G. T. FIELDING.

ADVERTISING MEANS.

APPLICATION FILED AUG. 30, 1912.

1,068,875.

Patented July 29, 1913.

2 SHEETS—SHEET 1.



WITNESSES

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2 SHEETS—SHEET 2.

FIG. 4.

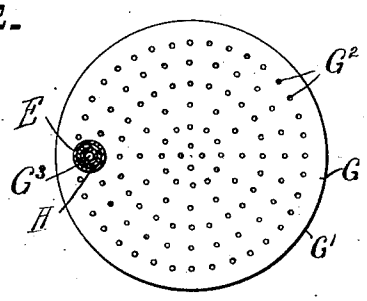


FIG. 2.

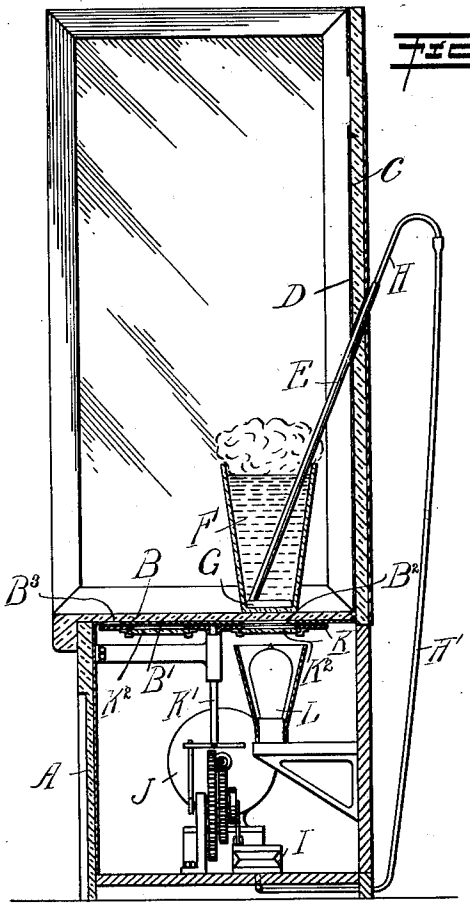
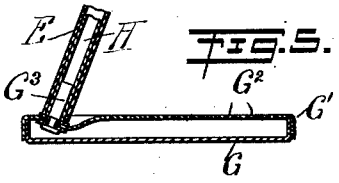


FIG. 5.



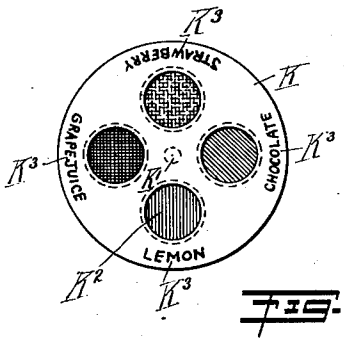
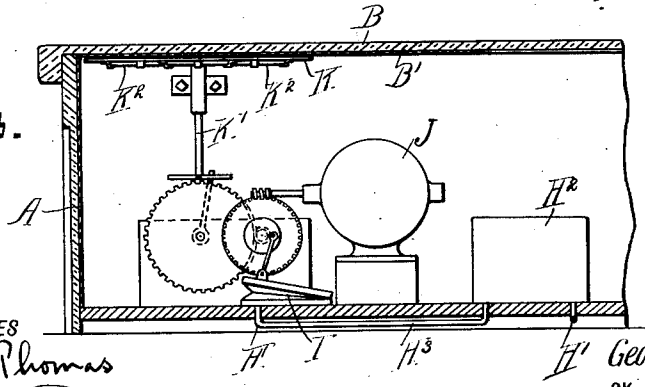


FIG. 6.

FIG. 3.



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

ADVERTISING MEANS.

1,068,875. Specification of Letters Patent. Patented July 29, 1913.

Application filed August 30, 1912. Serial No. 717,875.

To all whom it may concern:

Be it known that I, GEORGE T. FIELDING, 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 Means, of which the following is a full, clear, and exact description.

The object of the invention is to provide a new and improved advertising means for use in show windows and other places, and more especially designed for advertising effervescent drinks and the like by displaying the representation of a person in the act of drinking an effervescent drink, such as soda, from a glass.

For the purpose mentioned use is made of a vessel of glass or a like material filled with a liquid, a pipe extending into the glass and connected with an invisible air supply to force air through the pipe into the liquid for the air to bubble up through the liquid thus giving to it the appearance of being effervescent, the pipe extending through the mouth of the representation of a person, and thus simulating the person drinking a glass of effervescent liquid.

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 front perspective view of the advertising means; Fig. 2 is a cross section of the same; Fig. 3 is a sectional front elevation of the base of the advertising means; Fig. 4 is an enlarged plan view of the air distributing chamber for use in the drinking glass, the air supply pipe and straw being shown in sectional plan view; Fig. 5 is a cross section of the same; Fig. 6 is a plan view of the illuminating and indicating disk; and Fig. 7 is a detail sectional view of a modification.

A suitably constructed hollow base A supports a table B, preferably made of glass, provided at the under side with a silver lining B′ to form a mirror, and on the back of the base A and right above the table B is arranged a background C, preferably in the form of a mirror, provided on its face with a poster D representing a person having in the mouth a straw E extending into a drinking glass or similar vessel F set on the table B. The drinking glass F contains water or other clear liquid, and in the bottom of the drinking glass F is arranged an air-distributing chamber G, preferably made of celluloid or other suitable diaphanous material. The air-distributing chamber G has a top G′ provided with minute apertures G^2 for the passage of air to bubble up through the liquid contained in the drinking glass F. The top G′ of the air-distributing chamber G is provided with a nipple G^3 engaged by the lower end of a pipe H extending through the straw E and through an opening in the background C so that the pipe H is hidden by the straw E. The rear upper end of the pipe H is connected by a flexible tube H′ with an air chamber H^2 connected by a pipe H^3 with an air pump I, preferably in the form of bellows, driven by a motor J contained with the said air pump I in the base A. When the motor is running the bellows I pumps air through the tube H′ and the pipe K into the air-distributing chamber G from which the air in minutely divided particles passes through the perforations G^2 to rise in small bubbles through the liquid in the drinking glass F thus giving the liquid the appearance of being effervescent. A tincture of soap may be placed in the water F for producing foam on the top of the glass when the air bubbles through the water as above explained.

In order to illuminate the drinking glass F and its contents and to simulate various drinks, the following arrangement is made: A portion B^2 of the lining B′ of the table B is removed at a point directly below the bottom of the drinking glass F, and directly below the lining is arranged a revoluble disk K having its shaft K′ journaled in suitable bearings in the base A, the shaft K′ being driven from the motor J so as to intermittently rotate the disk K. The disk K is provided with perforations arranged in a circle and with panes K^2, of glass or other diaphanous material, arranged under the said openings, the panes K^2 being of different colors, as plainly indicated in Fig. 6. A pane K^2 at the time registers with the cut-out portion B^2, and a lamp L is arranged below this cut-out portion and a corresponding pane K^2, so that the rays of light emanating from the lamp L pass through the color pane K^2, the cut-out por-

tion B^2 and the glass table B to illuminate the drinking vessel F and its contents corresponding to the color of the pane K^2 in register at the time with the cut-out portion B^2. Thus at one time the water contained in the drinking glass F has a lemon color to simulate lemon soda, or the color of strawberries to indicate crushed strawberry soda, or a brown color to indicate a chocolate soda, or a purple color to indicate grape juice. As shown in Fig. 2, the lamp L is preferably an electric lamp with a reflector for throwing the rays of light upward to strongly illuminate the water in the drinking glass F corresponding to the color of the corresponding pane K^2. On the top of the disk K are arranged the names K^3 of the different drinks, and the said names are adapted to register with a cut-out portion B^5 in the lining B', so that the corresponding name of the drink can be read through the glass table B at the cut-out portion B^3 (see Fig. 1). A mirror C' may be set at one end of the table B to join the background C, the mirror containing an advertising legend such as indicated in Fig. 1. The front of the base A may be in the form of a mirror so that the machinery for producing the desired result is completely hidden to the onlooker.

It is understood that a silvered glass table B and background C give the whole advertising means a fine appearance, and by removing portions of the silver backing at B^2 and B^3 a cheap construction is provided, as it is not necessary to resort to the expensive work of making holes in the glass for the passage of the colored light and the appearance of the names K^3. The air-distributing chamber G may form an integral part of the drinking glass F by forming such chamber in the bottom of the glass as shown in Fig. 7.

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

1. An advertising means, comprising a representation of a person, a diaphanous vessel containing a liquid, a stationary pipe extending through the mouth of the said representation and into the liquid contained in the vessel, and means for supplying gaseous fluid to the said pipe to produce effervescence in the liquid.

2. An advertising means, comprising a representation of a person, a diaphanous vessel containing a liquid, an air chamber in the bottom of the said vessel and having perforations, a pipe connected at one end with the said chamber, and means connected with the other end of the said pipe for supplying the latter with air.

3. An advertising means, comprising a vessel adapted to contain a liquid, a perforate chamber in the said vessel, a pipe extending into the vessel through the top thereof and connected at its lower end with the said chamber, and air supplying means connected with the upper end of the said pipe.

4. An advertising means, comprising a diaphanous vessel adapted to contain a liquid, a diaphanous chamber in the bottom of the said vessel and provided on top with minute perforations, a pipe extending into the said vessel and connected at its lower end with the said chamber, a straw covering a portion of the said pipe, and an air supplying means connected with the upper end of the said pipe.

5. An advertising means, comprising a diaphanous vessel adapted to contain a liquid, a diaphanous chamber in the bottom of the said vessel and provided on top with minute perforations, a pipe extending into the said vessel and connected at its lower end with the said chamber, a straw covering a portion of the said pipe, an air supplying means connected with the upper end of the said pipe, and a representation of a person in the rear of the said diaphanous vessel and through the mouth of which extend both the pipe and straw.

6. An advertising means, comprising a support, a vessel set thereon and adapted to contain a liquid, means for producing effervescence in the said liquid, and means for periodically illuminating the said vessel with differently colored lights.

7. An advertising means, comprising a table having a diaphanous portion, a diaphanous drinking vessel set on the said diaphanous table portion and adapted to contain a liquid, and means for illuminating the said diaphanous table portion from below to illuminate the contents of the vessel with differently colored lights.

8. An advertising means, comprising a table having a diaphanous portion, a diaphanous drinking vessel set on the said diaphanous table portion and adapted to contain a liquid, means for producing effervescence in the liquid, an intermittently revolving disk underneath the said table and provided with a series of differently-colored diaphanous panes adapted to register with the said diaphanous table portion, and a source of light for illuminating the pane in register at the time with the diaphanous table portion.

9. An advertising means, comprising a table having a diaphanous portion, a diaphanous drinking vessel set on the said diaphanous table portion and adapted to contain a liquid, an intermittently-revolving disk underneath the said table and provided with a series of differently colored diaphanous panes adapted to register with the said diaphanous table portion, a source of light for illuminating the pane in register at the time with the diaphanous table portion, an air

chamber in the bottom of the said drinking vessel and having perforations, a pipe connected with the said chamber, a representation of a person in the rear of the said drinking vessel and through the mouth of which extends the said pipe, and an air supplying means connected with the said pipe.

10. An advertising means, comprising a table having a diaphanous portion, a diaphanous drinking vessel set on the said diaphanous table portion and adapted to contain a liquid, an intermittently revolving disk underneath the said table and provided with a series of differently colored diaphanous panes adapted to register with the said diaphanous table portion, a source of light for illuminating the panes in register at the time with the diaphanous table portion, an air chamber in the bottom of the said drinking vessel and having perforations, a pipe connected with the said chamber, a representation of a person in the rear of the said drinking glass and through the mouth of which extends the said pipe, an air supplying means connected with the said pipe, an air pump connected with the said pipe, and a motor actuating the said revoluble disk and the said air pump.

11. An advertising means, comprising a table having a diaphanous portion, a diaphanous drinking vessel set on the said diaphanous table portion and adapted to contain a liquid, an intermittently-revolving disk underneath the said table and provided with a series of differently colored diaphanous panes, adapted to register with the said diaphanous table portion, the said table having an opening spaced from the diaphanous table portion and the said disk having indicating means thereon adapted to register with the said table opening to indicate the supposed nature of the liquid, and a source of light for illuminating the pane in register at the time with the diaphanous table portion.

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

GEORGE T. FIELDING.

Witnesses:

THEO. G. HOSTER,

JOHN P. DAVIS.