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1,678,341

J. W. KABER

TRANSFER SIGN

Filed July 13, 1925

FIG. 1.

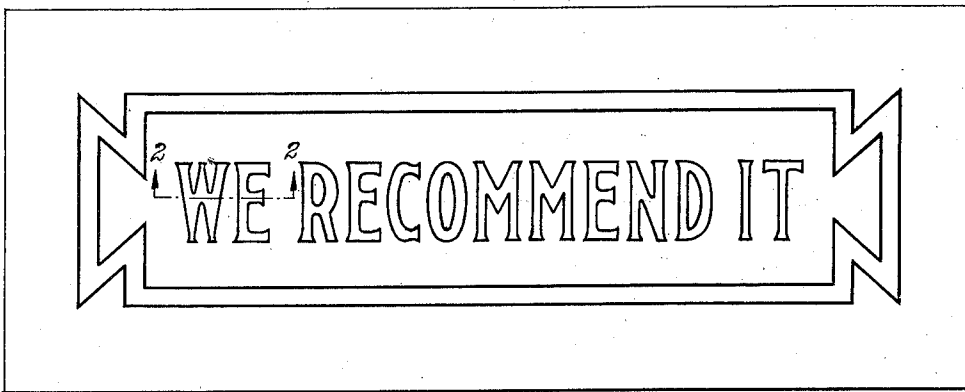
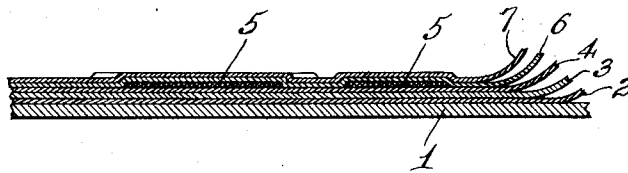


FIG. 2.



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TRANSFER SIGN.

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This invention relates to improvements in transfer signs for advertising or other purposes, and more particularly, to improvements in a transfer sign of the type comprising a relatively stiff backing sheet having an adhesive coated surface to which the sign character or characters are applied. The outer surface of said sign character or characters is provided with an adhesive coating to enable said character or characters to adhere to a shop window or other object, the backing sheet being removed after the application of the sign to the shop window.

The backing sheet of the sign should be of relatively stiff character in order to enable the sign character or characters to be properly printed on or otherwise suitably applied to the adhesive coated surface thereof, and to also enable the sign character or characters to be smoothly and properly applied to the shop window. Preparatory to applying such signs as are now in use to a shop window or other object, the entire sign is dipped or soaked in water, in order to enable the backing sheet to be removed after the application of the sign to said window, which removal must take place immediately after the application of the sign to the window, that is, while the sign is still moist from the dipping or soaking operation above referred to. As a result of the prompt removal of this backing sheet, the sign character or characters are left exposed upon the shop window during the drying or adhering operation, and are often damaged as a result of such exposure. Moreover, the act of removing the backing sheet often results in damage to the sign character or characters.

The object of the present invention is to provide an improved transfer sign having a sheet of tissue or other relatively thin and substantially transparent paper interposed between the relatively stiff backing sheet and the sign character or characters, the latter being applied to the front adhesive coated surface of the tissue sheet which in turn adheres to an adhesive coated surface of the stiff backing sheet. A relatively stiff backing sheet is therefore provided which enables the sign character or characters to be properly printed or otherwise suitably applied to the thin tissue sheet, and which also enables the sign character or characters to be properly applied to a shop window or other object, as in the case of the signs now in use. After the application of the present improved sign to a shop window or other object, the relatively stiff backing sheet is removed, but the relatively thin and substantially transparent tissue sheet remains with the sign character or characters upon the shop window for a sufficient period of time to enable said character or characters to properly adhere to and become fixed upon said window, preferably for a period of at least twelve hours. The tissue sheet may be readily removed from the sign character or characters by merely moistening said sheet and if desired, may remain with the sign character or characters on said window until said window is washed, which readily removes the tissue sheet from the sign character or characters. Due to the thin and substantially transparent character of the tissue sheet, said sheet does not appreciably detract from the attractiveness of the sign character or characters upon the shop window, so that there is no objection whatsoever to leaving said sheet with the sign character or characters on the window, at least for a period of time sufficient for the sign character or characters to properly adhere to the window. Moreover, it is unnecessary to dip or soak the present improved sign in water, which is often difficult to obtain, preparatory to the application of the sign to a shop window, as the relatively stiff backing sheet may be readily removed from the tissue sheet without dampening or moistening either of said sheets, due to the mild character of the adhesive, which permits such dry separation of the stiff backing sheet from the thin tissue sheet along the plane of the mild adhesive.

Other objects of the invention are in part obvious and in part will appear more in detail hereinafter.

In the drawing, which represents one suitable embodiment of the invention, Fig. 1 is a front elevation of my improved transfer sign; and Fig. 2 is a detail sectional view thereof on the line 2—2, Fig. 1.

Referring to the drawing, 1 represents the relatively stiff backing sheet, which may be made of any suitable material, such as heavy paper, as is usual. This backing sheet is provided on one side with a mild adhesive coating 2, to which adheres a sheet of tissue or other relatively thin and substantially transparent paper 3. The outer surface of this tissue sheet is provided with a relatively strong adhesive coating 4, upon which are

printed or otherwise suitably formed or applied the sign characters 5, which in the present illustration, are in the form of letters. The outer surface of these letters or
 5 sign characters may be provided with a suitable adhesive coating in order to enable them to adhere to a shop window or other object, as is usual. If desired, the sign may include a gelatinous or other suitable film, such as is
 10 now often used in transfer signs to give the sign character or characters more body and hence increased durability while adhering to the shop window. In the present embodiment, such a gelatinous film, indicated by the
 15 reference numeral 6, is disposed on the outer surface of the letters or sign characters 5, and an adhesive coating 7 is applied to the outer surface of this gelatinous film to enable the sign to adhere to a shop window. It is
 20 to be understood, however, that the gelatinous film may be omitted, if desired, as it forms no essential part of the present invention.

The present improved sign is applied to a
 25 shop window or other object by merely dampening the proper portion of said window which is to receive the sign, which moistening renders effective the outer adhesive coating 7 and enables the sign to readily adhere to said window. The relatively stiff
 30 backing sheet enables the sign to be applied to the window in a smooth and proper manner, said backing sheet being readily removed from the tissue sheet after the application of the sign to the window. Preferably, the adhesive coating between said
 35 sheets is of mild character to enable the heavy backing sheet to be readily removed from the tissue sheet without moistening or dampening either of said sheets, and without disturbing the sign characters upon the window. The tissue sheet remains with the
 40 sign character while the backing sheet is being stripped off because the adhesion between the tissue sheet and sign characters is
 45 stronger than between the tissue sheet and backing sheet, and the tissue sheet is left with the sign characters upon the window for a sufficient period of time to enable said

characters to properly adhere to said window, preferably for a period of at least twelve hours. The sign characters are, therefore, fully protected during the adhering or drying operation, so that proper adherence of said characters to a shop window
 55 or other object in a smooth and attractive condition is insured. After the lapse of a period sufficient to enable the sign characters to become properly fixed upon the window, the tissue sheet need only be moistened
 60 to enable it to be promptly and readily removed. If desired, however, said sheet may remain with the sign characters upon the window until said window is washed, which will readily remove said sheet. Due to its
 65 thin and substantially transparent character, said tissue sheet does not appreciably detract from the attractiveness of the sign upon the window so that there is no objection whatsoever to leaving said sheet with
 70 said sign characters for a considerable period of time.

What I claim is:

A transfer sign, comprising a sign character provided with an adhesive coated face
 75 for securing it to a surface for display, a first backing sheet of relatively transparent and thin material removably secured by a relatively strong adhesive to the other face of said sign character and adapted to remain
 80 therewith until said character becomes firmly secured to said surface, and a second backing sheet of relatively strong material removably secured by a relatively mild adhesive to said first mentioned backing sheet,
 85 whereby the sign may be secured to the surface by its application thereto with moisture between the surface and the otherwise dry sign and the second backing sheet may be promptly stripped from the first backing
 90 sheet by separation along the plane of the mild adhesive, and the first backing sheet may be subsequently removed by the application of moisture thereto.

In testimony whereof I hereby affix my
 95 signature.

JOSEPH W. KABER.