

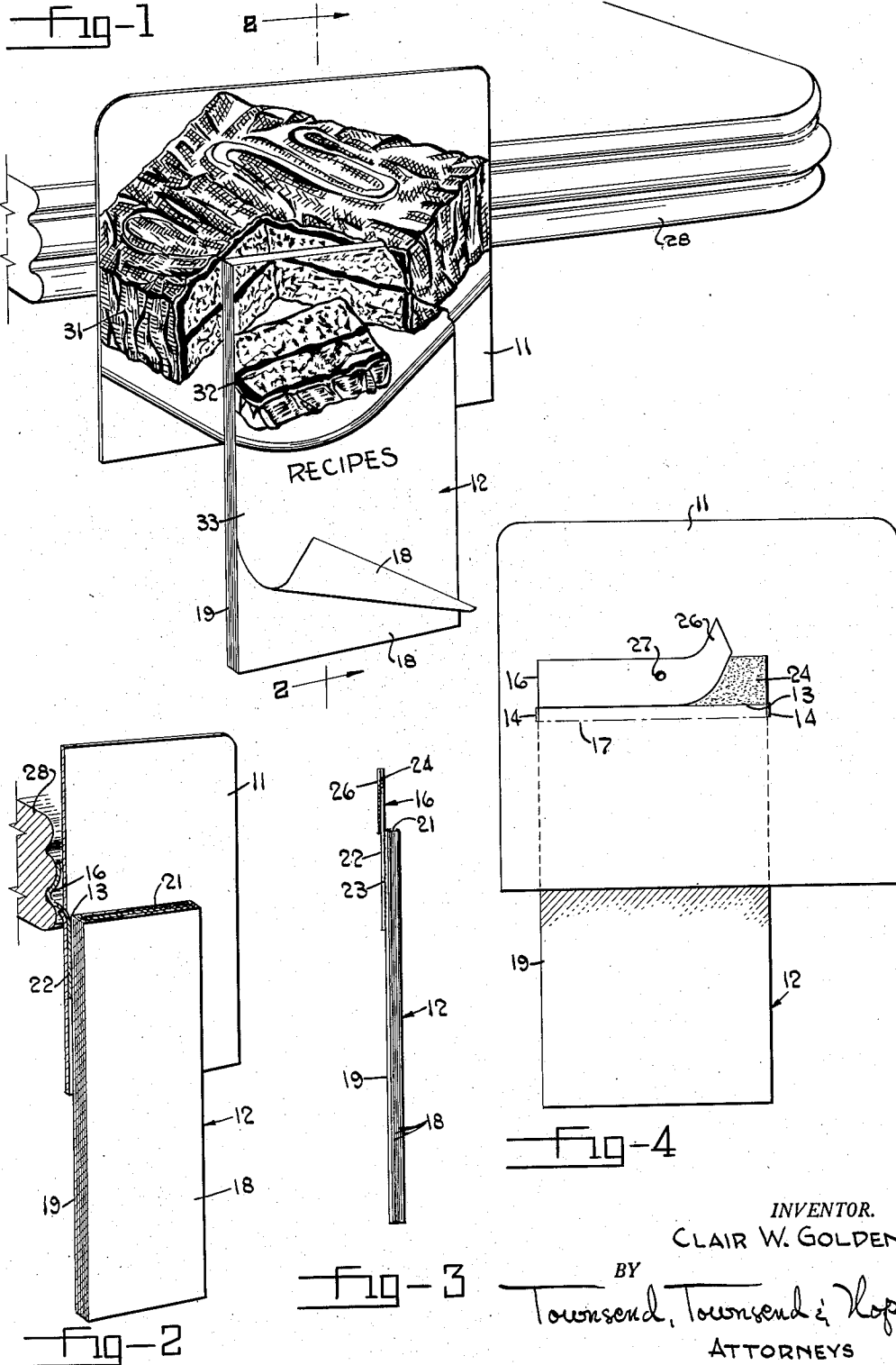
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ADVERTISING DISPLAY COMBINATION

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ADVERTISING DISPLAY COMBINATION

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2 Claims. (Cl. 40—10)

This invention relates to a new and improved advertising display combination. More particularly, the present invention relates to a display sign and a pad of tear-off advertising sheets, the pad partially overlapping the sign and having an extension inserted through a slot in the sign, the extension serving to secure both the sign and the pad to a stationary support.

One of the features of the present invention is the provision of a sign having an attractive display advertising a product and a pad of tear-off sheets which partially overlies the sign. The portion of each tear-off sheet which overlies the sign is imprinted or marked with that part of the visual display of the sign which is covered by the tear-off sheets. Therefore, the visual effect of the sign and pad, when viewed from the front, is substantially the same as if the sign were not partially covered by the pad. The construction, therefore, provides great novelty and an eye-arresting appeal by reason of its unusual arrangement of parts. Moreover, because each tear-off sheet in the pad is identical, the overall visual display created by the sign and the partially overlying pad remains unaffected as individual tear-off sheets are removed from the pad by interested customers or other persons.

Another feature of the invention is the fact that a pad of tear-off sheets is fastened to a backing having an extension which projects above the upper edge of the pad. The larger sign is formed with a slit through which the extension may project to permit securing of the pad and sign in proper relationship and insuring the precise alignment of the picture or other display on the tear-off sheets with the identical picture or other display on the sign to provide the visual effect which has been described.

Still another feature of the invention is the provision of single means for attachment of the pad and sign to the edge of a counter or a display shelf where the advertisement is most effective.

The selection of certain items commonly sold in grocery stores and the like and the selection of particular brands of such items is a matter of impulse, inasmuch as a purchaser frequently has no predetermined idea of a particular item or brand to be purchased. At the same time, national advertising campaigns of specific brands through such media as magazines, newspapers, television and billboards create considerable demand for specific items and brands. The present invention has particular effectiveness inasmuch as it brings the message of such national advertising down to its most effective level, namely, the situs at which the buyer selects the particular item or brand, this situs being the counter or shelf where the item and the purchaser come together.

Accordingly, one of the features of the present invention is the fact that reproductions of the advertisements which are given wide circulation are incorporated both in the display sign and in the tear-off sheets which are associated therewith. This feature not only carries advertising messages down to the most effective level, but further reduces the cost of manufacture of the instant

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device inasmuch as the same plates which are used to produce the advertising appearing in magazines, et cetera, may likewise be used to produce the display sign and the portion of the tear-off sheet which overlies the display sign.

Still another feature of the invention is the provision of an effective display and location of tear-off sheets in close proximity to the product with which the sheets are associated so that the tear-off sheets are conveniently at hand when the purchaser selects the item advertised therein. This is particularly important when directions for use of, or recipes relating to, the product are included in the tear-off sheets.

Still another feature of the invention is the elimination of wastage of material, inasmuch as a permanent, large-size, attention-arresting sign may be provided in proximity to the tear-off sheets, the combination of the display sign and the tear-off sheets directing attention to the tear-off sheets even though their size is considerably less than that of the display sign.

Other objects of the present invention will become apparent upon reading the following specification and referring to the accompanying drawings in which similar characters of reference represent corresponding parts in each of the several views.

In the drawings:

Fig. 1 is a perspective showing the display sign and pad of tear-off sheets attached to a portion of a counter, the pad being partially broken away to reveal the underlying display sign.

Fig. 2 is a vertical sectional view taken substantially along the line 2—2 of Fig. 1.

Fig. 3 is a side elevation of a pad of tear-off sheets.

Fig. 4 is a rear elevation of the assembled pad and display sign.

As illustrated herein, the present invention comprises a sign 11 and a pad 12. The sign 11 is preferably substantially rectangular in shape. Offset downwardly and to one side of the center is a horizontal slit 13 of a length equal to the width of the pad 12, the sign being further formed with short slits 14 at right angles to the main slit 13 at either end thereof to facilitate insertion of extension 16 of pad 12, as hereinafter appears. A horizontal crease line 17 parallel to the main slit 13 and extending between the lower ends of the two short slits 14 is likewise provided to facilitate such insertion.

The pad 12 comprises a plurality of tear-off sheets 18 of considerably smaller dimensions than the sign 11, the sheets of the pad being fastened to a cardboard backing 19 by means of gummed gauze 21, as is well understood in the art of pad making. Extension 16 comprises a relatively short piece of heavy paper 22 positioned in back of the cardboard 19, the lower portion of the piece of paper being fastened to the back of the cardboard by glue 23, thereby providing projecting extension 16 above the upper edge of the pad. The back of the extension 16 is coated with a pressure-sensitive adhesive 24 and protected prior to usage with a removable protective strip 26 which prevents the adhesive from adhering to other objects. The pad 12 in such condition may be employed independently of the sign 11 if desired and for such purpose a hole 27 may be formed in the extension 16 to hang the pad on a nail or the pressure-sensitive adhesive 24 may be employed to adhere the pad to any desired surface.

The pad 12 and sign 11 are assembled together by inserting the extension 16 through the slit 13 in the sign. In such position, the protector 26 may be stripped off of the pressure-sensitive adhesive 24 and the pressure-sensitive adhesive adhered to a counter edge 28, or any other suitable position in a store, preferably adjacent the merchandise which is advertised. It will be seen that the pressure-sensitive adhesive on the back of the extension

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secures both the pad and the sign in position. Moreover, because the adhesive-back extension 16 is made of flexible material, the extension can be secured to irregularly contoured surfaces such as may be presented by the molded edge 28. In short, because the extension 16 is flexible it can be intimately pressed into conformable adhesive engagement with irregular surfaces but without requiring the bending or folding of the larger display sign 14 which the extension supports.

The sign is provided with a large, attractive picture 31 or other advertising message which occupies substantially its entire surface. That portion of each tear-off sheet 18 which comprises the portion of the pad which overlies the sign is provided with a picture 32 identical with the portion of the picture 31 or other advertising message concealed. Thus, as seen particularly in Fig. 1, when viewed from the front, the upper part of the tear-off sheet and the sign appear to carry one continuous picture, although the tear-off sheet portion of the picture, by reason of the fact that it projects forwardly toward the viewer has an attention-arresting value. The lower part of the tear-off sheet 18 may be provided with whatever advertising message 33 is desired. The back of the tear-strip may contain recipes and other informational or advertising messages.

One of the features of the invention is the fact that the picture which is incorporated in the sign and the portion of each tear-off sheet may be keyed into national advertising of the product. If this is done, the same plates by which the same picture which appears in the national advertising is produced may be employed to print the picture on the sign and/or the tear-sheets.

Although the foregoing invention has been described by way of illustration and example for purposes of clarity of understanding, it is understood that certain changes and modifications may be practiced within the spirit of the invention and scope of the appended claims.

What is claimed is:

1. An advertising display combination comprising: a display sign of flat sheet material having a pictorial repre-

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sentation displayed thereon, and a pad comprising a plurality of individual tear sheets; said sign and pictorial representation displayed thereon being substantially wider than said tear sheet pad; a transverse slit formed through said sign with the ends of the slit spaced inwardly from opposite side margins of said sign; a tongue having width substantially equal to the length of said slit and projecting upwardly from said pad through said slit with said pad partially overlying the face of said sign and pictorial representation displayed thereon and with at least one side margin and the top margin of said sign and pictorial representation extending to the side and above the overlying portion of said display pad, and with the lower extremities of said pad depending below the bottom margin of said sign; the overlying portion of each tear off sheet displaying that portion of the pictorial representation of the sign which the said pad overlies; and means for securing said tongue to a primary support behind said sign for mutually supporting said pad and sign together as an advertising display unit.

2. An advertising display combination according to claim 1, and wherein the means for securing the tongue to a primary support comprises a pressure-sensitive adhesive carried by that part of the tongue extending above the transverse slit, and a removable tear-off strip normally covering the adhesive covered portion of said tongue.

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