July 5, 1927. 1,634,333

H. MOCK

BILL POSTING

Filed Oct. 21, 1926

Fig:1.

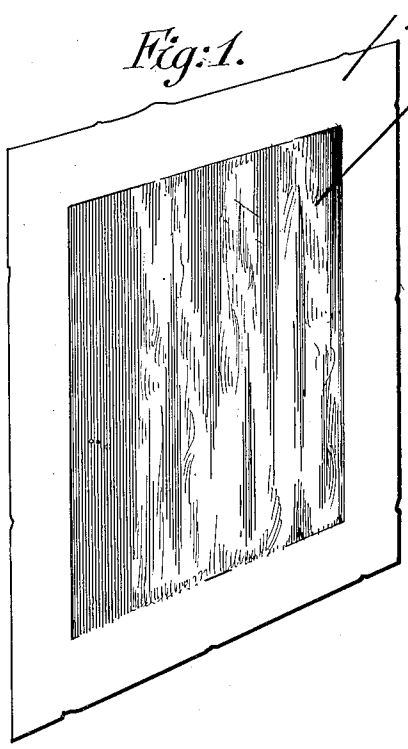


Fig:2.

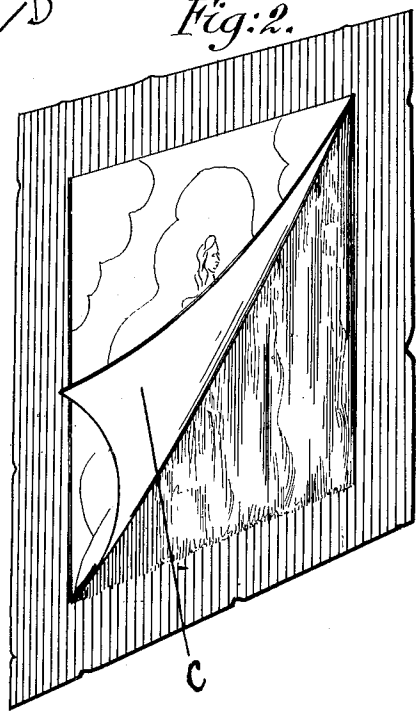


Fig:3.

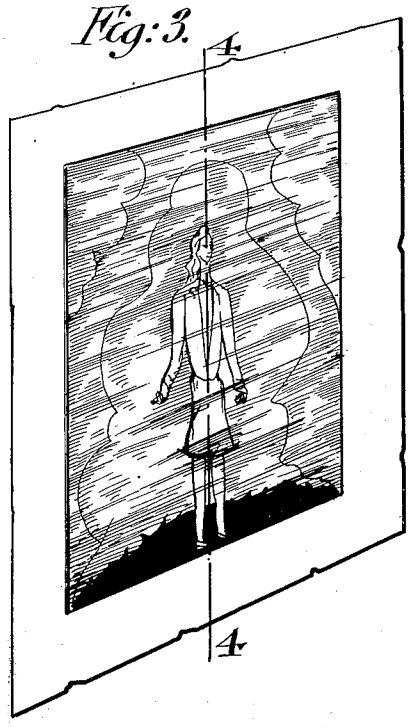


Fig:4.



INVENTOR

Hugo Mock

2155-1

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UNITED STATES PATENT OFFICE.

HUGO MOCK, OF NEW YORK, N. Y.

BILL POSTING.

Application filed October 21, 1926. Serial No. 143,296.

This invention relates to improvements in bill posting and has for its object the provision of a method of bill posting by which durable posters may be manufactured and afterwards affixed to walls and will have the appearance of posters painted by hand upon the wall on which they appear.

A further object of this invention is a method by which posters may be factory made and may be more conveniently applied to the walls upon which they appear but will have the appearance of being painted upon said walls.

A further object of this invention is a method of bill posting by which posters may be rendered more durable and permanent.

In the drawing, Figure 1 shows a section of a wall to which my improved poster is attached.

Figure 2 shows a wall with a poster in the process of being applied to said wall.

Figure 3 shows in perspective a wall with the poster applied thereto.

Figure 4 is a section along the line 4—4 of Figure 3.

A represents the body of the wall, B the adhesive, and C the poster.

It has always been the accepted practice in bill posting to prepare the posters in sheet sections and these sheet sections are affixed to the wall by means of a starchy paste to which may have been added small proportions of a glued and a preservative. Dextrine or other modified starches are also frequent ingredients in such starchy pastes, but most bill posting pastes used at the present time are watery adhesives and naturally are readily attacked by rain and the moisture in the air. In this improved method of bill posting hereinafter described, no watery adhesive is used.

In many cases where it is desired to create a poster more permanent than the ordinary paper poster, the poster is painted directly upon the sheet metal frame or wall constituting the frame work of the poster. Such posters are ordinarily painted with a paint having a linseed oil base and the usual mineral pigments and such hand painted posters are more durable than the paper poster sheets now used but are more expensive to produce as they have to be painted at inconvenient places and at high elevations.

My improved method of bill posting consists in the following procedure:—

I take a sheet of paper preferably longer than the completed poster and on this the poster is painted by hand or printed in colors not affected by solvents of nitro-cellulose, as for instance, a mixture of acetone and alcohol; that is, that colors for the poster are selected which will not run or be affected if treated with a nitro-cellulose solvent. The paper should preferably be of a density which is permeable by such solvents or by a nitrocellulose lacquer. After the paper poster has been produced in the factory, it is taken to the wall where it is to be affixed. The wall or background for the poster should preferably be of sheet metal or other dense or non-porous surface requiring no filler. To the back wall is quickly applied a layer of a colorless nitrocellulose lacquer with a brush or by spraying and then the paper sheet is quickly laid on top of this whilst the lacquer is still tacky and smoothed as rapidly as possible for the reason that the nitrocellulose lacquer is quick drying. As soon as the poster sheet is in position, another layer of nitrocellulose lacquer is applied to the front or face thereof and the paper being of such density that it is permeable to the nitrocellulose lacquer, the paper is completely enclosed in the back and front with this solution which when dry, forms a weatherproof and waterproof covering over the pores of the paper.

Unlike ordinary linseed oil paints and varnishes or varnishes having boiled linseed oil as a base, this nitrocellulose lacquer is unaffected by water or weather and hence will enable a poster to remain indefinitely without wearing and without requiring renewal. I have found by repeated tests that this method of bill posting will not work with an ordinary linseed oil paint or varnish as whilst a poster of good appearance may be produced with a linseed oil lacquer, such poster will not stand wind and weather.

It is desirable that a border of a few inches in width be printed or painted upon the edge of the poster to coincide with the edge of the poster wall and the poster can then be cut so as to closely fit the edge of the wall. The employment of such an edge increases the similarity of such a paper poster to a poster painted on the wall on which

it appears. It is, of course, desirable to have the poster printed or painted on a single sheet of a length equal to the length of the poster wall, if possible, and in the case of small posters, of a height equal to the poster wall, but it will necessarily be seen that the size of the poster sheet will depend upon the ultimate size of the poster and the size of the wall upon which it is to appear.

By the proper choice of paper, nitrocellulose lacquer and colors which shall be unaffected by such lacquer, I am enabled to produce a poster at less cost and more durable than the ordinary posters now employed.

Having fully described my invention, what I claim is:—

1. A method of bill posting comprising the preparation of a paper poster, applying a layer of nitrocellulose lacquer to the wall to which said poster is to be affixed, affixing said poster to such wall while said lacquer is still in a tacky condition, and applying fresh nitrocellulose lacquer to the front of the poster so as to have said lacquer thoroughly permeate said poster.

2. A method of bill posting comprising the preparation of a paper poster, said poster being of a density permeable to an ordinary nitrocellulose lacquer, applying a layer of nitrocellulose lacquer to the wall to which said poster is to be affixed, affixing said poster to said wall while said lacquer is still in a tacky condition and applying fresh nitrocellulose lacquer to the front of said poster.

3. A method of bill posting comprising the preparation of a paper poster, said poster being of a density permeable to an ordinary nitrocellulose lacquer, applying a layer of nitrocellulose lacquer to the wall to which said poster is to be affixed, affixing said poster to said wall while said lacquer is still in a tacky condition and applying fresh nitrocellulose lacquer to the front of said poster, the colors in said poster being unaffected by said nitrocellulose lacquer.

4. A method of bill posting comprising the preparation of a paper poster having a colored edge thereon, applying a layer of nitrocellulose lacquer to the wall to which said poster is to be affixed, affixing said poster to said wall while said lacquer is still in a tacky condition, applying fresh nitrocellulose lacquer to the front of said poster and trimming the edge of said poster so that said poster in finished condition will simulate a hand painted poster.

In testimony whereof I hereunto affix my signature.

HUGO MOCK.