Aug. 18, 1959 I. W. FULLER 2,899,765

METHOD OF MAKING AN ADVERTISING SIGN

Filed Nov. 12, 1957 8 Sheets-Sheet 1

Fig. 1.

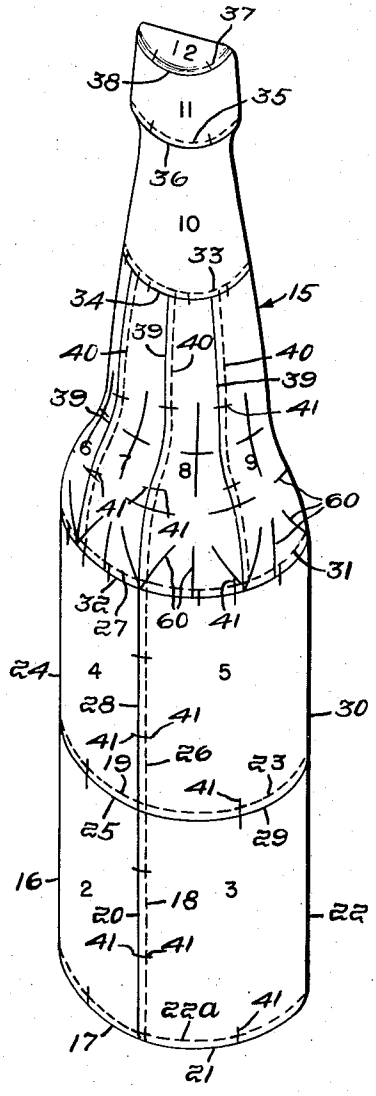


Fig. 8.

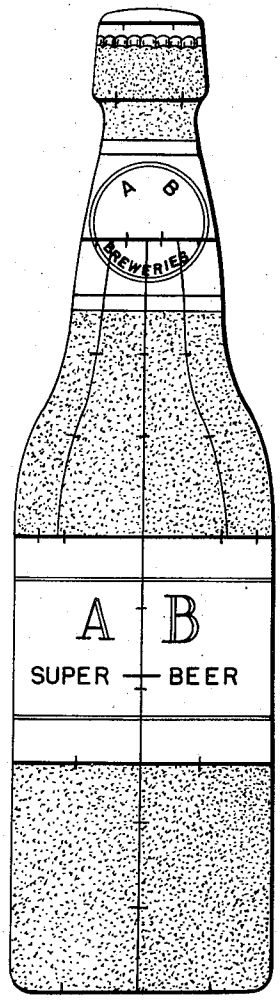
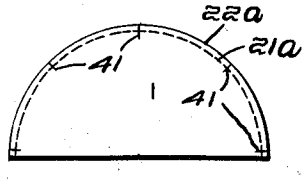


Fig. 2.



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Fig. 3.

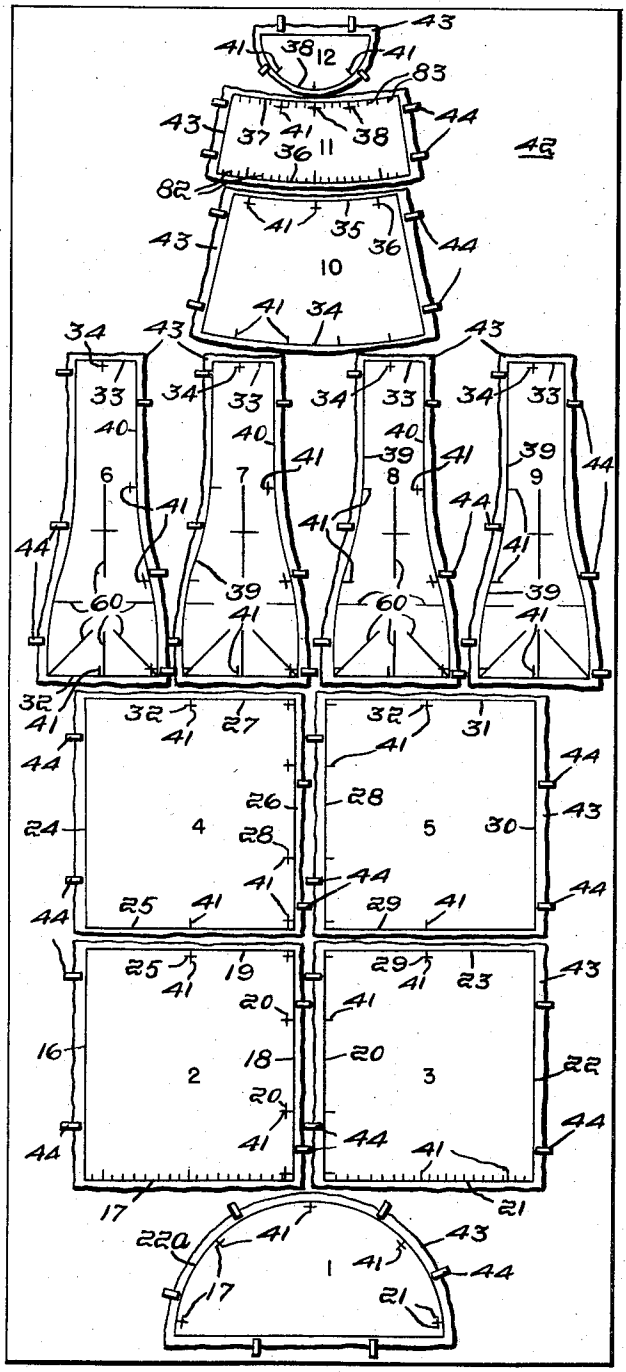
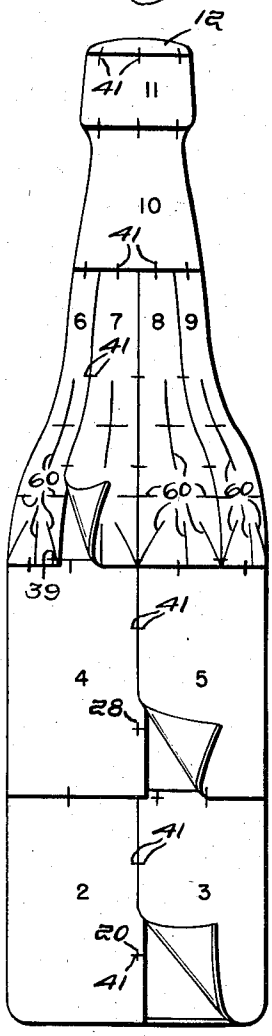


Fig. 4.



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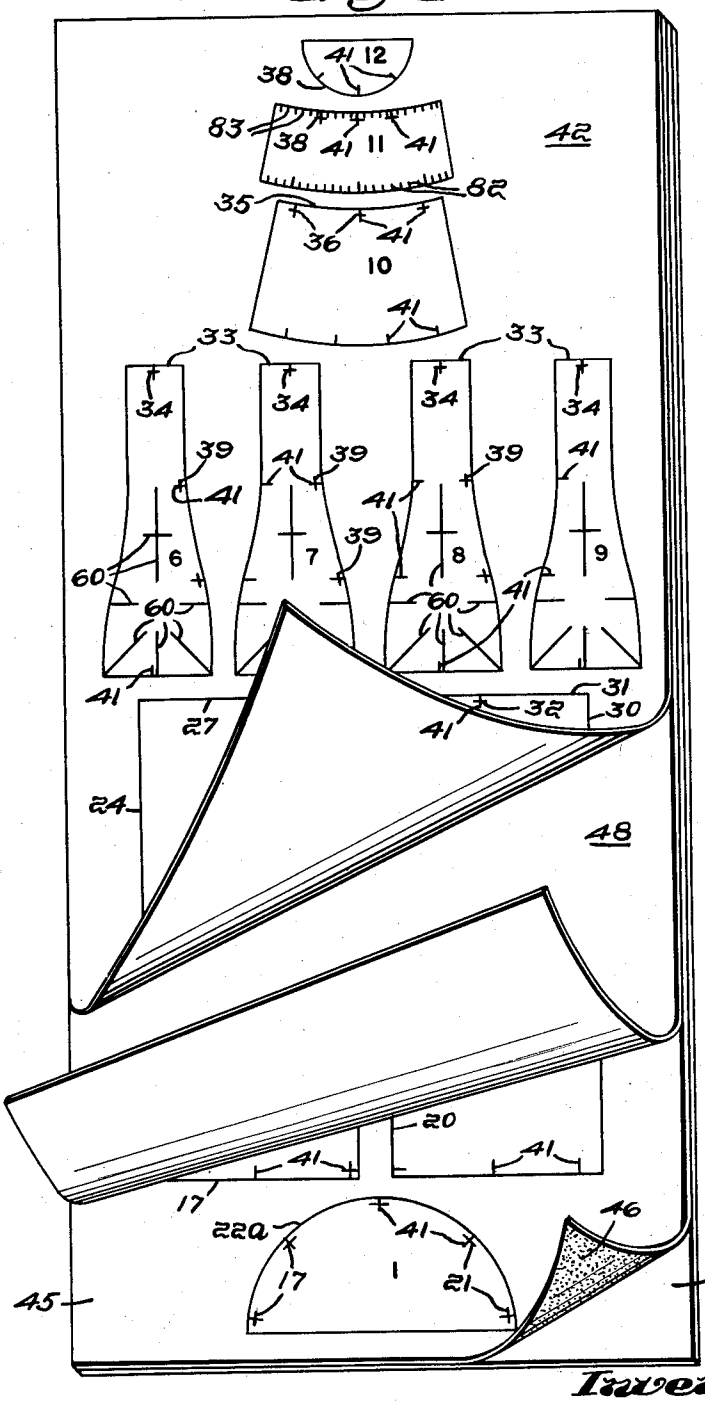
By

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METHOD OF MAKING AN ADVERTISING SIGN

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Fig. 4.



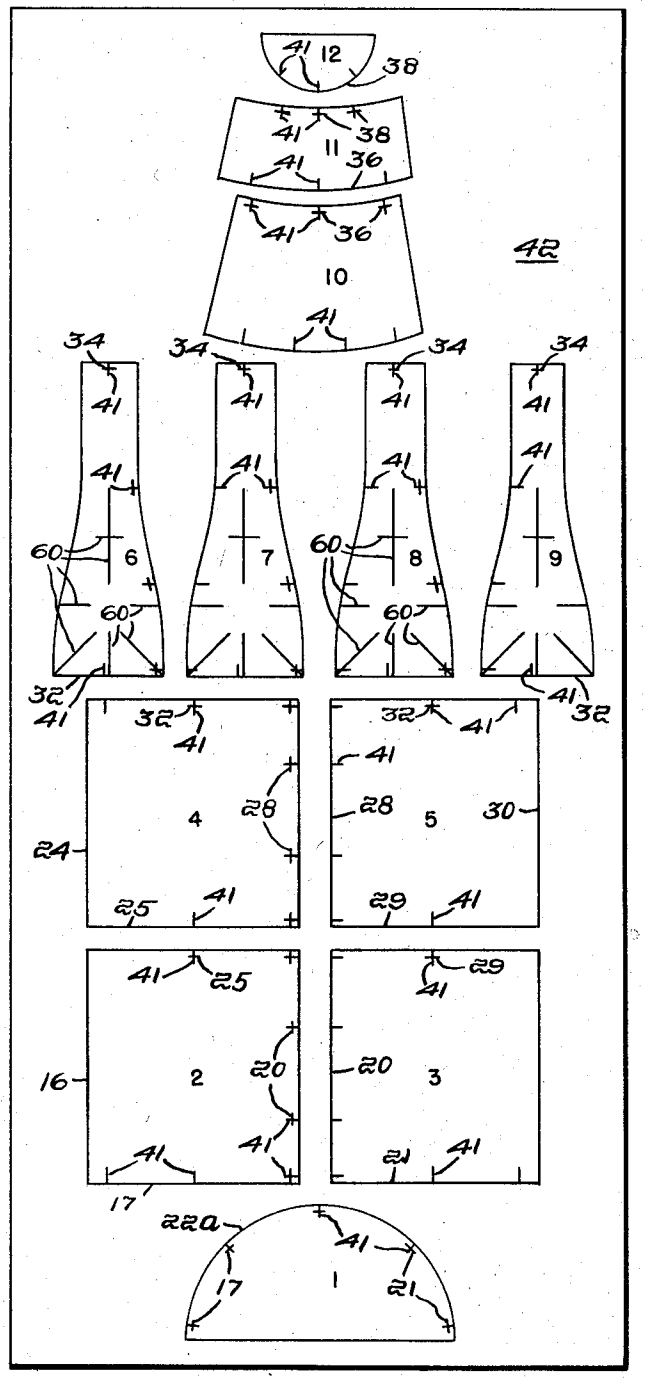
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METHOD OF MAKING AN ADVERTISING SIGN

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Fig. 5.



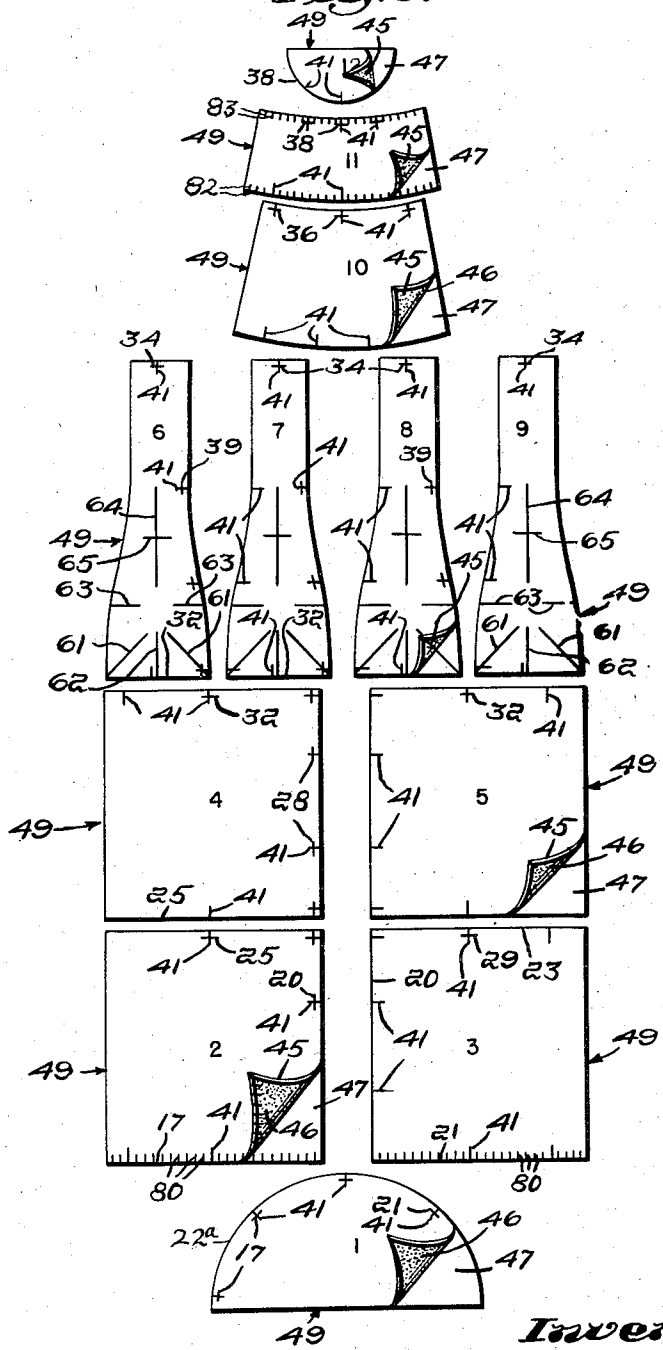
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METHOD OF MAKING AN ADVERTISING SIGN

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Fig. 6.



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METHOD OF MAKING AN ADVERTISING SIGN

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Fig. 9.

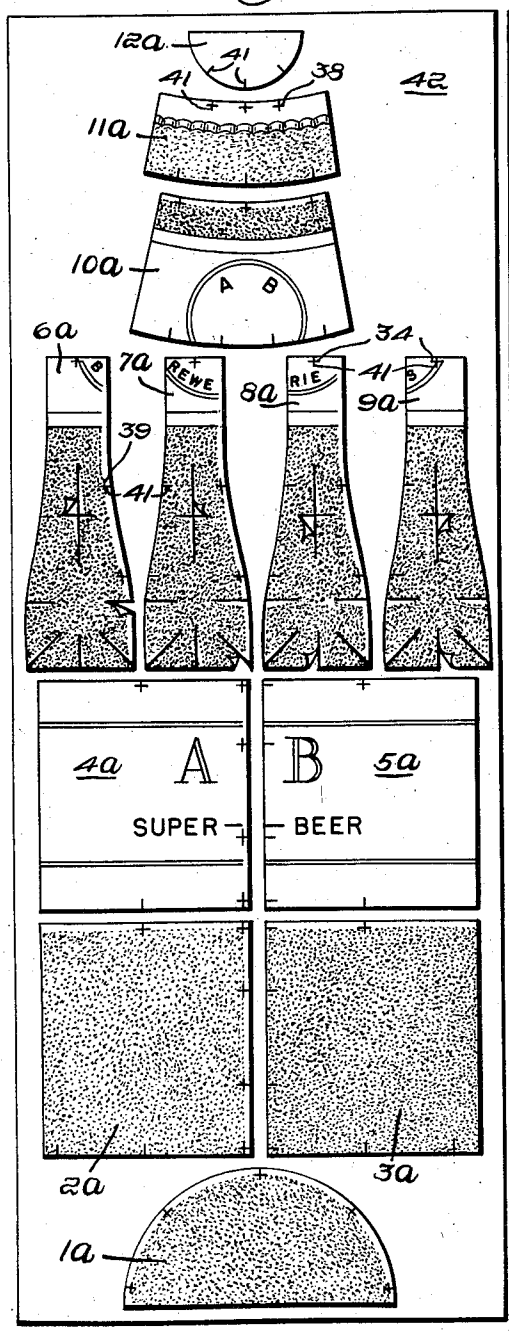
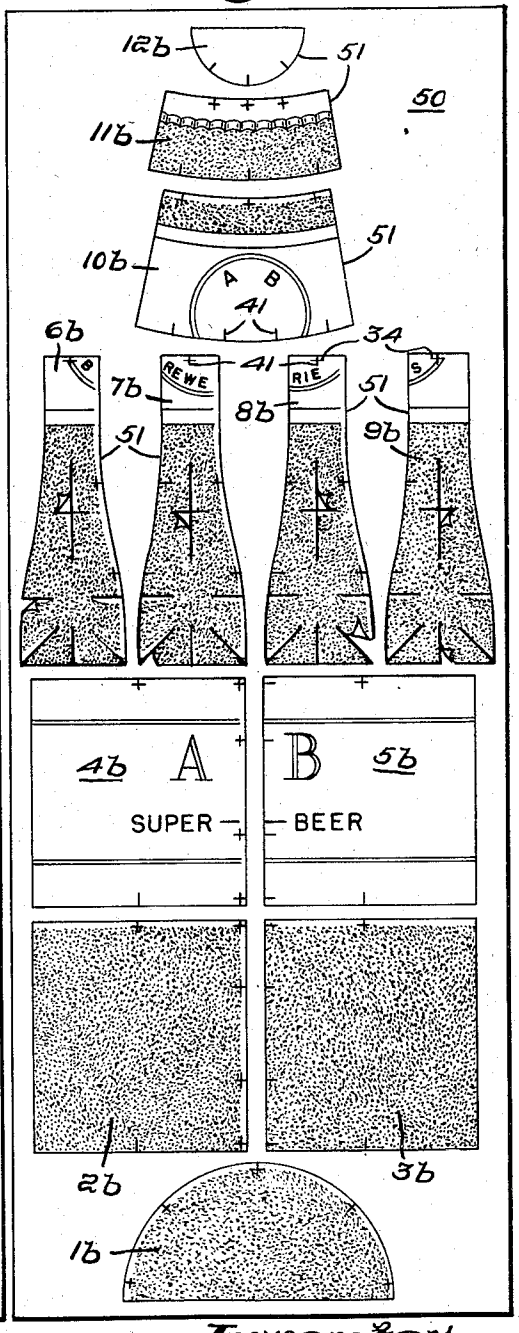


Fig. 10.



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METHOD OF MAKING AN ADVERTISING SIGN

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Fig. 11.

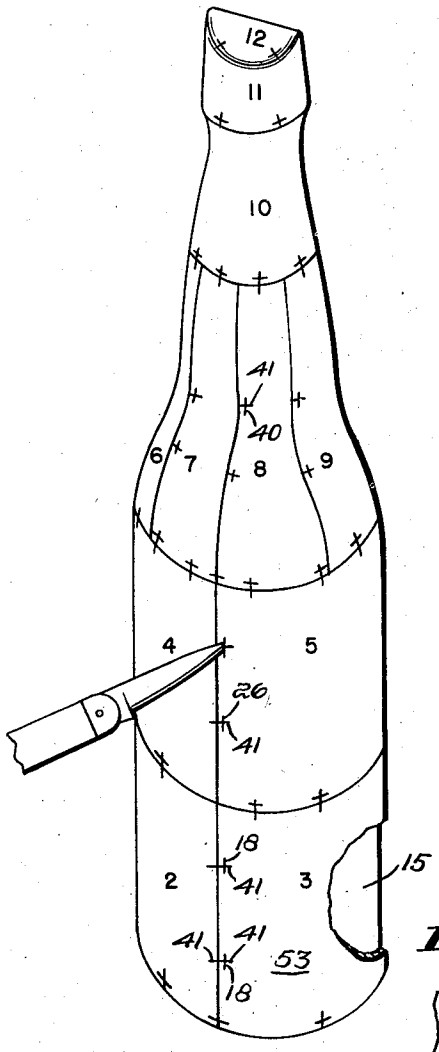


Fig. 12.

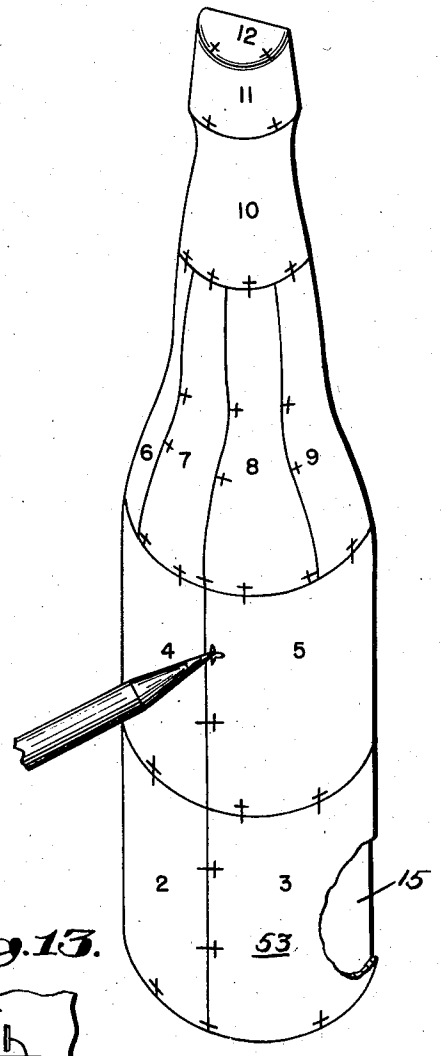
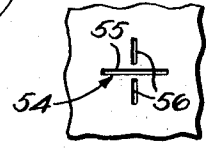


Fig. 13.



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METHOD OF MAKING AN ADVERTISING SIGN

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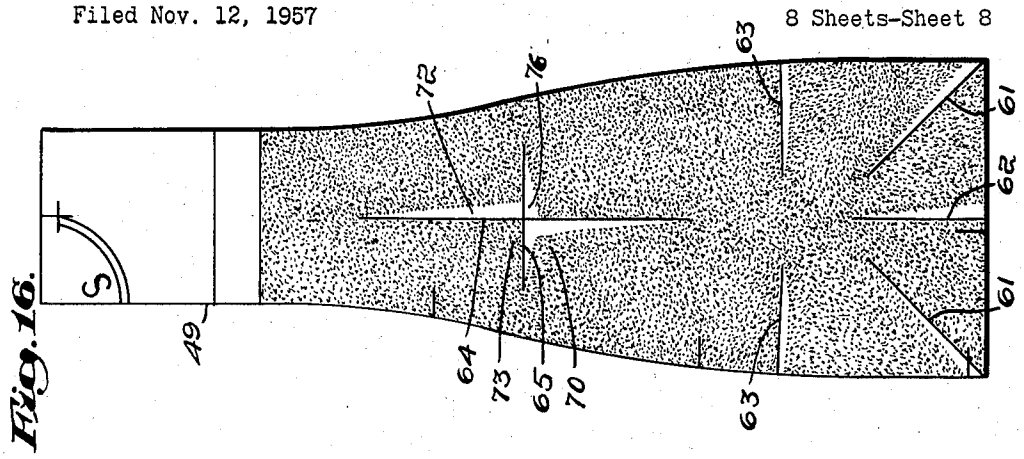


Fig. 16.

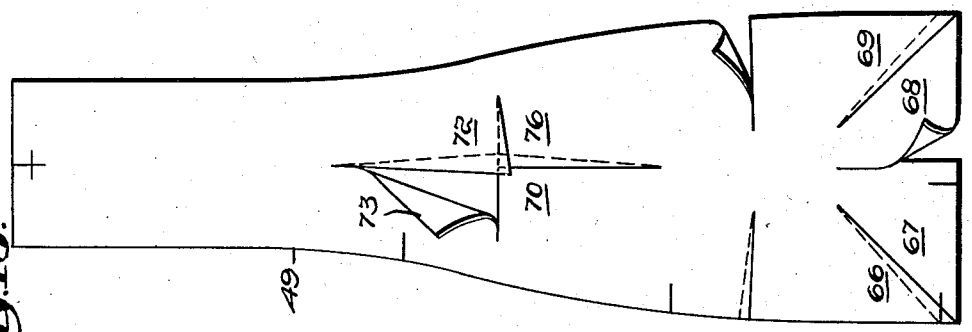


Fig. 15.

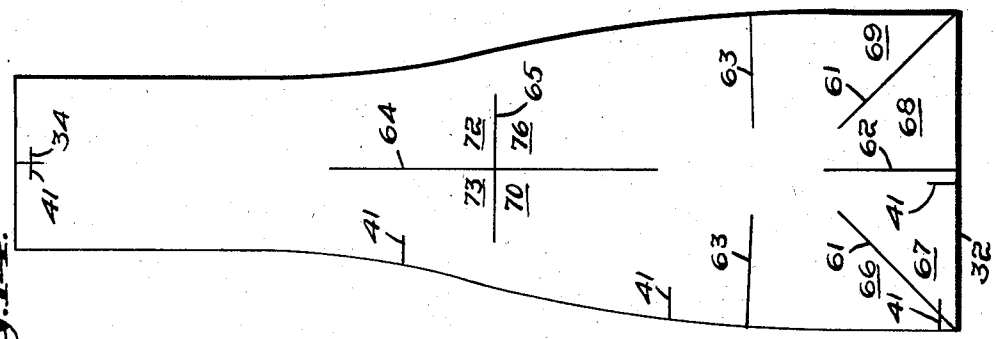


Fig. 14.

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United States Patent Office 2,899,765 Patented Aug. 18, 1959

2,899,765

METHOD OF MAKING AN ADVERTISING SIGN

Ira W. Fuller, Dorchester, Mass.

Application November 12, 1957, Serial No. 695,859

6 Claims. (Cl. 41—25)

This invention relates to advertising signs of that type in which some portion or portions thereof are in relief. In advertising signs of this character the portion in relief frequently simulates the article to be advertised. An advantage of this is that when an observer is looking at a billboard carrying an advertising sign the article being advertised stands out prominently from the rest of the advertisement and thus makes a more lasting impression on the observer than if no part of the advertising sign was in relief.

The invention has to do with a method of making the portion of the advertisement which is in relief and an object of the invention is to provide a method by which such portion of the advertisement may be easily provided with a lithographed exterior surface.

The first step in carrying out the improved method is to produce a prototype of the portion of the advertisement which is to be in relief, such prototype having the same size and exterior contour as such relief portion of the advertisement. This prototype may be made of any suitable material, but it should have either a white or a light colored exterior surface so that pencil markings thereon are easily visible. There are advantages in making the prototype of some plastic material because of the facility with which articles of different shape can be molded to the desired shape.

Division lines are then marked out on the surface of the prototype which division lines divide the entire surface into a plurality of sections. The arrangement of the division lines and the outline of the various sections formed thereby will vary according to the contour surface of the prototype. After the division lines have thus been marked out on the surface of the prototype then copies of these division lines are laid out on a so-called "flat layout sheet," this being done in such a manner that the separate sections as outlined on the prototype will be placed in separate positions on the flat layout sheet. A carbon copy of the outlines of the various sections as appearing on the layout sheet is then made on a sheet of white paper which has a pressure sensitive non-drying adhesive back face. The separate sections as outlined on the sheet of white paper are then cut therefrom and adhesively applied to the surface of the prototype, each section of the white paper being laid on the corresponding section of the surface of the prototype.

The prototype thus covered with the white paper is then placed in the hands of an artist who decorates the white paper surface of the prototype in any desired way. Such decorations may be either in the form of designs or lettering applied to the surface of the prototype or any other desired ornamentation which will give the prototype the appearance which it is desired that the portion of the advertisement in relief should have.

After the decoration has been thus completed the sections of white paper are removed from the prototype and replaced on the corresponding sections as outlined on the layout sheet. A lithograph copy or reproduction of the layout sheet with the colored sections thereon is then made and said colored sections of the reproduction are cut therefrom and replaced either on the prototype or a duplicate thereof, such colored sections being adhesively united to the prototype or its duplicate. When this has been done the entire surface of the prototype or its duplicate will be covered with the colored or decorated sections taken from the reproduction and this can be done so that no division lines will appear to the casual observer on the decorated prototype or its duplicate.

In order to give an understanding of the invention the various steps of the method have been illustrated in the accompanying drawings.

The method is adaptable for making a portion of an advertisement in relief of any desired shape and for illustrative purposes I have chosen for the relief portion the representation of a bottle which has a cylindrical body portion and a tapered neck portion. In the drawings:

Fig. 1 is a perspective view of a bottle shaped prototype which has the division lines marked out thereon by which the surface of the prototype is divided into different sections.

Fig. 2 is a bottom view of Fig. 1.

Fig. 3 shows the manner of transferring the division lines on the prototype onto a layout sheet.

Fig. 4 shows the method of transferring the markings on the layout sheet to the white paper sheet having a pressure sensitive adhesive back face.

Fig. 5 is a view of either the layout sheet or the white sheet after the division lines and other markings have been applied thereto.

Fig. 6 shows the different sections which have been cut from the white paper having the pressure sensitive non-drying adhesive back face.

Fig. 7 illustrates these sections shown in Fig. 6 after they have been applied to the face of the prototype.

Fig. 8 illustrates the prototype after the artist has decorated it.

Fig. 9 shows the layout sheet after the decorated sections which have been removed from the prototype have been applied thereto.

Fig. 10 illustrates a reproduction which has been made of the layout sheet as shown in Fig. 9.

Figs. 11 and 12 illustrate how the essential markings on the prototype can be transferred to duplicates thereof in case the situation calls for a plurality of similar decorated portions in relief as required for several advertising signs.

Fig. 13 illustrates the manner in which guide openings may be cut in a stencil used for making guide markings on a duplicate of the prototype.

Fig. 14 is an enlarged view of one of the sections 6—9 shown in Fig. 6 after the slits have been cut therein;

Fig. 15 is a view of the section shown in Fig. 1 illustrating how the slits enable said section to be molded to the contour of the neck portion of the prototype; and

Fig. 16 shows the appearance of the slit section after it has been decorated and removed from the prototype and replaced in a flat condition on the lay-out sheet.

Referring now to Fig. 1 the prototype is indicated generally at **15** and, as stated above, it simulates half of a bottle which has been bi-sected vertically and which has a cylindrical body portion and a tapered neck portion. Division lines have been marked out on the prototype dividing the entire surface thereof into a plurality of sections which are numbered **1**, **2**, **3**, **4**, **5**, **6**, **7**, **8**, **9**, **10**, **11** and **12**. Section **1** covers the bottom of the prototype, the sections **2**, **3**, **4** and **5** cover the cylindrical surface of the body portion, the sections **6** to **11** inclusive cover the tapered neck section and section **12** covers the top of the prototype. The adjacent edges of adjacent sections have an overlapping relation which is indicated by the division lines that are

drawn on the prototype. For instance, the section 2 is bounded by the lines 16, 17, 18 and 19, while the section 3 is bounded by the lines 20, 21, 22 and 23. The lines 20 and 18 indicate the overlapping relation between the adjacent edges of the sections 2 and 3.

The section 4 is bounded by the division lines 24, 25, 26 and 27, while the section 5 is bounded by division lines 28, 29, 30 and 31. The lower portion of the tapered neck section is divided by vertically extending division lines into four sections, while the upper portion of the neck section is divided to present the two sections 10 and 11. The lower edge of each of the sections 6, 7, 8 and 9 represented by the circumferential line 32 overlap the upper edges 27 and 31 of the sections 4 and 5, and the upper edges of said sections 6, 7, 8 and 9 which are indicated by the circumferential line 33 are overlapped by the lower boundary line 34 of the section 10. Similarly the lower edge of the section 11, indicated by the line 36, overlaps the upper edge of the section 10, indicated by the line 35, and the upper edge 37 of section 11 is overlapped by the edge of the top section 12 which is indicated by the line 38.

The vertical edges of the sections 6, 7, 8 and 9 also have an overlapping relation which is indicated by the lines 39 and 40. The lines 39 indicate the left hand vertical edges of the sections 7, 8 and 9 while the vertical lines 40 indicate the right hand vertical edge of the sections 6, 7 and 8.

In addition to these division lines the prototype has marked thereon matching guide lines 41 (sometimes referred to as signal marks), which matching guide lines extend perpendicular to the division lines where the sections overlap each other. The purpose of these matching guide lines will be presently described. The sections 6, 7, 8 and 9 which have a convexly curved contour at the bottom of the neck section which merges at its upper end into a concavely curved contour, have marked thereon additional lines 60 for a purpose presently to be described.

After the prototype has thus been provided with the division lines by which the surface thereof has been divided into separate sections, and also with the matching guide lines, then a copy of the division lines outlining each section on the prototype is transferred to a layout sheet 42, the outline of each section being placed in a separate location on said sheet. One convenient way of transferring the markings on the prototype to the layout sheet is by covering each section as marked out on the prototype separately with a piece 43 of transparent paper, such for instance as transparent parchment, and then tracing on the transparent piece of paper 43 the division lines for the section covered by such transparent paper and also the matching guide lines shown on said section. In addition short sections of the lines indicating the overlapping relation between the section being copied and adjacent sections are traced on the sheet of transparent paper.

To illustrate this step it may be stated that in tracing the markings of the section 2 on the transparent piece of paper 43 the outlining lines 16, 17, 18 and 19 of said section 2 will be traced on said transparent paper and also the matching guide lines 41. In addition short sections of the boundary line 20 of the overlapping edge of section 3 and also of the boundary line 25 of the lower edge of section 4 are traced on the transparent paper. The short sections of the overlapping edge 20 of the section 3 are indicated in Fig. 3 by the numeral 20 and the short sections of the lower edge 25 which are traced on the transparent sheet are also indicated by the numeral 25.

In tracing the outlines of the section 3 on another piece 43 of transparent paper the boundary lines 20, 21, 22 and 23 of said section 3 will be traced as well as the matching guide lines 41 on said section and a short section of the lower edge 29 of the section 5 will also be traced on the transparent paper, said short section being indicated by the numeral 29 since it is a portion of the boundary line 29.

In tracing the outline of section 4 on the prototype on another piece 43 of transparent paper the boundary lines 24, 25, 26 and 27 of section 4 are traced and also the matching guide lines 41. In addition the short sections of the line 28 indicating the overlapping left hand boundary of the section 5 and short sections of the line 32 which indicate the lower edge of the sections 6 and 7 are also traced on the transparent paper, the short sections being given the same reference numeral as the boundary lines from which they were taken. In the same manner the boundary lines for the other sections on the prototype are traced on pieces of transparent paper, together with the matching guide lines and short sections of the boundary lines of the edges of adjacent sections which overlap the sections being traced.

When the outlines of sections 6, 7, 8 and 9 are traced on pieces 43 of transparent paper, the lines 60 will also be traced thereon. These separate pieces 43 of transparent paper, each having the outline of one of the sections on the prototype, together with the matching guide lines and the short lines indicating the overlapping relation between the adjacent edges of adjacent sections, are then laid out in separate positions on the layout sheet 42 with a sheet of carbon paper between each piece of transparent paper and the layout sheet, and then the markings on each transparent sheet are traced over with a stylus or other pointed implement, thereby to produce a carbon copy of the markings on the various transparent sheets on the layout sheet. In Fig. 3 the separate pieces of transparent paper, one for each section as marked out on the prototype, are indicated at 43, each piece of transparent paper being temporarily held in position on the layout sheet in some suitable means, as by means of short sections 44 of some suitable adhesive tape.

After the carbon copy of the markings on the various pieces of transparent paper 43 have been made on the layout sheet then the transparent pieces and the carbon paper used therewith are removed which will result in a layout sheet having the appearance shown in Fig. 5.

The next step in the process is to transfer the markings on the layout sheet to a sheet of white paper 45 which has a pressure sensitive non-drying adhesive back face as indicated at 46 in Fig. 4. This adhesive back face is usually covered with a protective sheet 47 which is removable therefrom when the adhesive properties of the back face 46 are to be employed. In Fig. 4, 42 indicates the layout sheet with the markings thereon, and 48 is a sheet of carbon paper which is placed between the layout sheet and the sheet of white paper 45. The carbon copy of the markings on the layout sheet are then transferred to the sheet 45 by tracing over the outlines of the sections and the other markings on the layout sheet. This will produce on the sheet 45 a duplicate of the markings shown on the layout sheet illustrated in Fig. 5.

The separate sections as thus shown on sheet 45 are then cut therefrom, said cut-out sections being indicated at 49. Each section 49, after the protection sheet 47 has been stripped from the back thereof, is then applied to the corresponding section as marked out on the surface of the prototype. Each section 49 will adhere firmly to the prototype by virtue of the pressure sensitive non-drying adhesive coating on its back face. In thus applying the sections 49 to the surface of the prototype the section corresponding to the bottom of the prototype, that is, the section 1, as marked thereon, is first adhesively applied in proper position and the edge portion thereof may be bent partially around the curved bottom edge of the prototype. The section 49 corresponding to section 2 as marked on the prototype is then applied thereto and in doing this the lower edge of said section 49 is matched with the short guide lines 17 on the section covering the

bottom of the prototype and the matching guide lines 41 on the two sections 49 corresponding to the sections 1 and 2 on the prototype are brought into registering relation.

The section 49 corresponding to section 3 as marked out on the prototype is then applied thereto, care being taken to match the left hand vertical edge 20 of the section with the short section lines 20 on the previously applied section which covers section 2 of the prototype and care also being taken to match up the matching guide lines 41 on the overlapping edges of the sections of white paper covering sections 2 and 3 of the prototype. It may be desirable to cut short slits 80 in the bottom edges 17 and 21 of the sections 49 that are applied to the sections 2 and 3 of the prototype and which overlap the edge 22*a* of the section 49 that covers the bottom of the prototype in order that said bottom edges may be laid smoothly and wrinkle free over the rounded peripheral portion of the prototype between the bottom and side walls thereof. This operation is continued with the other sections 49 which have been cut from the sheet 45, said sections being laid in the order in which they are numbered on the prototype. Because of the way in which the division lines on the prototype have been drawn the sections 49 of the sheet 45 when thus applied to the prototype will cover the entire surface thereof and the only markings on the sections 49 which are visible are the matching guide lines 41.

Before the sections 49 which are to cover the sections 6, 7, 8 and 9, at the lower end of the tapered neck of the prototype, are applied thereto, each section is slit along the lines marked thereon by tracing over the lines 60 as they appear on the layout sheet. Such slits, as shown in Fig. 6 include the diagonal slits 61 extending from the lower corners of each section 49, the vertical slit 62 extending a short distance from the center of the bottom of said section, the two horizontal slits 63 extending from the sides of said section midway of the convexly curved portions thereof, the vertical central slit 64 which is opposite the concavely curved portions of the edges of said section and the horizontal slit 65 which crosses the slit 64. These slits are made to enable the flat section 49 of the white paper to be applied in a wrinkle-free condition to the curved contour of the lower portion of the neck of the prototype. The slits 61 and 62 provide for any overlapping of the edges of the portions 66, 67, 68 and 69 which may be necessary to enable the bottom edge portion of the section 49 to be smoothly applied to the prototype, the slits 63 provide for smoothly molding the convexly curved edge portions of said section 49 to the prototype, and the slits 64 and 65 provide for molding to the prototype in a wrinkle-free condition the portion of the said section 49 between the concavely curved edge portions thereof. This can be done by first molding the corner 70 to the concavely curved portion of the prototype, and then molding the corner 76 in position with its edge overlapping the edge of the corner 70. The corner 72 is then molded to the prototype with its lower edge overlapping the top edge of corner 76 and a portion of corner 70, as shown in Fig. 15. The corner 73 is then molded in position with its vertical edge overlapping the vertical edge of corner 72 and its lower edge overlapping the top edge of corner 70. Each of the four sections 49 can thus be applied to the lower portion of the neck of the prototype in a smooth wrinkle-free condition.

The prototype is shown as having the section 11 slightly larger in diameter than the upper end of section 10 and in order that the lower edge of the section 49 of the white paper sheet 45 which is to cover said section 11 may be laid smoothly around the shoulder connecting said sections 10 and 11, said lower edge of said section 11 may be provided with short slits 82, see Fig. 4.

For the same reasons it may be desirable to make short slits 83 in the upper edge of the last mentioned section 49 of the white paper sheet 45 so that said edge may be laid smoothly over the edge at the top of the neck of the prototype.

Furthermore, the lower edges of the sections 49 of the white paper sheet 45 which are to cover the sections 2 and 3, as marked out on the prototype may be provided with slits 80 to insure that such sections 49 may be laid smoothly around the rounded corner at the bottom of the prototype.

The covered prototype is then decorated in the manner in which it is desired that the portion of the advertisement in relief should be decorated. In the illustration the decorations include the simulation of a label around the top portion of the neck of the bottle which shows a double circle and the lettering A. B. Breweries. Such decoration also shows the simultation of a label on the body of the bottle which bears the lettering A. B. Super Beer. The portion of the surface of the prototype not covered by the labels is colored suitably and the section of white paper at the top of the neck is decorated to simulate the cap of the bottle.

After these sections 49 on the prototype have been thus decorated they are removed therefrom and replaced in proper positions on the flat layout sheet 42 as indicated in Fig. 9. As each of the four sections 49 which covered the lower portion of the neck of the prototype are laid on the flat layout sheet, the overlap of adjacent edges of any slit made in said section will disappear, but since said sections were decorated while the edges were still in their overlapping relation, the overlappd portion of any edge of a slit will be free from any decoration so that each of said four sections 49 will have the appearance shown in Fig. 15 when they are placed flat on the layout sheet. One or more reproductions of said flat layout sheet with the decorated sections 49 thereon are then made by any usual process, thereby providing one or more decorated sheets 50 having the appearance shown in Fig. 10. The reproductions may be made on paper or any other suitable material and by any suitable process such as a lithograph process, or a silk screen printing process or a decalcomania process, etc.

After the reproduction sheet or sheets 50 have been prepared then the colored sections 51 of each such sheet are cut therefrom and adhesively applied to either the prototype or a duplicate thereof which is provided with the markings on the layout sheet. The markings on the prototype or its duplicate enable anyone to correctly place thereon the colored sections 51 cut from a reproduction, as explained in connection with the placing of the sections 49 on the prototype. When all of such reproduced sections 51 have been applied to the prototype, or its duplicate, the entire surface thereof will be covered, hereby giving the casual observer the impression that the decoration on the prototype or its duplicate was printed directly thereon.

It will be understood that the cut-out sections 51 of any reproduction 50 which correspond to sections 1, 2, 3, 6, 7, 8, 9 and 10, as marked out on the prototype, may be provided with the same slits as those described with reference to the corresponding sections 49 which were cut out from the sheet 45 so that said sections 50 may be applied to a duplicate of the prototype in a wrinkle-free condition.

If the reproduction is in the form of a lithograph the paper used will preferably be one which has a high wet strength characteristic, such as one fortified with a resin known to the trade as "Melamine Resin." In applying such lithograph sections 51 to the prototype, each section is first conditioned by immersing it for approximately 30 seconds in a bath comprising one part of Toluol to eight parts of water, and then allowing the immersed section to drain for a short time. The section 51 will then be in a soft flexible condition in which it can be readily molded to the surface of the prototype.

For adhesively securing each conditioned section 51 to the prototype or its duplicate, I propose to use a glue or adhesive which will dry in approximately thirty seconds. When the section 51 with fresh adhesive on its back face is applied to the prototype duplicate, it can be easily moved on the surface thereof to bring it into a position to register properly with the markings thereon, and the thirty second interval above referred to gives sufficient time for this purpose.

If only a single advertising member in relief is desired then the prototype with the lithographed sections applied to its surface will meet the requirements. If, however, a plurality of similar advertisements are being set up then it will be necessary to provide a sufficient number of duplicates of the prototype to provide the necessary advertising member in relief for each of the various advertisements.

Such duplicates of the prototype can be molded from plastic or any other suitable material in the same way that the prototype was molded. To provide for covering each duplicate with the lithographed sections 51 it is desirable that guide markings should be applied to each duplicate. One way in which this can be done is by molding a stencil member 53 of thin transparent plastic material which stencil member 53 is shaped to cover the entire surface of the prototype as shown in Fig. 11. When the transparent stencil is placed over the prototype as shown in Figs. 11 and 12, the markings on the prototype will be visible through the stencil. Holes or openings 54 may then be cut through the stencil to indicate the matching guide lines 41 and the overlapping relation between the adjacent edges of the adjacent sections into which the surface of the prototype has been divided by the division lines thereon. Although all the markings on the prototype are visible through the transparent stencil, yet it is only necessary to cut therein openings corresponding to the matching guide lines and short sections of the lines on the prototype which show the overlapping relation of adjacent edges of adjacent sections thereon.

Each opening 54 may be cut as shown in Fig. 13 and may include a slot 55 through which a matching guide line may be marked on the duplicate of the prototype, and two aligned shorter slots 56 which stand at right angles to the slot 55 but are spaced slightly therefrom and through which marks can be made on said duplicate to indicate the overlapping relation above referred to.

After the stencil member has been thus prepared it is placed over each of the duplicates of the prototype and markings are traced on such duplicate through the holes in the stencil by means of a pencil or other suitable implement and thereby a duplicate may be quickly provided with sufficient markings to enable the decorated sections 51 of a reproduction of the layout sheet to be accurately applied thereto.

As stated above, the reproduction of the layout sheet having the decorated sections 49 applied thereto may be in the form of a lithograph copy or a decalcomania or a reproduction made by any suitable process.

I claim:

1. The process of making an advertising element in relief which consists in providing a prototype in relief which duplicates in size and surface contour the advertising element to be made, marking out on the surface of said prototype division lines dividing said surface into separate sections according to the contour thereof, producing in separate positions on a flat sheet of white paper having a pressure sensitive adhesive backface a duplicate of the outlines of each of the various sections as marked out on the surface of the prototype, cutting said sheet of white paper into separate sections as indicated by the division lines thereon, applying the separate sections of said sheet of white paper to the corresponding sections as marked out on the surface of the prototype, applying to the outside face of the covered prototype any desired decoration, removing the decorated sections from the prototype and mounting them in different locations on a flat layout sheet, making a reproduction of the layout sheet with the decorated sections mounted thereon, cutting said reproduction into sections corresponding to the decorated sections mounted on the layout sheet, and adhesively securing each section of the reproduction to the corresponding section as marked out on the prototype.

2. The process of making an advertising element in relief which consists in providing a prototype in relief which duplicates in size and surface contour the advertising element to be made, marking out on the surface of said prototype division lines dividing said surface into separate sections according to the contour thereof, duplicating in separate positions on a flat layout sheet the division lines on the prototype that bound each section, producing on a flat sheet of white paper having a pressure sensitive adhesive backface a duplicate of the markings on the layout sheet, cutting said sheet of white paper into separate sections as indicated by the division lines thereon, applying the separate sections of said sheet of white paper to the corresponding sections as marked out on the surface of said prototype thereby to cover the entire surface thereof, applying to the outside face of the covered prototype any desired decoration, removing the decorated sections from the prototype and mounting them on the corresponding sections as laid out on the flat layout sheet, making a reproduction of the layout sheet with the decorated sections mounted thereon, cutting said reproduction into sections corresponding to the decorated sections mounted on the layout sheet, and applying each section of the reproduction to the surface of said prototype or a duplicate thereof and in position to register with the corresponding section as marked out on said prototype or its duplicate.

3. The process of making an advertising element in relief which consists in providing a prototype in relief which duplicates in size and surface contour the advertising element to be made, marking out on the surface of said prototype division lines dividing said surface into separate sections according to the contour thereof, tracing the outlines of each of the said sections on a separate sheet of transparent material, producing in separate positions on a flat layout sheet duplicates of the section outlines on each transparent sheet, producing on a flat sheet of white paper having a pressure sensitive adhesive backface a duplicate of the markings on the layout sheet, cutting said sheet of white paper into separate sections as indicated by the division lines thereon, applying the separate sections of said sheet of white paper to the corresponding sections as marked out on the surface of said prototype thereby to cover the entire surface thereof, applying to the outside face of the covered prototype any desired decoration, removing the decorated sections from the prototype and mounting them on the flat layout sheet, making a reproduction of the layout sheet with the decorated sections mounted thereon, preparing a duplicate of the prototype and the division lines thereon, cutting said reproduction into sections corresponding to the decorated sections mounted on the layout sheet, and applying each section of the reproduction to the surface of said duplicate of the prototype and in position to cover the corresponding section on said duplicate.

4. The process of making an advertising element in relief which consists in providing a prototype in relief which duplicates in size and surface contour the advertising element to be made, marking out on the surface of said prototype both division lines which divide said surface into separate sections according to the contour thereof and guide lines on each section, producing in separate positions on a flat sheet of white paper having a pressure sensitive adhesive backface duplicates of the section outlines and guide lines as marked out on the prototype, cutting said sheet of white paper into separate

sections as indicated by the division lines thereon, applying the separate sections of said sheet of white paper to the corresponding sections as marked out on the surface of said prototype thereby to cover the entire surface thereof and with the guide lines on each such separate section matching the guide lines on adjacent separate sections, applying to the outside face of the covered prototype any desired decoration, removing the decorated sections from the prototype and mounting them on the corresponding sections as laid out on the layout sheet, making a reproduction of the layout sheet with the decorated sections mounted thereon, making a duplicate of the prototype with essential markings thereon, cutting said reproduction into sections corresponding to the decorated sections mounted on the layout sheet, and applying each section of the reproduction to the prototype and in position to cover the corresponding section thereon.

5. The process of making an advertising element in relief which consists in providing a prototype in relief which duplicates in size and surface contour the advertising element to be made, marking out on the surface of the prototype division lines by which said surface is divided into separate sections with the adjacent edges of adjacent sections having an overlapping relation, tracing the division lines of each section as marked out on the prototype on a separate piece of transparent paper, making a carbon copy on a flat layout sheet of the markings traced on each of the separate pieces of transparent paper, making on a flat sheet of white paper having a pressure sensitive adhesive backface a carbon copy of the markings on the layout sheet, cutting each section from

said sheet of white paper, applying each white paper section to the surface of the prototype in a position determined by the outlines of the corresponding section on said prototype and with the adjacent edges of adjacent white paper sections in the same overlapping relation as marked out on the prototype, applying to the out side face of the covered prototype any desired decoration, removing the decorated sections from the prototype and placing them in corresponding locations on the flat layout sheet, making a reproduction of the layout sheet with the decorated sections mounted thereon, providing a duplicate of the prototype with markings which represent essential portions of the division lines marked out on the prototype, cutting said reproduction into sections corresponding to the decorated sections on the layout sheet and applying the sections of the reproduction to the surface of said duplicate of the prototype with each last named section registering with the corresponding section as marked out on said duplicate and with the adjacent edges of adjacent sections of the reproduction in the same overlapping relation as marked out on the prototype.

6. The process of making an advertising element in relief as defined in claim 1, and which includes conditioning each section of the reproduction to make it readily moldable to a surface to which it is applied before adhesively securing it to the surface of the prototype.

References Cited in the file of this patent

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