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(54) **Liftable board for poster advertising, especially for the installation on motor vehicles.**

(57) A liftable board for poster advertising, especially for the installation on motor vehicles, is provided with lifting means able to raise the board with the poster from a lowered position. The liftable board can also have a box-like construction internally illuminated and containing an endless belt passed around two rollers one of which is motor-driven.

FIG. 1

