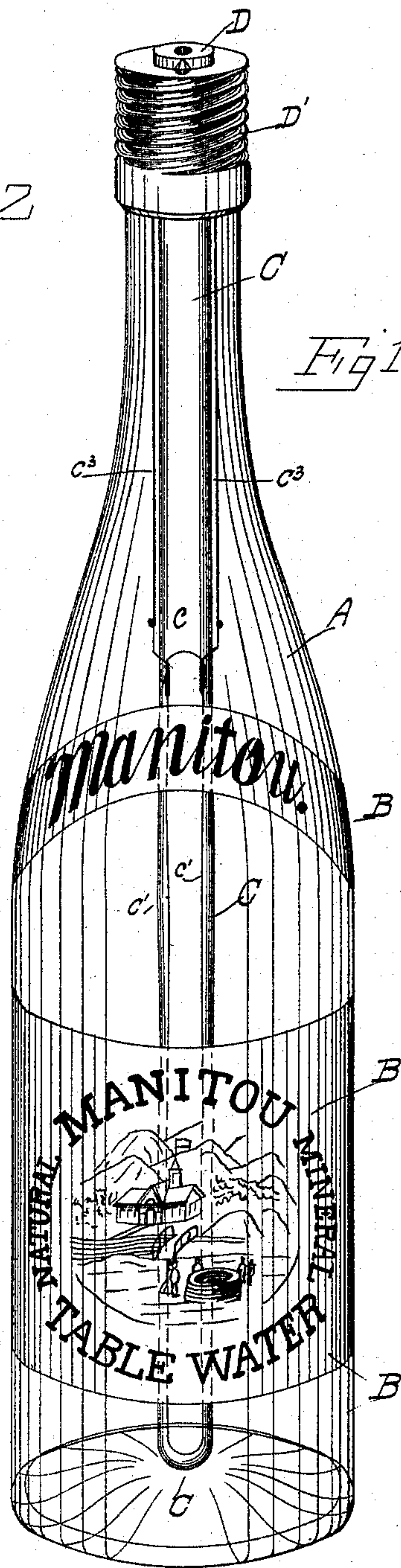
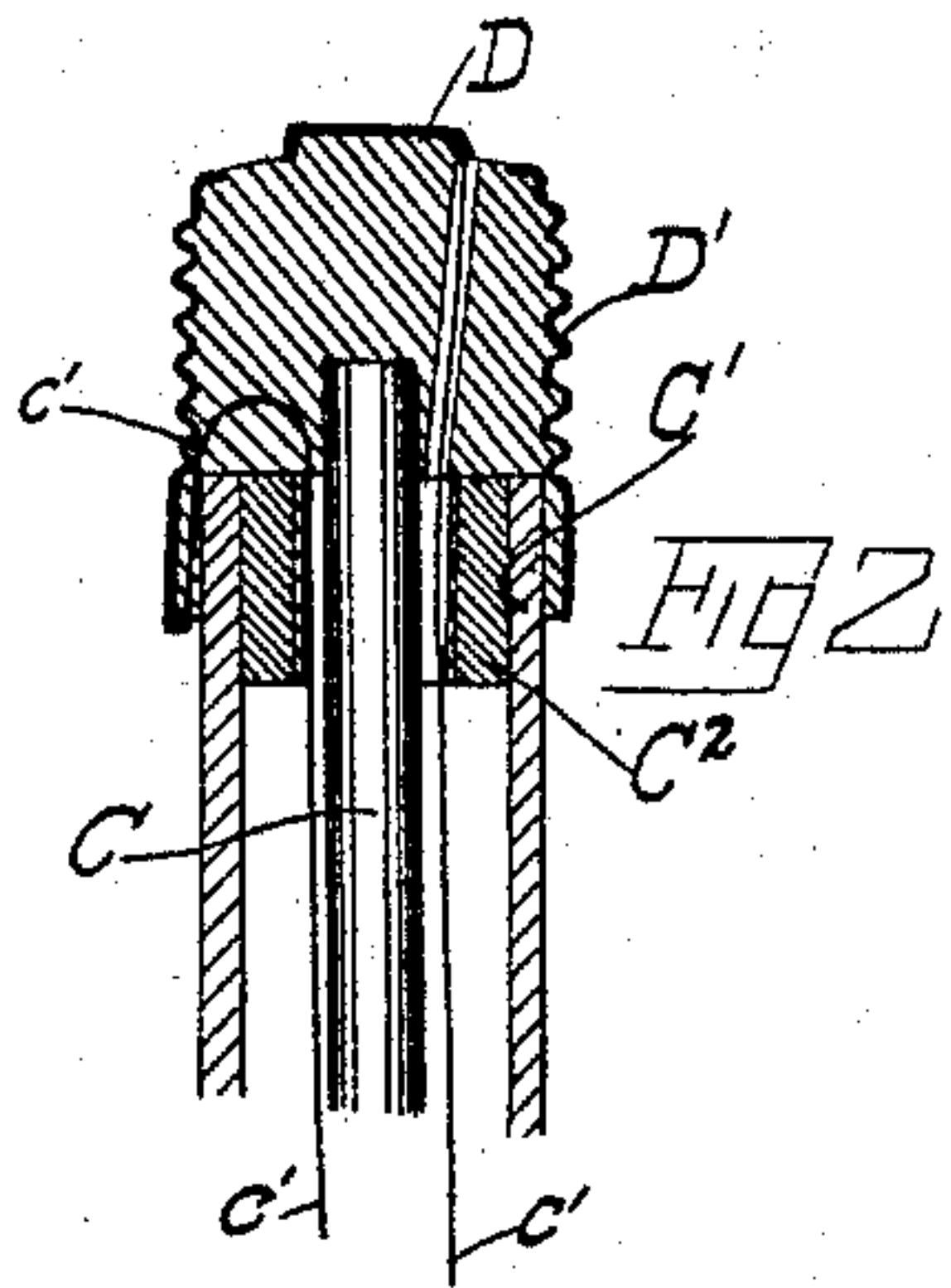


(No Model.)

E. O. HART.
MEANS FOR DISPLAYING ADVERTISEMENTS.

No. 497,023.

Patented May 9, 1893.



WITNESSES.

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UNITED STATES PATENT OFFICE.

EDWARD OSCAR HART, OF CHICAGO, ILLINOIS.

MEANS FOR DISPLAYING ADVERTISEMENTS.

SPECIFICATION forming part of Letters Patent No. 497,023, dated May 9, 1893.

Application filed January 3, 1893. Serial No. 457,034. (No model.)

To all whom it may concern:

Be it known that I, EDWARD OSCAR HART, of Chicago, in the State of Illinois, have invented certain new and useful Improvements in Means for Displaying Advertisements, of which the following is a specification.

My invention consists in providing a dummy package of translucent material having the brand of the goods to be advertised upon it, printed in dark characters on a light translucent background, and in providing the interior of such package with an electric, incandescent lamp arranged to project outside of said package and having means for connecting the same with a source of electricity whereby the package can be brilliantly lighted inside in such manner as to exhibit the brand when the package is displayed in a show case or show window in a very attractive and pleasing manner.

The annexed drawings illustrate my invention as applied to a package of mineral water.

Figure 1 is a perspective view of such package in elevation and Fig. 2 is a vertical central section of a fragment of said package showing the manner of supporting the lamp inside said package so that it may project upwardly and be connected with an ordinary lamp holder.

In the drawings A designates the package, B the brand thereon, which brand consists of a label printed upon light paper and pasted on the package in the ordinary way. Said package is an empty water bottle made of glass, such as is used to contain a brand of mineral water now sold in the market.

C is the lamp which consists of a glass tube of such size as to be admitted into the opening C' at the top of the package where it is provided with a packing C², closed tightly upon the tube and fitting into the package opening so as to support the tube inside the package. At the point c the tube is closed so as to be

hermetically sealed in order that a vacuum may be produced in that portion of the tube below this point.

c' is the fibrous filament of the ordinary kind which forms the circuit inside the vacuum.

c³ represents copper wires which connect with said filament and extend outward so as to be connected with the electric supply outside in any ordinary manner. I place these wires outside the tube in order to prevent their being brought into such close relation with each other as to be burned or melted by the current. One of said wires connects with a metallic piece D, which is insulated from the cap D', with which the other of said wires is connected so as to form a complete circuit or path for the current in the usual manner, when connected with the source of supply, one of said wires being connected to one pole and the other to the opposite pole by the mere connection of said cap to an ordinary lamp holder.

Having thus fully described my invention, what I claim, and desire to secure by Letters Patent, is—

A dummy package of translucent material provided with a brand indicating the character of the goods to be contained in said package, in combination with an electric lamp, a packing tightly closed upon the tube of said lamp and fitted in the opening in the wall of said package to support said lamp therein, a metallic piece D and a metallic cap D', insulated, and forming integral parts of said package, said piece D and cap D' being connected respectively with the wires of said lamp and forming the means for attaching said package and lamp to an ordinary lamp holder as specified.

EDWARD OSCAR HART.

Witnesses:

LOUIS B. SCHWANBECK,
ANNIE M. ADAMS.