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ADVERTISING SIGN

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Fig. 1.



Fig. 2.



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# UNITED STATES PATENT OFFICE

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## ADVERTISING SIGN

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This invention relates to improvements in advertising devices, and has particular reference to a sign such as is adapted to be displayed on windows, glass doors and other like places which will permit of the passage of light therethrough.

Heretofore it has been customary to print advertising data for window signs and the like upon one or both sides of an opaque sheet and also to print such data on one side only of a translucent sheet. In the latter instance, when the sheet is attached to a window or door and sufficient light is passing therethrough, the data on the sheet will be rendered equally distinct when viewed from either side of the sign.

As a further step in the development of signs of this character, the present invention contemplates the provision of a sign which shall be partly opaque and partly translucent with advertising data on both sides thereof, certain portions of which are visible only from one side of a window while other portions can be seen from both sides.

To this end, use is made of a sign consisting of a sheet made of translucent material and having certain data printed on one side thereof. This sheet is made partly opaque by applying on a portion of the reverse side an opaque substance and printing thereon the same or other data, thereby leaving a part of the translucent sheet exposed to the light and rendering visible from both sides of the sign only the data on the first-named side of the sheet which registers with the exposed portion. By thus exposing a portion of the translucent sheet to the passage of light, said portion will be made more distinct than the remaining data on either side of the sign and create a contrast which will have the effect of attracting attention to the sign.

The inventive idea involved is capable of receiving a variety of expressions, one of which, for purposes of illustration, is shown in the accompanying drawing wherein:

Figure 1 is a plan view of one side of the sign; and

Figure 2 is a similar view of the other side of the sign.

This carrying out the invention a sheet 4 made of translucent material has printed, or otherwise applied, on its outer surface suitable advertising data which will be visible from the exterior of a window when the sign is attached thereto. If desired, the sheet 4 may be what is known as a double print, that is, the printed matter may be duplicated on the opposite or inner side of the sheet in reversed form and registering with the matter on the outer surface. In this instance, the data on the sheet 4, such as the picture 5 of a girl's head, which will be visible from both sides of the sign is more distinct and intensified when subjected to the light than if said picture were printed on only the outer surface of said sheet.

To complete the sign, the reverse or inner side 6 of the sheet 4, whether it be a single or double print as above referred to, is partially covered, by means of an opaque substance, with other advertising data printed thereon. This opaque substance is applied so as to outline, as indicated at 7, that portion of the sheet, as for instance the picture 5, which is to remain translucent and when this has been accomplished the data on both sides of the sheet, other than the picture 5, will be visible only when viewed from the respective sides of the sign on which said data appears. However, the exposed portion containing the picture 5 will be visible from both sides of the sign by reason of the fact that this portion still remains translucent and, in the case of a double print, wherein the picture is duplicated on both sides of the sheet, the visibility of said exposed portion will be intensified. Thus there is formed a sign having an opaque portion each side of which is adapted to contain advertising data visible only from that side of the sign on which the data appears, and a translucent portion having an illustration or the like which is common to both sides of the sign and visible from either side thereof. When the sign is attached to a window or placed in such position that it will be exposed to a more or less bright light, such as sunlight, the latter will penetrate the portion of the sheet 4 containing the

picture 5 and this portion will be accentuated when viewing the same from either side of the sign, thus producing a contrasting effect between said portion and the remainder of the advertising matter on both sides of the sign.

What is claimed is:

1. An advertising sign comprising a body portion of translucent material, display material on opposite sides of said body portion in reverse and in registration whereby to produce the same display from opposite sides of the body portion, a sheet of opaque material superimposed on one side of said body portion to prevent the diffusion of light therethrough and thereby render a portion of the display matter thereof visible but from one side of said body portion, said superimposed opaque material being cut out to permit of the diffusion of light through that portion of said translucent body portion upon which the display material is in reverse registration, and display material carried by said sheet of opaque material, and visible only from that side of the sign to which the opaque material is attached.

2. An advertising sign comprising a translucent body portion, display material on opposite sides of said body portion in reverse and in registration so as to be visible from opposite sides of said body portion, a material applied to one side of said body portion to render a part thereof opaque, said material extending around but not covering said display material, and other display material on opposite sides of said body portion visible only from that side on which said other material appears.

In testimony whereof I have affixed my signature.

WILLIAM INTEMANN.

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