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(54) Title: APPLYING STRETCHED LABELS TO CYLINDRICAL CONTAINERS		
(57) Abstract A method for applying to articles (10) such as containers, segments (22) of sheet material, such as labels, which are elastic. Each segment has a leading end and a trailing end which are not connected to one another to form a sleeve except by adhesive. Such segment (22) is applied to articles (10) in stretched condition such that it will shrink to conform to the surface of the article (10) when, for example, the article (10) shrinks. Also the resulting articles (10) are novel and are claimed. The diagram shows a cylindrical container labeled 23. A label segment 22 is being applied to its surface. The label is shown in a stretched state. A hand 24 is applying the label, and a roller 21 is guiding it. A roll of material 26 is shown on the left, with an arrow indicating the direction of application.		