June 30, 1925. 1,544,518

W. H. FREEMAN ET AL

METHOD OF AFFIXING POSTER BILLS

Filed March 21, 1925

Fig. 1.

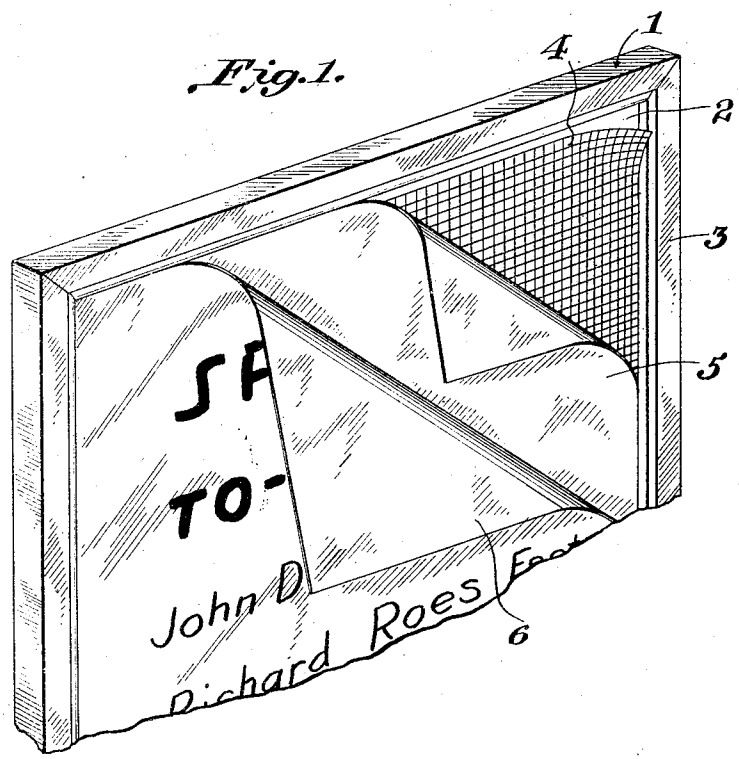


Fig. 2.

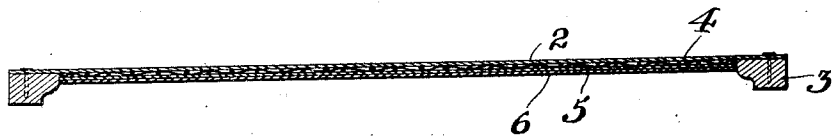
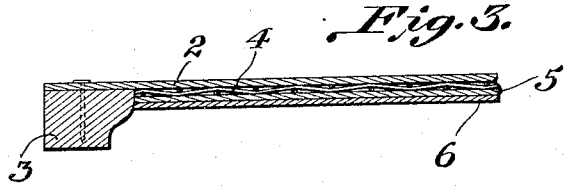


Fig. 3.



Inventor
Warren H. Freeman,
and Bernard J. Lee.
By William C. Linton
Attorney

Patented June 30, 1925. 1,544,518

UNITED STATES PATENT OFFICE.

WARREN H. FREEMAN AND BERNARD J. LEE, OF ST. CLOUD, MINNESOTA.

METHOD OF AFFIXING POSTER BILLS.

Application filed March 21, 1925. Serial No. 17,447.

To all whom it may concern:

Be it known that we, WARREN H. FREEMAN and BERNARD J. LEE, citizens of the United States of America, residing at St. Cloud, in the county of Stearns and State of Minnesota, have invented certain new and useful Improvements in Methods of Affixing Poster Bills; and we do hereby declare that the following is a full, clear, concise, and exact description of the invention, such as will enable others skilled in the art to which it appertains to make and use the same.

This invention relates to improvements in methods for affixing poster bills and similar advertising sheets upon the so-called bill boards and panels, having for an object to provide a novel and practical method of this character whereby such bills or sheets will be positively and smoothly affixed to a receiving and supporting object, but which when desired, may be cleanly removed therefrom in their entireties or in those complete units going towards making up the complete advertisement, hence, avoiding the necessity of scraping the bills or sheets from the boards with the use of various scraping implements, and also avoiding the objectionable piece by piece removal of such advertisements, the fragments of which frequently are caused to be scattered over and about the immediate territory to the general annoyance of its residents.

It is also an object of the invention to provide a method of the character mentioned wherein a carrying base is provided the sign or advertisement sheet, the same being interpositioned with respect to such sheet and receiving and supporting object, and possessing such inherent strength as to permit its disjointure or removal from said object together with the sign or advertisement, as a unitary body.

Other objects of the invention will be in part obvious, and in part pointed out hereinafter.

In order that the invention and its mode of use may be readily understood by persons skilled in the art, we have in the accompanying illustrative drawing, and in the detailed following description based thereupon, set out one embodiment of the same.

In these drawings:—

Figure 1 is a fragmentary perspective of a bill board having the poster or advertisement sheet applied thereto in accordance with our novel method;

Figure 2 is a horizontal transverse section through the same; and,

Figure 3 is an enlarged fragmentary detail in transverse section through a bill board having posters affixed thereto in accordance with the invention.

Having more particular reference to the drawings, in connection with which like characters of reference will designate corresponding parts, we have shown for purposes of illustration herein, our improved method of poster or sign affixing as being used in connection with the usual bill board or panel herein designated in its entirety by the numeral 1, such bill board or panel, of course, being provided with the usual plane poster or advertisement sheet receiving surface 2, while, if desired, a framing or bordering device 3 may be arranged thereupon, as clearly shown.

In practicing the improved method of affixing the bill posters or advertising sheets to the panel 2 of the board 1, a piece of cotton netting or other suitable fabric or material preferably of an open mesh, such as shown herein and indicated by the numeral 4 is applied to the outer surface of the panel 2 and affixed thereto by the usual paste, so as to be free of wrinkles, bulges, or other irregularities. With the affixing of the carrying base in form of the material 4 to the outer surface of the panel 2, a bill poster or advertising sheet is then spread over the latter and is joined to the same by applying an adhesive or paste to the inner surface thereof, as is usual, such bill poster or advertising sheet being herein indicated for the purpose of convenience by the numeral 5. The bill poster or advertising sheet 5, with adhesion to the carrying base 4 is, of course, smoothed with a suitable implement to be free of wrinkles, overlapping portions, bulges, or other irregularities, as is usual in the ordinary or customary affixation of bill posters to bill boards.

If desired, with display of the bill poster or advertising sheet 5 for a certain period of time, a second bill poster or advertising sheet 6 may be arranged over the sheet 5, being joined thereto by a suitable adhesive or paste applied to the inner surface of the latter, without the necessity of removing the first bill poster or sheet.

Should it be desired, a sheet of paper or other suitable material may be interposed between the bill poster proper and the carrying base 4 therefor. In such instances, a sheet of the desired material is, of course, secured by adhesive to the outer side of the open mesh carrying base 4 whereupon the bill poster or advertisement sheet 6 is then secured to the exposed or outer surface of the aforementioned sheet by a suitable adhesive or paste applied to its inner surface. In this way, the presence of any irregularities in the exposed surface of the bill poster or advertising sheet 6 as might be caused otherwise by its direct engagement with and arrangement over the mesh fabric 4 of the carrying base will be eliminated, thus providing a perfectly smooth and uniformly arranged outer surface.

Where bill posters or advertising sheets are of material size and where different strips or units are employed in the making up of such an advertisement, it is to be understood that a single piece of fabric or material 4 may be employed, corresponding to the size of the completed advertisement, or if desired, sections of such fabric may be employed, which when arranged in juxtaposed relation will correspond with the size of the completed advertisement. Such usage of the carrying base 4 will, of course, depend upon the conditions present or the preference of the person affixing the bill poster or advertising sheet. In either instance, it will be appreciated that by reason of the inter-positioning of the carrying base 4, the advertisement sheet or bill poster may be removed from the bill board in its entirety or in those units or sections making up the complete advertisement.

By the use of our improved method of affixing bill posters or advertisement sheets, it will be understood that a positive means will be provided for effecting jointure as between the bill poster or advertising sheet and the bill board, permitting the former to be evenly and smoothly arranged over the exposed surface of the bill board and to effectually display the matter presented thereupon. Furthermore, when it is desired to remove the bill poster or advertising sheet from the panel of the bill board 1, a portion or one corner part thereof is raised to permit engagement with an adjacent portion of the material or carrying base 4, whereupon such carrying base is then pulled or otherwise suitably disjoined or removed from the panel portion of the bill board 1 in its entirety, and without necessity of tearing or scraping fragments of the bill poster or advertising sheet from the bill board 1.

It is a well recognized fact that with the usual process of posting bills or advertising sheets upon bill boards, considerable trouble and annoyance is experienced in removing the same therefrom after it has been displayed for a suitable or desired period of time. The method now followed to remove such bill posters or advertising sheets from a bill board is to scrape the same therefrom with various forms of scraping implements with indifferent success. Even with the use of the most approved forms of scraping implements, it is near impossible to remove all of the bill poster or advertising sheet from the panels of the bill board receiving the same, hence, causing bulges and similar irregularities to occur with the arrangement of a second or new bill poster or advertising sheet upon the bill board.

With the use of our improved method, the above noted difficulties so commonly experienced are obviated. The bill poster or advertising sheet when pasted over the netting or carrying base 4 will find positive jointure with the panel of the bill board, and also, may be evenly and smoothly arranged thereover. When desired, the whole carrying base together with the bill poster or advertising sheet thereon may be peeled off of the bill board with but little effort, leaving the exposed surface of the bill board panel smooth. Thus, it will be appreciated that the remaining of fragments of a bill poster or advertising sheet upon the bill board will be absolutely avoided and in consequence, with the arrangement of a new sign upon the board, the same will be absolutely free of wrinkles or other irregularities throughout its surface. Also, at present, it is well recognized that when the paper of a bill poster or advertising sheet is scraped from a bill board, such operation is effected whereby to remove but small quantities or portions thereof at a time, permitting such fragments to be frequently scattered about the adjacent territory to annoyance of its residents. By the use of our improved method, the bill poster or advertising sheet may be completely removed from a bill board and then may be rolled up or otherwise arranged and carried from the place.

Manifestly, the arrangement is capable of considerable modification, and such modification as is within the scope of our claims, we consider within the spirit of our invention.

We claim:—

1. The herein described method of affixing sheets to a supporting object which consists in smoothly arranging over the surface of such supporting object, a coarse textile, joining such textile to the supporting object by adhesive, then evenly and adhesively affixing a sheet of material having a smooth outer surface to said textile, and finally, evenly applying and adhesively join-

ing an advertising sheet to the last mentioned sheet.

2. The herein described method of affixing advertising sheets to a bill board which consists in evenly arranging a carrying base consisting of open mesh fabric to the exposed surface of a bill board and joining the same thereto by adhesive, and then evenly applying and adhesively affixing advertising sheets to such carrying base of open mesh fabric.

3. The herein described method of affixing advertising sheets to a bill board which consists in evenly applying and adhesively joining a carrying base of open mesh fabric to the exposed surface of a bill board, then evenly applying and adhesively joining a sheet of material to the outer side of said carrying base of open mesh fabric and finally, evenly applying and adhesively joining an advertising sheet to said last mentioned sheet.

In witness whereof we have hereunto set our hands.

WARREN H. FREEMAN.
BERNARD J. LEE.