

Dec. 17, 1940.

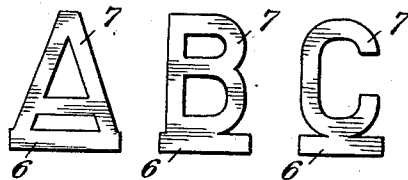
E. ELLE

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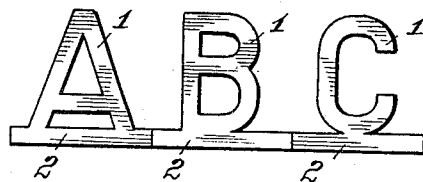
ADVERTISING DEVICE

Filed April 4, 1939

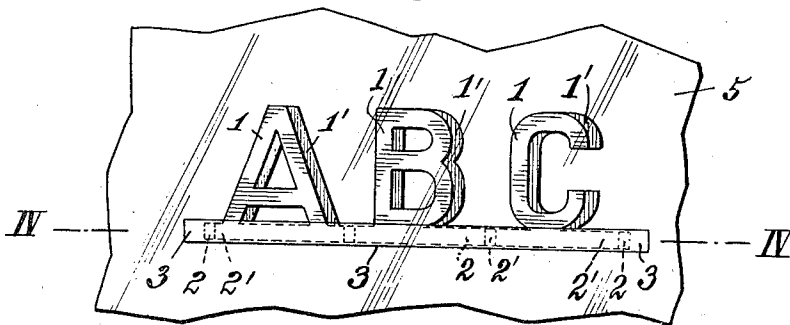
*Fig. 1*



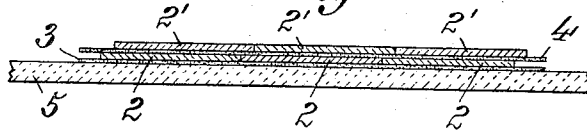
*Fig. 2*



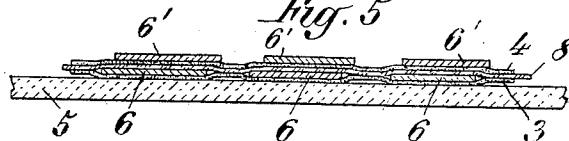
*Fig. 3*



*Fig. 4*



*Fig. 5*



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# UNITED STATES PATENT OFFICE

2,225,442

## ADVERTISING DEVICE

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3 Claims. (Cl. 40—142)

The invention relates to figurative representations, symbols or characters serving advertising purposes. Such figurative representations, symbols or characters serving advertising purposes are produced by means of strips of material made adhesive on either side, and pictures, letters or figures consisting of substances forming comparatively thin sheets, such as artificial resin, plastics of cellulose or cellulose derivatives or other artificial plastic materials. The invention consists in the use of such figurative representations, symbols, letters or figures of substances forming comparatively thin sheets possessing foot ledges that consist of the same material and whose lateral extension is larger than that of the figurative representations, letters or figures. In this way a considerably increased stability is attained in comparison with similar known figurative representations, letters or figures having narrow feet.

In a preferred embodiment of the invention the lateral extension of the foot ledges is determined in such a manner that they project beyond the pictures, letters or figures on either side by an amount corresponding to half the usual space between the individual figurative representations, letters or figures. In this manner it is achieved that the foot ledges form a continuous cohering strip or ribbon, so that there is no need of a particular ornamental strip if the pictures, letters or figures are fastened to the front side of the adhesive strip by the broad foot ledges according to the invention.

If a separate ornamental strip is to be used it is necessary to employ two adhesive strips, as one tacky side of the adhesive band is needed in order to attach the entire structure to the object that is to be provided with it, or to the display window.

In the case of the advertising arrangement according to the invention it is possible to remove without difficulties the figurative representations, letters or figures from the adhesive strip, and to use them afresh. The broad foot ledges according to the invention will assure the letters to be less easily damaged than is the case with the known narrow feet.

In order to attain a particular effect of contrast or perspective it is frequently desirable to arrange two equal picture- or letter-combinations immediately behind each other the combinations having colours that differ from one and staggered in a certain degree. In such a case it is necessary to use two adhesive strips one of which bears the front letter-combination,

whereas the symbols to be arranged behind it must be fastened on the rear adhesive strip. When the word is composed in that manner, this rear adhesive strip is then situated between the front and rear letter-combinations, in other words it sticks with its front side to the rear side of the foot ledges of the front letters, whereas the foot ledges of the rear letters are attached to the back of this aforementioned adhesive strip.

The front adhesive strip will then stick with its rear side to the foot ledges of the front letters, whereas its front side remains free in order to be attached to the display window, or to bear a protective strip, if for instance the rear side of the rear adhesive strip is to be attached to the object it is intended for. In all these cases the foot ledges of at least one row of figurative representations, letters, or figures are situated between both strips that are adhesive on either side.

This embodiment of the invention offers a particular advantage if the foot ledges are shaped to have such a lateral extension or width as to form a coherent, continuous strip or ribbon, for in this way an immediate sticking together of the two adhesive strips is prevented. If the foot ledges are constructed narrower so that there remains a space between them, then the invention provides the insertion of a separate protective strip of non-adhesive material between the two adhesive strips.

In the accompanying drawing I have illustrated by way of example in

Figs. 1 and 2 two different kinds of letters with foot ledges made of sheet-like material,

Fig. 3 is a front elevation of an advertising device in accordance with my invention,

Fig. 4 a cross section along line 4—4 of Fig. 3 and

Fig. 5 a cross section of the advertising device when using letters as shown in Fig. 1.

The signs shown in Figs. 1 and 2 consist of the letters 1 respectively 7 and the foot ledges 2 respectively 6 connected with and made of the same sheet material as the letters. The letters shown in Fig. 2 have the advantage that their foot ledges 2 are made in such a way that they are longer than the width of the letters by an amount corresponding to the space between the letters i. e. when the letters are placed in their correct position their foot ledges 2 touch each other without a gap. In accordance with my invention I provide as shown in Fig. 4 at least one adhesive strip 4 and a first row of letters 1 with their foot ledges 2 arranged sticking to one face of

said strip 4 and a second row of letters 1 with their foot ledges 2 arranged sticking to the other face of said strip 4; I propose further to arrange each of the letters 1 of the second row in front of and slightly out of register with the corresponding letters 1 of said first row, and to make the letters of similar shape but different appearance. The possibility to stagger or displace against one another respectively the two letter rows of different appearance i. e. differently colored letters situated one behind the other allows the achieving of particularly attractive combinations representing, by their perspective effect, an excellent eye-catch.

As shown in Fig. 4 this combination may be especially well used for sticking the advertising device proposed by me to a display window 5. For this purpose I provide two strips 3 and 4 being adhesive on both faces and being arranged substantially adjacent to each other and letters 1 sticking with their foot ledges 2 between the inner faces of the adhesive strips 3 and 4 and a second row of letters 1 sticking with their foot ledges 2 to the outer face of strip 4 whereby I arrange each of the letters 1 of the second row in front of and slightly out of register with a corresponding letter 1 of said first row being of similar shape but of different appearance. The free adhesive face of strip 3 can be fixed to the display window 5 thereby holding the letters 1 and 1 adjacent to and substantially in contact with the display window. I want to point out that it is not necessary for the purposes of the present invention to use letters but that also two sets of other figurative representations, symbols or characters serving advertising purposes may be used in the same manner, if these sets are of equal or similar shape but different appearance.

The advertising device shown in Fig. 4 uses signs as shown in Fig. 2 i. e. the foot ledges 2 of the letters 1 touch each other without gap between them.

In the embodiment of the invention shown in Fig. 5 I have used signs as shown in Fig. 1 i. e. consisting of the letters 7 and the foot ledges 6. The arrangement is made substantially in the same manner as shown in Fig. 4. The sole difference is that the foot ledges 6 of the letters of the first row and the foot ledges 6 of the letters

of the second row are shorter than the foot ledges 2 and do not entirely fill the space between the letters 7; it must therefore be prevented that the adhesive faces of the strips 3 and 4 stick to each other. For this purpose I provide between the two strips 3 and 4 the protective non-adhesive strip 8; thus this protective strip 8 can easily be removed from the adhesive faces of the strips 3 and 4. This protective strip 8 consists preferably of Celluloid, Cellophane, gauze or the like.

It is of course possible to provide as an ornamental strip behind the letter row 1 or before the letter row 1 a further protective strip not shown in the drawing which may be arranged sticking to one of the outer faces of the adhesive strips 3 or 4.

What I claim is:

1. In an advertising device in combination one strip being adhesive on both faces, and symbols made of sheet-like material, at least one of said symbols being arranged sticking to one face and at least one other symbol of equal shape but different appearance being arranged sticking to the other face of said strip in front of and slightly out of register with said first symbol.

2. In an advertising device in combination two strips being adhesive on both faces and being arranged substantially adjacent each other and symbols made of sheet-like material, at least one of said symbols being arranged sticking between the inner faces of said adhesive strips and at least one other symbol of equal shape but different appearance being arranged sticking to the outer face of one of said strips in front of and slightly out of register with said first symbol.

3. In an advertising device in combination two strips being adhesive on both faces and being arranged substantially adjacent each other and letters made of sheet-like material, a first row of said letters being arranged sticking between the inner faces of said adhesive strips, and a second row of letters being arranged sticking to the outer face of one of said strips, each of the letters of said second row arranged in front of and slightly out of register with a corresponding letter of said first row being of similar shape but different appearance.

EUGEN ELLE.