

G. T. FIELDING.
ADVERTISING MEDIUM.
APPLICATION FILED JULY 18, 1913.

1,101,422.

Patented June 23, 1914.

2 SHEETS—SHEET 1.

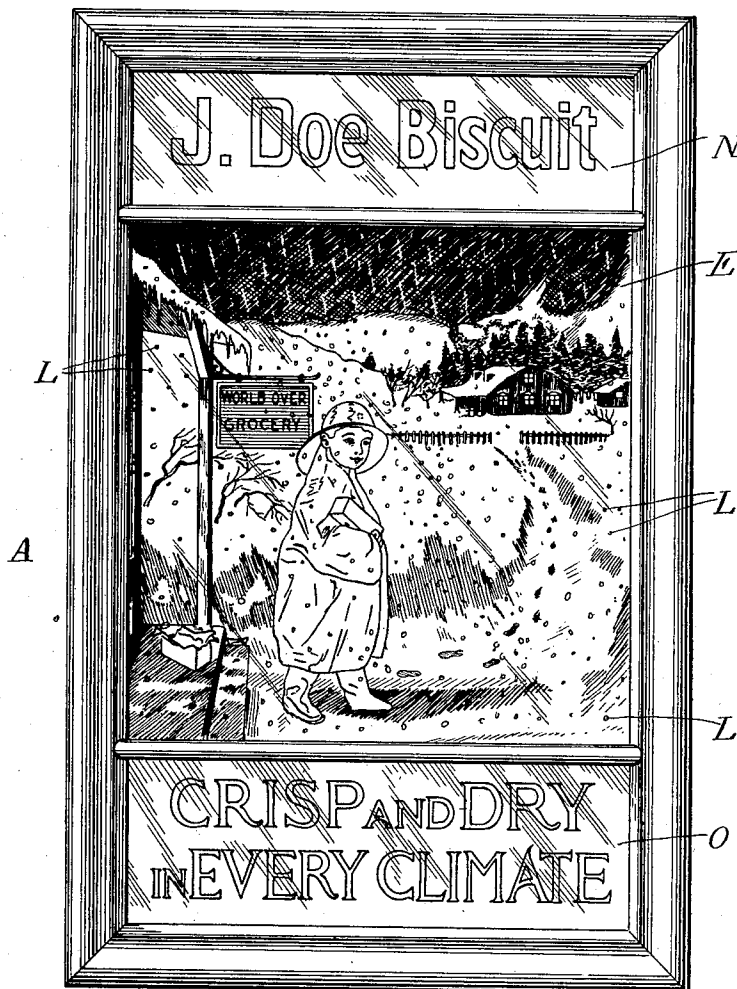


FIG. I.

WITNESSES
G. Robert Thomas
H. G. Hostetler

INVENTOR
George T. Fielding
BY *M. M. Co.*
ATTORNEYS

G. T. FIELDING.
ADVERTISING MEDIUM.
APPLICATION FILED JULY 18, 1913.

1,101,422.

Patented June 23, 1914

2 SHEETS—SHEET 2.

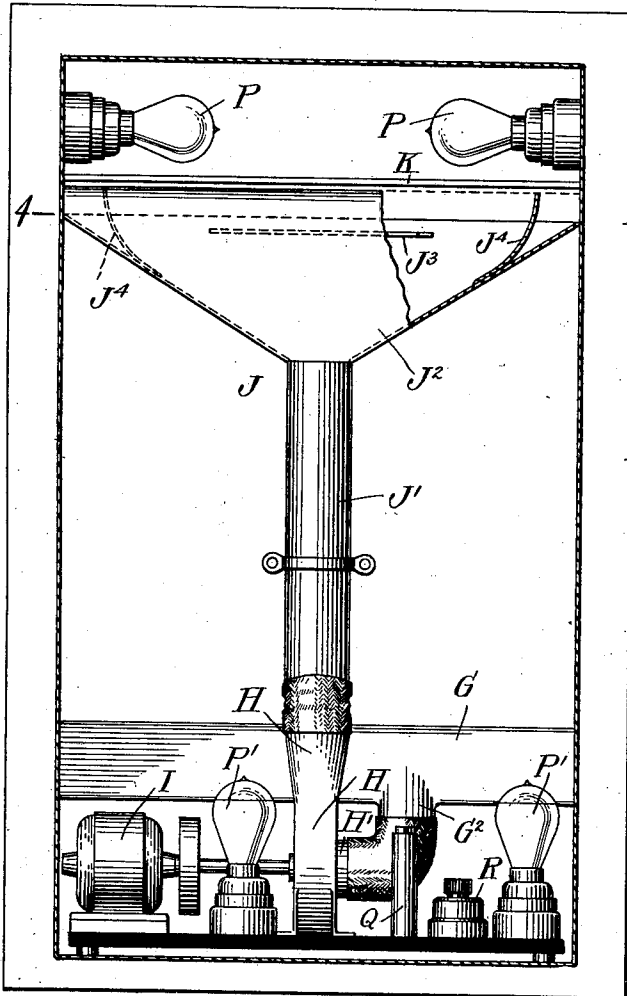
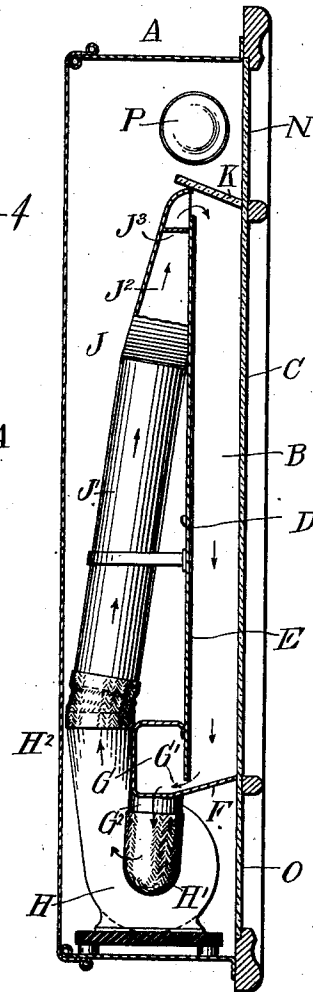
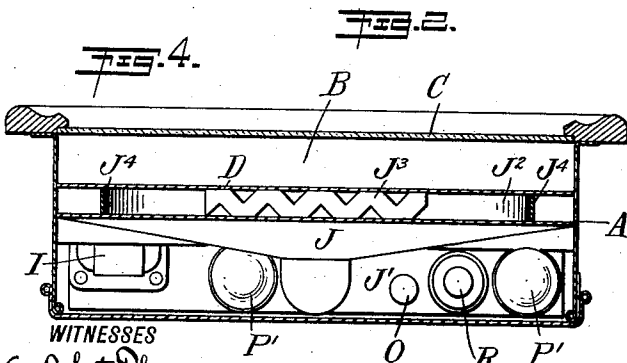


FIG. 3.

FIG. 5.

WITNESSES
G. Robert Thomas
Rev. J. H. Foster

INVENTOR
George T. Fielding
BY *Wm. Co.*
ATTORNEYS

UNITED STATES PATENT OFFICE.

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

ADVERTISING MEDIUM.

1,101,422.

Specification of Letters Patent.

Patented June 23, 1914.

Application filed July 18, 1913. Serial No. 779,686.

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 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 more especially designed for use in show windows and the like and arranged to display an advertisement in conjunction with an imitation snow storm thus rendering the advertisement exceedingly attractive.

In order to accomplish the desired result, use is made of a compartment having a diaphanous front and a back provided on its face with an advertisement, and means for whirling flakes in imitation of snow through the said compartment.

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 elevation of the advertising medium; Fig. 2 is a rear elevation of the same; Fig. 3 is a transverse section of the same; Fig. 4 is a sectional plan view of the same on the line 4-4 of Fig. 2; and Fig. 5 is a perspective view of one of the imitation snow flakes.

The advertising medium is mounted in a suitably constructed casing A provided in its front portion with a compartment B having a front C of glass or other diaphanous material and having a back D, the face of which is provided with an advertisement E for advertising a particular line of merchandise or other article. As shown in Fig. 1, for instance, the advertisement consists of a winter scene with a boy in the foreground leaving a grocery store.

The bottom of the compartment B is provided with a downwardly and rearwardly extending chute or deflector F which leads to a slot G' in the front bottom portion of a gathering receptacle G arranged in the rear of the compartment B from one side thereof to the other. The receptacle G is provided in its bottom with an outlet G² connected with the inlet H' of a fan H, of any approved construction, and driven from a motor I, preferably of the electric type, the fan H and the motor I being mounted on

the bottom of the casing A. The outlet H² of the fan H is connected with the spout J' of a funnel J having a flat flaring mouth J² opening into the upper end of the compartment B directly below a deflector K inclined downwardly and forwardly, as plainly indicated in Fig. 3. When the fan H is running a current of air is circulated through the compartment B in a downward direction. In order to imitate a snow storm use is made of flakes L, of paper or other suitable light material, to imitate snowflakes, and these flakes L are carried along by the current of air and whirled in a downward direction through the compartment B so as to imitate a snow storm. In practice, I have found that flakes L in the form of disks made of glazed or calendered paper are very effective, especially as such disks are not liable to stick one to the other and adhere to the walls of the air circulating passage.

Within the middle of the mouth J² of the funnel J is arranged a horizontally-disposed baffle J³ having staggered perforations preferably of triangle shape to allow a portion of the air current and some of the flakes L to pass through the perforations, while another portion of the air and other flakes are deflected sidewise thus causing a uniform distribution of the air and flakes in the mouth J² of the funnel J. The sides of the mouth J² are provided with deflectors J⁴ curved upwardly and toward each other to deflect the flakes and air striking the said deflectors in sidewise crossing directions to whirl the flakes about in their downward course through the compartment B, to render the imitation snow storm as realistic as possible. The flakes L on finally reaching the deflector F are sent downwardly and rearwardly into the receptacle G, from which the flakes pass by way of the outlet G² and the inlet H' into the fan H to be sent by the latter up through the outlet H² and spout J into the mouth J² of the funnel J to be returned to the compartment B in the manner above described, so that the imitation snow storm is rendered continuous as long as the fan H is running.

It is understood that by the arrangement described the onlooker only sees the advertisement E and the imitation snow storm produced by the whirling flakes L, while the remaining devices, that is, the receptacle G, the fan H and the funnel J are completely hidden in the rear of the compartment B.

By the use of the gathering receptacle G and the flaring mouth J² and deflectors J⁴ the flakes are prevented from bunching at any particular point in the compartment B.

5 It is further understood that the compartment B, receptacle G, fan H and funnel J form a continuous passage through which a current of air is circulated. The said current of air serves as a carrying medium to

10 carry the imitation snowflakes through the passage in a continuous stream. The amount of flakes placed in the passage corresponds to the size of the same and to the power and capacity of the fan H to circulate the flakes

15 in a continuous stream, and by providing the baffle J³ the flakes are uniformly distributed in the mouth J² and the compartment B, and by the use of the deflectors J⁴ a whirling motion is given to the flakes during

20 their descent in the compartment B. When the fan is at rest the flakes lie dormant on the deflector F in the receptacle G and in the fan H, and when the latter is started the current of air produced gradually

25 picks up the flakes and circulates the same through the passage as described.

The casing A is provided with top and bottom panels N and O above and below the compartment B, and these panels are preferably extensions of the front C and contain

30 legends referring to the advertisement E displayed within the compartment B, and the said legends are illuminated during the night by suitable lamps P and P' arranged

35 in the upper and lower portions of the casing A.

The deflector K is preferably made of glass or other diaphanous material and the upper lamps P are located directly above

40 the said deflector to illuminate the interior of the compartment B during the night.

It is understood that the motor I and the electric lamps P and P' are connected with a source of electrical energy. A rheostat Q

45 and a converter R are mounted in the bottom of the casing A and are arranged in a circuit for the electric motor I to permit of connecting the electric motor with a direct or alternating current.

50 The back of the casing A is preferably in the form of a door which can be opened to give access to the various parts located in the rear portion of the casing A.

Having thus described my invention, I

55 claim as new and desire to secure by Letters Patent:

1. An advertising medium, comprising a compartment having a diaphanous front and a back provided with an advertisement,

60 imitation snowflakes, and means for whirling the said flakes through the said compartment.

2. An advertising medium, comprising a compartment having a diaphanous front

65 and a back provided with an advertisement,

imitation snowflakes, and means for whirling the said flakes through the said compartment to enter the latter at the top and to leave the compartment at the bottom.

3. An advertising medium, comprising a 70 compartment, a driven fan having its inlet connected with the bottom of the said compartment and having its outlet connected with the top of the said compartment to cause a current of air to circulate through 75 the said compartment, and flakes in imitation of snow and carried along and whirled about by the said current of air.

4. An advertising medium, comprising a compartment having a diaphanous front, 80 and having a back provided on its face with an advertisement, a driven fan having its inlet connected with the bottom of the compartment and with its outlet connected with the top of the compartment to cause a 85 current of air to circulate through the said compartment in a downward direction, and flakes in imitation of snow and carried along and whirled about by the said current of air.

5. An advertising medium, comprising a 90 compartment, imitation snowflakes, a driven fan having its inlet connected with the bottom of the said compartment, a funnel having a spout connected with the outlet of the said fan and having a flaring mouth opening 95 into the top of the said compartment, and distributing means in the said mouth to distribute the flakes and the current of air coming from the said fan, uniformly in the mouth of the funnel. 100

6. An advertising medium comprising a compartment, imitation snowflakes, a driven fan having its inlet connected with the bottom of the said compartment, a funnel having a spout connected with the outlet of the 105 said fan and having a flaring mouth opening into the top of the said compartment, and curved deflectors in the sides of the said mouth to cause the deflection of the flakes and the current of air coming from the fan 110 to whirl the flakes about during their descent in the said compartment.

7. An advertising medium, comprising a compartment, imitation snowflakes, a driven fan having its inlet connected with the bottom of the said compartment, a funnel having a spout connected with the outlet of the said fan and having a flaring mouth opening 115 into the top of the said compartment, curved deflectors in the sides of the said 120 mouth to cause the deflection of the flakes and the current of air coming from the said fan to whirl the flakes about during their descent in the said compartment, and distributing means in the said mouth to distribute 125 the flakes and the current of air coming from the said fan, uniformly in the mouth of the funnel.

8. An advertising medium, comprising a compartment having a diaphanous deflector 130

at the top, imitation snowflakes, means connected with the upper and lower ends of the said compartment for continuously whirling the said flakes in a downward direction through the said compartment, and illuminating means above the said diaphanous deflector to illuminate the interior of the said compartment.

9. An advertising medium, comprising a compartment, imitation snowflakes adapted to be whirled through the said compartment, a driven fan connected at its inlet with the lower end of the compartment, a funnel having its spout connected with the outlet of the said fan, the said funnel having a sidewise flaring mouth connected with the upper end of the said compartment to cause a current of air to pass through the compartment, and a perforate baffle in the middle of the said mouth to uniformly distribute the said flakes and the air in the mouth of the funnel.

10. An advertising medium, comprising a compartment, imitation snowflakes adapted to be whirled through the said compartment, a driven fan connected at its inlet with the lower end of the compartment, a funnel having its spout connected with the outlet of the said fan, the said funnel having a sidewise flaring mouth connected with the upper end of the said compartment to cause a current of air to pass through the compartment, and a perforate baffle in the middle of the said mouth to uniformly distribute the said flakes and the air in the mouth of the funnel, the perforations of the baffle being arranged in staggered relation.

11. An advertising medium, comprising a compartment having a diaphanous front and having a back provided on its face with an advertisement, the said compartment having a deflector at the top and the said bottom of the compartment having a rearward deflector, a driven fan having its inlet connected with the bottom of the compartment and having its outlet connected with the said top, to cause a current of air to circulate through the said compartment in a downward direction, and flakes in imitation of snow and carried along and whirled about by the said current of air.

12. An advertising medium, comprising a casing having a front compartment provided with a diaphanous front and a back having an advertisement thereon, a distributing funnel in the rear of the said com-

partment and having a flat mouth opening into the top of the said compartment, a gathering receptacle at the bottom of the said compartment, a driven fan having its inlet connected with the said gathering receptacle and having the outlet connected with the spout of the said funnel to cause a current of air to circulate through the said compartment, and flakes in the said current and whirled about by the same.

13. An advertising medium, comprising a compartment having a diaphanous front and having deflectors at the top and bottom, a funnel having a flat sidewise flaring mouth opening into the top of the said compartment below the top deflector and extending from side to side of the compartment, a gathering receptacle having an opening into which leads the said bottom deflector, a driven fan behind the said compartment and having an inlet connected with the said gathering receptacle, the outlet of the said fan being connected with the spout of the said funnel to cause a current of air to circulate through the compartment, the gathering receptacle and funnel, and imitation snowflakes carried along and whirled about by the said air and current.

14. An advertising medium, comprising a continuous passage, a portion of which contains a visible advertisement, imitation snowflakes in the said passage, and means for circulating a current of air through the said passage to cause the said flakes to be circulated through the said passage in a continuous stream.

15. An advertising medium, comprising a continuous passage, a portion of which contains a visible advertisement, imitation snowflakes in the said passage, a fan in another portion of the said passage for circulating a current of air through the said passage to cause the said flakes to circulate through the said passage in a continuous stream, and means in the said passage for imparting a whirling motion to the said flakes while passing through the said advertisement portion of the passage.

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

GEORGE T. FIELDING.

Witnesses:

JOHN P. DAVIS,
PHILIP D. ROLLHAUS.