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S. SCHWARTZ

1,807,442

ADVERTISING SIGN

Filed May 13, 1930

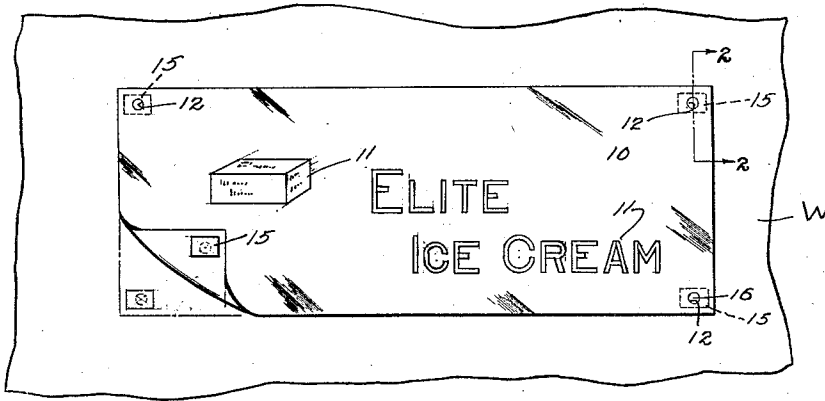


FIG. 1

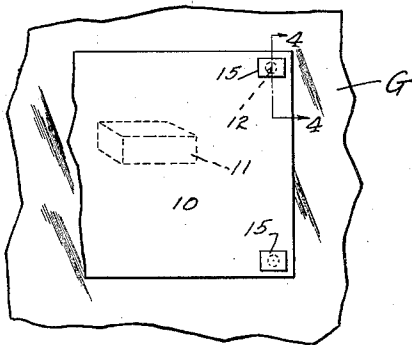


FIG. 3

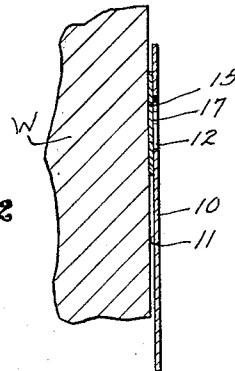


FIG. 2

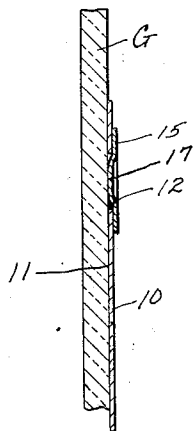


FIG. 4

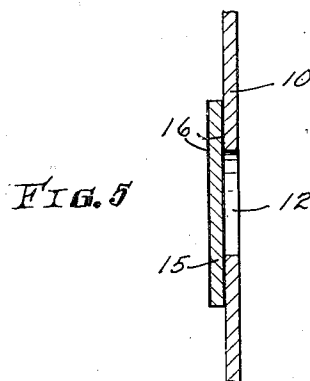


FIG. 5

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UNITED STATES PATENT OFFICE

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ADVERTISING SIGN

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This invention relates to an advertising sign or poster which may be supported from and upon the surfaces of plate glass window panes, show cases and walls, in such a manner that the matter contained thereupon will be effectively and certainly brought to the attention of prospective purchasers.

Heretofore, in supporting a poster for advertising purposes, upon the surfaces of a window pane or wall, the usual practice has been to place the poster in place, and while holding it against the window or wall with one hand, gummed stickers or labels had been placed about the sign, overlapping its periphery, and adhering both to the poster and the window glass or wall. This practice, however, is very difficult in execution, and is very apt to result in unevenness in the sign, and also presents an unsightly appearance, as the stickers or labels necessarily project beyond the periphery of the poster, and are not likely to be arranged with any reference to a pleasing or effective appearance of the sign. Where the sign is pasted upon a window pane, the stickers present an unsightly appearance to a person looking therefrom through the glass, and where the sign is pasted upon the wall, the stickers are apt to be pasted over portions of the advertising matter or design upon the poster, presenting a very unpleasing appearance to the prospective purchaser, and detracting from the effectiveness of the poster as an advertising medium.

The object of this invention, therefore, is to provide a poster which may be supported upon the inner surface of a window, or upon a wall in such a manner that the stickers or supporting medium will not extend beyond the periphery of the poster.

A further object is to provide a poster or a sign with the adhesive members attached thereto in such a manner that the poster may be secured to either the walls of a merchandising establishment, where they are visible from the interior of the establishment or upon the inner surfaces of a plate glass window, where they may be seen from the outside.

A further object of the invention will become apparent from the accompanying description, a preferred embodiment will be

illustrated in the drawings, and the essential characteristics set forth in the claim.

In the drawings, Fig. 1 is an elevation illustrating a conventional sign or poster attached to a wall. Fig. 2 is a vertical section and is indicated by the lines 2—2 on Fig. 1. Fig. 3 is a rear elevation of a poster secured to the inner surface of a plate glass window. Fig. 4 is a vertical section and is indicated by the lines 4—4 on Fig. 3. Fig. 5 is an enlarged section, lying substantially along the lines indicated by 2—2 in Fig. 1, and illustrating the poster and sticker in an enlarged scale.

In the drawings, 10 indicates an advertising sign or poster, having the usual advertising matter 11 printed or otherwise impressed thereupon. Adjacent the periphery of the poster are a plurality of comparatively small openings 12, which, in the case of a rectangular shaped poster, as is illustrated in the drawings, are conveniently located near the corners thereof. Secured to the rear surface of the poster, and covering each of the openings 12, is a small sticker 15, having an adhesive 16 on the opposite surfaces thereof. The sticker is somewhat larger in size than the openings in order that it will extend beyond the periphery of the openings in all directions. This sticker may be affixed to the sign at any stage during the process of its manufacture by a suitable machine, similar to a stamp-affixing machine, but which is adapted to moisture only the portions of the stickers which co-act with the surface of the poster, leaving the adhesive material which lays in the openings, 12, free from moisture.

As illustrated in Fig. 1, I have shown a poster embodying my invention attached to a wall W of a merchandise establishment. It will be noted that the poster is readily affixed to the wall by moistening the rear-most side of the stickers, leaving both hands free to place the poster in position on the walls, thereby facilitating ease in attaching the poster to the walls in the desired position.

The poster is so constructed that it may be secured to the inner surface of a plate glass window or show case, as illustrated in Figures 3 and 4 in the drawings. The portion

17 of the sticker which lies adjacent the opening 12 in the poster, is used to attach the poster to the window G, it simply being necessary to moisten the adhesive covering the portion 17 of the sticker, and press the same to the window.

It will be noted that the portion 17 of the sticker, which co-acts with the window, as illustrated in Figures 3 and 4, is somewhat less in area than the portion of the sticker which co-acts with the wall, as illustrated in Figures 1 and 2. I find that this is possible even though the area of the adhesive, which is used in connection with the wall, is of a minimum size to prevent the poster to be retained in position upon the wall. However, when a poster is secured to the surface of a window pane, as illustrated in Figures 3 and 4, a certain amount of vacuum is formed, due to openings 12 in the poster. This vacuum aids materially in securing the poster to the window, and therefore it requires a considerably smaller area of adhesive than is required to secure the poster to a wall. It has also been found that, due to the comparatively small size of the openings 12, the poster may be readily stripped from the window without leaving unsightly pieces of stickers thereon.

From the foregoing description it will be seen that I have provided a poster, having gummed surfaces attached thereto and which poster may be secured to the inner surface of a window, the printed surface of the poster contacting with the window, or it may be attached to a wall where the unprinted surface contacts with the wall, the printed surface being outermost.

I claim:

A paper advertising sign comprising a sheet flat on both faces and having comparatively small openings adjacent its periphery and having secured to one face of the sign stickers registering with the openings but materially larger than the opening, said stickers having adhesive on both surfaces thereof, whereby the sticker adheres to the sign panel about the opening and is available through the opening when mounting one face of the sign, the adhesive at the back of the sticker being available for mounting the other face of the sign.

In testimony whereof, I hereunto affix my signature.

SAMUEL SCHWARTZ.

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