Aug. 11, 1931. R. CARTIER 1,818,380

ADVERTISING DEVICE

Filed Dec. 6, 1929

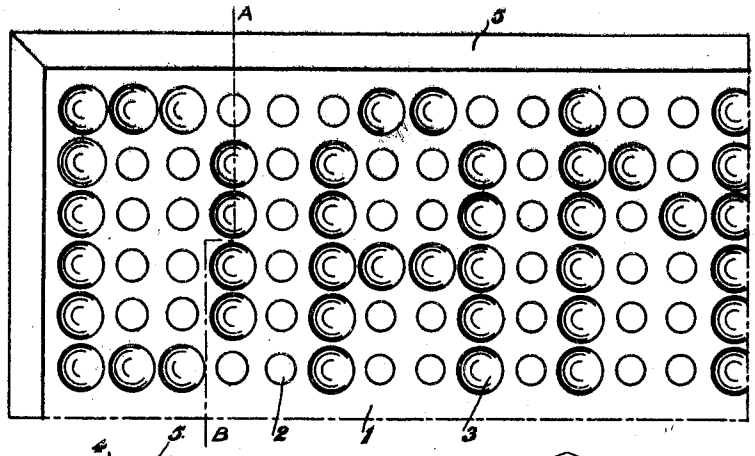


Fig. 1

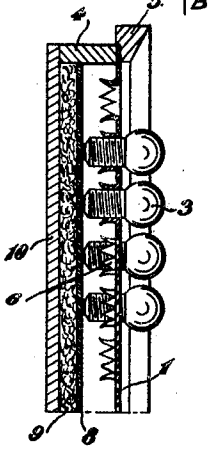


Fig. 2

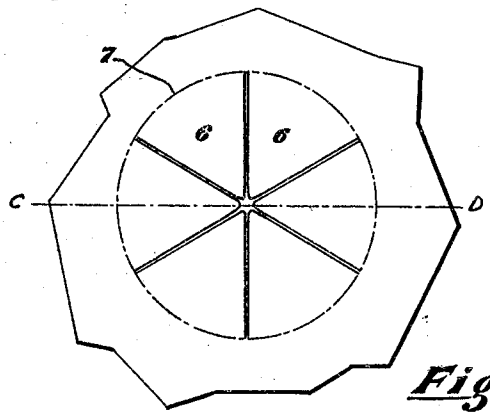


Fig. 3

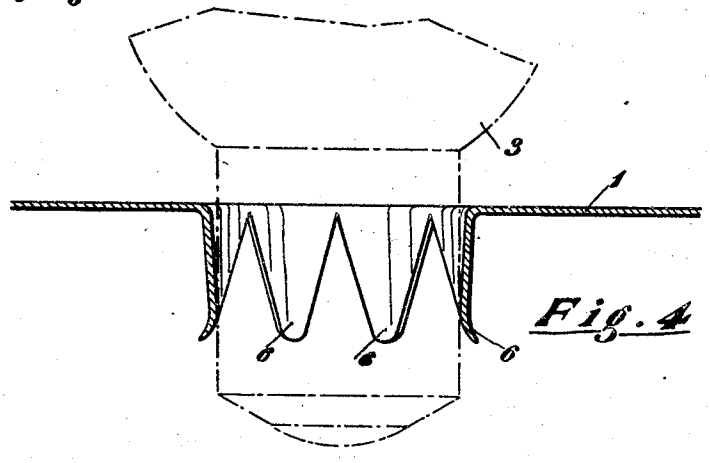


Fig. 4

INVENTOR:

BY R. Cartier

Marks & Clerk

ATTORNEYS.

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UNITED STATES PATENT OFFICE

RAYMOND CARTIER, OF LAUSANNE, SWITZERLAND

ADVERTISING DEVICE

Application filed December 6, 1929, Serial No. 412,226, and in Switzerland December 11, 1928.

This invention relates to an advertising device of the type in which a metallic plate is provided with a number of holes wherein electric light bulbs can be secured to form various words or signs.

It is an object of the invention to provide a device of this character in which yielding sleeves made integrally with the metallic plate surround the holes and extend backwardly at substantially right angles to the plate to form a sleeve which resiliently holds the light bulbs in the plate.

The drawings illustrate by way of example a preferred embodiment of the invention.

Figure 1 is a fragmentary plan view of an advertising device according to the invention.

Figure 2 is a transverse section through line A—B of Figure 1.

Figure 3 shows in a larger scale a fragmentary plan view of the metallic plate from which tongues have been cut, the tongue being not yet bent to project back of the plate.

Figure 4 is a section through line C—D of Figure 3, the tongues being bent backwards to form a sleeve for insertion of electric light bulbs.

The advertising device consists of a thin metal plate 1 provided with a great number of equidistant holes 2 which are adapted to receive the caps of electric light bulbs 3. The plate 1 is secured to a casing 4 and surrounded by a frame 5.

The holes 2 are obtained by cutting and stamping the plate 1 so that yielding tongues 6 are formed and bent in 7, Figure 3, so as to project backwardly from the plate at substantially right angles, as seen in Figure 4. The triangular shaped tongues shown in Fig. 3 are given as example only, these tongues could also be otherwise shaped without departing from the spirit of the invention.

The width of the tongues decreases from their base towards their free end so that the resiliency of the ends of the tongues is increased and the tongues disposed around one hole form a sleeve yieldingly holding the cap of electric bulbs, for instance, as shown, ordinary bulbs with Edison caps.

It is therefore sufficient, in order to secure a bulb to the plate 1, to push the bulb in a hole where it will be held by the tongues, and in order to remove a bulb from the plate a simple traction has to be exerted on the bulb.

The metal plate 1 is connected to one of the poles of a source of current so that the plate with the tongues forms a conductor which brings the current to the cylindrical part of the bulb caps.

A metallic grating 8 is placed at a certain distance from the plate 1, as seen in Figure 2, and is connected to the other pole of the source of current. This grating 8 makes contact with the end faces of the bulb caps.

In order to ensure a good contact between the bulb caps and the grating 8, this latter is placed on a resilient cushion consisting for instance of felt. The cushion is secured to a rigid back plate 10 fixed to the casing 4.

The object of the grating 8 is to give the entire contact surface a uniform elasticity permitting the establishment of contact for a great number of lamps.

The bulbs 3 can be inserted into the holes 2 to form any desired word or sign, in the example given in Fig. 1 the bulbs are disposed to form the letters D A N.

The provision of sleeves by cutting tongues from the metal plate supporting the bulbs is a great advantage for the manufacture of advertising signs since the device according to the invention, although comprising a great number of holes for the insertion of bulbs, can be manufactured at relatively small cost because it does not require any special sleeves or lamp holders for screwing or otherwise locking the bulbs, which lamp holders would necessitate a great number of connecting wires and attachments.

The invention is not limited to the example as described and shown in the drawings. Various dispositions and combinations of advertising signs can be obtained without departing from the scope of the appended claims. There can be used colored or uncolored bulbs with metallic filament or neon lamps.

I claim:—

1. In an electric advertising device the combination of a metal plate provided with a number of holes adapted to receive electric

light bulbs, tongues struck from the material of the plate and bent backwards along the edges of the holes in the plate substantially at right angles to the plate to form a resilient sleeve extending rearwardly from each hole and adapted to resiliently engage the cap of the electric bulb, a resilient cushioning member positioned in the rear of said metal plate, and a metallic grating covering the face of the cushioning member opposite the metal plate, said cushioning member being in such spaced relationship to the metal plate that the caps of the electric bulbs inserted through said holes make contact with the grating.

2. A holder for electric bulbs comprising in combination, a metal plate included in an electric circuit, tongues struck from the material of the plate and bent backwards at substantially right angles to the plate to form a circular opening in the plate and a resilient sleeve extending backwards from the opening and adapted to receive the cap of the electric bulb with a sliding fit, a resilient cushion positioned in the rear of the metal plate, and a metallic grating included in the circuit and covering the face of the cushion opposite the metal plate, said cushion being in such spaced relationship to the metal plate that the cap of the bulb inserted through said opening makes contact with the grating and thereby closes the circuit between the latter and the metal plate.

In testimony whereof I affix my signature.

RAYMOND CARTIER.