Dec. 29, 1942. W. H. HUNTLEY 2,306,387

ADVERTISING SIGN

Filed Aug. 16, 1940

Fig. 1.

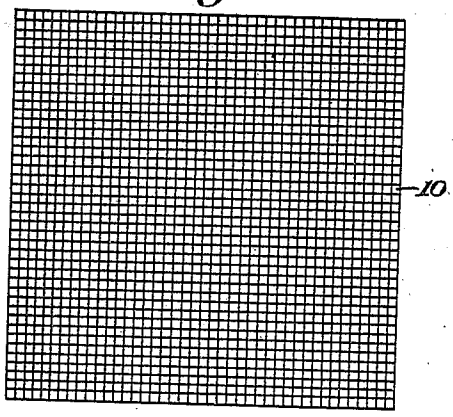


Fig. 2.

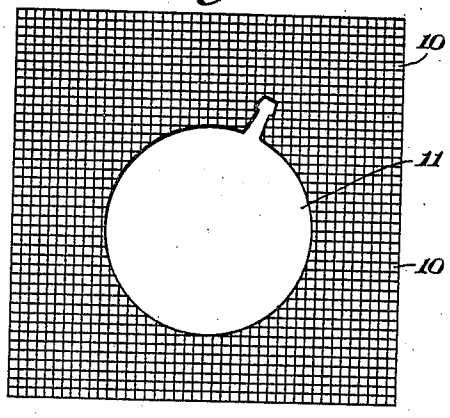


Fig. 3.

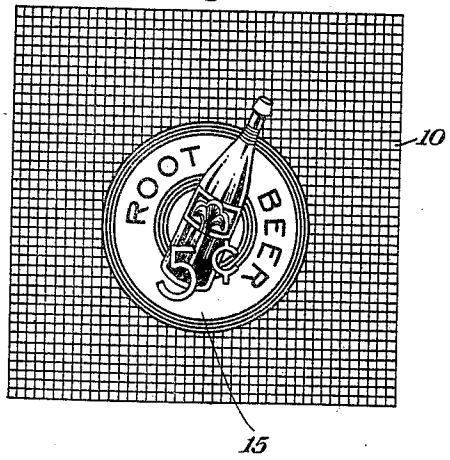


Fig. 4.

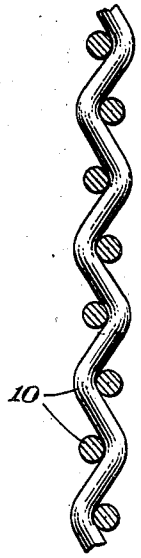


Fig. 5.

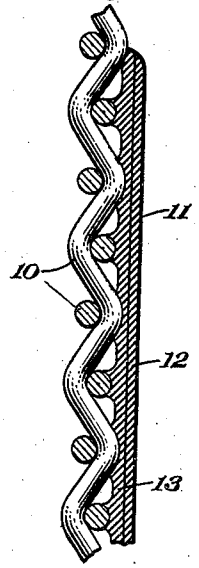


Fig. 6.

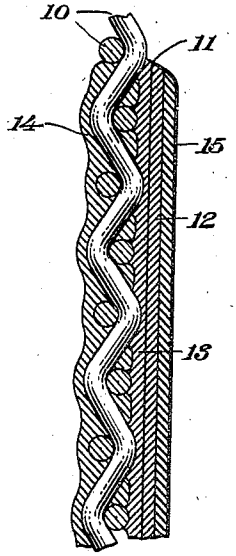
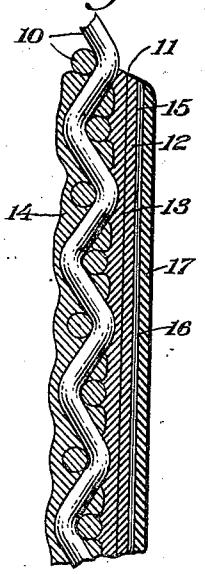


Fig. 7.



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2,306,387

ADVERTISING SIGN

Wright H. Huntley, San Bernardino, Calif.

Application August 16, 1940, Serial No. 352,961

2 Claims. (Cl. 40—135)

This invention relates to advertising signs and more especially to signs using wire mesh for the purpose of furnishing a foundation upon which the advertising matter is placed.

Wire mesh while advantageous to the advertiser from many angles, has presented many problems and it has been found that many substances are not satisfactory when used on the wire mesh to establish a base upon which to place or paint the advertising matter.

With this in mind the present invention provides a base which adheres readily to the wire mesh, forms a smooth yet firm surface, will not crack or peel, and is flexible and translucent in character, for painting or printing upon by any method or material or for receiving decalcomania transfers.

A further object is to provide a device of this character which will be formed of a few strong, simple and durable parts, which will be inexpensive to manufacture, and which will not easily get out of order.

With the above and other objects in view the invention consists of certain novel details of construction and combinations of parts hereinafter fully described and claimed, it being understood that various modifications may be resorted to within the scope of the appended claims without departing from the spirit or sacrificing any of the advantages of the invention.

In the accompanying drawing forming a part of this specification:

Figure 1 is a front elevation of the wire mesh foundation.

Figure 2 is a front elevation of the foundation and showing a membrane shrunk on the face of the wire mesh in accordance with the invention.

Figure 3 is a front elevation showing the membrane and advertising matter on the membrane.

Figure 4 is a longitudinal sectional view of the wire mesh foundation.

Figure 5 is a longitudinal sectional view of the foundation and membrane.

Figure 6 is a longitudinal sectional view of the foundation, membrane and advertising design.

Figure 7 is a longitudinal sectional view of a modified form of the invention in which two advertising designs, one in reverse, are visible respectively from the front of the sign and from the back of the sign.

Referring now to the drawing in which like characters of reference designate similar parts in the various views, 10 designates a wire mesh foundation to which a laminated base 11 is applied to form a surface for receiving advertising matter. The method of forming the base consists of, first, providing a cellulose translucent membrane 12, such as tissue (wood cellulose) thin silk, cotton, rayon, linen, or any other cellulose material; second, dipping the membrane on one side, or both sides, in liquid cellulose to provide an adhesive translucent layer 13 thereon; third, placing the dipped side or adhesive layer in contact with the wire screen foundation 10; fourth, drying the product; and, fifth, applying a translucent backing 14 to the product.

Preferably the membrane 12 is dipped in liquid cellulose, such as airplane dope, either nitrate or acetate, or clear lacquer, or any other similar material, and the membrane is laid upon the wire mesh foundation 10 while said foundation is in a flat or horizontal position so that the membrane dipped side, that is, the adhesive layer 13, rests upon and around the humps formed at the intersections of the woven wire of the wire mesh foundation 10. These humps or high spots in the mesh become imbedded in the viscous cellulose layer 13. When dried the layer 13 will bond the membrane 12 to the wire mesh foundation 10. In practice, the liquid cellulose layer 13 penetrates the cellulose membrane or layer 12, and while drying exerts shrinking action which causes the membrane to shrink taut from hump to hump of the wire mesh and form a suitable plane surface to subsequently receive advertising matter.

The drying step should be controlled as to temperature and time to prevent too slow drying as this might cause the membrane 12 to sag instead of stretching to a smooth even surface layer on the wire mesh. The membrane or layer 12 may be of any shape, such for instance that shown in Figure 2, and need not conform in any way to the direction of the mesh of the screen.

The final step of forming the sign consists of filling the wire mesh 10 back of the membrane 12 with a liquid synthetic resin material to form a backing layer 14. The layer may be applied with a brush or spread or flowed into the interstices between and upon the wire mesh. The backing layer 14 bonds the adhesive layer 13, and the membrane, to the wire mesh and encloses the wires in the wire mesh. When dry the backing layer 14 forms a solid flexible translucent wall with the wire mesh 10 enclosed and imbedded therein.

The backing layer 14 need not be limited to the use of synthetic resin, as other material, such as spar varnish, or rosin varnishes, may be used if they are not active solvents of liquid cellulose.

However, the use of these other materials may effect the flexibility of the wire mesh.

The sign constructed as above explained allows light to pass therethrough from either side creating a pleasing illuminated effect.

Figure 7 shows a modification of the sign in which advertising matter, characters, or other designs, 15 may be applied to the membrane layer 12 which permits the advertising matter 15, in reverse, being read through the backing layer 14 of the sign while other advertising matter may be read from the front of the sign. To accomplish this a layer 16 of opaque paint or material is applied to the front side of the advertising matter 15, and then a design or advertising matter 17 is applied to this layer to be read from the front of the sign. Thus an advertising sign carrying two advertisements is created reading correctly from front or rear. The same effect can be created by applying a two-sided opaque decalcomania transfer to the laminated base 11.

From the above description it is thought that the construction and operation of the invention will be fully understood without further explanation.

What is claimed is:

1. A sign comprising, a wire mesh foundation, a translucent fibrous membrane under stress on the front side of the foundation, advertising matter on the membrane, a translucent adhesive layer of cellulose material interposed between the foundation and the membrane bonding the membrane under stress upon the foundation, and a translucent backing layer of resin material on the rear side of the foundation bonding the adhesive layer to the foundation and forming a solid flexible transparent wall with the wire mesh enclosed and imbedded therein.

2. A sign comprising, a wire mesh foundation, a translucent fibrous membrane on the front side of the foundation, a translucent adhesive layer of cellulose material interposed between the foundation and the membrane bonding the membrane under stress upon the foundation, a translucent backing layer of resin material on the rear side of the foundation bonding the adhesive layer to the foundation and forming a solid flexible transparent wall with the wire mesh enclosed and imbedded therein, advertising matter in reverse on the membrane to be readable correctly from the back of the sign, an opaque coating on the advertising matter, and advertising matter on the opaque coating readable correctly from the front of the sign.

WRIGHT H. HUNTLEY.