Aug. 12, 1930. C. F. BACKMYER 1,772,697

WINDOW DISPLAY SIGN

Filed April 13, 1928

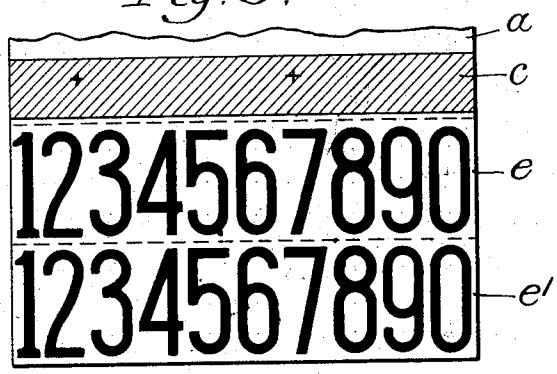
Fig. 1.



Fig. 2.



Fig. 3.



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UNITED STATES PATENT OFFICE

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WINDOW DISPLAY SIGN

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My invention relates to a device in the form of a display sign, to be attached by adhesive such as gum to the inside of a window, or glass door, or glass show case, with detachable figures or letters, certain of which in turn after being detached may be attached to the main sign by means of an adhesive such as gum.

In the annexed drawings Figure 1 represents a front elevation of a device embodying my invention, before any of the figures are detached.

Fig. 2 is a face view of the sign ready for use.

Fig. 3 is a fragmentary view of a modified form.

The device consists of a sheet *a*, which may be of paper, pasteboard or cardboard, or other suitable material, upon which is printed advertising matter, specifically announcing the price at which certain products are to be, or are being sold.

At the top of the sheet *a* runs a strip of adhesive *b* such as gum, of a suitable width, by which the sheet *a* is attached to the glass. Near the bottom of said sheet *a* is a similar line *c* of adhesive such as gum, but much wider than *b*. The reason is that the strip of adhesive *c* must serve two functions, which will be more particularly set forth in connection with the discussion of *e*, *f*, and *g*.

There is a third strip of adhesive *d*, of a suitable width, intermediate between *b* and *c*.

Across the bottom of the sheet runs a row of figures *e*. For convenience we have represented the conventional ten digits, but these may be varied to suit the needs of the user. This row of figures is separated by a perforation line from the rest of the sheet *a*.

When the user of the device has decided upon the price to be displayed he detaches the row of figures *e* from the sheet *a*, and with scissors or some other appropriate utensil cuts out or separates such figures as he desires to use from the rest.

He then attached the desired figures to the two strips of adhesive *c* and *d*. The upper end of the figure is attached at the upper edge of the strip of adhesive *d*, approximately at the point indicated by the cross *f*, while the lower end of the figure is attached to the strip of adhesive *c*, reaching approximately to the point indicated by the cross *g*. The attachment of the figures to the sheet is accomplished by moistening the adhesive where the letters make contact.

The rest of the line of adhesive *c* is then available for attachment to the inside of the window, glass door, or glass show case. The attachment would be accomplished by moistening the strips of adhesive, *b* and *c*, and if desired the available portions of *d*.

Figure 2 shows such a sign ready for use. The lower line of figures *e* has been separated from the sheet *a*, and the desired figures have been selected to show that the advertised article is to be sold at the price of "4 for 25¢".

Figure 3 shows a variation of my invention, giving a double line of figures *e* and e^1, where it may be desired to use two figures of the same order on the sign, such as "11 for 22¢", or "22 for 1.00", etc.

A variant of the invention might be used in which no advertising matter appears on the sign, but only the figures are used to indicate the price at which some article is to be or is being sold, the sign to be placed near to or in proximity to the designated article.

I claim:

1. As a new article of manufacture, a display sign adapted to be pasted to a transparent support, said sign having upon one face advertising material and having on the same face a plurality of adhesive areas, said sign having detachably secured thereto a plurality of digits the length of the digits being greater than the distance separating adjacent adhesive areas.

2. As a new article of manufacture, a display sign adapted to be pasted to a transparent support, said sign having upon one face advertising material and having on the same face a plurality of adhesive areas, said sign having detachably secured thereto a plurality of digits the length of the digits being greater than the distance separating adjacent adhesive areas, the plurality of said adhesive areas being arranged in the form of parallel zones at either side of a space adapted to receive the digits.

3. As a new article of manufacture, a display sign adapted to be pasted to a transparent support, said sign having upon one face advertising material and a space adapted to receive an indication of the price, said sign having detachably secured thereto a plurality of digits, and having, on the same face, a plurality of adhesive areas adjacent the price receiving space, the length of the digits being greater than the distance separating such adjacent adhesive area.

4. As a new article of manufacture, a display sign adapted to be pasted to a transparent support, said sign having upon one face advertising material adapted to show through said support and a plurality of symbols adapted to be positioned upon the face of said sign and to be visible through said support and adhesive means for at the same time securing said symbols in relation to said sign and for securing said sign and symbols in relation to said support.

5. As a new article of manufacture, a display sign adapted to be pasted to a transparent support, said sign having upon one face advertising material adapted to show through said support and a plurality of symbols adapted to be positioned upon the face of said sign and to be visible through said support and adhesive means for at the same time securing said symbols in relation to said sign and for securing said sign and symbols in relation to said support, said means including an adhesive area formed upon said sign, upon the same side thereof as the advertising material.

6. As a new article of manufacture, a display sign adapted to be pasted to a transparent support, said sign having upon one face advertising material adapted to show through said support and a plurality of symbols adapted to be positioned upon the face of said sign and to be visible through said support and adhesive means for at the same time securing said symbols in relation to said sign and for securing said sign and symbols in relation to said support, said means including a plurality of adhesive areas upon said sign, upon the same side thereof as the advertising material.

7. As a new article of manufacture, a display sign adapted to be pasted to a transparent support, said sign having upon one face display material adapted to show through said support, and a plurality of symbols adapted to be positioned upon the face of said sign and to be visible through said support, and a plurality of adhesive areas upon said sign, upon the same side thereof as the advertising material, said adhesive areas being adapted to secure the symbols to the sign and the sign to the transparent support.

8. A blank for display signs adapted to be pasted to a transparent support comprising a single sheet of material having upon one face advertising matter adapted to show through said support, a plurality of adhesive areas on the same face, said sign having a plurality of detachably secured digits of a length greater than the distance separating two adjacent adhesive areas, said areas being adapted to secure said digits in relation to said sign to complete said advertising matter.

Signed at Chicago, county of Cook, and State of Illinois, this 10th day of April, 1928.

CHRISTOPHER F. BACKMYER.