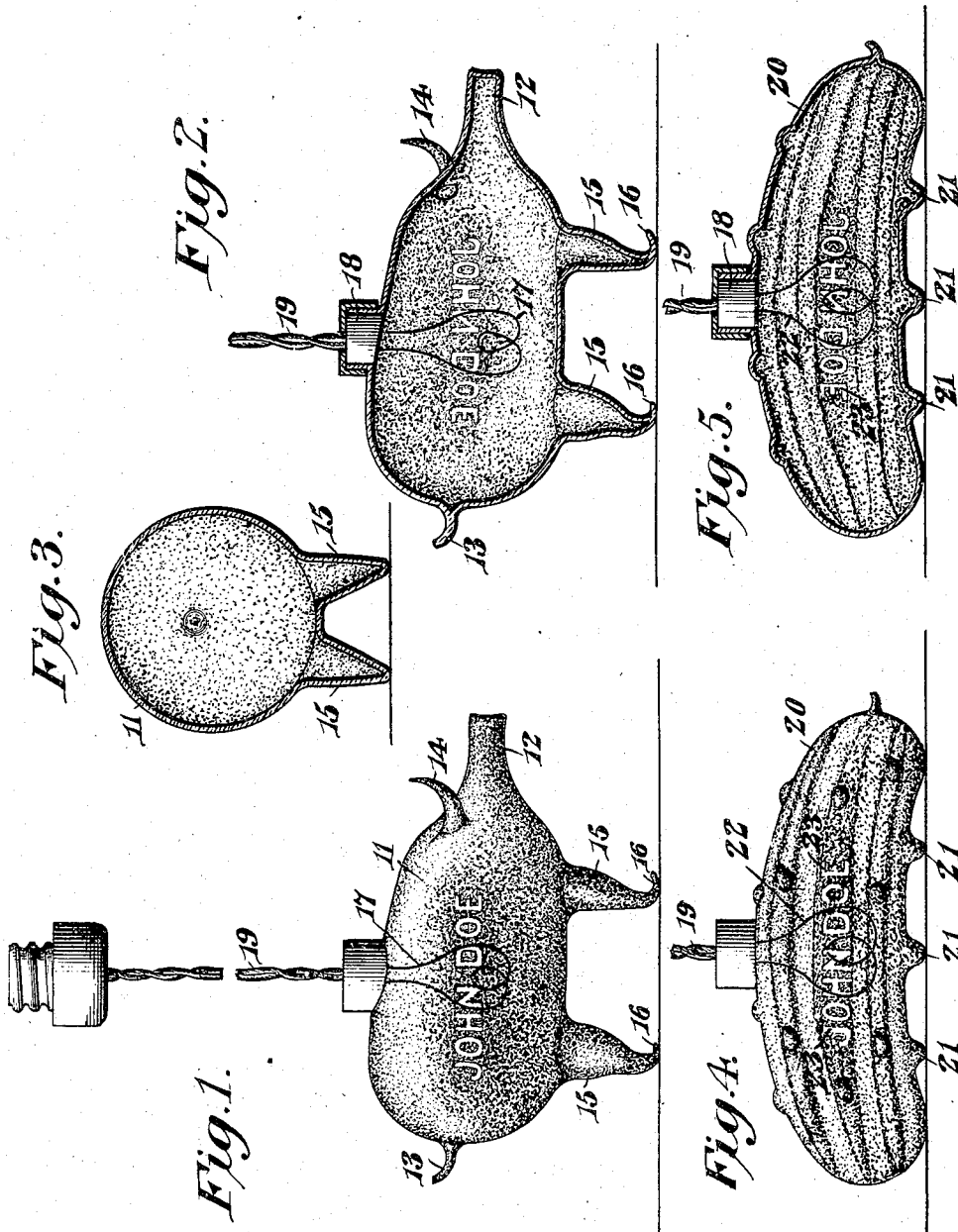


J. E. AUCLAIR.
ADVERTISING AND ILLUMINATING DEVICE.
APPLICATION FILED FEB. 26, 1906.



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2 SHEETS—SHEET 2.

Fig. 10.

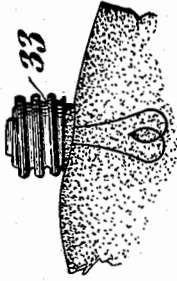


Fig. 7.

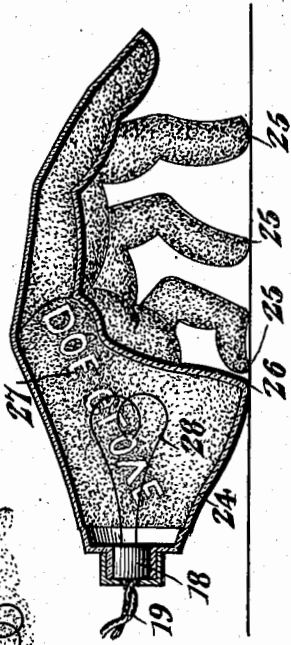


Fig. 6.

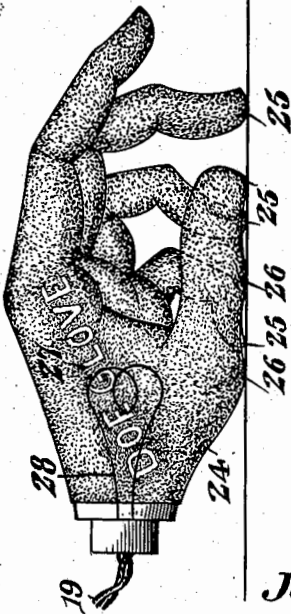


Fig. 9.

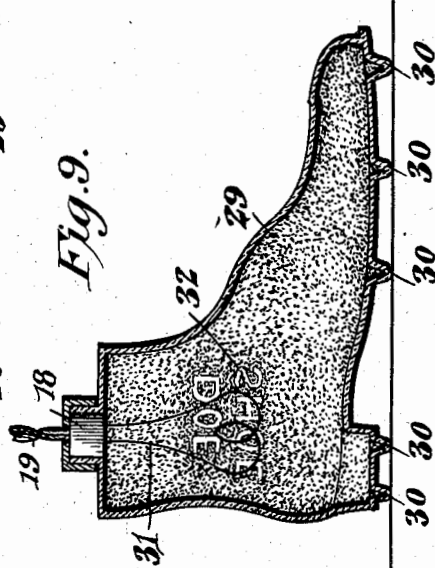
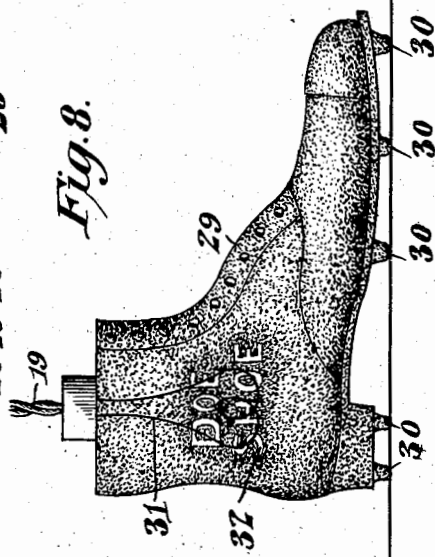


Fig. 8.



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UNITED STATES PATENT OFFICE.

JAMES EDWARD AUCLAIR, OF ST. MARYS, PENNSYLVANIA, ASSIGNOR TO NOVELTY
INCANDESCENT LAMP COMPANY, OF ST. MARYS, PENNSYLVANIA.

ADVERTISING AND ILLUMINATING DEVICE.

No. 867,564.

Specification of Letters Patent.

Patented Oct. 8, 1907.

Application filed February 26, 1906. Serial No. 303,088.

To all whom it may concern:

Be it known that JAMES E. AUCLAIR, a citizen of the United States, residing at St. Marys, in the county of Elk and State of Pennsylvania, has invented a new and useful Advertising and Illuminating Device, of which the following is a specification.

This invention relates more particularly to incandescent lamps for advertising purposes, and the principal object is to provide a novel article of manufacture that will not only be attractive and will strikingly set forth the matter to be advertised, but may be suspended or placed upon a surface, the structure being such that when employed in the latter manner, the lamp will not roll, and the main body thereof will be spaced from the supporting surface.

In the drawing:—Figure 1 is a side elevation of one embodiment of the invention. Fig. 2 is a longitudinal sectional view therethrough. Fig. 3 is a cross sectional view. Fig. 4 is a side elevation in a modified form of construction. Fig. 5 is a longitudinal sectional view through the same. Fig. 6 is a side elevation of another embodiment of the invention. Fig. 7 is a longitudinal sectional view through the structure shown in Fig. 6. Fig. 8 is still another form of the invention. Fig. 9 is a longitudinal sectional view of the form disclosed in Fig. 8. Fig. 10 is a detail view showing an ordinary screw plug or coupling which may be employed.

Similar reference numerals designate corresponding parts in all the figures of the drawing.

In carrying out the invention, the bulb or globe of the lamp is formed in the shape of an article of commerce. The air is exhausted therefrom, and the incandescing filament is sealed within the same. The body of the bulb is composed of transparent material and portions thereof are of different characters so as to form advertising matter, which thus becomes integral parts of the globe or bulb.

In the embodiment of the invention illustrated in the first three figures, the bulb or globe is in the form of a pig, comprising a body 11, having the tapered terminal 12 representing the snout, and at its other end an outstanding tip 13 representing the tail. Suitable projections 14 disposed on opposite sides and at the base of the snout slightly above the same indicate the ears. Spaced sets of depending projections 15 represent the legs, and have their lower or free terminals 16 all disposed in substantially the same plane. The air is exhausted from the interior of the bulb or globe and an incandescing filament 17, is sealed therein, the terminals of said filament being located in a suitable base or plug 18, to which the leads 19 of the supply wires are attached. The main portions of the bulb and the

various projections are formed of one character of glass, being frosted, or otherwise, but portions are left clear, these portions being in the shape of lettering or other suitable designations constituting advertising matter.

As a result, a unique article of manufacture is produced for advertising articles of commerce. The globe or bulb, which constitutes an essential part of the lamp, also acts as part of the advertising matter. Furthermore, the said bulb may be suspended or may be placed upon a surface. It is for this latter reason that the terminals of the supporting projections 15 are disposed in substantially the same plane. Furthermore, when supported on a table or other surface, the legs thus space the main body of the lamp a considerable distance therefrom so that the danger of scorching or burning said surface is eliminated. It will be observed that the various projections are hollow and communicate with the main portion of the bulb or globe. This is advantageous particularly when colored or frosted globes are employed, as light may more freely enter the projections and illuminate the same.

A slightly different form of the invention is illustrated in Figs. 4 and 5, wherein the bulb 20 is in the form of a pickle or cucumber having the supporting projections 21 and a filament 22 sealed within it. The globe is frosted or colored, except for the advertising matter 23.

Still another different type of the invention is disclosed in Figs. 6 and 7, wherein the bulb 24 represents a gloved hand, the terminals of the fingers 25 and the joints 26 of the thumb constituting the supports which are located in substantially the same plane. In this case, also the different portions of the glass have different characteristics forming advertising matter 27. The air of course is exhausted from this shaped bulb or globe and an incandescing filament 28 is sealed therein. The lamp may also be made in the form of a shoe, as shown in Figs. 8 and 9, wherein the body is designated 29, and has depending projections 30 having their outer terminals located in the same plane, and constituting supports, the said projections representing hob nails. An incandescing filament 31 is sealed within the body, which is provided with suitable advertising matter 32.

The embodiments of the invention as above set forth are particularly intended to be placed upon a flat surface. They may, however, be secured to the ordinary lamp sockets, in which case the bodies as shown in Fig. 10 may be provided with the ordinary screw plug 33. Otherwise, the structures will be the same as those already described.

From the foregoing, it is thought that the construction, operation, and many advantages of the herein described invention will be apparent to those skilled in the art,

without further description, and it will be understood that various changes in the size, shape, proportion, and minor details of construction, may be resorted to without departing from the spirit or sacrificing any of the advantages of the invention.

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

1. As an article of manufacture, an incandescent lamp comprising a transparent bulb or globe having spaced supporting projections on one side thereof, constituting means for preventing the rolling of the bulb or globe and spacing it from the surface on which it is placed, said bulb or globe having the air exhausted therefrom, and an incandescing filament sealed within the bulb or globe.

2. As an article of manufacture, an incandescent lamp comprising a transparent bulb or globe having spaced hollow projections communicating with the interior of the bulb or globe, said bulb or globe having portions of its walls of different characters to produce advertising designations, and said bulb or globe having the air exhausted therefrom, and an incandescing filament sealed within the said bulb or globe.

3. As an article of manufacture, an incandescent lamp comprising a transparent bulb or globe in the shape of an article of commerce and having spaced projections on certain sides thereof, said bulb or globe having the air ex-

hausted therefrom, and an incandescing filament sealed within the bulb or globe.

4. As an article of manufacture, an incandescent lamp comprising a transparent bulb or globe in the shape of an article of commerce and having spaced projections, the outer portions of said projections being located in substantially the same plane and constituting spaced supporting devices for the bulb or globe, said bulb or globe having the air exhausted therefrom, and an incandescing filament sealed within the bulb or globe.

5. As an article of manufacture, an incandescent lamp comprising a transparent bulb or globe in the shape of an article of commerce and having spaced hollow projections communicating with the interior of the bulb or globe, said projections having their outer terminals located in substantially the same plane and constituting spaced supporting devices for the bulb or globe, said bulb or globe having portions of its walls of different characters to produce advertising designations and having the air exhausted therefrom, and an incandescing filament sealed within the said bulb or globe.

In testimony, that I claim the foregoing as my own, I have hereto affixed my signature in the presence of two witnesses.

JAMES EDWARD AUCLAIR.

Witnesses:
CHAS. McVEAN,
R. K. MICKBY.