BEST AVAILABLE COPY

Feb. 5, 1929. 1,700,943

F. P. LESSER

WINDOW ADVERTISING DISPLAY

Filed Nov. 26, 1927

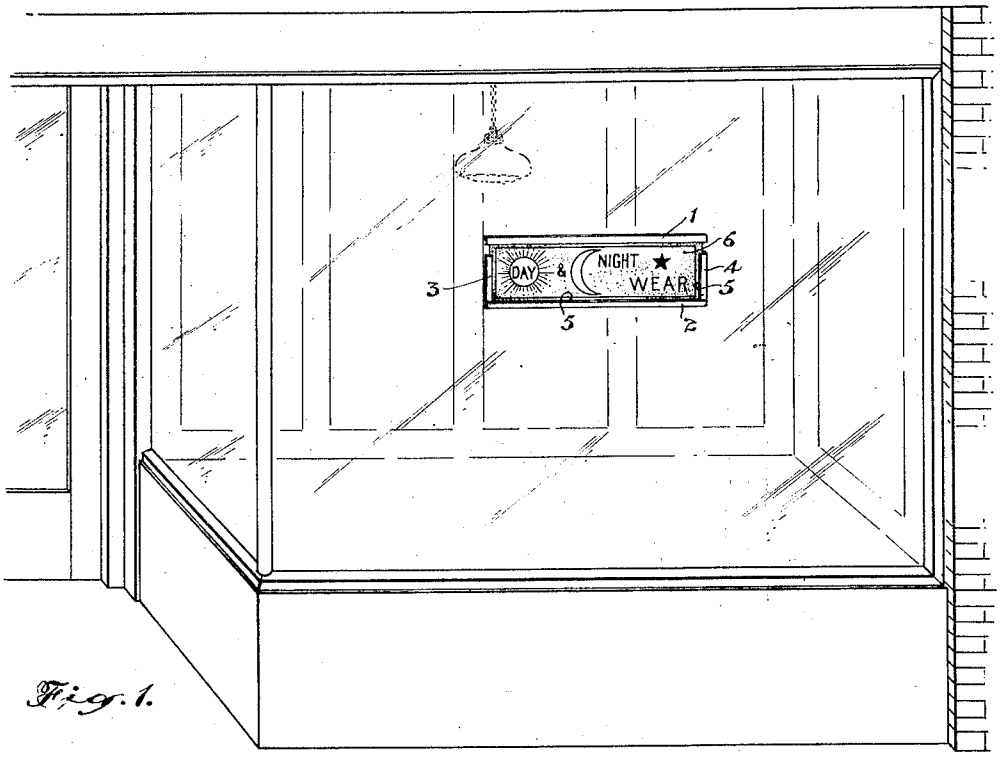

Fig. 1.

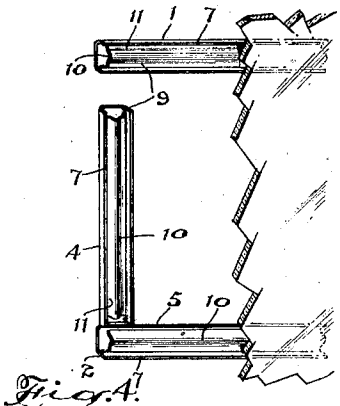

Fig. 4.

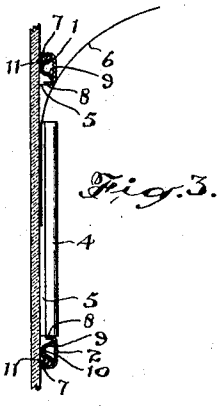

Fig. 3.

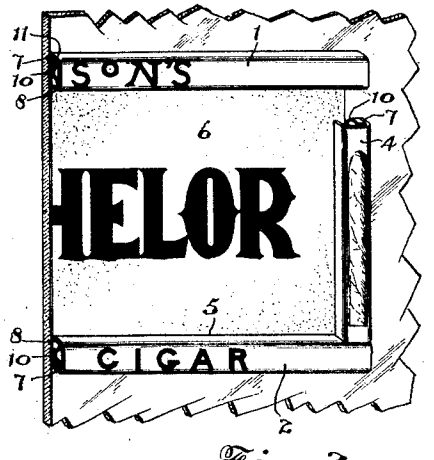

Fig. 2.

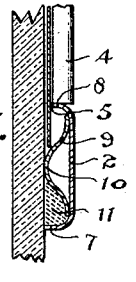

Fig. 5.

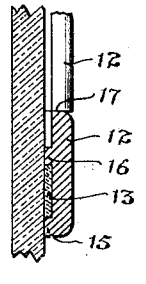

Fig. 6.

Inventor.
Fischel P. Lesser.
by H. J. B. Dennison
atty.

Patented Feb. 5, 1929. 1,700,943

UNITED STATES PATENT OFFICE.

FISCHEL P. LESSER, OF TORONTO, ONTARIO, CANADA.

WINDOW ADVERTISING DISPLAY.

Application filed November 26, 1927. Serial No. 235,988.

The principal objects of the invention are, to provide a simple and effective means for holding display cards on windows in such a manner that they may be easily changed.

A further object is to provide a display holder which will not be unsightly, will not mar the appearance of the window and will provide a permanent advertising medium.

The principal feature of the invention consists in the novel construction and arrangement of a frame device adapted to be attached to a window or other surface, whereby display sheets are removably secured under the edges of the members of the frame.

A further feature consists in the novel construction of the sheet metal frame whereby moisture gathering or running into the frame structure is drained clear thereof by longitudinal channels opening at the ends.

In the drawings, Figure 1 is a perspective view of a window showing my improved display attachment thereon.

Figure 2 is an enlarged sectional perspective detail of a portion of a window showing one end of the display holder.

Figure 3 is a vertical sectional view, similar to the section shown in Figure 2, illustrating the manner of inserting a display sheet thereinto.

Figure 4 is a perspective view from the inner side of the display frame structure.

Figure 5 is a full sized sectional detail of a sheet metal form of device.

Figure 6 is a sectional view showing a modified form of frame structure.

It is common practice in present day merchandising to place announcements of special sales in the form of posters on the window glass of a store. The use of such posters which are usually stuck by a heavy gum or glue is extremely objectionable, as much time is wasted in removing this from time to time.

The present invention has been devised to permit the use of such posters in a very simple manner so that they may be placed or removed very rapidly and without marring the window.

The device consists of a frame structure which is permanently secured to the face of a window or to any other suitable surface and this frame is adapted to receive and hold the specially printed advertising sheets.

In the form of the invention illustrated the frame for holding the display sheet consists of a plurality of bars or strips which are secured to the face of the desired surface with a pair of parallel top and bottom bars 1 and 2 and a pair of end bars 3 and 4.

The upper ends of the end bars are preferably spaced from the ends of the top bar.

The bars are so constructed that the inner edge thereof is spaced from the surface to which the bars are applied, thus forming a groove 5 along the inner edges of the several bars into which a display sheet 6 may be inserted.

The arrangement of the end bars 3 and 4 of a shorter length than the distance between the top and bottom bars allows the ready insertion of the sheet 6, as is illustrated in Figure 3.

The bars as illustrated in Figures 1 to 5 are formed of lengths of sheet metal having the longitudinal edges thereof turned inwardly.

The edges 7 of these bars are turned to a greater depth than the edges 8.

A strip 9 of sheet metal is placed in the back of the channel-shaped strips forming the bars of the frame, said strip 9 being in the form of a flared rib, the edges of which rest against the back of the frame strip and the apex is spaced from the back, a distance equal to the depth of the edge 7, so that when the bars are placed against a flat surface the apex 10 of the strip 9 and the edge 7 of the frame engage the surface, while the edge 8 of the frame is spaced a short distance from the surface.

In attaching the frame structures to the glass the longitudinal recess 11 formed between the apex 10 of the strip 9 and the edge 7 of the frame strip, is filled with a suitable cement and when the frame structure is pressed tightly to the glass the cement holds it securely in position.

The bottom and top strips are left open at the ends to allow any moisture collecting in the open groove of the bottom strip to drain out at the ends so that it will not hold water and thus mar the poster which may be inserted therein or allow the destructive action of frost to separate the strip from the window on which it is placed.

The frame strips may be constructed from wood or other solid material and a form of construction for such materials is illustrated in Figure 6, wherein the strip 12 of wood,

porcelain or other material is formed with a longitudinal groove 13 arranged between the parallel flanges 15 and 16.

The flange 16 is spaced from the inner edge 17 of the strip, thus providing a shallow groove 18 to receive the display sheet 6.

It will be understood that the spacing of the top strip 1 from the upper ends of the end bars 3 and 4 is important in permitting the insertion of the display sheets and it is also important in allowing the ready removal of the display sheets as the ends of the fingers or an instrument may be inserted between the top ends of the end bars and the bottom of the top bar 1 to draw the top sheet out and thus enable its removal.

The frame structure described, provides a very neat appearing frame in which the display sheets may be placed and the surface of such bars may be decorated with suitable advertising which will be permanently shown.

The device is simple, is easily applied to a window or other suitable surface and it allows of the ready changing of advertising material from time to time.

What I claim as my invention is:—

1. A window advertising display device, comprising a frame structure formed of a plurality of individual members each adapted to be attached to a display surface and having a grooved inner edge to receive a display sheet, and openings arranged between said members allowing the insertion of the display sheet into said groove, and means for securing said individual frame members to a display surface.

2. A window advertising display device, comprising a frame adapted to be attached to a flat display surface having its bottom side and ends formed of members having their inner edges spaced from the surface to which the frame is to be attached, a top member for said frame spaced from the upper ends of the end members and having its bottom edge spaced from the surface to which it is to be attached, and means for securing the frame members in place.

3. A window advertising display device, comprising a plurality of bars each having one edge raised to form a groove when the bar is attached to a surface, said bars being placed upon a display surface with the grooved edge turned inward with bottom and top bars spaced apart, and end bars of a shorter length than the distance between the bottom and top bars, and means for securing said bars in place on the display surface.

4. A window advertising display device, comprising bars arranged to form a frame on a display surface, said bars being formed from sheet metal strips having their longitudinal edges turned upwardly, one edge being deeper than the other said bars having a strip interposed between the flanges to form a longitudinal cement groove, and a filling of cement arranged in said groove to secure the bars to the display surface holding the inner edge spaced therefrom.

5. A window advertising display device, comprising a plurality of bars arranged to form a frame, a bottom bar having its upper edge grooved longitudinally and open at the ends, the end bars extending upwardly from the bottom bar with grooves at the inner edges, a top bar spaced from the ends of the end bars and having a groove turned inwardly, and means for securing said bars in position on a display surface.

FISCHEL P. LESSER.