Nov. 12, 1935. W. E. ANSELL, JR 2,020,717

ART OF PRODUCING DISPLAYS FOR THE INNER SURFACE OF TRANSPARENT PANES

Filed Aug. 26, 1932

Fig. 1

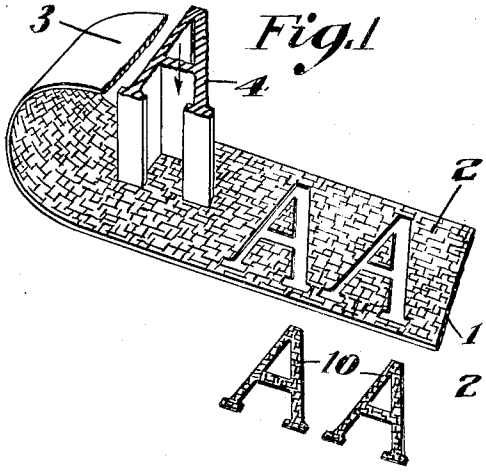


Fig. 2

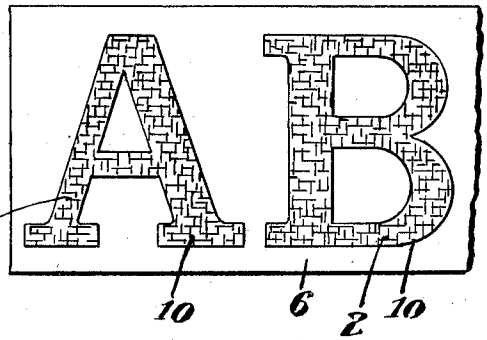


Fig. 3

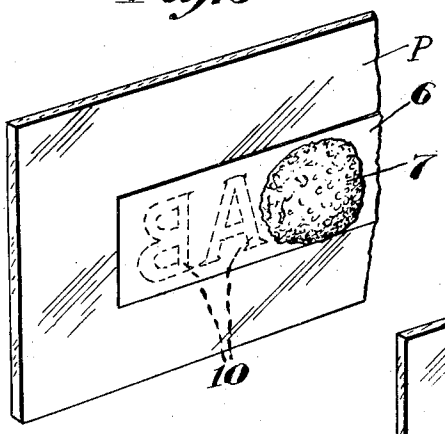
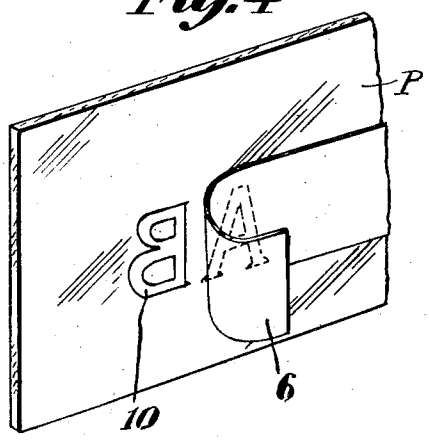


Fig. 4



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Patented Nov. 12, 1935 2,020,717

UNITED STATES PATENT OFFICE

2,020,717

ART OF PRODUCING DISPLAYS FOR THE INNER SURFACE OF TRANSPARENT PANES

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Application August 26, 1932, Serial No. 630,573

4 Claims. (Cl. 41—33)

In the formation of display devices such as signs composed of words, figures or other characters, there has been a great demand for inexpensive signs of varied character which would have a neat and attractive appearance and give the effect of more expensive and painted or leaf-laid letterings or the like.

A great variety of materials have been devised for this purpose usually of the decalcomania or slip transfer type, or in some special instances signs have been built up with various layers of letters and backing to obtain more elaborate effects.

My invention contemplates a method of forming such display signs and material therefor on the inside of any transparent pane, such as the window, door, windshield or like surface, where a sign, slogan or symbol is to be displayed.

It has been recognized that the location of such devices on the inside surface had certain advantages such as protection against weather, and from exposure to wear and other destructive forces, but the provision of simple means capable of use in a simple method without the assistance of trained or professional help has proved difficult. In order to provide a simple and inexpensive basis for such operation, my invention contemplates in one aspect the preparation of predetermined arrangement of characters as in words or sentences on a sheet or backing on which they can be economically produced and conveniently merchandised and utilized.

While not limited to paper, my invention offers certain advantages with that medium. These are important on account of the cheapness of such materials and the possibilities of obtaining high class effects at very low cost. The advantages will more fully appear in connection with the following specification in which I disclose a method and product. In the drawing I have set forth the same in an illustrative way. In the drawing:

Fig. 1 is a view of a punch forming letters from a strip.

Fig. 2 a view of letters so formed on a protective backer sheet.

Fig. 3 a view illustrative of the step of transfer to the inside surface of a pane, and

Fig. 4 a view showing a step of removal of the backing.

In the illustration selected I have indicated at 1 a strip which may be of paper or other inexpensive material, although, of course, it may be understood that more expensive materials may be used where justified. Such a paper may have a surface indicated at 2 which may be in color, gilt or any other desired finish. The reverse side 3 of such a strip or sheet is preferably unfinished as far as any color or glazing is concerned, but the whole strip or sheet is given a coating, as will be later described. This is preferably done in the sheet or strip to save handling, but the individual units, letters or figures may be independently treated, if so desired.

In practice, letters such as 10 are dinked out by a die as indicated at 4. In this way units, characters or members are formed in large quantity and very cheaply as in the case of ordinary paper alphabets now on the market. As stated above, such paper alphabets have one finished and usually glazed surface or front, with an unglazed unfinished back. According to my invention this is turned to particular advantage on account of the adhesive coating which is given to the sheet or unit and which preferably should take somewhat more strongly on the back, for the reasons to be noted. This coating is usually transparent, and no attempt is made in the drawing therefore to illustrate it on the surface 3.

While this coating is an adhesive of reasonable strength, it is also contemplated by my invention that it should be water or moisture resistant at least to a degree by which the letter or other character of the unit is differentiated from the temporary backing sheet 6 on which the display is assembled and from which it must be released at the proper time. In making up such a display, a sheet 6 is used of absorptive stock, such as unglazed paper. This may be of any strength or thickness, but preferably only thick enough to afford a good backing and be capable of withstanding ordinary handling.

The display is arranged by taking the unitary letters or characters which have been produced as described and in arranging them on the sheet 6 to make any sign or slogan or device to be manufactured. This can be done very rapidly on factory basis by standardized arrangements convenient to the workmen or work-women. If the paper strip or sheet 1 has been precoated and dried, a slight moistening or additional coating may be given to the back of the letters so that they will be firmly attached to the sheet 6.

Each display so formed is now a ready prepared easily handled and easily worked unit. They may be packed in assortments or sold singly so that both in manufacture and in distribution the cost is low.

In applying such a device the inside of the window, windshield or other transparent pane

P is lightly sponged or wiped to give a clean moist surface. To this the device is pressed in the position desired, letters out. As the letters are placed on the sheet 6 in their regular order or sequence without inversion or reversal and finished side up, the finished side comes next to the glass and is the side observed through the glass. A coating is preferably used as will be rendered slightly tacky by moisture so that in pressing upon the glass the letters adhere as they are rubbed firmly and all air is expelled and the coating brought into intimate contact with the glass. At the same time or as the next step, the sheet 6 is soaked as by sponging with a wet sponge 7. It being absorbent it readily takes up the water, but on account of the water resistant character of the treatment on the back of the letters, these do not readily absorb the water. The sheet 6 may therefore be rendered limp and detachable before the letters are at all affected, and may be peeled off as indicated in Fig. 4, leaving the letters face out on the inside of the glass.

For most purposes such as signs, slogans or like displays, it is very much more convenient and economical to assemble the units together in proper position on a single sheet 6. However, they may be for some purposes mounted as alphabets on individual sheets or perforated strips which can be torn apart and successively applied as unit letters.

Various materials and forms may be used according to the character of the work. A simple water resistant adhesive for paper devices in accordance with my invention is gelatine size, but I may use any glue or like mixture. This should be transparent and for that reason the gelatine is of great advantage.

As will be seen from the foregoing, while capable of varied embodiment my invention makes possible an extremely simple method basis by which even the unskilled can apply complicated signs, symbols or devices which being protected from the weather will under ordinary circumstances have a sufficient length of life to serve all practical purposes. All such variants in product and in method are to be understood as within the spirit of my invention as defined in the appended claims.

What I therefore claim and desire to secure by Letters Patent is:—

1. That method of producing displays on the inner surface of transparent panes consisting in providing cut-out character units having a finished surface for observation through the pane, in coating both surfaces with a water repellant adhesive, in affixing the units upon an absorbent sheet finished surface up, in moistening the inner surface of the pane at the point of application, in pressing the units to the pane, in soaking the absorbent sheet to release the display from the sheet and in removing the sheet.

2. That method of producing displays for the inner surface of transparent panes consisting in providing character units having a finished surface for observation through the pane and an unfinshed back surface, and a water repellant adhesive coating on both surfaces, in affixing the units in predetermined arrangement upon an absorbent sheet finished surface up and in direct order, whereby on moistening the inner surface of the pane at the point of application, and pressing the display to the pane, and soaking the absorbent sheet, the display will be attached to the pane when the absorbent sheet is removed.

3. That method of making transfers for window lettering consisting of providing a suitable substance with an adhesive on both surfaces, of cutting said substance into desired characters, of mounting said characters when said adhesive is moist in desired order on an absorbent sheet whereby moisture only need be added to the surface to be decorated and subsequently to said absorbent sheet to complete the desired transfer from said absorbent sheet to the surface to be decorated.

4. That method of making transfers for window lettering consisting of cutting desired characters from a suitable substance, of coating both surfaces of said character with an adhesive, of mounting said characters when said adhesive is moist in desired order on an absorbent sheet whereby moisture only need be added to the surface to be decorated and subsequently to said absorbent sheet to complete the desired transfer from said absorbent sheet to the surface to be decorated.

WILLIAM EDWARD ANSELL, JR.