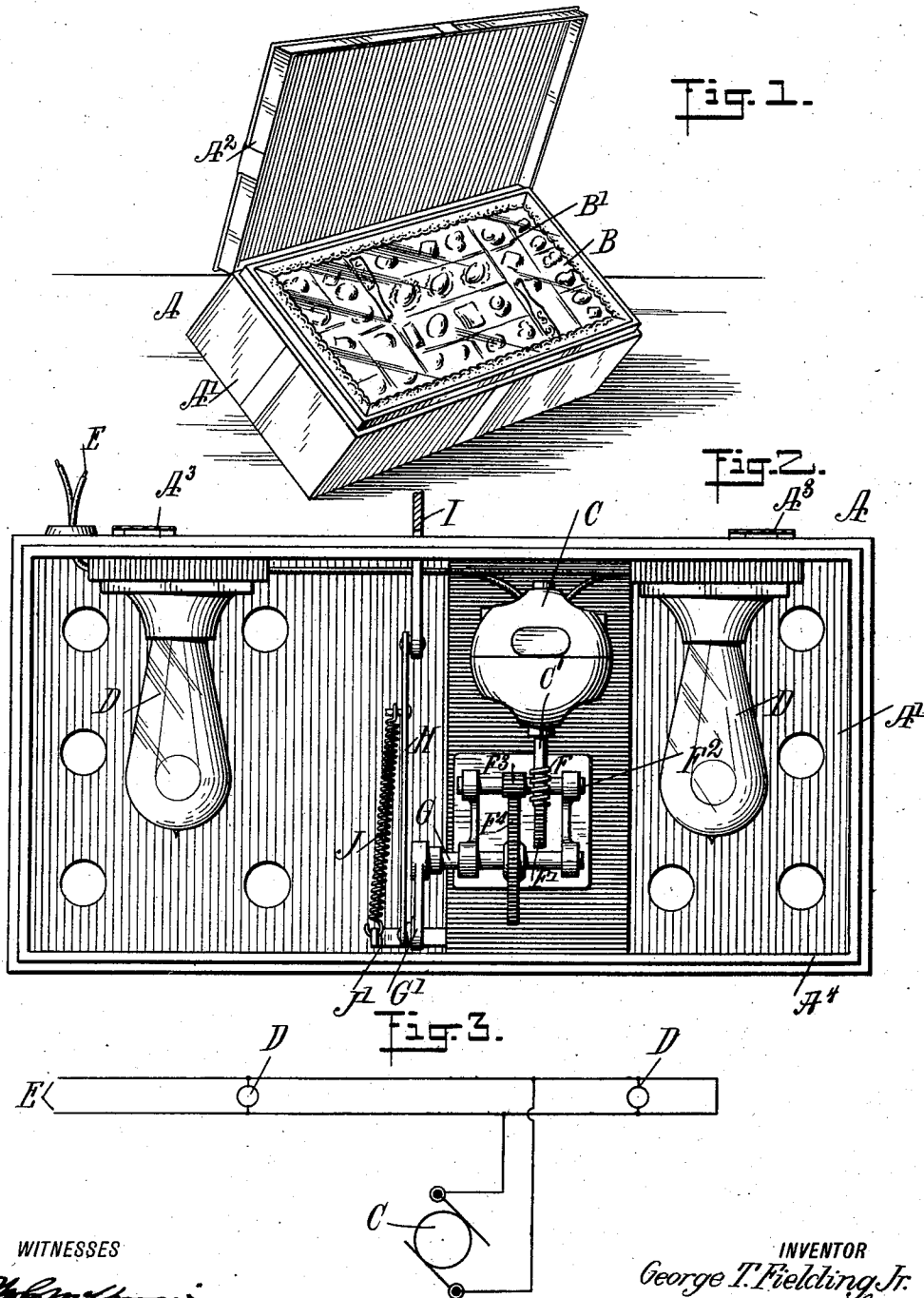


G. T. FIELDING, JR.
ADVERTISING MEDIUM.
APPLICATION FILED JULY 21, 1911.

1,010,245.

Patented Nov. 28, 1911.

2 SHEETS-SHEET 1.



WITNESSES

George T. Fielding Jr.
Wm. H. Wood

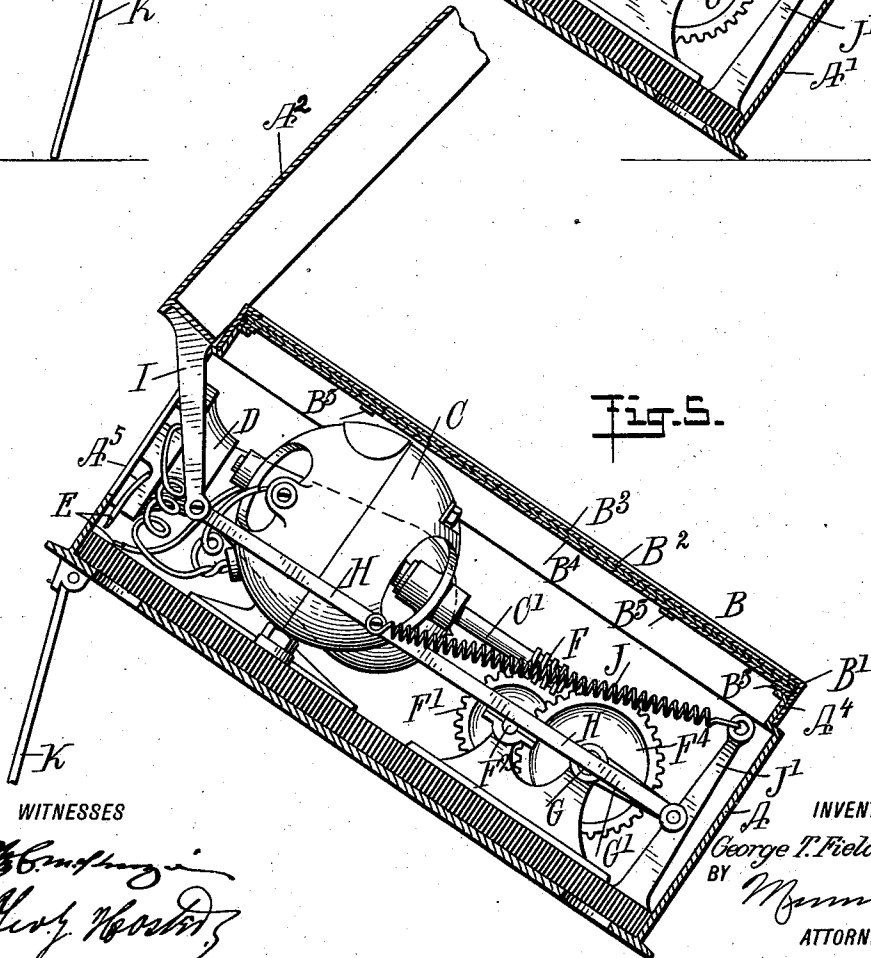
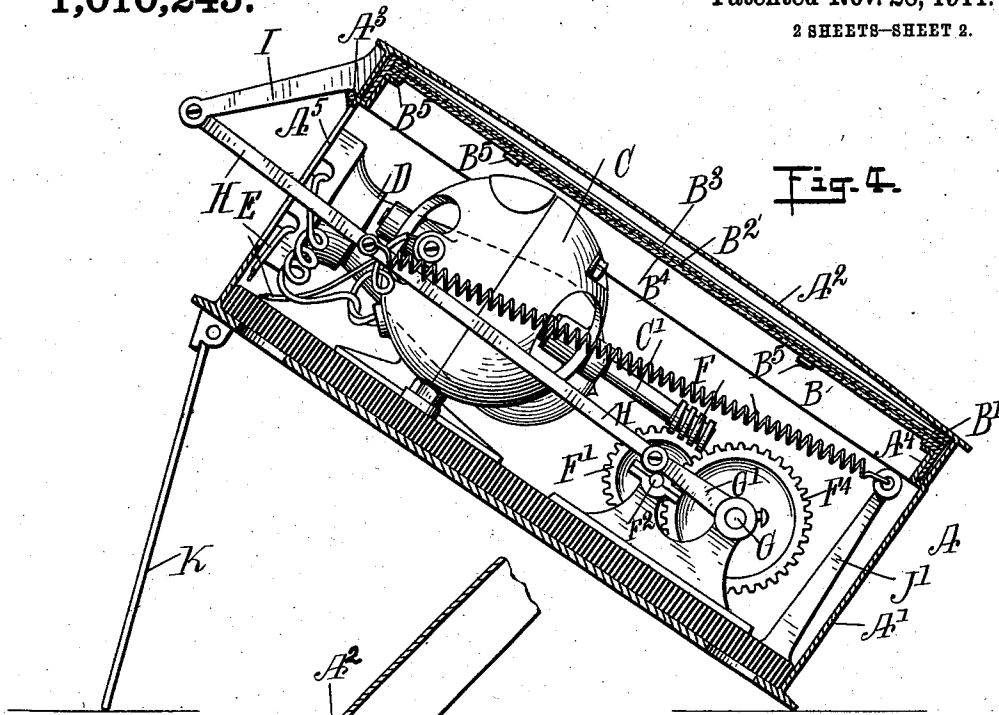
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BY *Munn & Co.*
ATTORNEYS

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George T. Fielding Jr.
Henry Wood

INVENTOR

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BY

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UNITED STATES PATENT OFFICE.

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

ADVERTISING MEDIUM.

1,010,245.

Specification of Letters Patent. Patented Nov. 28, 1911.

Application filed July 21, 1911. Serial No. 639,798.

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 the Bronx, 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 of stores and other places, and arranged to display a representation of the merchandise to be advertised in a very attractive manner.

For the purpose mentioned use is made of a container in imitation of the one employed for containing the merchandise to be advertised, the container having the cover adapted to swing into an open or a closed position, a transparent or translucent sign arranged in the container and adapted to be covered by the said cover when the latter is in a closed position, the said sign having produced thereon a representation of the merchandise to be advertised, and means for periodically opening and closing the said cover and illuminating the said sign.

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 in the form of a candy box; Fig. 2 is an enlarged plan view of the container with the cover open and the operating arm for the cover shown in section; Fig. 3 is a diagrammatic view of the electric connection for the electric lamps and the motor; Fig. 4 is an enlarged cross section of the advertising medium with the cover closed; and Fig. 5 is a like view of the same with the cover open.

The advertising medium illustrated in the drawings is more particularly designed for advertising confectionery, but it is expressly understood that I do not limit myself to this particular use of the device. The container A is in the form of a candy box and consists of a box body A' and a cover A² connected by hinges A³ with the body A' to swing up and down into an open or a closed position, as will be readily understood by reference to the drawings. The upper end of the box body A' is provided

with a neck A⁴ for engagement by the frame B' of a sign B, preferably in the form of a colored transparency representing the merchandise to be advertised. In practice, the colored reproduction is on a sheet of gelatin B² interposed between glass plates B³, B⁴, held in position on the rectangular frame B' by any suitable means such as lugs B⁵. The sign B covers the container A throughout its length and width and is adapted to be itself covered by the cover A² when the latter is in a closed position. As shown in Fig. 1, the sign B shows a representation of candy, the same as it appears in a box of candy.

Within the container is arranged a motor C and one or more lamps D, the said motor C being preferably of electrical type and employed for swinging the cover A² periodically into an open or a closed position. The lamps D are preferably incandescent electric lamps, and are arranged in the same electrical circuit E. The lamps D are for illuminating the sign B so that when the cover A² swings into open position the representation of the merchandise on the sign B appears in full view, thus rendering the advertising medium extremely attractive, especially as the container itself is in the form of a candy box and the representation of candy appears illuminated in color in full view on the top of the container A when the cover A² is in an open position.

In order to connect the motor C with the cover A the following arrangement is made: On the shaft C' of the motor C is secured a worm F in mesh with a worm wheel F' secured on a shaft F² journaled in the container A, and on the shaft F² is secured a pinion F³ in mesh with a gear wheel F⁴ secured on a shaft G likewise journaled in the container A. On the crank G is secured a crank arm G' connected by a link H with an arm I attached to the hinge end of the cover A², the said arm extending through a slot A⁵ formed in the back of the container A. A spring J attached at one end to a bracket J' held in the container A is connected at its other end with the link H so as to assist the motor in swinging the cover A² into an open position, thus insuring an easy and uniform running of the motor C, as the cover A² on its closing movement acts by its own weight on the link H and the spring J to place the latter under tension.

In practice, the container A is preferably held in an inclined position by the use of a suitable prop K, as indicated in Figs. 4 and 5.

5 It is understood that when the cover A² is in a closed position the advertising medium appears like a closed box of candy, and when the cover A² swings into an open position the colored sign B appears illuminated disclosing the representation of the
10 candy usually found as the top layer in a box of candy. Thus it will be seen that the candy is advertised in a very attractive manner. The working parts are completely
15 concealed in the container A and hence the onlooker only notices the up and down swinging movement of the cover A² of the container in imitation of a candy box and the illuminating sign B representing the
20 candy.

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

1. An advertising medium, comprising a
25 container in imitation of the one employed for containing the merchandise to be advertised, the said container having a cover adapted to be opened and closed, a sign in the said container and having produced
30 therein a representation of the merchandise to be advertised, means for opening and closing the said cover, and means for illuminating the said sign.

35 2. An advertising medium, comprising a container in imitation of the one employed

for containing the merchandise to be advertised, the said container having a cover adapted to be opened and closed, a transparent sign in the top of the said container and adapted to be covered up by the said
40 cover when the latter is closed, the sign having produced thereon a representation of the merchandise to be advertised, a motor within the said container, power means connecting the said motor with the said cover
45 to swing the same alternately into open and closed positions, and illuminating means within the said container for illuminating the said sign.

3. An advertising medium, comprising a
50 container having a cover mounted to swing into an open or closed position, a transparent colored sign having produced thereon a representation of the merchandise to be advertised, the sign forming a removable
55 lid below the cover for the said container, an electric motor within the said container, a connection between the said motor and the said cover to swing the latter alternately
60 into open and closed positions, an electric lamp in the said container to illuminate the said sign, and an electric circuit for both the said electric motor and the electric lamp.

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

GEORGE T. FIELDING, JR.

Witnesses:

THEO. G. HOSTER,
JOHN P. DAVIS.