

No. 663,892.

Patented Dec. 18, 1900.

J. G. HANSEN.
ADVERTISING SIGN.

(Application filed Aug. 20, 1900.)

(No Model.)

Fig. 1.

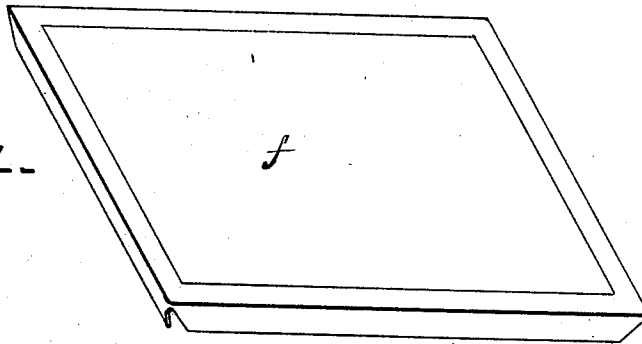
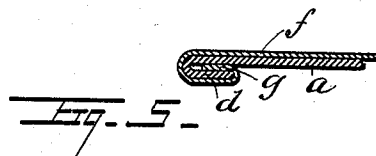
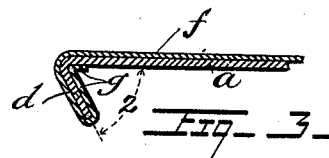
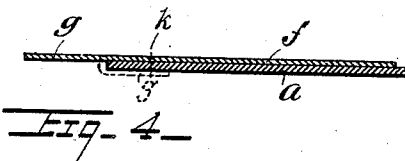
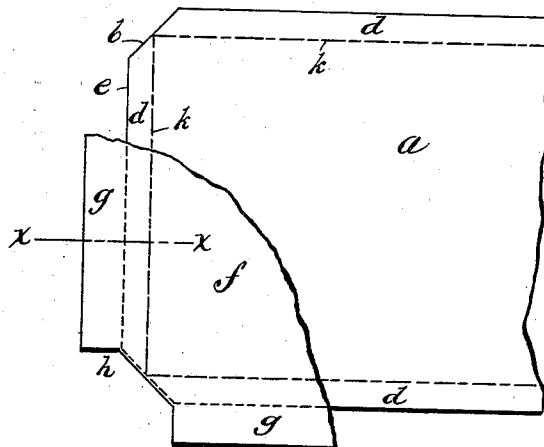


Fig. 2.



Witnesses
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UNITED STATES PATENT OFFICE.

JULIUS G. HANSEN, OF READING, PENNSYLVANIA.

ADVERTISING-SIGN.

SPECIFICATION forming part of Letters Patent No. 663,892, dated December 18, 1900.

Application filed August 20, 1900. Serial No. 27,367. (No model.)

To all whom it may concern:

Be it known that I, JULIUS G. HANSEN, a citizen of the United States of America, and a resident of Reading, in the county of Berks and State of Pennsylvania, have invented certain new and useful Improvements in Advertising-Signs, of which the following is a specification.

My invention relates particularly to advertising-signs in which a covering or facing sheet of celluloid or similar material is employed in connection with a backing adapted to give form and rigidity to the completed device; and it consists in the improved method of uniting these essential elements and in the improved article of manufacture thereby produced.

The invention is fully described in connection with the accompanying drawings, and the novel features are specifically pointed out in the claims.

Figure 1 is a perspective view of a sign embodying my improvements in preferred form. Fig. 2 is a partial plan view of the backing with a broken-away corner portion of the flexible covering indicated in position thereon preparatory to uniting the parts. Fig. 3 is an enlarged sectional view of one of the flanged edges, showing how the covering is tautly united to the backing. Fig. 4 is an enlarged sectional view on the line *x x* of Fig. 2, but showing in dotted lines the folded-over position of the projecting portion of the covering preparatory to the flanging operation. Fig. 5 is mainly similar to Fig. 3, but shows the flanged edge bent down against the rear face of the backing.

The covering or facing sheet *f*, of celluloid or similar material, is provided on the rear, as usual, with ornamental advertising matter, either printed, lithographed, or painted directly upon its rear face or produced upon a separate lining sheet or sheets of paper or the like and arranged to show through the transparent material of the covering as clearly as though produced directly on the rear side of said material. This covering may be and frequently is further ornamented by embossing in suitable dies, and the printed lining-sheet when employed is generally secured to the rear face of the covering by adhesive material.

Ornamented celluloid coverings, as above described, have been commonly employed in connection with suitable backings, to which they have been secured by means of glue, pressure, and heat.

The main objects of my improvements are to firmly secure the covering to its backing without subjecting the finished covering to any injurious action whatever, to adapt the finished sign for outdoor use, if desired, and at the same time to increase the economy of manufacture and the life and attractiveness of the sign. To this end I preferably employ a backing *a* of sheet metal. The size of this backing-sheet is greater than the finished size of the sign by the addition of a border extension *d* all around for bending or flanging, as hereinafter described, but is less than the size of the covering *f* by the overhanging border *g* of the latter, Figs. 3 and 4. The corners *b* and *h* of each are suitably cut away to avoid undue piling of material at the corners of the finished device. The covering *f*, having been suitably printed and ornamented either directly or by the application of a printed and ornamented lining-sheet thereto, is laid flat upon the backing *a* without securing it to the face of the latter, as indicated in Fig. 4. The overhanging border *g* is then bent around each edge *e* of the backing and into contact with the reverse face of the latter, as indicated in dotted lines, this being readily done on a heated plate, which sets the covering material firmly in its bent shape. The next step in the process is to flange over the interiorly and exteriorly covered edge portions *d* of the backing on the dotted lines *k k*, Figs. 2 and 4. The effect of this, as indicated in Fig. 3, is to put an even stretch on the face of the covering *f*, due to its being drawn around the outer curve of the bend *k*, the turned-over border *g* being firmly held, while the unsecured face *f* is free to stretch taut on the face of the backing, so as to be in close contact therewith. At the same time the turned-over portions *g* are firmly clenched in the acute inner angles 2 of the bends *k*. By this method I have found it easy and economical to firmly unite the covering to the backing without applying glue, heat, or pressure to the ornamented portion thereof and without any flattening of embossed or

raised parts, the only strain produced upon the covering in the process of uniting it to the backing being a slight and uniformly-distributed tension over the entire face sufficient to insure satisfactory disconnected contact with the backing.

It is not essential that the preferred method of construction described should be exactly followed in order to get the benefit of my invention. For instance, if desired, the turned-over portions *g* only of the covering may be secured to the backing by adhesive material, still leaving the face portion unsecured, the portions *g* being in such case of reduced width, as indicated in Fig. 5. Instead of having the flanged portions *d* form stiffening-ribs they may be flattened, as indicated in Fig. 5. Also where the lining-sheet is used it may be left loose instead of being adhesively secured to the covering, as is commonly done, and be clenched and stretched taut simultaneously with the latter.

What I claim is—

1. The method herein described of uniting the celluloid, or like facing-sheet of an advertising-sign with the stiff backing-sheet thereof, without applying heat, pressure or a cementing medium to the main body, consisting, first, in placing said facing-sheet loosely on the backing-sheet with its edges projecting beyond the edges of the latter; second, bending the projecting edges of the facing-sheet

over the edges of the backing-sheet and into contact with each face of the latter; and, finally, stretching the main body of the facing-sheet taut on the backing by flanging over the interiorly and exteriorly covered edge portions of said backing-sheet, holding the turned-over border of the facing-sheet firmly and leaving its unsecured body part free to be stretched taut on the face of the backing-sheet during said flanging operation, and securing the turned-over portions of the facing-sheet, substantially as described.

2. As a new article of manufacture, a sign comprising a flangible metallic backing, and a flexible covering of celluloid or the like of larger size than the backing, loosely superposed on the latter and having its projecting border portion bent around the edges of the backing and into contact with the reverse face of the latter, said covering being simultaneously clenched to said backing and drawn taut thereon by bending or flanging the edges of the backing, together with the covering on said flanged portion, into a plane approximately parallel with the body portion.

Signed by me at Reading, Pennsylvania, this 16th day of August, 1900.

JULIUS G. HANSEN.

Witnesses:

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