

(No Model.)

J. O'MEARA.
ADVERTISING APPARATUS.

No. 580,707.

Patented Apr. 13, 1897.

Fig. 1

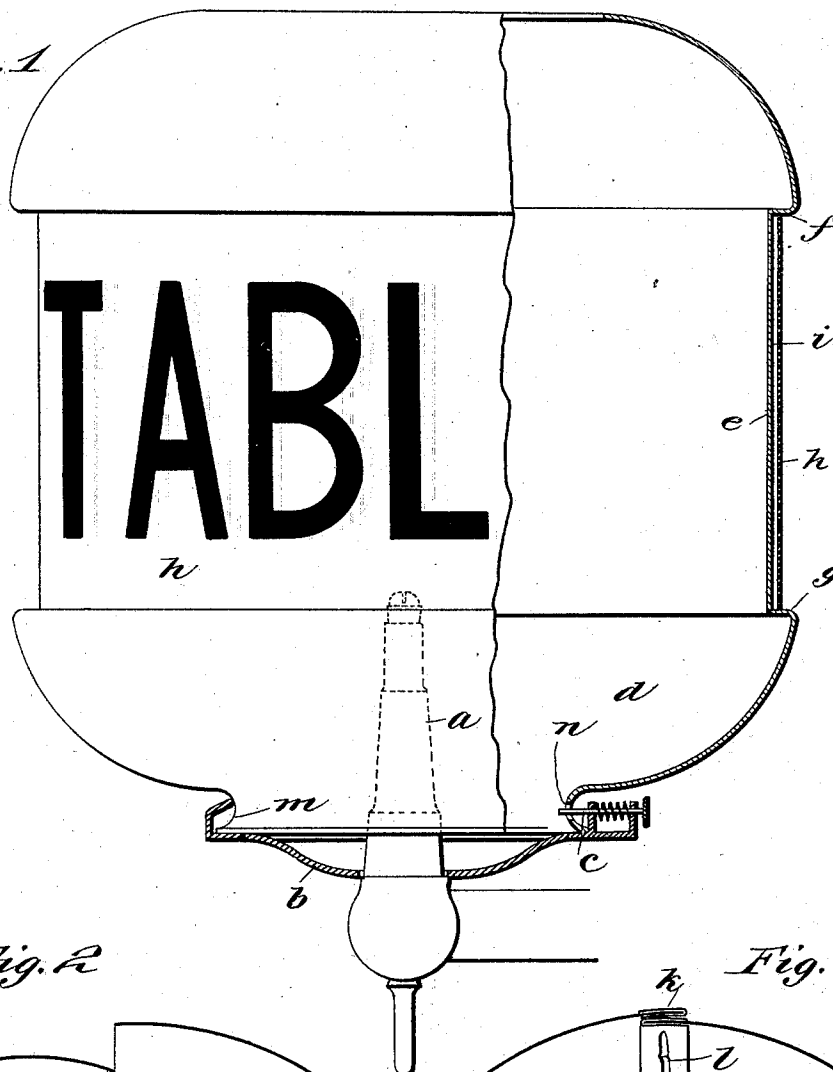


Fig. 2

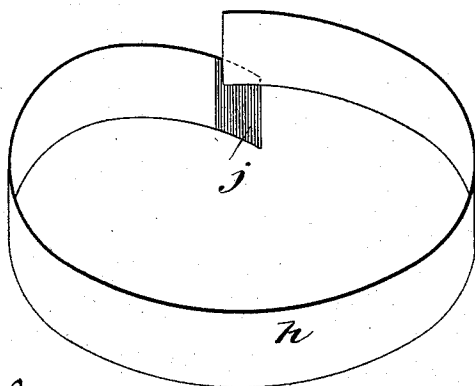
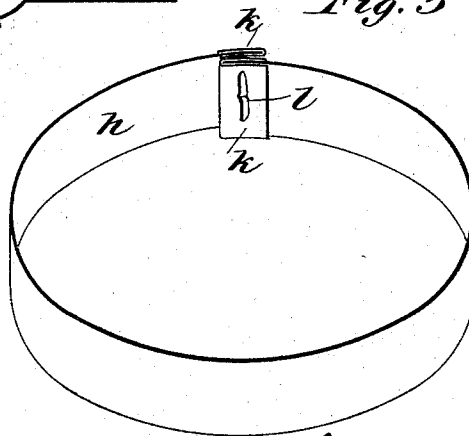


Fig. 3



Witnesses
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UNITED STATES PATENT OFFICE.

JEREMIAH O'MEARA, OF NEW YORK, N. Y.

ADVERTISING APPARATUS.

SPECIFICATION forming part of Letters Patent No. 580,707, dated April 13, 1897.

Application filed December 3, 1896. Serial No. 614,289. (No model.)

To all whom it may concern:

Be it known that I, JEREMIAH O'MEARA, a citizen of the United States, residing at New York, in the county of New York and State of New York, have invented a certain new and useful Improvement in Advertising Apparatus, of which the following is a full, clear, and exact description.

The object of this invention is to provide an illuminated advertising device by means of which the advertisement may be changed as often as desired without alteration of the illuminating apparatus itself.

By the term "illuminating apparatus" I mean to include electric-light fixtures, gas-fixtures, lamp-fixtures, and such other common illuminating agents.

In carrying out my invention I employ a globe, chimney, or shade which differs from those in common use in either or both of two particulars, namely: First, it is provided with a substantially cylindrical recessed and shouldered portion which is adapted to receive a detachable advertisement, such advertisement being printed or otherwise placed upon paper, cloth, or other material, and applicable to the globe and removable therefrom at pleasure for purposes of renewal or change and without affecting the globe itself or requiring any alteration or adjustment of such globe; second, this globe may be provided with a hole or holes in its foot to be engaged by a spring or other pin on the holder or gallery, so as to prevent the rotation of the globe and the consequent displacement of the advertisement.

The strip of material upon which the advertisement is placed carries its own fastening medium for securing it to the globe, and such fastening medium may be gum or cement applied to one or both of its ends, or the ends of the strip may be reinforced or secured together by a paper-fastener or other such like device.

In the accompanying drawings, illustrating my invention, in the several figures of which like parts are similarly designated, Figure 1 is an elevation and partial vertical section of an advertising apparatus embodying my invention. Fig. 2 is a perspective view of a gummed strip. Fig. 3 is a perspective view of a reinforced strip.

Without limiting my invention to any particular kind of illuminating agent I have shown it as applied to a gas-burner *a*, which is provided with a gallery or shade-holder *b* of any approved construction, but preferably supplied with one of the features of my invention—namely, the spring-pin *c*—which is hereinafter more fully referred to.

The globe, chimney, or shade *d* is made in the instance shown with a cylindrical portion *e*, which terminates in the shoulders *f* and *g*. The shape of the globe is immaterial, but I conceive that the best results will be obtained by having a truly cylindrical portion *e* and arranged in the focal plane of the illuminating agent. This cylindrical portion is designed to receive the advertisement, and such advertisement may be printed or otherwise placed upon a strip or band *h*, of paper, cloth, or other transparent or translucent material, the ends of the strip or band *h* being united about the globe in such manner that an air-space *i* is left between the globe and the band in order to prevent undue heating of the band. The band is not pasted to or fixed directly upon the surface of the globe, and consequently when it is desired to renew or replace the advertisement the band may be torn off without defacing the globe or requiring the cleansing of the globe.

The advertising-band being loose upon the globe the shoulder *g* supports it from below, while the shoulder *f* prevents escape upwardly. As the shoulder overhangs the advertisement it in a measure protects it from disfigurement by the downflow of rain or snow when the device is exposed to the elements.

One or both ends of the band may be gummed, as at *j*, to afford ready means for attaching it about a globe; or, as shown in Fig. 3, the ends of the band may be reinforced, as at *k*, by folded pieces of paper or other suitable material, one of which ends may be provided with a paper-fastening *l* or other suitable device for conveniently affixing the advertisement-strip about a globe.

The foot *m* of the globe may be provided with one or more holes *n* to receive the spring-pin *c*, and thereby be held in given position for the proper display of the advertisement, this spring-pin thus performing an additional useful function to its other function of rigidly

or securely retaining the globe in its holder or gallery.

An illuminating agent may be employed which will display the advertisement for a
5 given period of time. For instance, an oil-lamp may be provided with a wick adapted to burn one hour or other portion of time, or the illuminating agent itself may be supplied with a time apparatus that will extinguish it
10 after a predetermined hour.

Obviously the advertisement may be changed at pleasure and the strip may be renewed frequently, and thus by my invention fresh and attractive advertisements may be
15 displayed on one's own premises and elsewhere at very small cost.

I do not limit my invention to the kind of band or strip used nor to the manner of applying the advertisement. The band may be,
20 as already described, transparent or translucent, or the band may be opaque and the letters cut out, as in stenciling. Any of the usual schemes of displaying letters by illumination may be availed of.

25 What I claim is—

1. An advertising apparatus, comprising a globe, chimney or shade for an illuminating agent, having a recessed portion extending entirely around it, and adapted to receive and
30 support a detachable advertising medium, substantially as described.

2. A globe, chimney or shade for illumin-

ating advertisements, having a surrounding recessed portion provided with shoulders at top and bottom, combined with a detachable
35 strip containing an advertisement and loosely applied to said recessed portion and held in place thereon by the adjacent shoulders, substantially as described.

3. An advertising apparatus, comprising a
40 globe, chimney or shade for an illuminating agent, having a recessed portion extending all around it and adapted to receive and support a detachable advertising medium, and means to hold the globe, chimney or shade in
45 place and in given position for the proper exposure of the advertisement placed thereon, substantially as described.

4. An advertising apparatus, comprising a strip containing an advertisement and pro-
50 vided with means for detachably applying it to a globe, chimney or shade, the said globe, chimney or shade having a recess extending entirely around it and within which the said
55 strip is arranged and supported without other contact with or attachment to the said globe, chimney or shade, substantially as described.

In testimony whereof I have hereunto set my hand this 2d day of December, A. D. 1896.

JEREMIAH O'MEARA.

Witnesses:

GEO. H. PETIT,
SAML. E. MILLER.