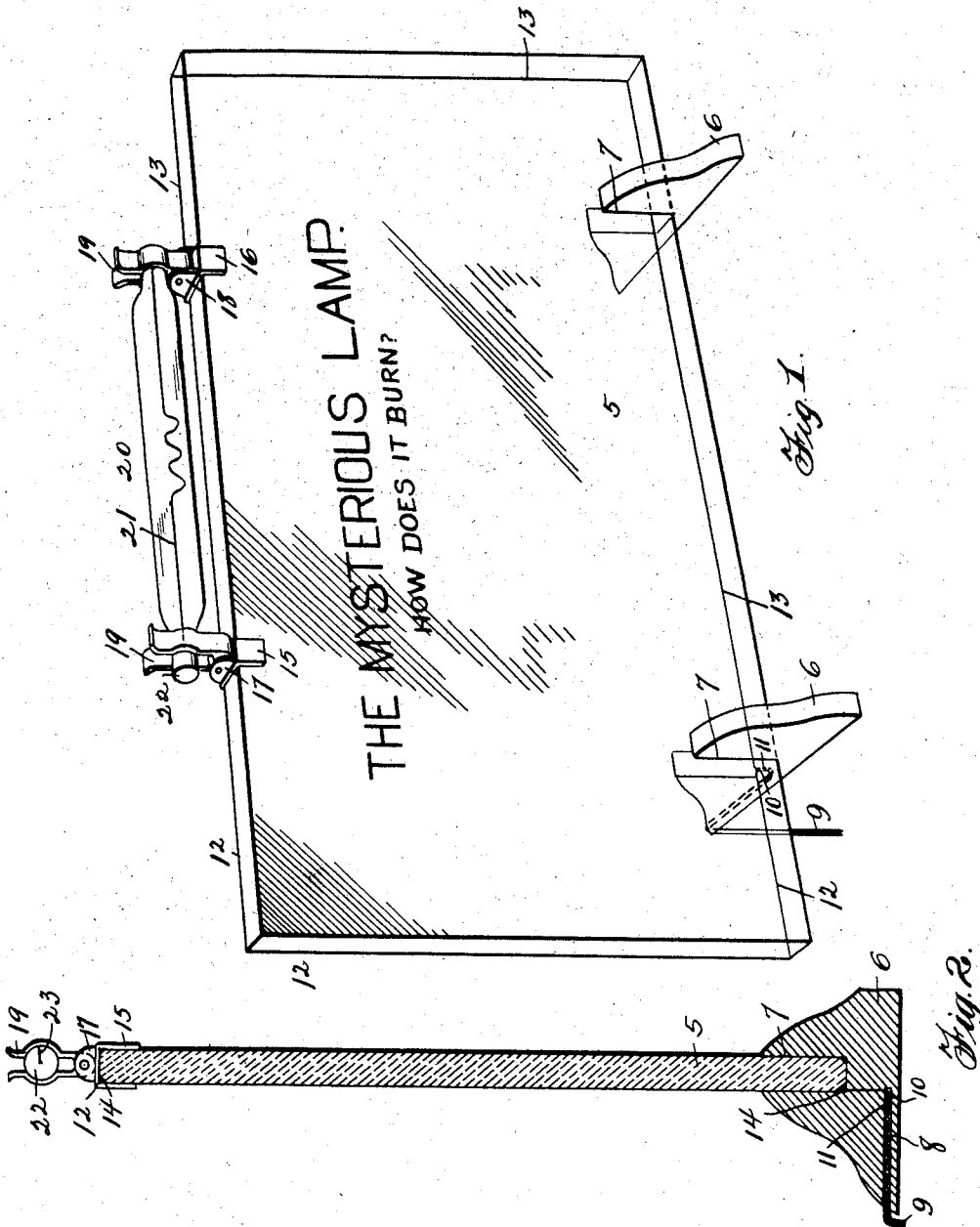


1,097,922.

Patented May 26, 1914.



Inventor

Frank H. Feraud,

Witnesses

A. M. Murray
Thos. A. Annolly

By *Shepherd Campbell*

Attorney

UNITED STATES PATENT OFFICE.

FRANK H. FERAUD, OF GRANITE CITY, ILLINOIS, ASSIGNOR TO EDWARD S. BRIGGS,
OF ST. LOUIS, MISSOURI.

ADVERTISING DEVICE.

1,097,922.

Specification of Letters Patent.

Patented May 26, 1914.

Application filed November 28, 1913. Serial No. 808,546.

To all whom it may concern:

Be it known that I, FRANK H. FERAUD, a citizen of the United States of America, residing at Granite City, in the county of Madison and State of Illinois, have invented certain new and useful Improvements in Advertising Devices, of which the following is a specification.

This invention relates to advertising devices in the nature of an illuminated sign, the object of the invention being to provide a sign of this character which will attract attention by arousing the curiosity of the observer as well as by its highly ornamental and attractive appearance.

Further objects and advantages of the invention will be set forth in the detailed description which now follows.

In the accompanying drawing, Figure 1 is a perspective view of the advertising device, and Fig. 2 is a vertical sectional view thereof.

Like numerals designate corresponding parts in both of the figures of the drawing.

Referring to the drawing, the numeral 5 designates a heavy glass plate of any size or shape, supported in feet 6 having slots 7 cut therein for the reception of the lower edge of the plate 5. Leading through one of the feet 6 is a transverse opening 8 for the reception of a current carrying cord 9. The two leads of this cord indicated at 10 and 11 are attached to wires 12 and 13 which extend in opposite directions around the rear edge or corner of plate 5. The wires 12 and 13 are fine, annealed copper wires, silver plated. The annealing of the wire permits it to closely conform to the contour of the glass plate. The fact that it is silver-plated permits the use of a very fine wire to carry the required current without heating. Furthermore, the silver-plating of the wire causes it to conform more closely to the color of the glass and renders it easier to conceal the same.

In use, the wires 12 and 13 are secured about the rear edge of the glass with a light green glue indicated at 14. This glue conforms in color to the edge of the glass so closely that it is invisible. The wire 12 leads to a clamp 15 while the wire 13 leads to a clamp 16. These clamps are engaged over the upper edge of plate, 5. These clamps may be arranged to engage the glass frictionally or they may be cemented to

plate 5. Pivotaly mounted within the ears 17 and 18 of clamps 15 and 16 are the spring clips 19 between the upstanding arms of which, the ends of a tubular lamp or globe 20 may be snapped. By reason of the pivotal mounting of these spring clips, they may extend in a vertical or horizontal position to thereby support the lamp either directly above or slightly in advance of the plate. The filament 21 of this lamp is exposed at the reduced ends 22 of the lamp as indicated at 23 in Fig. 2, to bring said filament into contact with the spring clips 19 when the lamp is forced into position to thereby establish electrical communication 70 between the filament of the lamp and the wires 12 and 13. This consequently establishes communication with the cord 9, the leads of which are to be attached to any lighting circuit in the usual and well known 75 manner.

The plate 5 preferably bears the inscription, The Mysterious Lamp. How Does It Burn? the purpose of the device being to excite the curiosity of the observer as to how 80 the lamp is supplied with energy. It is intended to use lamps of varying colors to further aid in rendering the device attractive.

The method of use of the device is to install the same in a show-window and to arrange in the window, around the device, the goods to be exhibited or any special announcement to which it is desired to direct the attention of the public.

The device herein shown and described will succeed in directing public attention to the goods to a marked degree at a very small expense, by appealing to inherent curiosity of humanity.

Having described my invention, what I claim is:

1. A device of the character described, the combination with a glass plate, of supports for holding said glass plate in a vertical position, a current carrying wire leading through one of said supports to the rear edge of said glass plate, said wires extending in opposite directions around the rear edge of said plate and being secured to the rear edge of said plate in such close proximity thereto as to be invisible from the front of said plate, a pair of lamp supporting brackets to which said wires lead, said brackets engaging over and being supported 110

upon the upper edge of said plate, and a lamp extending between and supported in said brackets.

2. In a device of the character described,
5 the combination with a glass plate, of supports for holding said plate in a vertical position, current conducting wires leading through one of said supports to the rear
10 edge of said plate, said wires closely conforming in contour to the rear edge of said plate, and being cemented thereto with a cement corresponding in color to the color of said edge, clamps secured to the edge of said

plate and to which said wires lead, spring clips pivoted in said clamps for swinging 15 movement, and a tubular lamp having reduced ends adapted for engagement by said spring clips, as and for the purposes set forth.

In testimony whereof I affix my signature 20 in presence of two witnesses.

FRANK H. FERAUD.

Witnesses:

CLYDE D. MILLER,
EMMA MITCHELL.