July 11, 1939. A. P. FRITSCH 2,166,048

ADVERTISING SIGN FOR VEHICLES

Filed Oct. 26, 1938

Fig. 1.

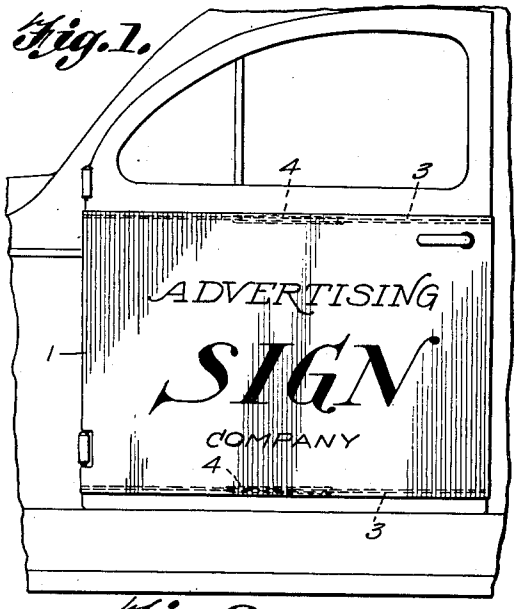


Fig. 4.

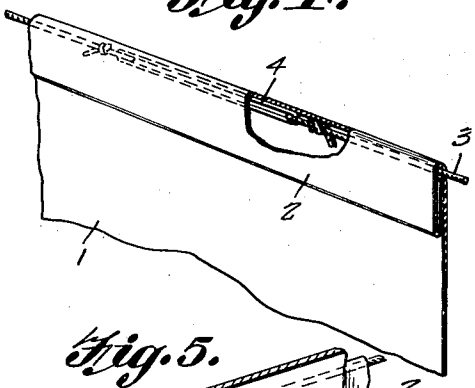


Fig. 5.

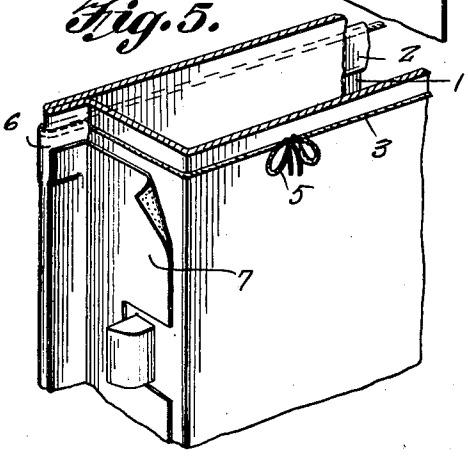


Fig. 2.

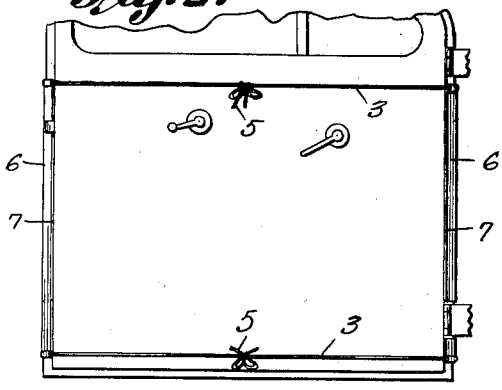


Fig. 6.

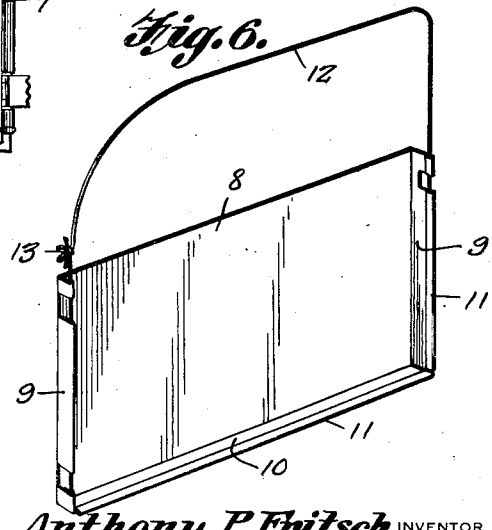


Fig. 3.

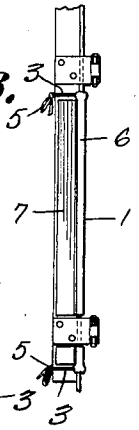
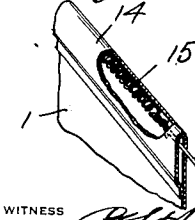


Fig. 7.



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ADVERTISING SIGN FOR VEHICLES

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Application October 26, 1938, Serial No. 237,099

3 Claims. (Cl. 40—129)

This invention relates to advertising signs for use on motor vehicles, and its general object is to provide a sign that can be attached to the exterior surface of the vehicle, at any appropriate place thereon, as for example, a door, the hood, or top of the body and removed therefrom in an easy and expeditious manner, and when attached is held against any possibility of flapping, casual removal or displacement, yet will in no way mar or disfigure the finish of the surface.

A further object is to provide an advertising sign that includes a cover sheet of water repellent material, such as oil treated paper, inexpensive cloth fabric or the like, for receiving the advertising matter that is painted or otherwise applied thereon, and the sheet is shaped to cover or partially cover the part of the vehicle to which it is attached, and as the attaching means consists of paper adhesive tape, cords and elastic bands, it will be obvious that my sign is very economical to make, yet is extremely efficient in use and service.

Another object is to provide a sign that is especially appropriate for a vehicle such as a sedan, coupe or the like that is used for both pleasure and business, due to the easy manner of application and removal of the sign with respect to the vehicle, and the fact that it does not mar or disfigure the finish thereof.

This invention also consists in certain other features of construction and in the combination and arrangement of the several parts, to be hereinafter fully described, illustrated in the accompanying drawing and specifically pointed out in the appended claims.

In describing the invention in detail, reference will be had to the accompanying drawing wherein like characters denote like or corresponding parts throughout the several views, and in which:

Figure 1 is a view illustrating my sign attached to a door of a motor vehicle.

Figure 2 is a fragmentary view looking toward the inner side of the door.

Figure 3 is an edge elevation thereof.

Figure 4 is a fragmentary view of a portion of my sign with portions broken away and in section.

Figure 5 is a fragmentary sectional view illustrating the manner of attaching my sign to the door.

Figure 6 is a view of a modified form of sign to be attached to a door.

Figure 7 is a fragmentary view illustrating a modified form of hem and strand connecting means.

Referring to the drawing in detail, it will be noted that I have illustrated my sign as being made especially for and attached to a door of the body of the vehicle, but I want it understood that it can be made for attachment to any appropriate place on the vehicle including the hood, luggage compartment door, spare tire cover or even the top of the body.

In any event, the form as shown in Figures 1 to 5 inclusive includes a sheet 1 of water repellent flexible material, such as oil treated paper, cloth fabric or the like, that is of rectangular formation to substantially fit the door for disposal transversely thereof, as clearly shown in Figure 1. The sheet 1 acts in the capacity as a cover for the door and has the advertising matter painted or otherwise applied thereon, as will be apparent upon inspection of Figure 1.

Hems 2 are provided along the longitudinal edge portions of the sheet 1 by folding said edge portions upon themselves, as best shown in Figure 4, and securing the same by suitable adhesive material to the rear face of the sheet. Threaded in the hems 2 for disposal therethrough are strands 3 of cord, twine or the like, there being two strands for each hem, and the inner ends of the strands are tied or otherwise secured to an elastic band 4, while the outer portions of the strands are adapted to be disposed about the door, as best shown in Figure 5, with the ends thereof tied together to provide a bow knot 5 or the like. The sheet is of a length so that the side or transverse edge portions can be folded in channel flanged formation as at 6, about the side flanges of the door, as likewise best shown in Figure 5, and secured to the side edge portions are strips 7 of paper adhesive tape of the waterless type that retains its adhesive qualities regardless of the number of times it is used and one kind of which is known as Scotch masking tape. The tape is of a width to extend a considerable distance beyond the side edges of the sheet, and is secured to the side frame receiving portions of the door, for cooperation with the seam receiving fastening means for detachably fixing the sheet in taut condition against the outer surface of the door.

By use of the attaching means as shown and above described, it will be obvious that the finish of the door will not be marred or disfigured, yet the sheet is held against flapping, casual removal or displacement and in contacting engagement with the door, as the sheet is cut to accommodate the hinges and the door handle, as will be noted upon inspection of Figure 1, while the

tape is cut to receive the door bolt as shown in Figure 5.

In the form of Figure 6, the indicia or advertising receiving cover is indicated by the reference numeral 8 and is likewise shaped for fitting the door, but the sheet of this form is not only provided with side flanges 9 for disposal about the side flanges of the door, but also a like flange 10 along the lower edge of the sheet for disposal about the lower flange of the door, and the flanges 9 and 10 have hems 11 along the outer edges thereof similar to the hems 2, with strands 12 threaded in the hems. The inner ends of the strands 12 are also connected to an elastic band, not shown, and one of the strands 12 is of a length for disposal about a side and the top frame receiving portions of the door, and has its outer end connected to the outer end of the other strand by a bow knot 13, or the like, as shown. In this form, it is not necessary to use adhesive tape, as the strands and band will secure the sheet in taut condition across the outer surface of the door, as will be apparent.

In Figure 7, I have illustrated a modified form of hem 14 and the use of a coil spring 15, instead of the elastic band, and the inner ends of the strands 3 and 12 are connected to the ends of the coil spring 15 for the latter to act in the same capacity as the elastic band, as will be apparent. I may also employ a coil spring of the contraction type similar to the spring 15, between the outer ends of the strands instead of tying them together, as shown, that is the outer ends of the strands may be connected to a coil spring, while the inner ends may be connected to a rubber band, or either rubber bands or coil springs may be used for both ends of the strands.

It will be obvious that the elastic bands or coil springs not only act to draw the sheet taut, but gives sufficiently to prevent the strands from being cut at points where they contact the frame of the door when the latter is closed.

It is thought from the foregoing description that the advantages and novel features of the invention will be readily apparent.

It is to be understood that changes may be made in the construction and in the combination and arrangement of the several parts, provided that such changes fall within the scope of the appended claims.

What I claim is:

1. A sign for attachment to a motor vehicle and comprising a sheet of water repellent flexible material having advertising matter thereon, hems along certain edges of said sheet, strands of flexible material threaded through said hems for slidable movement, elastic means having one of the ends of said strands connected thereto, said strands being adapted for disposal about portions of said vehicle and to have their opposite ends connected together, and adhesive means secured to the remaining edges of said sheet to be adhesively secured to the vehicle for cooperation with the strands for detachably securing the sheet to the vehicle.

2. A sign for attachment to a door of a motor vehicle and comprising a sheet of water repellent material of rectangular formation for disposal transversely of the outer surface of said door and having advertising matter thereon, hems provided along the longitudinal edge portions of said sheet, a pair of strands of flexible material for each hem, an elastic band for each pair of strands and being connected to one of the ends thereof, said strands being mounted for slidable movement through the hems with the bands disposed within the hems, said strands being adapted for disposal about the inner side of the door and to have their opposite ends connected together, and strips of adhesive material secured along the transverse edge portions of said sheet and adapted to be secured to the frame receiving sides of the door for cooperation with the strands for detachably securing the sheet to the door.

3. A sign for attachment to a flanged door of a motor vehicle and comprising a sheet of water repellent flexible material of rectangular formation for disposal transversely of the outer surface of said door and having advertising matter thereon, hems provided along the longitudinal edge portions of said sheet, a pair of strands of flexible material for each hem, a coil spring for each pair of strands and being connected to one of the ends thereof, said strands being mounted for slidable movement through the hems with the springs disposed within the hems, said strands being adapted for disposal about the inner side of the door and to have their opposite ends tied together, said sheet being of a length for the disposal of the transverse edge portions thereof about the side flanges of the door in channel formation, and strips of adhesive material secured along the channel portions and adapted to be secured to the frame receiving sides of the door for cooperation with the strands for detachably securing the sheet to the door.

ANTHONY P. FRITSCH.