

L. H. STERNBERG.
ADVERTISING CHARACTER.
APPLICATION FILED DEC. 16, 1907.

906,959.

Patented Dec. 15, 1908.

Fig. 1.

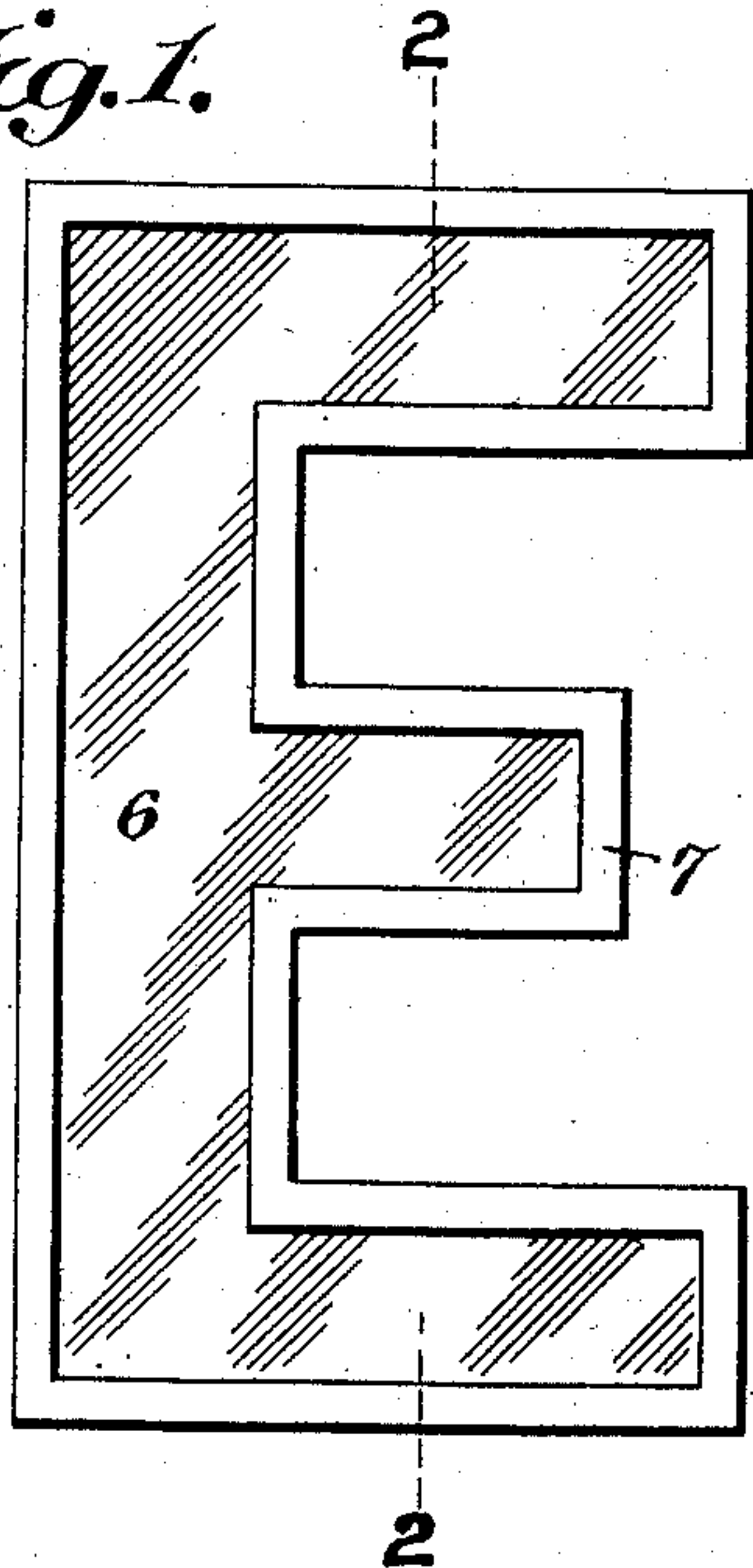


Fig. 2.

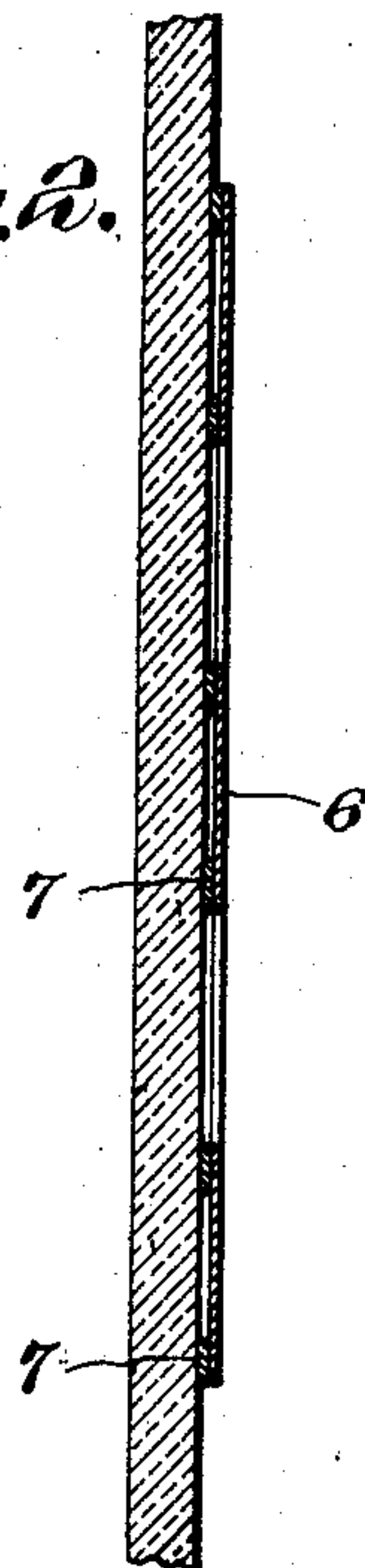


Fig. 3.

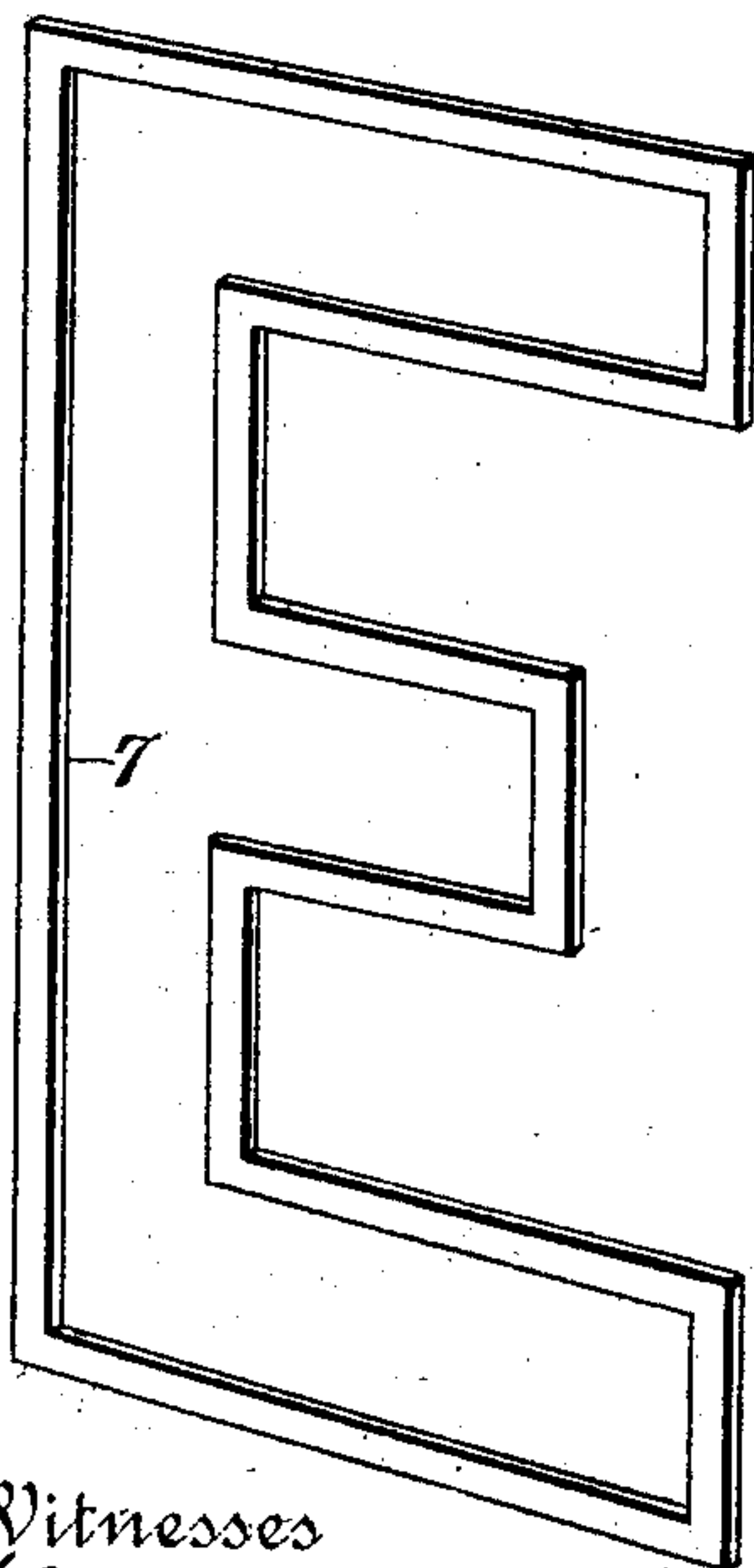


Fig. 4.

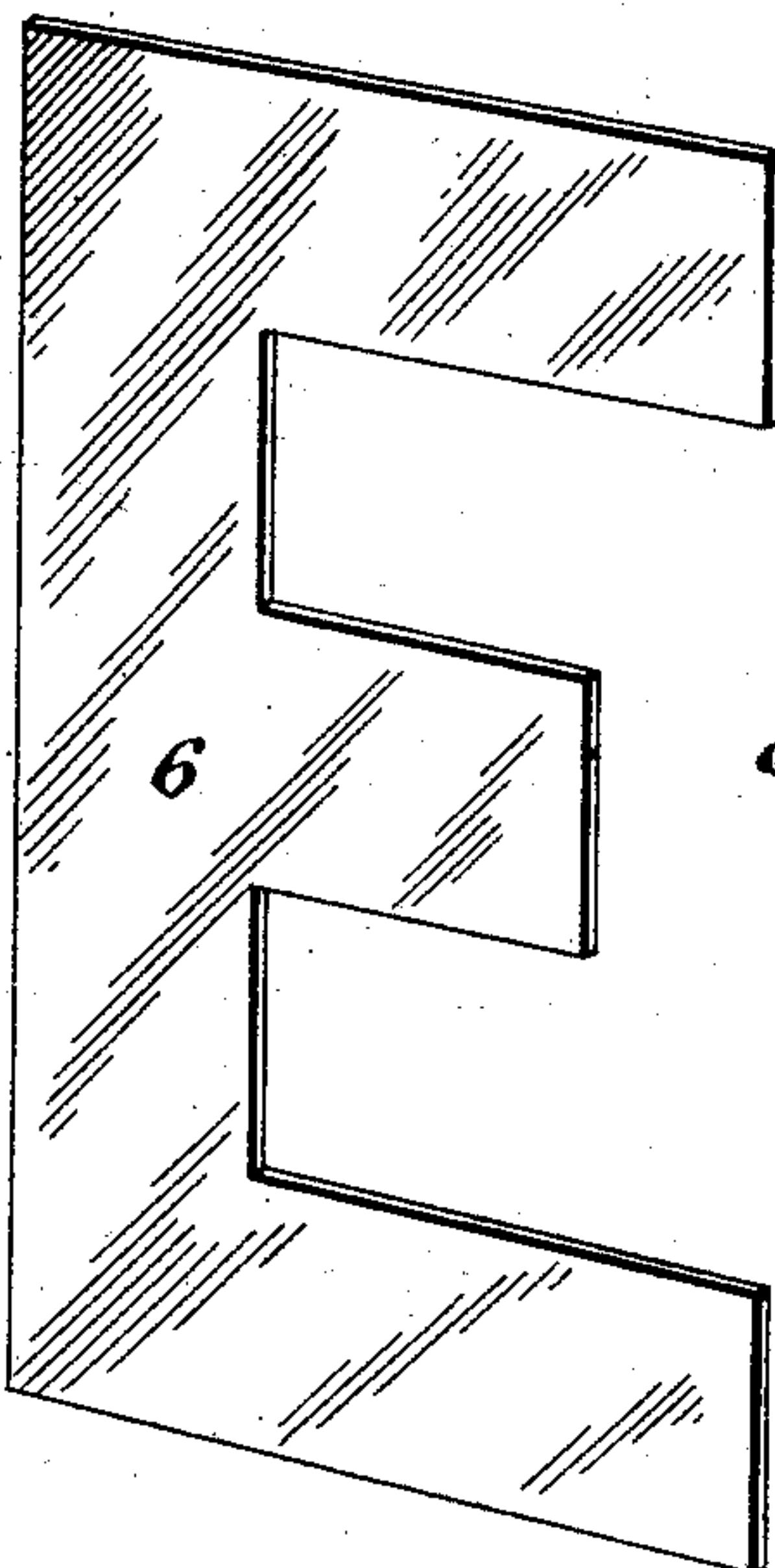
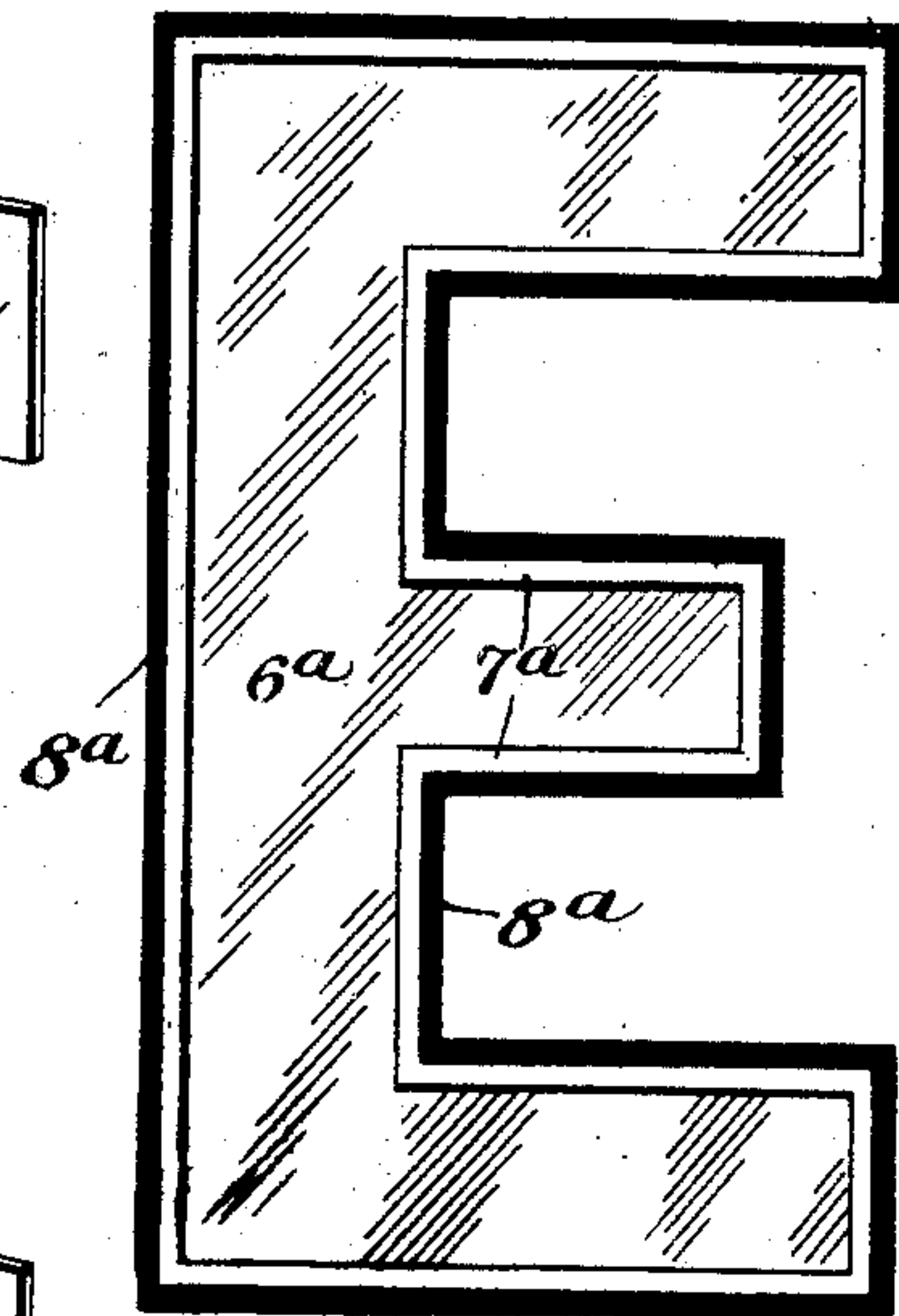


Fig. 5.



Witnesses
Howard D. Orr.
B. G. [Signature]

Inventor,
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UNITED STATES PATENT OFFICE.

LOUIS H. STERNBERG, OF BROOKLYN, NEW YORK.

ADVERTISING CHARACTER.

No. 906,959.

Specification of Letters Patent.

Patented Dec. 15, 1908.

Application filed December 16, 1907. Serial No. 406,780.

To all whom it may concern:

Be it known that I, LOUIS H. STERNBERG, a citizen of the United States, residing at Brooklyn, in the county of Kings and State of New York, have invented a new and useful Advertising Character, of which the following is a specification.

The present invention relates to characters to be employed for advertising purposes, such as signs, indicators and the like, and the primary object is to provide a simple and very inexpensive article of manufacture, which can be cheaply manufactured and which is readily applicable to a support, such for instance as a window, the structure of the character being such that the transparent body thereof will be strengthened and reinforced, will be spaced from the support to which it is attached, and will better withstand the action of the elements.

Another and important object is to provide a structure of the character outlined above, which can be readily sent through the mails without danger of breakage, and can be applied to a window or other support by a person unskilled in the making of signs.

In the accompanying drawings: Figure 1 is a side elevation of the letter E, constructed in accordance with the present invention. Fig. 2 is a sectional view thereof through on the line 2—2 of Fig. 1, but showing the article applied to glass. Figs. 3 and 4 are respectively perspective views of the two members of the article. Fig. 5 is a front elevation of a slightly modified form of construction.

Similar reference numerals designate corresponding parts in all the figures of the drawings.

Referring to the embodiment disclosed in Figs. 1—4 inclusive, a body 6 is employed, which is preferably constructed of transparent or translucent sheet material, such for instance as celluloid or pyroxylin. This material may be colored or shaded as desired, and the body is cut to the exact form of the character to be represented. A continuous open reinforcing frame 7 is also employed that is constructed of soft bendable material, and also corresponds exactly to the shape of the character, being of the same size as the body. This frame is secured flat against one side of the body by cement or other suitable adhesive. The outer face of the frame 7 is also flat, so that it will bear flat against the glass or other support,

to which the character is to be applied. It is fastened to said support by transparent cement, and therefore as shown in Fig. 2 when so applied the body 6 will be spaced from the support. Preferably this frame is constructed of some bright metal, which besides acting as a reinforcement for the body, constitutes an ornamental border. Moreover in this structure, the frame is an effective protector for the body that will cause it to hold its shape and prevent to a very material degree the action of the elements upon the same. By having the metal soft and easily bendable, the character can be readily rounded to the contour of a curved window or glass, and will better maintain its shape when applied to the same. This character furthermore is ornamental and is plainly visible both in the day time and at night, when seen by reflected or transmitted light. It may further be ornamented for instance in the manner shown in Fig. 5, wherein the body is designated 6^a and the frame 7^a. This frame has on its exposed face, an ornamental border 8^a. It will of course be understood that any and all characters may be produced in any ornamental form desired.

From the foregoing, it is thought that the construction, operation and many advantages of the herein described invention will be apparent to those skilled in the art without further description, and it will be understood that, within the scope of the claims various changes in the size, shape, proportion, and minor details of construction, may be resorted to without departing from the spirit or sacrificing any of the advantages of the invention.

Having thus fully described my invention, what I claim as new, and desire to secure by Letters Patent, is

1. As an article of manufacture, an advertising character comprising a transparent body, and a continuous open reinforcing marginal frame secured to and covering the margin of one face of the body, leaving the central portions of said body exposed and having the outline thereof, said frame constituting means for securing the body to a support and spacing the said body from said support.

2. As an article of manufacture, an advertising character comprising a transparent body of the shape of said character, and a continuous reinforcing open frame of metal also of the shape of the character, said frame

being secured to the margins of the body, leaving the central portions exposed, and constituting means for securing the body to a support while spacing it from said support.

5 3. As an article of manufacture, an advertising character comprising a thin flexible transparent body sheet cut to the form of such character, and an open reinforcing
10 frame of soft bendable metal also cut to the shape of the character and cemented to one side of the body along the margins thereof,

leaving the central portions of said body exposed said frame having a substantially flat outer face to be cemented to a support and
15 constituting means for spacing the body from said support.

In testimony that I claim the foregoing as my own, I have hereto affixed my signature in the presence of two witnesses.

LOUIS H. STERNBERG.

Witnesses:

GEORGE W. GRIFFIN,
JOS. L. CASTELLANUS.