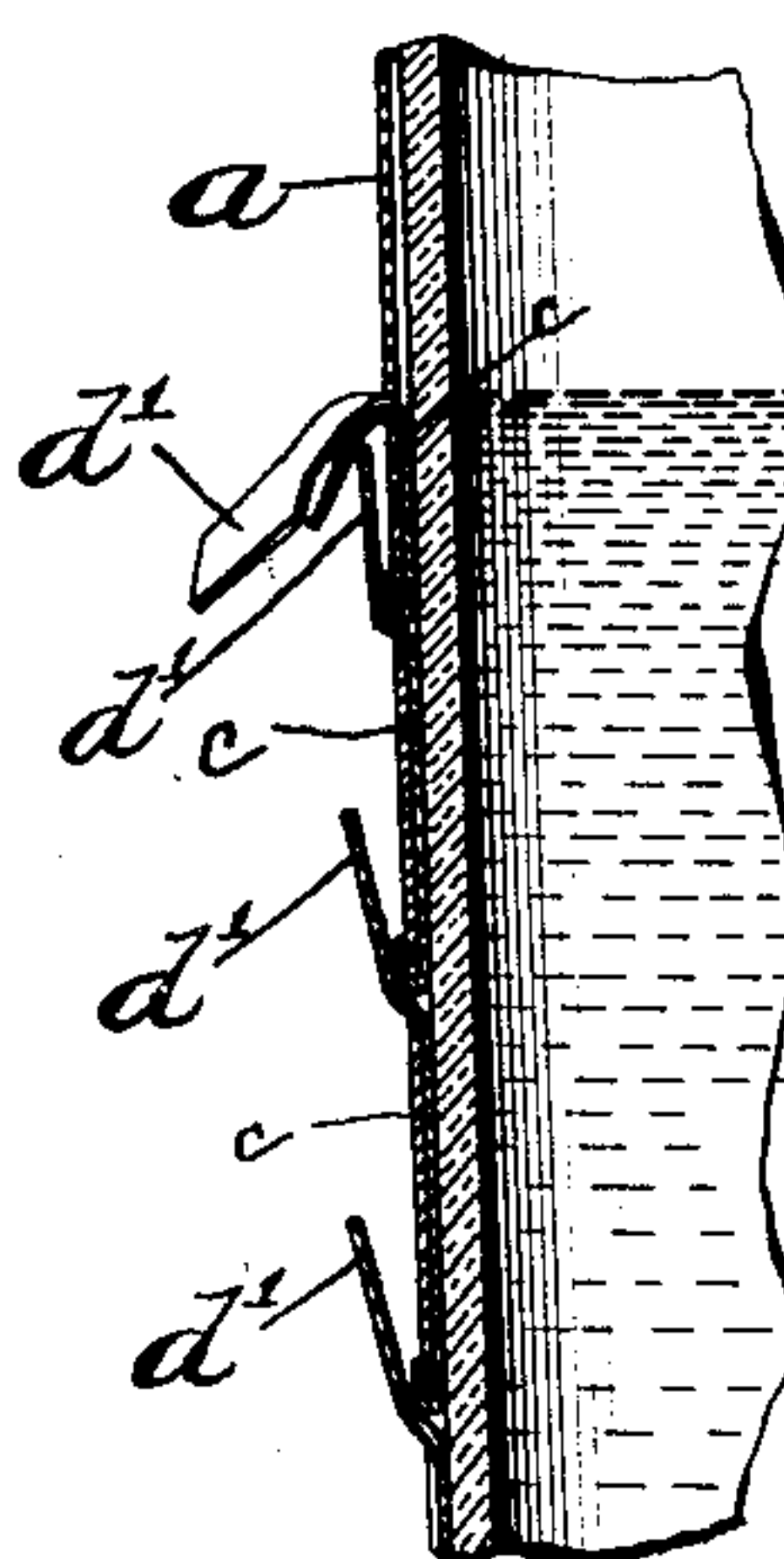


Fig. 3.



Attest:
L. F. Browning
L. F. Browning.

Fig. 4.



Inventor:

John Frederick Ahrens
Edward C. Davidson Atty

UNITED STATES PATENT OFFICE.

JOHN FREDERICK AHRENS, OF NEW YORK, N. Y.

BOTTLE-LABEL.

No. 880,115.

Specification of Letters Patent.

Patented Feb. 25, 1908.

Application filed May 3, 1907. Serial No. 371,580.

To all whom it may concern:

Be it known that I, JOHN FREDERICK AHRENS, a citizen of the United States, residing in the borough of Brooklyn, city and State of New York, have invented certain Improvements in Bottle-Labels, of which the following is a specification.

This invention comprises a novel form of label to be used upon bottles containing beverages, more particularly spirits and liquors such, for instance, as whisky.

The label is constructed in a special manner so that it may be gradually destroyed or a section thereof stripped down to the successive levels of the contents of the bottle as successive quantities are poured therefrom whatever such levels may be.

The manner in which the label is constructed is hereinafter set forth in detail.

In the drawings; Figure 1 is an elevation of a bottle with the improved label applied thereto; Fig. 2, a partial elevation of a modification; Fig. 3, a partial elevation showing a modification; Fig. 4, a vertical transverse section through the wall of the bottle to which the label is applied.

The label *a* which may, and preferably should, extend from the curved upper part of the bottle to substantially the bottom thereof and which will contain appropriate printed matter, is in the preferred form provided at the back with a tape or plurality of tapes, extending from the top to the bottom of the label by means of which a section of the label may be gradually to any desired extent torn out from the top downwardly as the level of the contents of the bottle becomes lower. Thus in Fig. 2, the main label is preferably provided with parallel rows of perforations *b* extending from top to bottom; and, at the back of the label opposite the portion thereof between the perforations, is a tape *c* the lower end of which may be turned over the bottom edge of the label and pasted thereto. Its upper end is provided with a tab *d* which may appropriately contain the words "Pull to level of whisky." A similar tape having a tab *e* may be applied to the small neck label *f* in the same manner. This neck label may appropriately contain some such inscription as the following: "Customer should refuse liquor if its level is above the point to which the label is torn." When a drink is poured from the bottle, the customer or bartender should, by means of the tab, tear down the tape breaking away

the section of the label between the parallel rows of perforations to the then level of the liquor in the bottle.

Fig. 3 shows a similar arrangement except that the parallel rows of perforations do not extend in continuous line from top to bottom of the label, but are formed in staggered sections *b'*, *b'*, *b'* of which there may be any desired number and each of which is provided with a tape having a suitable tab *d'* at its upper end, its lower end *d''* being preferably brought through a slit in the label and pasted to the face of the latter. These tabs may all contain the words "Pull to level of whisky." In the arrangement shown in Fig. 3, the upper tape of the series of tapes on the main label extends also along the back of the oval neck label *f*.

Fig. 1 shows an arrangement similar to Fig. 3 except that the multiple tapes are arranged in line with each other instead of being staggered or offset.

Fig. 4 merely shows the way the ends of the tapes are brought to the front of the label and secured as above suggested.

In applying the label to a bottle, it is preferred that no paste should be applied to the tape or tapes which, if pasted, might adhere too tenaciously to the glass. The tapes may be of any suitable material, paper of proper strength having been shown by experience to be entirely satisfactory. They may, of course, be of some appropriate inexpensive textile fabric.

With a bottle sufficiently transparent to observe the level of its contents a label of this character, if properly manipulated, affords the customer protection against being served from refilled bottles.

It will be observed that the tapes *c* in Figs. 1, 3 and 4, except those at the top of the label or labels extend through horizontal slits in the label, that is to say, in Fig. 1, for instance, the three lower tapes which are arranged at the rear of the label between the lines of perforations extend through slits at the upper ends of the perforations and are brought to the front, having loose portions or tabs *d'* by means of which the tapes can be taken hold of to tear the labels. This is clearly indicated in Fig. 4. In Fig. 3 the arrangement is similar except that the tapes are arranged in different vertical planes. The lower end *d''* of each tape may be secured to the label between lines of perforations by being brought through a slit and pasted to

the front of the label as before described and as shown in Figs. 1, 2 and 3.

I claim:

1. A bottle label formed with a short
5 transverse slit and vertical lines of perforations extending downwardly from opposite ends of the slit and a tape arranged in rear of the label between the lines of perforations and extending out at its upper end through
10 the slit to the front of the label.

2. A bottle label formed with a series of short transverse slits in different horizontal planes and vertical lines of perforations extending downwardly from opposite ends of
15 the slits and a series of tapes arranged in rear of the label between the lines of perforations and extending at their upper ends through the slits to the front of the label.

3. A bottle label formed with a series of
20 short transverse slits arranged in different horizontal and vertical planes, vertical lines of perforations extending downwardly from the upper ends of the slits and a series of tapes arranged in rear of the label between
25 the lines of perforations and extending at

their upper ends through the slits to the front of the label.

4. A bottle label formed with two lines of vertically arranged perforations extending from the top of the label downwards and a
30 tape arranged in rear of the label between the perforations having its lower end turned outward and secured to the front face of the label and having a forwardly projecting
35 upper end for the purpose specified.

5. A bottle label formed with a series of short transverse slits arranged in different horizontal planes and vertical lines of perforations extending downwardly from the
40 upper ends of the slits and tabs projecting forwardly from the upper ends of the label sections bounded by said slits and perforations.

In testimony whereof, I have hereunto subscribed my name.

JOHN FREDERICK AHRENS.

Witnesses:

A. W. W. MILLER,
M. L. AHRENS.