Dec. 8, 1942. J. V. WUESTMAN 2,304,522

ADVERTISING PENCIL, PEN OR LIKE STYLIFORM DEVICE

Filed April 1, 1941

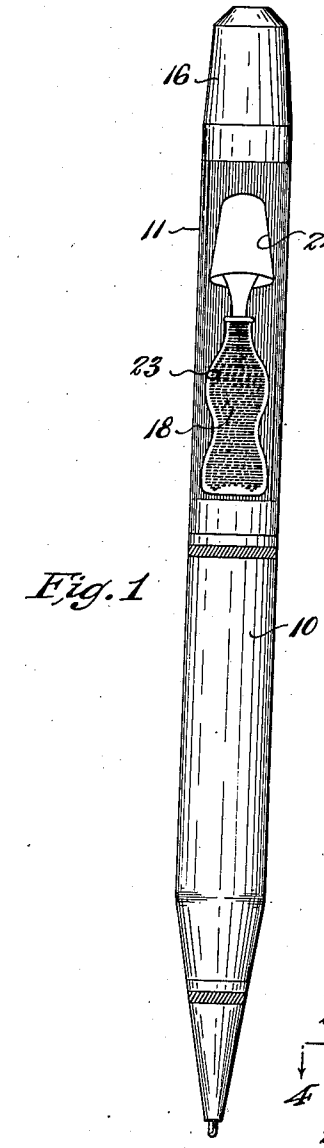


Fig. 1

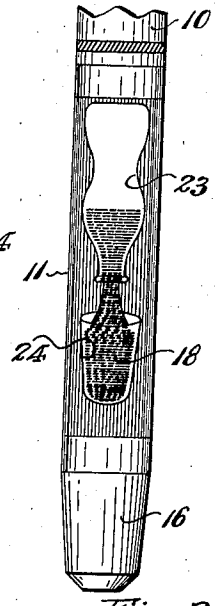


Fig. 2

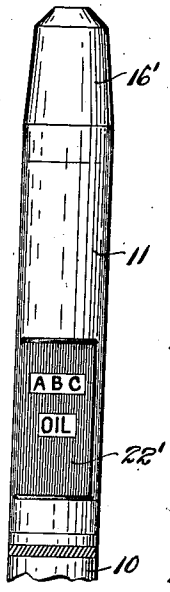


Fig. 5

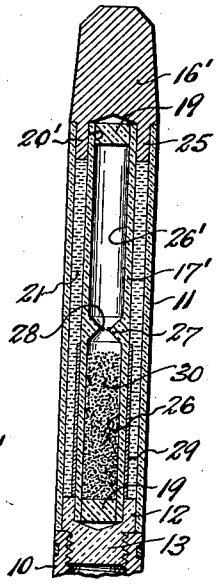


Fig. 7

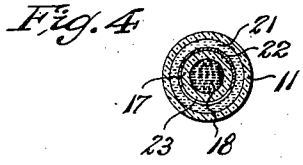


Fig. 4

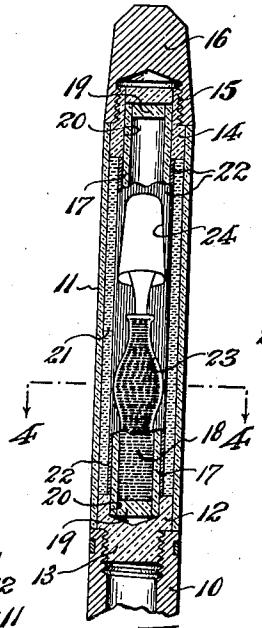


Fig. 3

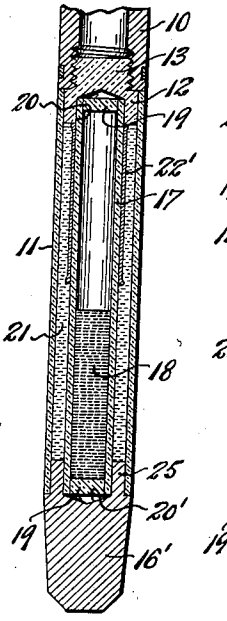


Fig. 6

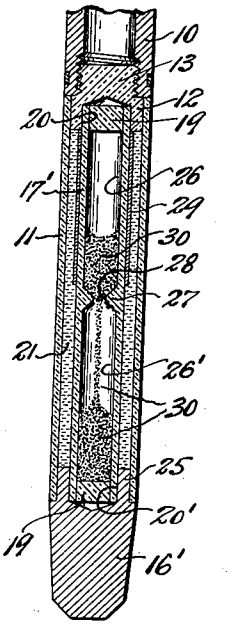


Fig. 8

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Patented Dec. 8, 1942

2,304,522

UNITED STATES PATENT OFFICE

2,304,522

ADVERTISING PENCIL, PEN, OR LIKE STYLIFORM DEVICES

Joseph V. Wuestman, Union, N. J.

Application April 1, 1941, Serial No. 386,310

3 Claims. (Cl. 40—126)

This invention relates to advertising pencils, pens or like styliform devices of the general type and kind disclosed in my co-pending application for United States Letters Patent, Serial No. 339,055, filed June 6, 1940 which has matured into Patent No. 2,264,194; and this invention has reference, more particularly, to further improved forms of such devices.

This invention has for an object to provide, in connection with pencils, pens or other styliform devices, a transparent outer section containing a transparent inner chambered member spaced from the walls thereof, the intervening space being filled with a transparent liquid; said inner chambered member enclosing material adapted to be displayed through the transparent walls of said section and member and magnified by the transparent liquid contained between said walls.

This invention has for another object to provide, in connection with pencils, pens or other styliform devices, a transparent chambered section having closed ends, the interior of which is filled with a transparent liquid, and within which is disposed, in axial extension therethrough a second or inner transparent chambered member which encloses a freely movable or flowable material adapted to move, under gravity, from end to end of said inner chambered member; the transparent liquid contained in the outer chambered section being adapted to magnify the flowable content of said inner chambered member.

The invention has for another object to provide, in a device of the kind stated, means associated with the inner chambered member for producing optical illusion of one or more containers into and out of which the movable or flowable material contained in said inner chambered member appears to move or flow when caused to gravitate from one to another end of the interior of the latter.

Other objects of this invention, not at this time more particularly enumerated will be understood from the following detailed description of the same.

Illustrative embodiments of this invention are shown in the accompanying drawing, in which:

Fig. 1 is an elevational view of a pencil provided with the novel means for displaying advertising features according to this invention, a movable element of the advertising features being shown in one position thereof; Fig. 2 is a fragmentary view similar to that of Fig. 1, but showing the movable element of the advertising features in movement to another position; Fig. 3 is a fragmentary longitudinal sectional view of said pencil, with the inner chambered member thereof shown in part elevation and in part in section; and Fig. 4 is a transverse sectional view, taken on line 4—4 in said Fig. 3.

Fig. 5 is a fragmentary elevational view of a pencil or the like having a modified form of means for displaying advertising elements, and Fig. 6 is a longitudinal sectional view thereof in reversed position.

Fig. 7 is a fragmentary longitudinal sectional view of a pencil or the like having another modified form of means for displaying advertising elements; and Fig. 8 is a similar view thereof in reversed position.

Similar characters of reference are employed in the above described views, to indicate corresponding parts.

In the embodiments of this invention shown in the drawing, the same is illustrated as applied to the barrel 10 of a mechanical pencil, although it will be understood that the same may be embodied in various forms of pencils, pen or pencil cases, pens and other styliform devices.

To the upper end of the pencil barrel 10 is affixed a transparent chambered section comprising a tubular and preferably cylindrical body 11 made of any suitable transparent material, such as glass or a transparent plastic composition, preferably the latter. Said body 11 is closed at its lower extremity by a bottom end plug 12, which is provided with an external, axially extending coupling element 13 of reduced diameter, the same being adapted to engage and be secured in the upper end of the pencil barrel 10. Preferably said coupling element 13 is provided with external screw-threads to screw into said upper end of the pencil barrel 10. In like manner, said body member 11 is provided at its upper end with a top end plug 14 having an externally screw-threaded extension 15 of reduced diameter, the same being adapted to receive attachment of an end-piece 16 of suitable shape, which provides a pleasing ornamental finish to the combined structure.

Arranged within the outer transparent section provided by the body 11, so as to be axially disposed therein concentric to the walls of said body 11, is a second or inner transparent chambered member comprising a tubular and preferably cylindrical body 17 of reduced diameter, the same being made of glass or a transparent plastic composition, preferably the latter. Said body 17 provides an interior chamber in which is deposited material 18 to be displayed. In most cases said material 18 will but partially fill the interior of

said body 17, so as to be capable of movement under gravity from end to end thereof. Said material 18 may be of any desired form, such as a solid, a liquid, a granular or discrete material, etc. Said body 17 is suitably closed at its respective ends, by closure plugs 19 which are suitably secured and, if desired, sealed to said ends.

The respective bottom and top end plugs 12 and 14 of the main or outer body 11 are provided in their inner portions with centrally disposed sockets 20 to receive the respective ends of said inner chambered body 17, thereby to rigidly support the latter for axial extension through the interior of said main or outer body 11, and concentric to the walls thereof. Any other means for securing said inner chambered member in such fixed relation to the outer section may be utilized.

The space intermediate the inner chambered body 17 and the main or outer body 11 is filled with a transparent liquid 21.

In the embodiment of this invention shown in Figs. 1 to 4 inclusive, said inner chambered body 17 is provided with a preferably opaque covering 22 having a cutaway portion therein of suitable shape to expose selected areas of the transparent walls of said body 17. Said covering 22 may be formed by application of any suitable material to the walls of the body 17, and may therefore comprise, a coating of paint or the like, or a layer or paper, metal or other sheet material. The cutaway portion in said covering 22 may be shaped to simulate one or more transparent containers. For example, as shown in Figs. 1, 2 and 3, said cutaway portion of the covering 22 is shaped to simulate two containers, one part 23 thereof simulating a bottle, and another part 24 thereof simulating a glass or tumbler. In such case, the movable material 18 contained in the inner chambered body 17 is in the form of a suitably colored liquid. When the pencil is held in normal writing point down position, as shown in Fig. 1, the colored liquid constituting the movable material 18 will gravitate to that portion of the inner chambered body 17 which is coincident to that part of the covering 22 in which is located the bottle simulating cutaway part 23 thereof. As thus located, said colored liquid material 18 will show through the bottle simulating part 23 of the cutaway portion of the covering 22, thereby giving the appearance of a transparent bottle filled with a liquid content. When the pencil is reversed and held writing point up, the colored liquid material will gravitate to the opposite end of the interior of the inner chambered body 17, and in so doing will appear to flow from the bottle simulating cutaway part 23 to and into the glass or tumbler simulating cutaway part 24 (see Fig. 2), until the latter appears to be filled from the content of the battle simulating part. The transparent liquid content 21 of the transparent main or outer body 11 not only permits the bottle and glass simulating cutaway portions and the colored liquid content of the inner chambered body 17 to be observed, but also produces a magnification thereof whereby these parts appear to fill substantially the entire width of the main body 11, as will be understood by comparison of the disclosure of Fig. 1 with that of Fig. 3. From the above it will be apparent that a novel effect and illusion of movement of a liquid from one container to another is provided, which is especially well adapted for advertising purposes in connection with the marketing of beverages and other liquid products. It will be understood that the form or forms of container or containers desired to be simulated may be varied to suit requirements or to identify special commercial forms thereof; and, further, that suitably associated printed advertising matter, product names or trade-marks may be incorporated with the covering 22.

Referring to Figs. 5 and 6, there is illustrated thereby a somewhat modified construction of advertising display means according to this invention, the same comprising a transparent body section 11, having the bottom end plug 12 and coupling element 13 for attaching the same to the pencil barrel 10. A simplified form of top end closure for the body 11 is shown, wherein the end-piece 16' is provided with a reduced part 25 which is sealed into the top end of said body 11 to close the same. Arranged within the outer transparent section provided by the body 11 is the second or inner transparent chambered member 17, which is axially disposed therein concentric to the walls thereof. The ends of said member 17 are closed by the closure plugs 19. The interior of said chambered member 17 is partially filled with material 18 to be displayed, which, illustratively, comprises a suitably colored liquid. The lower end of said inner chambered member 17 is fixed in the socket 20 with which the bottom end plug 12 is provided, while the upper end thereof is fixed in a socket 20' with which the inner reduced portion of the end-piece 16 is provided, or said inner chambered member 17 may be otherwise fixed in place. Covering the lower portion of the chambered member 17 is an opaque partial covering 22', leaving the remaining or upper portion of said inner chambered member uncovered or exposed. Said partial covering 22' may be suitably printed or otherwise treated to simulate a non-transparent container, such e. g. as a metallic can or the like. The space intermediate the inner chambered member 17 and the outer transparent body 11 is filled with the transparent liquid 21, which magnifies the covering 22' and the colored liquid 18 contained in the inner chambered member 17, when said liquid 18 is moved beyond said covering 22'.

In this modified form of the device, when the pencil is held in normal writing point down position (as in Fig. 5), the liquid material 18 contained in the inner chambered member 17 will gravitate to the lower portion of the latter which is covered by the covering 22', whereby said liquid material will be concealed from view. When the pencil is inverted, the liquid material 18 will gravitate to the uncovered portion of the inner chambered member 17, thus appearing to flow out of the container or can which the covering 22' simulates, and thereupon being exposed to view at said uncovered portion of said inner chambered member 17.

Referring to Figs. 7 and 8, there is illustrated therein another modified construction of the advertising display means of this invention comprising, the transparent body section 11, for attachment to the pencil barrel 10 or the like. Within the body section 11 is arranged an inner transparent chambered member 17', which extends axially therethrough in concentric relation to the walls thereof in the manner previously described. Said inner chambered member 17' is internally divided into a lower chamber 26 and an upper chamber 26' by means of an internal annular portion 27 preferably having oblique faces converging on a communicating opening 28

of reduced diameter. That portion of said chambered member 17' in which is located one of said chambers, e. g. the lower chamber 26, is provided with an opaque covering 29, while the remaining portion of said chambered member 17' in which is located the other said chamber, e. g. the upper chamber 26', is uncovered or exposed. Said covering 29 may be suitably printed or otherwise treated to simulate a container desired to be imitated. The space intermediate the inner chambered member 17' and the outer transparent body 11 is filled with the transparent liquid 21, which magnifies the covering 29 and the content of the inner chambered member 17', the later being a flowable material. For example, a granular or powdered material 30 may be employed which is capable of flowing by gravity from one chamber to the other of said inner chambered member 17', through the communicating opening 28 therebetween. In this modified form of the device, when the pencil is held in normal writing position (as in Fig. 7), the powdered material 30 will gravitate to the lower chamber 25 which is covered by the covering 29, whereby the same will be concealed from view. When the pencil is inverted, the powdered material 30 will flow by gravity from the chamber 26 through the communicating opening 28 into the chamber 26', thus appearing to flow out of the container which the covering 29 simulates, and thereupon being exposed to view through the uncovered transparent walls of the chamber 26'.

In devices wherein it is desired merely to display a given substance, material or body, with or without permitted movement thereof, the selected substance, material or body may be enclosed within the inner chambered member of the device from which the covering is omitted, whereby said substance, material or body may be viewed through the transparent walls of the outer section and inner chambered member subject to optical magnification by the transparent liquid contained between said walls.

It will be obvious that many variations of the form, arrangement and disposition of the covering, with which the inner chambered member of the device is provided, may be made according to a given appearance desired to be obtained, or according to the type, shape or character of a container, package or the like desired to be imitated. It will likewise be understood that the material enclosed in the inner chambered member of the device may also be considerably varied in kind, form, quantity, etc.

Various other changes may be made in the structures herein shown and described without departing from the scope of this invention as defined in the following claims. It is therefore intended that all matter contained in the above description or shown in the accompanying drawing shall be interpreted as illustrative and not in a limiting sense.

I claim:

1. In a device of the kind described, a transparent section having closed ends, a transparent inner chambered member of reduced diameter affixed within said section to extend axially thereof in concentric relation to its walls, a transparent liquid filling the space between the walls of said section and said chambered member, free material partially filling said chambered member so as to be capable of movement therein under gravity from end to end thereof, and one end portion of said chambered member having an opaque covering adapted to conceal said material when the latter occupies that portion of said chambered member covered thereby, said material being visibly displayed through the transparent walls of said section and chambered member when moved to the uncovered portion of the latter.

2. In a device of the kind described, a transparent chambered section having closed ends, a transparent inner chambered member of reduced diameter affixed within said section to extend axially thereof in concentric relation to its walls, a transparent liquid filling the space between the walls of said section and said chambered member, said chambered member having an apertured partition intermediate its ends to divide its interior into a plurality of communicating compartments, freely movable material enclosed within said chambered member adapted to flow under gravity from one said compartment into another, and a portion of said chambered member coincident to one compartment thereof having an opaque covering adapted to conceal said material when the latter occupies said compartment.

3. In a device of the kind described, a transparent chambered section having closed ends, a transparent inner chambered member of reduced diameter affixed within said section to extend axially thereof in concentric relation to its walls, a transparent liquid filling the space between the walls of said section and said chambered member, free material partially filling said chambered member so as to be capable of movement therein under gravity from end to end thereof, and said chambered member having a covering provided with cutaway portions through which said material may be viewed, said cutaway portions being shaped to simulate a juxtaposed bottle and glass.

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