Jan. 29, 1957 E. J. HILL 2,779,269

METHOD OF MAKING ADVERTISING SIGNS

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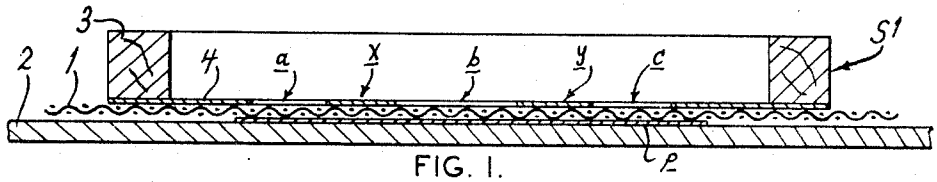


FIG. 1.

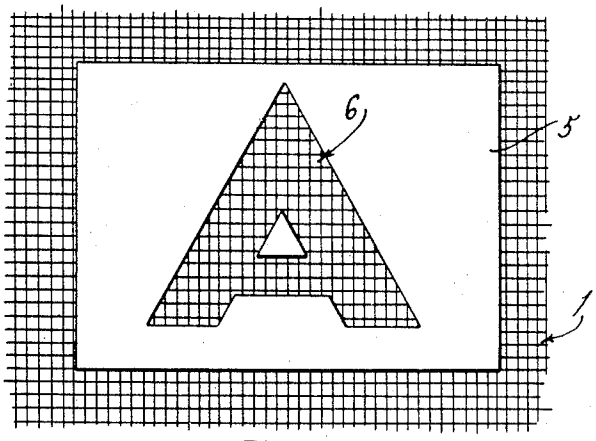


FIG. 2.

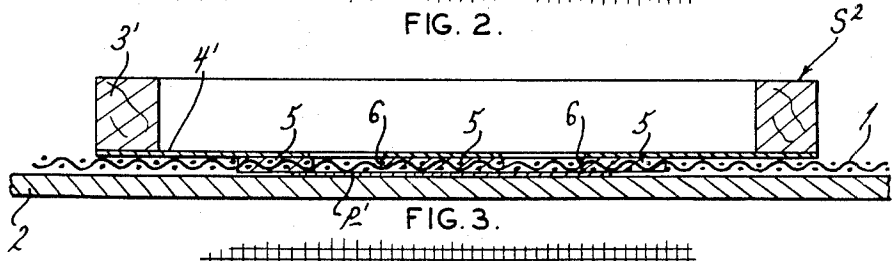
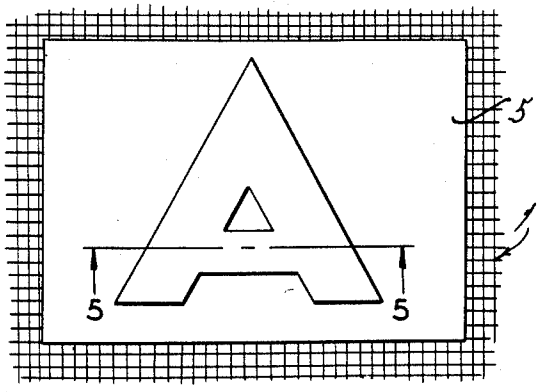


FIG. 3.

FIG. 4.



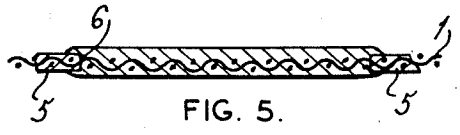
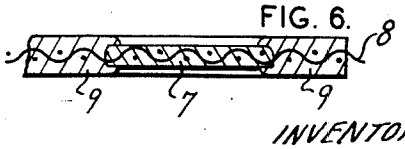


FIG. 5.

FIG. 6.



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METHOD OF MAKING ADVERTISING SIGNS

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Continuation of abandoned application Serial No. 280,264, April 3, 1952. This application April 8, 1954, Serial No. 421,857

3 Claims. (Cl. 101—129)

This invention relates in general to certain new and useful improvements in advertising signs and methods of making the same, and is a continuation of application Serial No. 280,264, filed April 3, 1952, which is, in turn, a division of application Serial No. 240,369, filed August 4, 1951. The latter application has now become United States Letters Patent No. 2,659,170, issued November 17, 1953, and application Serial No. 280,264 has been abandoned.

It is the primary object of the present invention to provide an advertising sign and a method of making the same which is simple and economical.

It is another object of the present invention to provide an advertising sign which is formed in the interstices of screen wire and may be inserted in door screens and window screens of commercial establishments to present an advertising message to the passerby and to persons entering and leaving the store.

It is a further object of the present invention to provide an advertising sign of the type stated having a background element completely filling the interstices of the screen wire in a defined area and having letters, design indicia, or advertising messages applied upon the background in contrasting colors or in relief or in intaglio or in any combinations thereof.

It is also an object of the present invention to provide a method of making an advertising sign whereby the background and advertising design or letters are independently formed and held within the interstices of a piece of screen wire and are marginally bonded to each other in such a manner that the entire advertising device will not readily become loosened or disintegrated under the impact of opening or closing the screen door.

It is an additional object of the present invention to provide a unique method of making advertising signs of the type stated, which method can be simply and conveniently practiced without waste of materials or undue labor cost.

With the above and other objects in view, my invention resides in the novel features of form, construction, arrangement, and combination of parts presently described and pointed out in the claims.

In the accompanying drawing—

Figure 1 is a horizontal sectional view of a piece of screen wire and a stencilling screen superimposed thereon preparatory to performing the initial step in the method constituting the present invention;

Figure 2 is a top plan view of a fragmentary section of screen wire provided in a defined area with a background element resulting from the initial step in the method of the present invention;

Figure 3 is a horizontal sectional view of the section of screen wire with a stencilling screen superimposed thereon preparatotry to performing the second step in the method constituting the present invention;

Figure 4 is a top plan view of a fragmentary section of screen wire provided in a defined area with a completed

advertising sign constructed in accordance with, and pursuant to, the methods of the present invention;

Figure 5 is a fragmentary sectional view taken along line 5—5 of Figure 4; and

Figure 6 is a fragmentary sectional view of a modified form of advertising sign constructed in accordance with, and pursuant to, the methods of the present invention.

Broadly speaking, the present invention resides in the unique method of forming a background for the sign by applying a plastic, heavily pigmented, paste-like material to the interstices of a section of screen wire in a defined area by forcing the material through a stencilling screen while masking out areas wherein the letters, design indicia, or advertising message is to be applied, so that the interstices of the screen wire in such latter areas is left open and unclogged. After the background has been permitted to solidify, a second screen is placed thereover and is masked in all areas except areas registering with the open portions left in the background. Thereupon a second plastic, paste-like materials, preferably though not necessarily of contrasting color, is forced through the second screen in such a manner as to become marginally bonded to and around the edges of the open areas originally left in the background. By the use of contrasting colors and by providing an appropriate amount of vertical space between the screen and the background, contrasting colors, relief effects, intaglio effects, or any combinations of such effects may readily be obtained.

Referring now in more detail and by reference characters tot the drawing, which illustrates practical embodiments of the present invention, 1 designates a section of screen wire which may be of any desired size to fit the particular window, door, or the like in which it is to be installed. The section of screen wire 1 is placed flatwise upon any smooth horizontal table top or similar work surface 2, which has been covered with a thin backing sheet *p* formed of absorbent tissue paper or other similar flexible materials, and a stencilling screen S^1 is superimposed upon the screen wire section 1, as shown in Figure 1.

The stencilling screen S^1 comprises a suitably shaped frame 3 having a screen stencil 4 stretched tautly across the operative surface or under face thereof. The screen 4 may be of any appropriate material, such as stencil silk or even a very open mesh wire, depending upon the fineness or coarseness of texture desired in the finished sign. The stencil 4 is preferably masked with stencil paper over its entire area except in a defined area conforming to the shape or outline of the background design of the sign being fabricated. Such open spaces are schematically indicated in Figure 1 at *a*, *b*, and *c*. The stencil is also masked in certain areas within the defined area in the portions corresponding to thte letters, design indicia, or advertising message which is to appear on the background. Such area are schematically designated in Figure 1 at *x* and *y*.

A suitable heavily pigmented plastitc material containing drying oils, or some such similar vehicle, is then squeegeed through the screen 4 into the interstices of the screen wire section 1 forming a flat under surface against the backing sheet *p* to produce a solid background plaque or section 5 for the sign or advertising display in which the area to be occupied by the letters or design indicia is left open, as indicated at 6 in Figure 2. For purposes of illustration herein, a single letter "A" has been used to exemplify the design indicia, but it will, of course, be understood in this connection that any number of letters or designs may be employed instead. After the material forming the background section 5 has set somewhat, the backing sheet *p* may be peeled off, carrying with it excess oils which have been absorbed thereby. Since the plastic material is very heavy in consistency, the backing sheet

p may, if desired, be peeled off almost immediately after stencilling, but, in such case, best results are obtained by ripping the backing sheet p off with a sharp or rapid pull.

When the background plaque or section 5 has solidified sufficiently, either by air drying, oven drying, or any other conventional means, the screen wire section 1 is again placed on the flat table working surface 2, upon which has been placed a second backing sheet p', and a second stenciling screen S^2 is placed over the screen wire section 1. The screen S^2 comprises a frame 3' of substantially the same size and shape as the previously described frame 3 of screen S^1 and is similarly provided with a tightly stretched screen 4' which is masked over its entire area except the areas conforming to the letters or design indicia, and as to such areas, the screen pattern is slightly larger than the letters or design indicia with which it is intended to register.

A heavy paste-like material of appropriate contrasting color, for instance, is then squeegeed through the screen 4' and will be forced through the open areas 6 in the screen wire 1. Inasmuch as the openings in the screen 4' are peripherally larger than the actual opening 6 in the screen wire 1, the compound being extruded through the screen 4' will overlap very slightly onto the background material and will force its way around on the under side to overlap somewhat, thereby forming a double locked retentive bond, substantially as shown in Figure 5.

By using materials of proper consistency and by appropriately elevating the top surface of the screen S^2 by using a thicker stencil paper of masking material to introduce the desired amount of space vertically between the upwardly presented face of the background plaque or section 5 and the under face of the screen 4', it is possible to achieve various types of "raised-letter" or relief effects. If desired, the screen 4' may be masked in such a manner as to introduce letters or design indicia into only a portion of the open spaces in the background plaque or section or further complementary screens may be employed to introduce different contrasting colors into other open spaces. It is thus possible to produce multi-colored effects.

By reversing the above described procedure or series of steps, it is possible to achieve an intaglio effect, as shown in Figure 6. In other words, the stencil S^2 may be used first to form the letters or design indicia 7 in a section of screen wire 8. When dry or solidified, the stencil S^1 may be used to superimpose and form a background plaque or section 9 around and peripherally interlocked with the letters 7.

It should be understood that changes and modifications in the form, construction, arrangement, and combination of the several parts of the advertising sign and in the steps of its production may be made and substituted for those herein shown and described without departing from the nature and principle of my invention.

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

1. The method of making a screen mounted advertising sign comprising laying a section of paper upon a flat surface, laying a section of screen wire on the paper, filling the interstices of the screen wire in defined areas with an initially fluid, heavily pigmented paste capable of solidifying upon drying, allowing said material to harden to form an initial body, the outer periphery of which conforms to the desired shape of the entire advertising in such defined area while leaving certain portions wholly within such area conforming in shape to the message-forming indicia unfilled so that the interstices are open in such portions, peeling off the paper, allowing the initial body material in the defined area to dry, placing the screen wire on the flat surface again, applying a complementary stencil having openings peripherally larger than the periphery of said unfilled portions in overlying but elevated relation thereto, and then filling the open interstices within the aforementioned unfilled portions of the screen wire with heavily pigmented pasted which is viscous but flowable and is capable of solidifying upon drying and causing the second filling material to flow through the spaces resulting from the elevation of the stencil and around the peripheral margins of the previously introduced material to form a marginally bonded and interlocked engagement therebetween.

2. The method of making a screen mounted advertising sign comprising laying a section of paper upon a flat surface, laying a section of screen wire on the paper, filling the interstices of the screen wire in defined areas with an initially fluid, heavily pigmented paste capable of solidifying upon drying, allowing said material to harden to form an initial body, the outer periphery of which conforms to the desired shape of the entire advertising in such defined area while leaving certain portions wholly within such area conforming in shape to the message-forming indicia unfilled so that the interstices are open in such portions, peeling off the paper, allowing the initial body material in the defined area to dry, placing the screen wire on the table again, applying a complementary stencil having openings peripherally larger than the periphery of said unfilled portions in overlying but elevated relation thereto, and then filling the open interstices within the aforementioned unfilled portions of the screen wire with heavily pigmented paste which is viscous but flowable and is capable of solidifying upon drying and causing the second filling material to flow through the spaces resulting from the elevation of the stencil and around the peripheral margins of the previously introduced material and to a greater thickness to form a marginally bonded and interlocked engagement therebetween.

3. The method of making a screen mounted advertising sign comprising laying a section of paper upon a flat surface, laying a section of screen wire upon the paper, filling the interstices of the screen wire in defined areas with an initially fluid, heavily pigmented paste capable of solidifying upon drying, allowing said material to harden to form an initial body, the outer periphery of which conforms to the desired shape of the entire advertising in such defined area while leaving certain portions wholly within such area conforming in shape to the message-forming indicia unfilled so that the interstices are open in such portions, peeling off the paper, allowing the initial body material in the defined area to dry, placing the screen wire on the table again, applying a complementary stencil having openings peripherally larger than the periphery of said unfilled portions in overlying but elevated relation thereto, and then filling the open interstices within the aforementioned unfilled portions of the screen wire in areas directly adjacent to the areas previously filled with a second filling of heavily pigmented paste which is viscous but flowable and is capable of solidifying upon drying to form in the screen wire a solid body substantially thicker than the body of material in the first filled area and having outwardly presented opposite faces spaced outwardly from the screen wire on opposite sides thereof, said body of material being pressed into the interstices and causing the second filling material to flow through the spaces resulting from the elevation of the stencil and around the peripheral margins of the previously introduced material and forms a marginally bonded and interlocked engagement therebetween.

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