

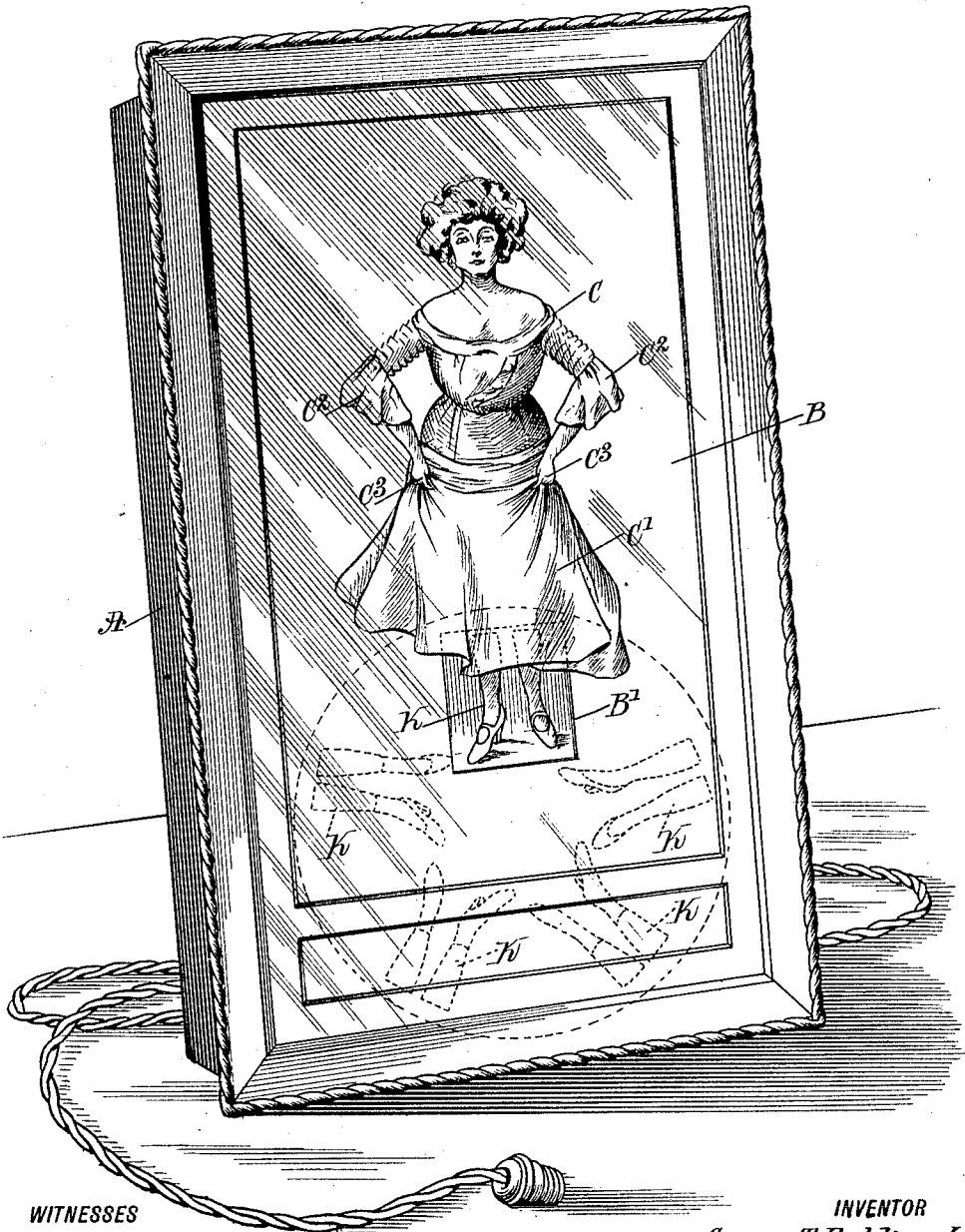
G. T. FIELDING, JR.
ADVERTISING MEDIUM.
APPLICATION FILED AUG. 4, 1911.

1,020,815.

Patented Mar. 19, 1912.

3 SHEETS—SHEET 1.

Fig 1.



WITNESSES

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Henry W. Barker

INVENTOR

George T. Fielding Jr.

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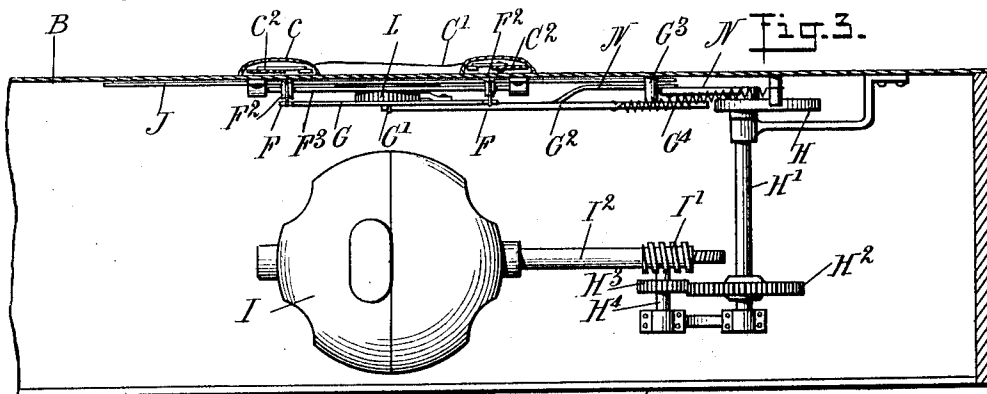
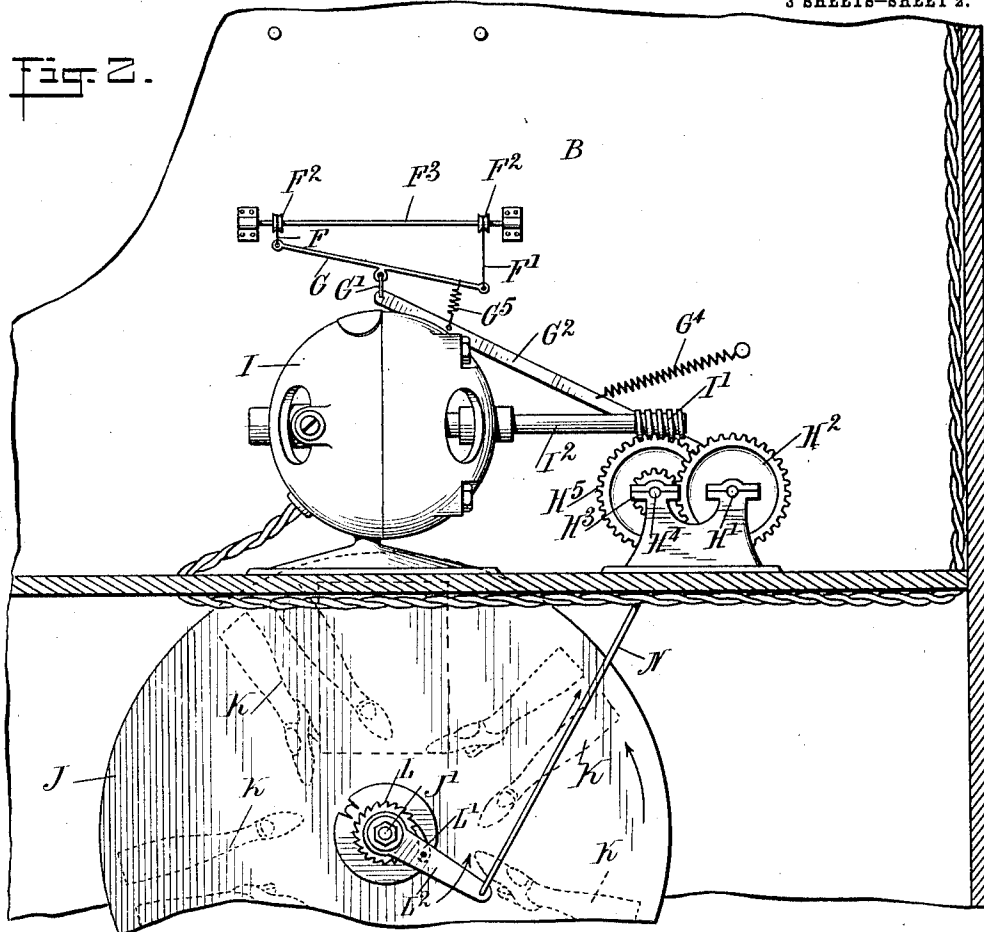
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3 SHEETS—SHEET 2.

Fig. 2.



WITNESSES

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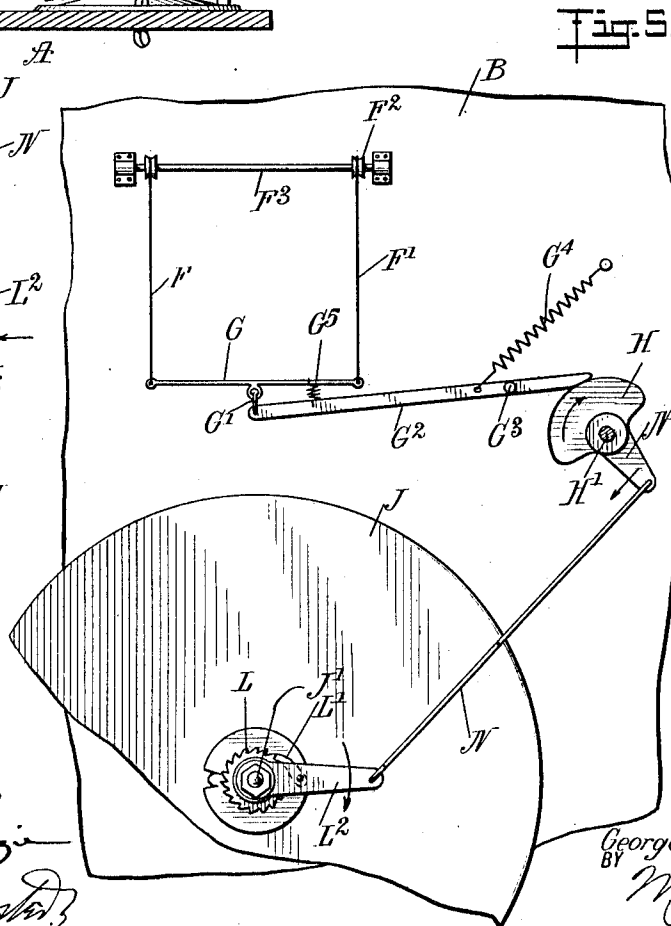
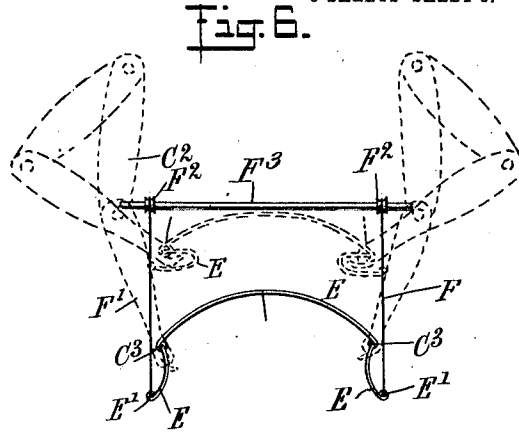
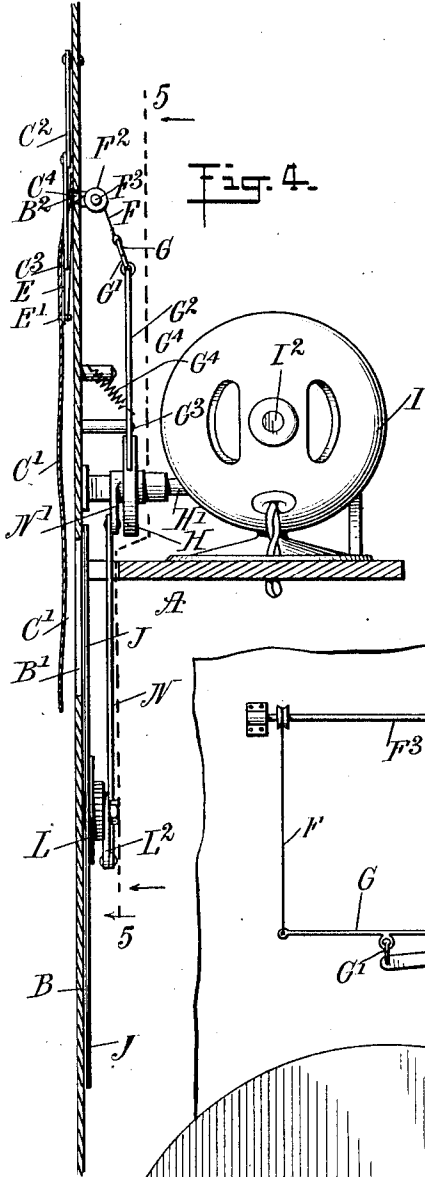
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3 SHEETS-SHEET 3.



WITNESSES
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UNITED STATES PATENT OFFICE.

GEORGE T. FIELDING, JR., OF NEW YORK, N. Y.

ADVERTISING MEDIUM.

1,020,815.

Specification of Letters Patent.

Patented Mar. 19, 1912.

Application filed August 4, 1911. Serial No. 642,406.

To all whom it may concern:

Be it known that I, GEORGE T. FIELDING, Jr., a citizen of the United States, and a resident of the city of New York, borough of Manhattan, in the county and State of New York, have invented a new and Improved Advertising Medium, of which the following is a full, clear, and exact description.

The object of the invention is to provide a new and improved advertising medium for use in show windows, on roofs and other places, and arranged to successively display on a single figure different goods; for instance, several styles of shoes and hosiery, in a very attractive manner.

For the purpose mentioned, use is made of two movable members, of which one contains the representation of a series of different articles to be successively displayed by a portion of the other member, the representation displayed forming with the other member a unit.

A practical embodiment of the invention is represented in the accompanying drawings forming a part of this specification, in which similar characters of reference indicate corresponding parts in all the views.

Figure 1 is a perspective view of the advertising medium with the parts in display position; Fig. 2 is an enlarged rear elevation of the advertising medium; Fig. 3 is a sectional plan view of the same; Fig. 4 is a vertical section of the same; Fig. 5 is a rear sectional elevation, the section being on the line 5—5 of Fig. 4; and Fig. 6 is a face view of the means for raising and lowering the skirt portion of the figure.

The improved advertising medium is mounted on a suitably constructed casing A having a front in the form of a picture frame, in which is arranged a display board B containing a figure C, for instance, as shown in Fig. 1, the representation of a female, having a movable skirt portion C' adapted to be raised and lowered to alternately uncover and cover an opening B' in the display board B, the said figure C also having articulated arms C² connected at the hands at C³ with a cross spring D extending in the rear of the movable skirt portion C' and connected at its terminals with side springs E extending downwardly, connected at their lower free ends E' with ropes or cords F, F' extending upwardly in the rear of the figure C and passing through open-

ings B² in the display board B to the rear thereof, and over guide pulleys F² secured to a shaft F³ journaled on the rear face of the display board B (see Figs. 2, 3, 4 and 5). The rear ends of the ropes F and F' are connected with a cross bar G pivotally connected at its middle by a link G' with the free end of a lever G² fulcrumed at G³ on the rear of the display board B, and the said lever G² is pressed on by a spring G⁴ so as to hold the lever in contact with the peripheral face of a cam H secured on a transversely-extending cam shaft H', journaled in suitable bearings in the casing A at the rear of the display board B. The cam shaft H' is adapted to be driven from a motor I, preferably of the electrical type, mounted in a casing A and connected in the usual manner with a source of electrical energy.

In order to drive the cam shaft from the motor I, the cam shaft H' is provided with a gear wheel H² in mesh with a pinion H³ secured on a shaft H⁴ journaled in the casing A, and carrying a worm wheel H⁵ in mesh with a worm I' secured on the motor shaft I² of the motor I. Now when the motor I is running a rotary motion is transmitted to the cam shaft H' which by the cam H imparts a swinging motion to the lever G², so that an alternate pulling and releasing of the ropes F and F' is had to alternately raise and lower the skirt portion C' to uncover or cover the opening B'. The free ends E' of the side springs E are attached to the skirt portion C' and the connections C³ of the hands of the articulated arms C² with the cross spring D are adapted to move against a stop C⁴ formed on the display board B approximately near the upper end of the skirt portion C'. Now when a pull is exerted on the ropes F, F' then the springs E and D are moved upward and with them the skirt portion C', at the same time imparting movement to the arms C², and when the connections C³ move against the stop C⁴ then the motion of the articulated arms C² ceases, but a further pull on the ropes F, F' compresses the side springs E to cause the skirt portion C' to wrinkle up in a natural manner, thus giving a proper appearance to the skirt portion C' when in a raised position.

In order to impart an uneven movement to the two articulated arms C², one rope is made shorter than the other so that the con-

necting rod G is in an angular position, as indicated in Fig. 2, and the rod G is for this purpose connected by a spring G⁵ with the lever G² at a point near the connection of the longer cord F' with the connecting rod G. Now when the lever G² swings downward, the connecting rod G is moved gradually into a position parallel with the shaft F³, so that more pull is given to one cord than the other, to enhance the appearance of the articulated arms C². The cam H is so constructed that the skirt is raised gradually and dropped quicker, with the skirt remaining at rest in a lowermost or covering position for a predetermined length of time.

A disk J is mounted to turn on a stud J' attached to the display board B at the rear thereof, and on the front face of the disk J is arranged the representation of a series of different articles K to be successively displayed in the opening B', the articles K forming a unit with the figure C. As shown in the drawings, the articles K are in the form of different pairs of shoes and hosiery, and the disk J is mounted to rotate intermittently at the time the skirt portion C' is at rest in a lowermost position, and when the disk J comes to a rest one of the articles K, such as a pair of shoes and stockings, appears in the opening B' and is consequently displayed on the skirt portion C' being raised as above explained. In order to rotate the disk J in unison with the movement given to the skirt portion C' a ratchet wheel L is attached to the disk J, and the ratchet wheel L is engaged by a pawl L' pivoted on the lever L² fulcrumed loosely on the stud J'. The lever L² is connected by a link N with an arm N' on the cam shaft H', so that when the latter is rotated as previously explained an up and down swinging motion is given to the lever L² to cause the pawl L' to turn the ratchet wheel L and the disk J during the upward movement of the lever L², the disk J remaining at a standstill during the downward movement of the said lever L².

From the foregoing it will be seen that when the motor I is running an intermittent up and down movement is given to the skirt portion C' and an intermittent rotary motion is given to the disk J, so that one of the articles K is at rest and displayed in the opening B' at the time the skirt portion C' is raised and lowered, and while the skirt portion C' is at rest in a lowermost position an intermittent rotary motion is given to the disk J to display the next article K in the opening B'.

By making the skirt portion C' of a fabric material and connecting it with the springs E in the manner above described, the upper portion of the skirt is wrinkled naturally during the final upward movement of the skirt portion C'.

Although I have described and shown the advertising medium as applied to a female figure raising and lowering the skirt for displaying different pairs of shoes and stockings, I do not limit myself to this particular application of my invention, as the same may be varied without deviating from the spirit of my invention.

Having thus described my invention, I claim as new and desire to secure by Letters Patent:

1. An advertising medium, comprising co-acting members, of which one is provided with a representation of a series of different articles to be successively displayed, the second member having a movable part normally covering the representation to be displayed at a time and adapted to be moved to uncover the said representation to display the same, the said representation when uncovered forming with the second member a unit.

2. An advertising medium, comprising co-acting members, of which one rotates intermittently and is provided with a representation of a series of different articles to be successively displayed, the second member having a reciprocating part alternately covering and uncovering the representation in display position at a time, the said representation when uncovered forming with the second member a unit.

3. An advertising medium, comprising a display board having an opening, an intermittently moving member in the rear of the said display board and provided with a representation of a series of different articles adapted to appear successively in the said opening, a display member on the front of the said display board and having a movable part adapted to cover and uncover the said opening, the representation uncovered and the display member forming a unit.

4. An advertising medium, comprising a display board having an opening, a disk mounted to intermittently revolve at the rear of the said display board and provided with a representation of a series of different articles adapted to be successively displayed in the said opening, and a figure on the front of the said display board and having a movable skirt portion adapted to alternately cover and uncover the said opening.

5. An advertising medium, comprising a display board having an opening, a disk mounted to intermittently revolve at the rear of the said display board and provided with a representation of a series of different articles adapted to be successively displayed in the said opening, a figure on the front of the said display board and having a movable skirt portion adapted to alternately cover and uncover the said opening, a motor, means actuated by the said motor and controlling the movement of the said skirt,

and means actuated by the said motor and controlling the intermittent revolving motion of the disk.

6. An advertising medium, comprising a display board having an opening, a disk mounted to intermittently revolve at the rear of the said display board and provided with a representation of a series of different articles adapted to be successively displayed in the said opening; a figure on the front of the said display board and having a movable skirt portion adapted to alternately cover and uncover the said opening, a motor, means actuated by the said motor and controlling the movement of the said skirt, and means actuated by the said motor and controlling the intermittent revolving motion of the disk, the said means being arranged to intermittently rotate the disk at the time the skirt portion is down and covers the opening, and to raise and lower the skirt portion at the time the disk is at rest.

7. An advertising medium, comprising a display board having an opening, a disk mounted to intermittently revolve at the rear of the said display board and provided with a representation of a series of different articles adapted to be successively displayed in the said opening, a figure on the front of the said display board and having a movable skirt portion adapted to alternately cover and uncover the said opening, the said figure also having articulated arms with the hands engaging the skirt portion, a motor, lifting means driven by the said motor and connected with the said movable skirt portion, and actuating means driven by the said motor and connected with the said disk.

8. An advertising medium, comprising a display board having an opening, a disk mounted to intermittently revolve at the rear of the said display board and provided with a representation of a series of different articles adapted to be successively displayed in the said opening, a figure on the front of the said display board and having a movable skirt portion adapted to alternately cover and uncover the said opening, the

said figure also having articulated arms with the hands engaging the skirt portion, a motor, lifting means driven by the said motor and connected with the said movable skirt portion, actuating means driven by the said motor and connected with the said disk, and means to wrinkle the upper skirt portion on raising the latter.

9. An advertising medium, comprising a display board having an opening, a disk mounted to intermittently revolve at the rear of the said display board and provided with a representation of a series of different articles adapted to be successively displayed in the said opening, a figure on the front of the said display board and having a movable skirt portion adapted to alternately cover and uncover the said opening, the movable skirt portion being of a fabric material, the said figure also having articulated arms and hands connected with the skirt portion, a cross spring connecting the articulated arms with each other at their connection with the skirt, side springs connected with the terminals of the said cross spring, raising and lowering means connected with the side springs, actuating means for the said disk, and a source of power for driving the said means.

10. An advertising medium provided with a figure having a movable skirt portion and articulated arms and hands connected with the said movable skirt portion, a stop for limiting the upward movement of the hands, a cross spring in the rear of the skirt portion and connecting the hands with each other, side springs connected with the terminals of the said cross spring and standing at an angle thereto, and raising and lowering means connected with the said side springs and having movement in excess of the movement of the said hands.

In testimony whereof I have signed my name to this specification in the presence of two subscribing witnesses.

GEORGE T. FIELDING, JR.

Witnesses:

THEO. G. HOSTER,
JOHN P. DAVIS.