July 18, 1939. A. GELARDIN 2,166,864

ADVERTISING NOVELTY

Filed March 5, 1937

FIG. 1.

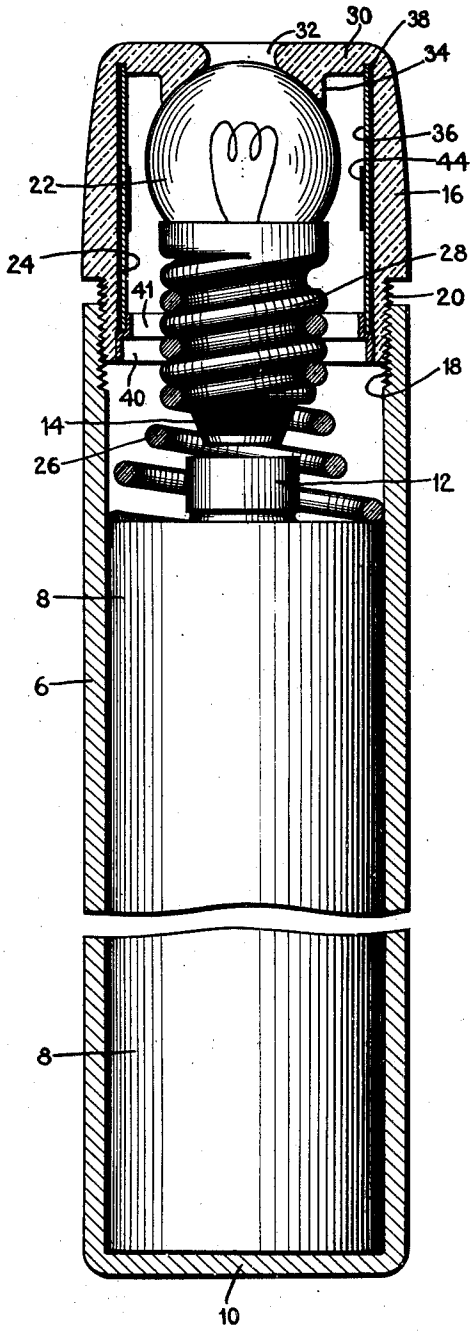


FIG. 2.

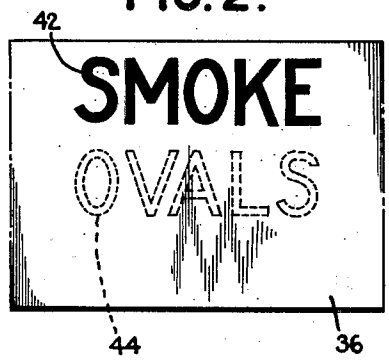


FIG. 3.

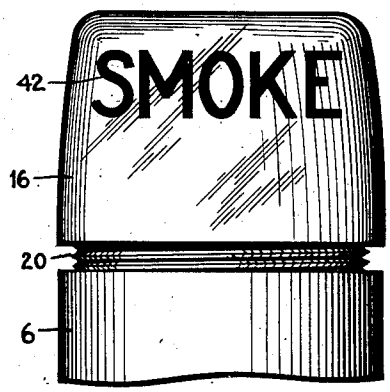
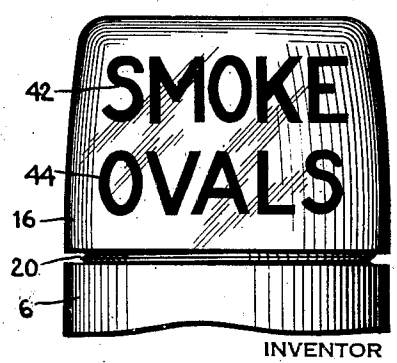


FIG. 4.



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ADVERTISING NOVELTY

Albert Gelardin, New York, N. Y.

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11 Claims. (Cl. 40—130)

This invention relates to advertising novelties making use of flashlights or flashlamps of the kind in which the electrical circuit between an incandescent lamp and the battery is adapted to be completed at will.

The invention provides means for rendering visible normally invisible indicia such as advertising matter or the like. To this end, a screen is adapted to be disposed in a form which can be distributed as a novelty, carried on the person or in the hand and actuated at will, between a source of illumination and a translucent portion of a compact container for a source of energy.

Another object of the invention is the provision of normally visible advertising indicia the visibility of which is accentuated at will. Accordingly, a shield or the like may have printed or otherwise depicted on its outer surface suitable indicia or other advertising media and which is placed adjacent or proximate the inner wall of a light transmitting head of the container of this invention. The head and the shield may be concentric with a source of light. In any event, when such source of light, which may take the form of a lamp, is illuminated, the advertising indicia which had theretofore been visible to a predetermined degree through the wall of the head becomes more clearly visible or pronounced.

In another aspect of the invention, it is sought to provide a portable advertising novelty having indicia normally visible through a light transmitting portion thereof and additional indicia not normally visible but which, at will, is caused to be visible through the head upon the illumination of a lamp therewithin. To this end, indicia may be inscribed upon the inner surface of a screen which is therefore not normally visible through the light transmitting portion but which, when the lamp is illuminated, clearly shows through the light transmitting portion.

Yet another object of the invention is the provision of an instrumentality by which one indicia may be always visible while the second indicia is only visible at will. To this end, the screen between a translucent portion and the lamp may have on its outer or remote surface one indicia and on its inner surface a second indicia, the second indicia being visible at all times through the translucent head while the indicia on the inner surface of the screen being visible only when the lamp is illuminated, said indicia being preferably in non-registering relation.

The portable advertising novelty according to the present invention may comprise a tubular casing having integral therewith or removably attached thereto a light transmitting head or enclosure for the end, said enclosure being, if desired, formed with an opening axially thereof permitting the passage of light rays with undiminished intensity. Also, if desired, that portion of the enclosure surrounding the opening may take the form of an annular ring or shoulder overlapping and engaging the lamp or the enclosure may have a concave socket fashioned at its advance end to receive and snugly engage the most advanced end of the lamp and permit the passage of light rays with diminished intensity.

These and other objects of the invention and the means for their attainment will be more apparent from the following detailed description, taken in connection with the accompanying drawing illustrating one embodiment by which the invention may be realized and in which:

Figure 1 is a view in longitudinal section and partly in elevation showing a casing having a light transmitting portion to which the present invention is applied;

Figure 2 is a view of the screen having advertising indicia on the proximate face thereof and advertising indicia on the face remote thereof, the former being indicated in full lines while the advertising on the rear face is indicated in broken lines;

Figure 3 is a view showing the upper portion of the Figure 1 disclosure in outside elevation as it would appear with the advertising screen of Figure 2 in place, but with the lamp not illuminated; and

Figure 4 is a view similar to Figure 3 but showing the advertising indicia of Figure 2 as it would appear through the head when the lamp is illuminated.

The container or casing of the advertising novelty of this invention comprises generally a tubular member 6 adapted to contain a dry cell or battery 8 and composed of any convenient material, metallic or non-metallic, opaque or light transmitting to any degree. The end 10 of the casing is shown as integral therewith, but it will be obvious that the end 10 can be made as a separate entity and when removable, as will readily be appreciated, the battery 8 may be inserted and removed from the end. Also such a removable end 10 may serve, as it is advanced on the casing 6, to advance the battery 8 to bring its central terminal 12 into contact with the central terminal 14 of a lamp to complete the circuit and illuminate the lamp. The casing 6 may have integral with it a light transmitting head or enclosure 16 or the casing may be formed with inter-

engaging instrumentalities, such as the threads 18, adapted to engage cooperating interengaging instrumentalities such as the threads 20 on the head 16 whereby the head is removably mounted on the casing 6. In the illustrated embodiment, the movement of the head 16 axially of the casing 6 will serve to carry, in a manner hereinafter explained, the lamp 22 downwardly towards the battery 8 so that its central terminal 14 is brought into electrical connection with the central terminal 12 of the battery 8 to complete the circuit through the lamp.

In the illustrated embodiment, the head or casing 16 is shown as formed with a substantially cylindrical portion 24 conveniently of major diameter.

The lamp may be supported in the casing in various ways within the purview of this invention. As shown, an expansible member, such as the coil spring 26, engages one terminal of the lamp. In this instance, the threaded terminal 28 is received in one end of the coil spring. The other end of the coil spring is of larger diameter so that it contacts with the rim of the cup electrode of the battery 8, thereby completing the electrical connection between the cell and lamp terminals while at the same time separating the respective central terminals 14 and 12 of the lamp and battery. The circuit is completed by bringing the said central terminals of the lamp and battery into contact with one another, as will be understood. One means for so doing is illustrated in Figure 1 wherein the translucent globe 16 may be screwed down into the casing 6 carrying the lamp therewith and bringing the terminals 14 and 12 into electrical contact. Obviously, any other means of completing the electrical circuit is equally applicable to illuminate the screen of Figure 2 and the invention is not to be deemed limited to the circuit closer disclosed nor to the disclosed manner of supporting the lamp.

As shown, the light transmitting portion 16 of the casing 6—16 is formed in the end portion 30 with an opening 32 axially thereof permitting the passage of light rays from the lamp to the exterior with undiminished intensity. The aperture may, if desired, be defined inwardly by an annular ring or shoulder 34 surrounding the opening and overlapping and engaging the lamp or otherwise shaped so that the enclosure 16 is fashioned at its advance end as a concave socket to receive and snugly engage the most advanced end of the lamp. The enclosure 16 may be of glass or other material which permits the passage of light rays with diminished intensity, comparatively speaking, and may have any shape or configuration desired. Obviously, the lamp could be otherwise supported as by a lamp socket carried with the casing 6, as well understood in the art.

Between the lamp 22 and the wall of the enclosure 16 is disposed the screen 36 of this invention. In the illustrated embodiment, the inner surface of this wall is cylindrical or substantially so with the lamp filament at the axis of the cylinder. A circular slot 38 may be formed in the end 30 to receive and position the upper edge of the screen 36. If the screen is of some kinds of paper, for instance, or of a cellulosic derivative, its inherent stiffness or elasticity will cause the screen to tend to unroll and thus hold it smoothly against the surface 24. If desired, however, retaining means may be provided such as a readily removable and preferably expansible and split ring or band 40, 41 having one edge offset with respect to the other so that while the portion 40 of largest diameter snugly engages the wall 24, the portion 41 is offset and forms a socket or shoulder receiving and supporting the lower edge of the screen 36. If the ring is not expansible or split, it may be secured in position either by adhesive or by, say, a bayonet slot joint if removability thereof is a factor.

The screen 36 is light transmitting to that degree necessary to afford a contrast with the relatively opaque indicia. On one face, say, the outer face, substantially opaque indicia may be depicted as indicated at 42. Depending on the translucent characteristics of the envelope 16, the indicia 42 will be visible or discernible from the outside, as viewed in Figure 3, even though the lamp is not illuminated. Of course, such indicia will be even more clearly visible with a source of light therebehind.

The screen 36 may also have substantially opaque indicia 44 on the inner or rear face (as viewed) thereof preferably in non-registering relationship. Due to the opacity of the screen, the indicia will or can be not visible if the lamp is not illuminated, the effect being as shown in Figure 3. When, however, the lamp is illuminated, the indicia 44 will be clearly visible along with the indicia 42 as illustrated in Figure 4.

Striking effects may be obtained by this invention. Trade slogans, trade-marks and other advertising matter may alternately be made visible and invisible as the lamp circuit is alternately closed and opened and also obtained where designs or portions thereof, visible at all times, are completed or supplemented by the lighting of the lamp. A device of the character described has considerable advertising appeal when given away as a favor, for instance, at a banquet, to advertise a particular product and creates immediate interest in the way the advertising matter can be brought to view at will during the progress of the banquet, and as it can be readily made to fit the vest pocket, it can be carried home from the banquet in the pocket of the guest and is useful as a source of illumination to find the keyhole when the guest reaches his home.

Various modifications will occur to those skilled in the art in the composition, configuration and disposition of the component elements going to make up the invention as a whole and no limitation is intended by the phraseology of the foregoing specification or illustrations in the accompanying drawing, except as indicated in the appended claims.

What is claimed is:

1. In an advertising novelty, in combination, a battery containing casing and a lamp, a battery in said casing, an integral light transmitting support and enclosure for the lamp surrounding the same at one end thereof, said support and enclosure being formed with an opening axially thereof, the portion of the enclosure surrounding the opening forming an annular ring overlapping and engaged by the lamp and transmitting light rays with diminished intensity and comprising an interior surface, a light transmitting sheet-like screen, substantially opaque indicia on the respective surfaces of said screen in non-registering relation, means to support said screen in contact with said interior surface and resilient means between the lamp and the battery and engageable with each for maintaining the lamp in engagement with said annular ring.

2. In an advertising novelty, in combination, a battery containing casing and a lamp, an in-

tegral light transmitting support and enclosure for the lamp surrounding the same at one end thereof, said enclosure being formed with an opening axially thereof providing a seat to receive one end of said lamp and comprising an interior surface, a light transmitting sheet-like screen, substantially opaque indicia on the respective surfaces of said screen in non-registering relation, means to support said screen against said interior surface, a battery in said casing, and means for supporting the other end of the lamp and for electrically connecting it with the battery.

3. In an advertising novelty, in combination, a body comprising a battery containing casing and a lamp, a battery in said casing, an integral light transmitting support and enclosure for the lamp surrounding the same at one end thereof, said enclosure being formed with an opening axially thereof, the portion of the enclosure surrounding the opening forming an annular ring to provide a seat overlapping and engaged by the lamp and transmitting light rays with diminished intensity and comprising an interior surface, a light transmitting sheet-like screen, substantially opaque indicia on at least one surface of said screen, means to support said screen in juxtaposition to said interior surface and resilient means positioned between the lamp and the battery and engageable with each, for maintaining the lamp in engagement with said annular ring.

4. In an advertising novelty, in combination, a body comprising a battery containing casing and a lamp, a battery in said casing, an integral light transmitting support and enclosure for the lamp surrounding the same at one end thereof, said enclosure being formed with an opening axially thereof permitting the passage of light rays with undiminished intensity and forming a seat for one end of said lamp, the portion of the enclosure surrounding the opening transmitting light rays with diminished intensity and comprising an interior surface, a light transmitting sheet-like screen, substantially opaque indicia on at least one surface of said screen, means to support said screen in contact with said interior surface and means for supporting the other end of said lamp in operative relationship with the upper end of said battery.

5. An advertising novelty of pocket flashlight proportions having, in combination, a battery containing casing comprising a light transmitting portion defining an enclosure and a light source within said enclosure, a light transmitting screen between said light source and said portion, substantially opaque indicia on the respective surfaces of said screen and means to illuminate said light source to render the indicia nearest said light source readily visible to supplement said indicia on the other surface.

6. An advertising novelty of pocket flashlight proportions having, in combination, a battery containing casing comprising a light transmitting portion, a light source within said portion, a sheet-like light transmitting screen between the light source and said portion and substantially opaque indicia on the respective surfaces of said screen in non-registering relation.

7. In an advertising novelty, in combination, a cylindrical, pocket-size casing comprising a light transmitting portion forming a closure for one end of said casing, a light source within said portion, a light transmitting screen between the light source and said portion and substantially opaque indicia on the respective surfaces of said screen in non-registering relation.

8. In an advertising novelty, in combination, a battery containing casing adapted to be readily carried by the user comprising a light transmitting portion defining an enclosure, a light source within said enclosure, and substantially opaque indicia on the outer surface of said portion and substantially opaque indicia adjacent the inner surface of said portion to complement said first indicia when said light source is energized.

9. In an advertising novelty, in combination, a pocket-sized, substantially cylindrical casing comprising a light transmitting portion forming a closure for one end of said casing and defining a hollow interior, a light source within said portion, a light transmitting screen between the light source and said portion and substantially opaque indicia on the respective surfaces of said screen, and annular supporting means carried by said light transmitting portion and engageable with one edge of said light transmitting screen for holding said screen in place, the indicia nearest said light source being readily visible when said light source is energized, whereby this indicia supplements the indicia on the other surface.

10. A pocket-size advertising novelty and flashlight, comprising in combination a substantially cylindrical casing, a light transmitting head positioned in one end of said casing and having a hollow interior, a lamp positioned in the interior of said light transmitting head, a light transmitting screen, provided with substantially opaque indicia on the respective surfaces thereof, said screen being positioned within the hollow interior of and between the light transmitting head and the lamp, a battery in said casing and a spring engageable with the lamp base and the top of the battery for normally pressing them apart to break the circuit of the flashlight, the indicia nearest said lamp being readily visible when said lamp is energized, whereby this indicia supplements the indicia on the other side of the surface.

11. In an advertising novelty, in combination, a body comprising a battery containing casing and a lamp having a globe, a battery in said casing, a light transmitting enclosure for the lamp surrounding one end thereof, said enclosure being formed with an opening axially thereof permitting the passage of light rays with undiminished intensity, means within said enclosure for supporting the globe end of said lamp, that portion of the enclosure surrounding the opening serving to transmit light rays with diminished intensity and comprising an interior surface, a sheet-like screen mounted within said enclosure, part of said screen being opaque and part being translucent to define indicia when the lamp is lighted, and means for supporting the other end of said lamp in operative relationship with the upper end of said battery.

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