June 13, 1939. C. A. McBRIDE 2,162,629

RECEPTACLE

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Fig. 1.

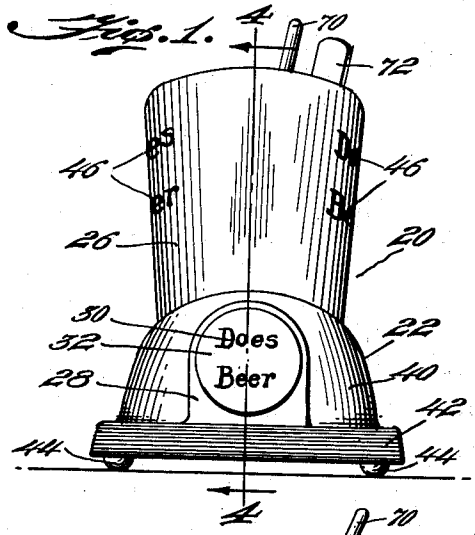


Fig. 2.

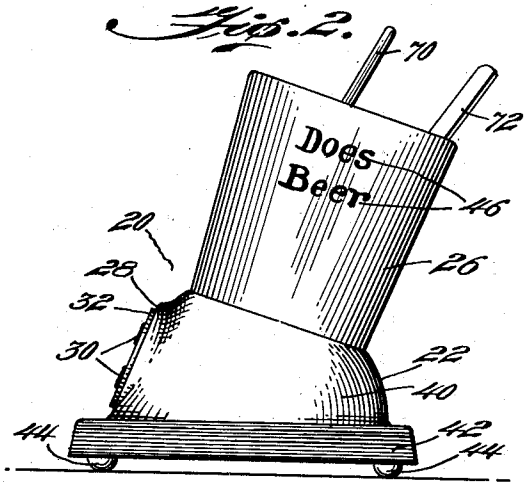


Fig. 4.

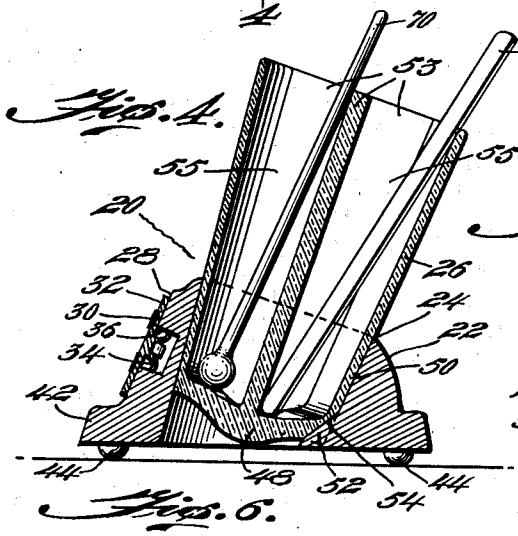
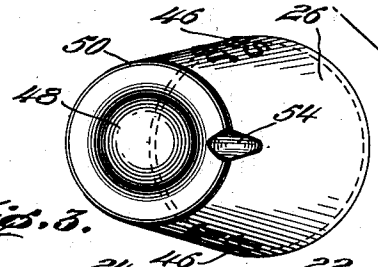


Fig. 3.



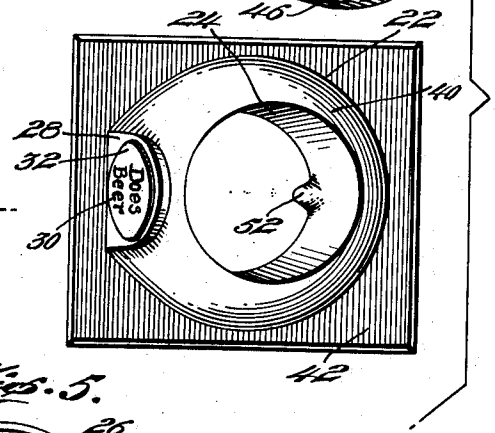


Fig. 6.

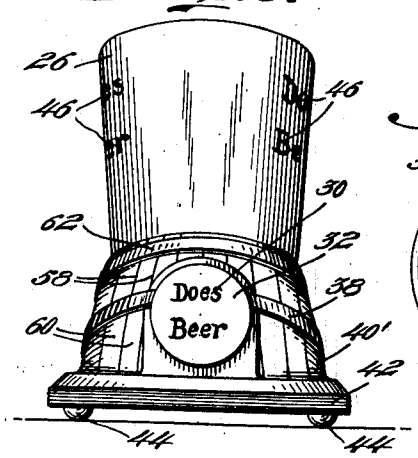
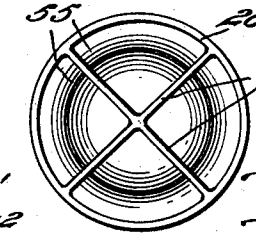


Fig. 5.



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Fig. 7.

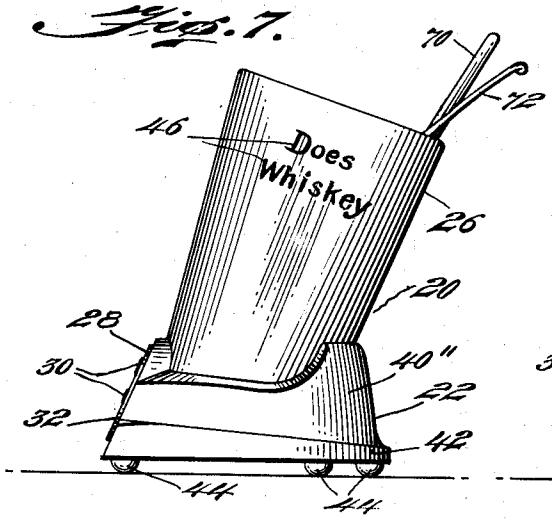


Fig. 10.

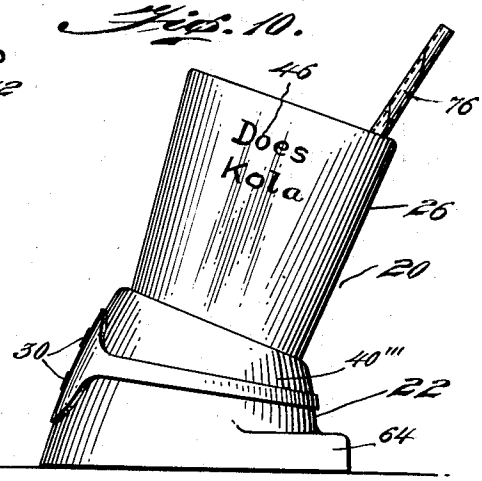


Fig. 8.

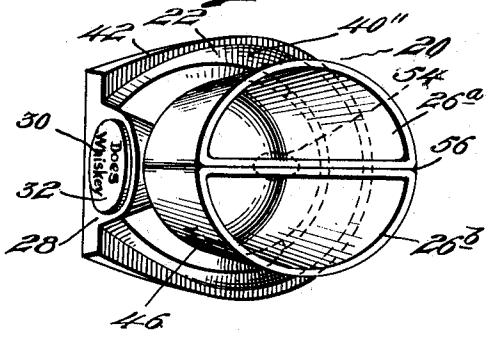


Fig. 11.

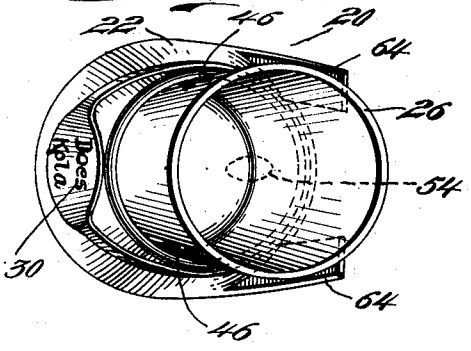
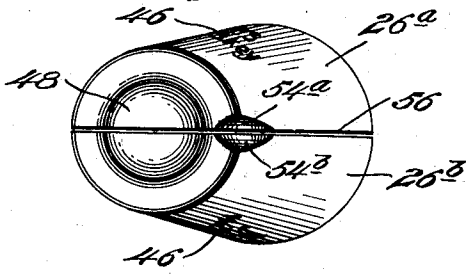


Fig. 9.



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UNITED STATES PATENT OFFICE

2,162,629

RECEPTACLE

Clifford A. McBride, East Providence, R. I.

Application November 8, 1938, Serial No. 239,475

9 Claims. (Cl. 40—1)

My invention relates to improvements in receptacles and particularly receptacles of a type adapted to be given away for advertising purposes and which in themselves are useful, so that they may be of necessity used substantially at the point of sale of counter beverages, whether they be sold from a liquor bar or from a soda fountain.

My improved receptacle comprises a base member having a tumbler receiving socket of a height to contain advertising matter thereon and also support said tumbler against lateral movement in any direction and a tumbler adapted to be inserted within said socket also preferably having advertising matter thereon, said tumbler forming a receptacle for beer scrapers, mixed drink stirrers, spoons, straws or other articles of a type normally used in beverage counter service.

My improved device is primarily adapted to be employed as an advertising medium, and advertising matter may be displayed not only on the body portion of the base member thereof, but also on the side walls of the tumbler, and my invention is so designed that it may also be useful, so that it will have an inherent advertising appeal, being normally used in a position on top of the counter forcing the customer to advertise the advertiser's wares to the thirsty customer at the point of sale.

Further features of my invention relate to the particular construction of the base member and tumbler making up the component parts thereof. In order that the advertising on the base member may be readily displayed to the prospective customer standing in front of the counter the body of the base member is preferably so tilted rearwardly as to display the advertising matter thereon upwardly to the vision of the prospective customer. I also provide the body portion of the base member of a substantial height so as to provide a firm support for the mounting of a lower part of a tumbler therein, and I preferably tilt the socket rearwardly so that when the tumbler is inserted therein it will also be tilted rearwardly for two reasons: (1) So that advertising material printed on each side thereof may be visible from either end of the counter, and (2) so that the top of the receptacle will be tilted rearwardly to more easily receive the beer scrapers, stirrers, spoons or straws to be contained therein, and so that they may be more easily inserted therein by the bar keeper, or soda clerk, than if the top of the tumbler were vertical. In addition, the inner periphery of the socket is preferably provided with an obstruction to prevent the insertion of a tumbler of improper size or a tumbler not grooved in a manner to be described therein and to prevent the tumbler from falling through the socket in the base. In addition to providing the inner periphery of the socket with a projection for this purpose, I also provide the outer periphery of the tumbler with a cooperating notch to receive the finger or projection so that the tumbler will always be inserted in its socket in a position to display the advertising matter thereon in a predetermined manner. In order that the tumbler may be unsuitable for drinking purposes, to prevent the taking thereof as a souvenir and to insure that the bar keeper will always use a tumbler with the desired advertising material thereon, I preferably provide a type of tumbler of the type used in the earliest days with a protuberance on the base thereof to cause said tumbler to tumble if used for drinking or other purposes apart from said base. The word "tumbler" is defined in the older editions of Webster as follows:

"A drinking glass, without foot or stem; so-called because originally it had a pointed or convex base, and could not be set down with any liquor in it, thus compelling the drinker to finish his measure."

A further object of my device is to provide such a receptacle adapted to hold a plurality of objects for different advertising purposes, such as beer scrapers for beer, a stirrer or a spoon for whiskey, or a spoon or straws for soft drinks.

These and such other objects of my invention as may hereinafter appear will be best understood from the description of the accompanying drawings, which illustrate various embodiments thereof.

In the drawings, Fig. 1 is a front elevation of one embodiment of my invention adapted to hold beer scrapers and to advertise beer.

Fig. 2 is a side elevation thereof.

Fig. 3 is a disassembled plan view thereof, the tumbler being shown in inverted plan.

Fig. 4 is a vertical sectional view taken through the parts thereof along the line 4—4 of Fig. 1.

Fig. 5 is a plan view of the tumbler per se.

Fig. 6 is a front elevation of an alternative embodiment of my invention, employing a base member of different design.

Fig. 7 is a side elevation of an alternative embodiment of my invention employing a base member of still different design, which may be used for advertising whiskey.

Fig. 8 is a plan view of the embodiment of my invention shown in Fig. 7.

Fig. 9 is a reverse plan view of the tumbler thereof, illustrating how it is composed of two separate sections.

Fig. 10 is a side elevation of an alternative embodiment of my invention employing a base member of still different design more particularly adapted to advertise soft drinks.

Fig. 11 is a plan view of the embodiment of my invention shown in Fig. 10.

In the drawings wherein like characters of reference indicate like parts throughout, **20** generally indicates a receptacle constructed in accordance with my invention.

My invention includes a base member **22** having a socket **24** therein and a tumbler **26** adapted to have the lower end thereof supported within said socket. As stated previously, my device is preferably designed for advertising purposes, and for this reason the base member **22** is preferably provided with a flat portion **28** in the front portion thereof for receiving advertising insignia **30** thereon, in the embodiments shown said advertising insignia being printed on a separate plate **32** which is adapted to be permanently secured to said flat portion **28** in a suitable manner by cement or otherwise, or as shown in Fig. 4 by the spring **34** projecting rearwardly therefrom engaging the side walls of a socket **36** in said flat portion **28**. If desired the plate **32** may, as shown in Fig. 6, be secured to said flat portion **28** by a strap **38** extending circumferentially around the periphery of the body portion of the base member.

The base member **22** is preferably of generally cylindrical shape and is of a substantial height to provide a socket of the desired supporting height therein and to provide sufficient space thereon for displaying the advertising matter **30**. The base member preferably has a body portion **40**, and in my preferred embodiment shown the body portion **40** is preferably tilted rearwardly at a substantial angle to the vertical to more readily display the advertising matter **30** to a person standing in front of the counter. In the embodiments shown in Figs. 1–9, the base member is provided with a flange **42** at the lower end thereof which may have the supporting legs **44** projecting downwardly therefrom, although if desired both the flange **42** and the legs **44** may be omitted, as in the embodiment shown in Figs. 10 and 11.

In the embodiments shown, the socket **24** extends entirely through the body portion **40** and flange **42** of the base member **40**, from the top to the bottom thereof, although if desired the socket **24** may be only formed in the upper portion of the body portion **40** for a sufficient depth to suitably support the tumbler. The socket **24** and tumbler **26** are preferably cylindrical, but they may be of any suitable cooperating shape if desired. The socket **24** may also be tilted rearwardly at a substantial angle to the vertical, so that the bar tender, soda clerk or other attendant may more readily throw the desired articles, such as scrapers, stirrers, spoons or straws into the tumblers serving as temporary receptacles therefor without leaning way over to insert them vertically therein, and to display the advertising matter **46** on the side walls of the tumbler **26** is a more startling manner from each side thereof up and down the counter.

As stated, as a receptacle proper, I provide a tumbler **26**, and I use the word "tumbler" in the specification and claims in its broadest sense for any type of receptacle, whether it be tumbler-shaped, cup-shaped or otherwise, although I preferably employ a tumbler of the type which coincides with the old Webster definition, as having a protuberance **48** on the base thereof to cause said tumbler to tumble if used for drinking purposes apart from said base.

The advertising matter **46** may, if desired, be inserted on each side wall of said tumbler **26** or in the front thereof, and if the socket be tilted, it is obvious that if located at the front thereof, it will be more readily read by the customer about to order. The advertising matter **46** may be fired into the glass or otherwise mounted on the material of the tumbler in any suitable manner. The lower periphery **50** of the tumbler is of substantially the shape of said socket **24** to compactly fit within said socket, both said socket **24** and tumbler **26** being downwardly tapered or frustro-conical as shown, if desired.

In order to prevent the insertion of tumblers of improper size or tumblers not provided with the desired advertising matter **46** within said socket **24**, I preferably employ means such as a projection or finger **52** projecting inwardly from the inner periphery of said socket **24**, preferably from the lower portion thereof, and in order that my improved tumbler **26** provided with the desired advertising matter **46** may be inserted within said socket in correct position to display the advertising matter **46** on said tumbler in the desired manner, I preferably provide a cooperating groove or notch **54** on the side wall of said tumbler, preferably on the lower portion thereof, in the preferred embodiment shown, fitting on to said protuberance or spline **52** to permit the insertion of said tumbler **26** constructed in accordance with my invention within said socket **24** only in a predetermined relative position to display its advertising matter above said base in the desired manner. For this aligning purpose, it is obvious that the relative positions of the protuberance on the socket and the groove on the tumbler may be reversed if desired, but I prefer the specific construction shown, as it in addition prevents the unauthorized insertion of other tumblers not containing advertising matter within said socket. In the embodiments shown it will be noted that the lower end of the radial projection and cooperating lower surface of the groove extend in a cooperating oblique direction intermediate axial and radial. This prevents the tumbler from falling downwards within the socket. It is also obvious that by varying the relative size and shape of the respective locking projection and notch and degree of obliquity of the cooperating lower end of said projection and lower surface of said notch, that different keys and keyways may be provided for different customers to insure that tumblers of other customers may not be fitted in to the bases for a particular customer.

In the embodiment shown in Figs. 1–5, I have shown a tumbler provided with suitable separating webs **53** adapted to divide the tumbler into a plurality of compartments **55**. These webs **53** may be continuous throughout the height of the tumbler or extend only for a small portion thereof and may be suitably formed from the material of the tumbler, as it is being blown, molded or otherwise fabricated.

In the embodiment of my invention shown in Figs. 7–9 the tumbler **26** may comprise a plurality of individual tumbler sections. In the specific embodiment shown therein, it comprises

two complementary hemi-tubular sections 26a and 26b, each having one-half of each respective aligning groove 54a and 54b formed therein adjacent the split 56 between each respective section 26a and 26b.

As stated heretofore, the base member 22 is preferably of general cylindrical shape having an external periphery of any desired attractive ornamental shape. In the embodiment of my invention shown in Fig. 6, the body portion 40' of the base is molded into the shape of the upper portion of a barrel, with lines 58 molded therein to simulate cracks between respective staves 60, the strap 38 simulating one hoop and the upper strap 62 simulating another hoop.

In the device shown in Figs. 7–9, the body portion 40'' in the base is of a still different shape and contour. In the embodiment of my invention shown in Figs. 10 and 11, the body portion 40''' of the base is of still different shape and contour, being in the general configuration of a shod horse's hoof, where the projections 64 projecting rearwardly therefrom simulate the ends of a horseshoe, and serve to support the base member 42 flat on the upper surface of a counter.

As illustrative of the types of articles which my receptacle is adapted to hold on the top of a beverage dispensing counter, I have illustrated a stirrer 70 in one compartment and a beer scraper 72 in another compartment in the four-compartment receptacle shown in Figs. 1–5, a stirrer 70 and a mixing spoon 74 in each of the compartments of the embodiment shown in Figs. 7 and 8 and a straw 76 in the embodiment of my invention shown in Fig. 10 adapted for use in dispensing a soft drink from a soda counter. I employ the word "socket" as indicative of any type of supporting means which will support the tumbler on the base member with its lower end inset relative to the upper surface of said base member.

It is apparent therefore, that I have provided a novel type of a receptacle adapted for use primarily as an advertising medium and having useful functions, so that its use is insured at the most desirable point, namely, the point where the purchaser is making up his mind which beverage most suits his palate, with the other advantages explained above.

It is understood that my invention is not limited to the specific embodiments shown and that various deviations may be made therefrom without departing from the spirit and scope of the appended claims.

What I claim is:

1. A receptacle comprising a base member of substantially cylindrical shape and of substantial height having a front portion having a body portion having advertising matter thereon and a flange at the lower end thereof having legs projecting downwardly therefrom and a cylindrical socket extending therethrough from the top to the bottom thereof, said body portion and socket being tilted rearwardly at a substantial angle to the vertical and having advertising matter on the outer surface of the wall thereof, a tumbler having advertising matter on the outer surface of the wall thereof and a lower outer periphery of substantially the shape and size of said socket compactly fitting within said socket and a protuberance on the base thereof to cause said tumbler to tumble if used for drinking purposes apart from said base and means on the contacting peripheries of said tumbler and socket to permit insertion of said tumbler within said socket only in a predetermined relative position to display its advertising matter above said base in the desired manner, said tumbler having a plurality of compartments for holding different species of articles.

2. A receptacle comprising a base member of substantial height having a body portion having advertising matter on the outer surface of the wall thereof and a socket, a tumbler having advertising matter on the outer surface of the wall thereof fitting within said socket, and means to permit complete insertion of said tumbler within said socket only in a predetermined position to display its advertising matter above said base member in the desired manner, said last mentioned means also functioning to support said tumbler within said socket.

3. A receptacle comprising a base member of substantial height having a body portion having advertising matter on the outer surface of the wall thereof and a socket, a tumbler having advertising matter on the outer surface of the wall thereof fitting within said socket, and means to permit complete insertion of said tumbler within said socket only in a predetermined position to display its advertising matter above said base member in the desired manner, said tumbler being positioned to stand at an acute angle with respect to the plane of the base.

4. A receptacle comprising a base member of substantial height having a body portion having advertising matter on the outer surface of the wall thereof and a socket, a tumbler having advertising matter on the outer surface of the wall thereof fitting within said socket, and a protuberance on the base thereof to cause said tumbler to tumble if used for drinking purposes apart from said base member and means to permit complete insertion of said tumbler within said socket only in a predetermined position to display its advertising matter above said base member in the desired manner, said tumbler being positioned to stand at an acute angle with respect to the plane of the base.

5. A receptacle comprising a base member of substantial height having a body portion having advertising matter on the outer surface of the wall thereof and a socket and a flange at the lower end thereof having legs projecting downwardly therefrom, a tumbler having advertising matter on the outer surface of the wall thereof fitting within said socket, and a protuberance on the base thereof to cause said tumbler to tumble if used for drinking purposes apart from said base member and means to permit complete insertion of said tumbler within said socket only in a predetermined position to display its advertising matter above said base member in the desired manner, said tumbler being positioned to stand at an acute angle with respect to the plane of the base.

6. A receptacle comprising a base member of substantial height having a body portion, having a socket therein, a tumbler member fitting within said socket, and means to permit complete insertion of said tumbler member within said socket only in a predetermined relative position comprising spline means projecting radially of one of said members and cooperating groove means in the other of said members, said spline and groove means being inclined at an acute angle with respect to the axis of said socket to support said tumbler within said socket.

7. A receptacle comprising a base member of

substantial height having a body portion having a socket therein, a tumbler having a lower outer periphery of substantially the shape and size of said socket compactly fitting within said socket, and means on the contacting peripheries of said tumbler and socket to permit insertion of said tumbler within said socket only in a predetermined relative position, one of said contacting peripheries having spline means projecting radially therefrom and the other of said contacting peripheries having groove means for receiving said spline means, said tumbler comprising two complementary hemi-tubular sections having half of each aligning groove formed therein adjacent the opposite section.

8. A receptacle comprising a base member of substantial height having a body portion having a socket therein, and a tumbler comprising two individual complementary hemi-tubular sections having a lower outer periphery of substantially the shape and size of said socket compactly fitting within said socket.

9. A receptacle comprising a base member of substantial height having a body portion having a socket therein, and a tumbler comprising a plurality of individual tumbler sections having a lower outer periphery of substantially the shape and size of said socket compactly fitting within said socket.

CLIFFORD A. McBRIDE.