

### Revolving Lamp Shade Is Novel Advertisement

**P**ARCHMENT lamp shades, which lately have achieved wide popularity in the home, are employed by an Indianapolis company as an advertising novelty.

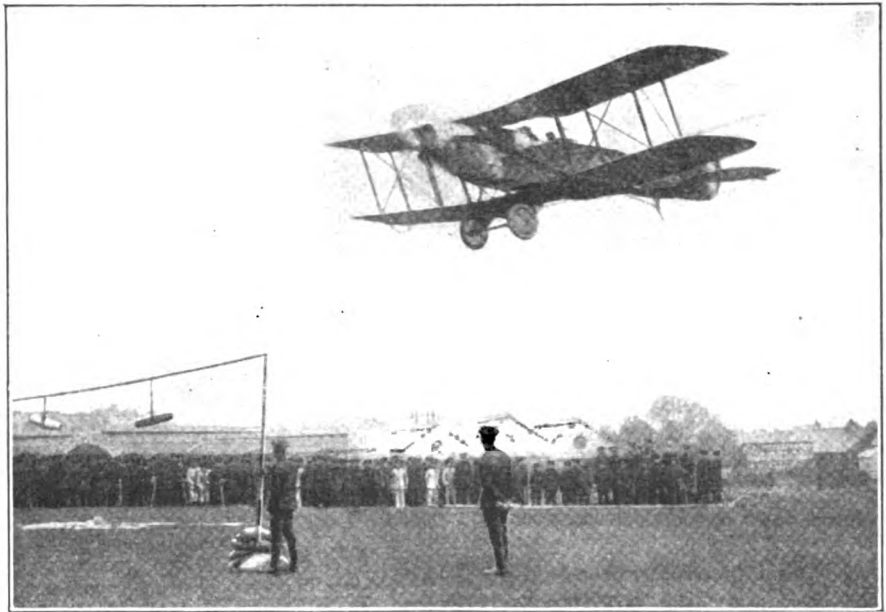


Parchment lamp used as cigar advertisement

The illustration shown here indicates how a parchment shade may be used in advertising a brand of cigars.

On the opposite side of the shade appears the name of the cigar, which is made to revolve into view by the heat of the incandescent lamp. The advertising lamp is intended for use in store windows and in soda fountains,

on cashiers' desks, restaurant tables and other places where the attention of the passing public will be attracted.



### Army Airplane Picks up Messages from Ground

**A**SPECTACULAR demonstration of the employment of airplanes to cooperate with the infantry by picking up messages from the ground and delivering

them, was witnessed recently at Brickfields, Plymouth, England. The photograph shows a plane about to pick up a message attached to a line.



### Bathtub for Baby Folds into Snug Cradle

**M**OTHERS everywhere will be interested in a new combination baby's bathtub and cradle invented by Mrs.

Charles Dancy, of Chiswick, England. At the left the device is shown in use as a tub. When folded, it forms the cradle at right.

### Philadelphia Building Wrecked by Rainfall

**T**HE wrecking of the building shown at the right is almost directly traceable to a gentle rainfall in Philadelphia recently.

This lumber storehouse had a flat tar and gravel roof and a drain pipe that was stopped up. Tons of water from heavy rains had accumulated on the watertight roof, having been impounded within walls of masonry that rose about three feet above the roof surface.

A slight storm added enough water to that already there to cause the beams and joists to give way.



Building demolished by the weight of water on its roof

### Illuminated Bonnet Shaped Like Capitol Dome

**A**N ILLUMINATED bonnet in the shape of the dome of the state capitol at Sacramento, Calif., was an advertising oddity seen by tourists in California recently. The hat was worn by Miss Eleanor Posey, a native daughter of Sacramento, to



The lights are operated by a small dry battery, with push button

advertise the beauty of her city and of the Sacramento Valley.

The hat is surmounted by an orange colored electric bulb, while inside are a series of lamps that give the entire crown a soft, blue glow. The lights are operated by a small dry battery and a push button hidden in the loose sleeves of the wearer's dress. The wires also are cleverly concealed in the garments.

**T**HE editor will be glad to supply, wherever possible, the names and addresses of manufacturers of devices mentioned in Popular Science Monthly.

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