

March 10, 1959

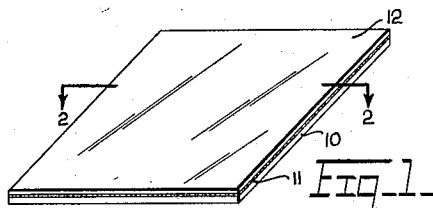
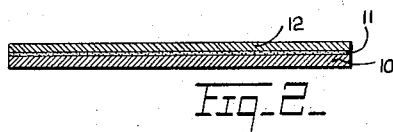
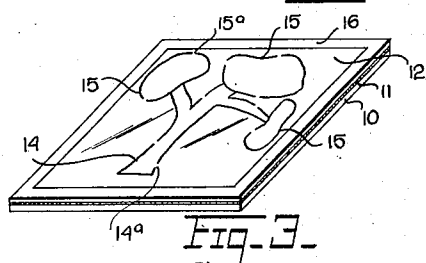
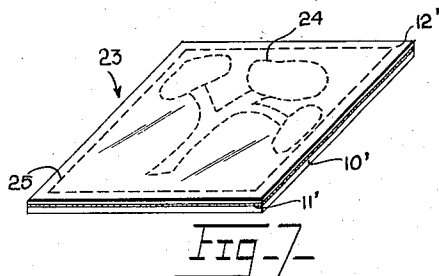
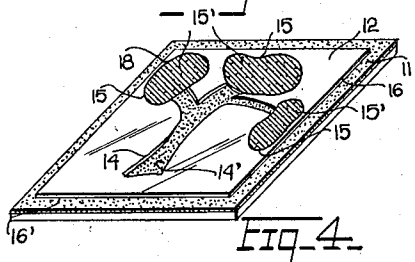
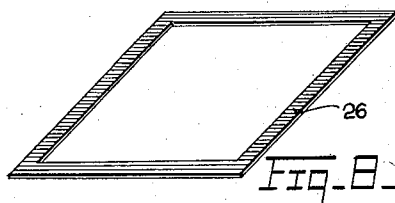
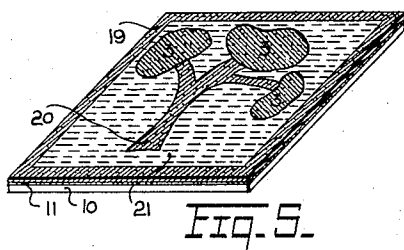
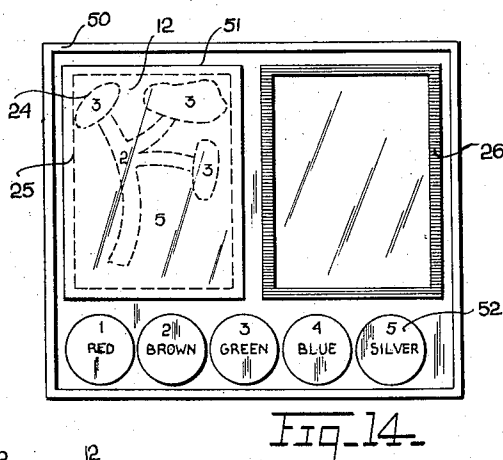
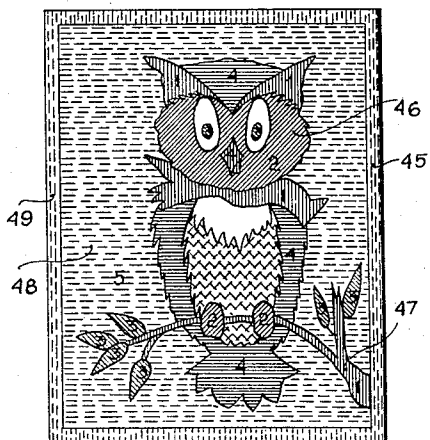
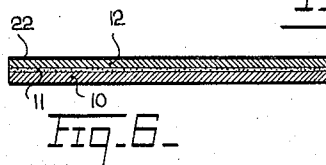
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2,876,575

METHOD OF MAKING GREETING CARDS AND PICTURES

Filed Oct. 11, 1957

2 Sheets-Sheet 1



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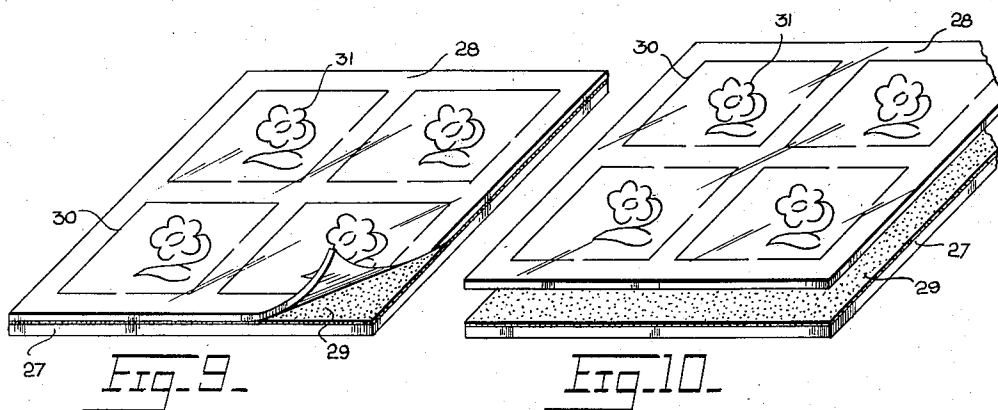
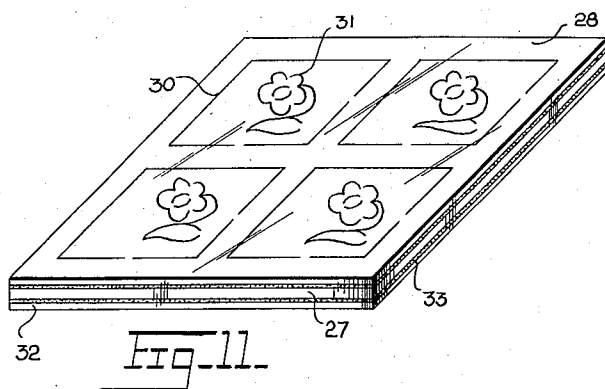
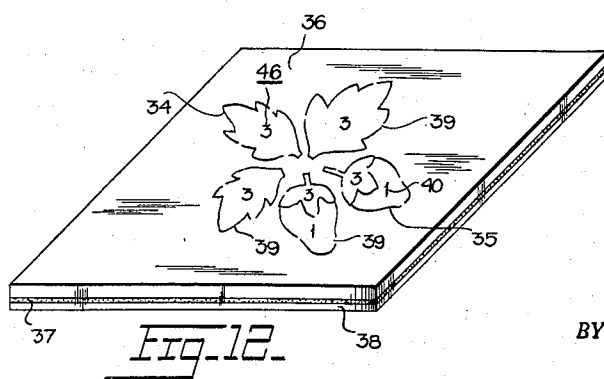
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METHOD OF MAKING GREETING CARDS AND PICTURES

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2 Sheets-Sheet 2



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2,876,575

METHOD OF MAKING GREETING CARDS AND PICTURES

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4 Claims. (Cl. 41—26)

This invention relates to the art of picture cards.

The invention is particularly concerned with a method of making a picture card and with the novel article produced thereby, and the invention fits into the present "Do-It-Yourself" pattern.

According to the invention there is provided a base sheet or cardboard or heavy paper or plastic coated with an adhesive material commonly referred to as a pressure sensitive adhesive or with a wax, over which coating there is superimposed a thin paper sheet. The thin paper sheet is a cover or release sheet and is adapted to be cut away by die or manually and removed in portions to expose the adhesive coating. The portions cut away may be shaped to form suitable designs and the exposed adhesive coated areas may be selectively sprayed with colored substances. The colored substances may be flocking, tinsel, salt or metal granules, sand, or other material.

After the colored material is applied so that all adhesive coated areas are coated thereby, the remaining portions of the thin paper sheet can be removed and further colored materials can be applied to the newly exposed adhesive coated areas. Finally the entire colored design can be coated with varnish, shellac or lacquer to protect the colored design.

An important object of the invention is to provide a method of making a picture card that can readily be carried out by a non-skilled person.

For further comprehension of the invention, and of the objects and advantages thereof, reference will be had to the following description and accompanying drawings, and to the appended claims in which the various novel features of the invention are more particularly set forth.

In the accompanying drawings forming a material part of this disclosure:

Fig. 1 is a perspective view of a laminated card employed in making a picture card according to the invention.

Fig. 2 is a sectional view taken on lines 2—2 of Fig. 1.

Figs. 3, 4 and 5 are perspective views of the picture card at various stages in the process of making it.

Fig. 6 is a view similar to Fig. 2 but showing a coating of varnish on the card.

Fig. 7 is a perspective view of another form of laminated card used in making a picture card.

Fig. 8 is a perspective view of a picture frame usable in making the picture card.

Fig. 9 is a view similar to Fig. 3 of another modified form of picture card, the corner of the release sheet being turned up.

Fig. 10 is a view similar to Fig. 3 showing another modification of the invention, the release sheet being shown in disassembled condition.

Fig. 11 is a view similar to Fig. 3 showing still another modification of the invention.

Fig. 12 is a view similar to Fig. 3 showing a still further modification of the invention.

Fig. 13 is a top plan view of a picture card embodying still another modification of the invention.

Fig. 14 is a plan view of a kit containing parts for making a picture card according to the invention.

Referring to Figs. 1 and 2 there is shown a flat rectangular sheet of cardboard or heavy paper 10. The sheet 10 is coated with a pressure sensitive layer of ad-

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hesive substance 11. On layer 11 there is removably applied a thin paper sheet 12 known as a release sheet. This sheet 12 wholly covers layer 11. The article shown in Fig. 1 is thus a laminated structure produced by the first step in making a picture card according to the invention.

In Fig. 3, the release sheet 12 of the laminated structure is shown cut by die cutting or by any suitable tool such as a sharp knife or blade forming substantially continuous outlines 14, 15 of a design or picture with uncut spaces 14^a and 15^a respectively and an outline 16 of a rectangular frame or border. As an example, the design shown cut in Fig. 3 is that of a tree.

In Fig. 4, the cut portions 14 and 15 of release sheet 12 are shown stripped off of sheet 10 and layer 11 leaving exposed adhesive coated areas at the border area 16' and picture areas 14' and 15'. Areas 15' are coated by spraying or otherwise applying colored flocking, tinsel, sand, metal granules or other powdered material to the selected areas. The areas 15' are shown lined for green coloration to represent green leaves of the tree. The tree trunk area 14' is as yet uncoated with coloring matter. Border area 16' is also uncoated. Initially the portions defined by cuts 15 are stripped away to expose the adhesive coated areas 15' thereat. Next, the areas defined by outline cuts 14 and 16 are stripped away and this next stage in the process is illustrated by Fig. 4.

In the following stage shown in Fig. 5, a colored border 19 is formed by applying a brown colored material to border area 16' and a colored tree trunk 20 is formed by applying black powdered material to area 14'. After the areas 14' and 16' are coated, the remaining portion of release sheet 12 is stripped off and the remaining adhesive coated area of sheet 10 is coated with a grey or silver background coating 21. A picture card is thus completed.

If desired, the surface of the completed picture may be coated with a transparent protective layer of varnish, shellac, lacquer or the like, as indicated at 22 in Fig. 6.

In Fig. 7, there is shown another form of the invention in which the laminated card structure 23 comprises superimposed sheets 10' and 12' with the interposed adhesive coating or layer 11'. Release sheet 12' is scored with short incisions 24 and 25 to provide outlines defining areas of the picture design and the border of the picture. The scored lines are arranged so that selected areas of the picture design and border can be removed in turn and coated with colored granular or other material according to a predetermined pattern or color scheme.

If desired, the border area 16' of Fig. 4 can be covered with a preformed colored rectangular paper or plastic strip frame 26 as shown in Fig. 8. This frame is shown lined for a blue color. It can be applied to the adhesive exposed at border area 16' when the overlying portions of sheet 12 are removed.

In the modified form of card shown in Fig. 9, the base sheet 27 and release sheet 28 are assembled and fastened by the adhesive coating 29. When thus assembled, the outlines 30 and 31 of the designs are printed on the release sheet 28. Thereafter the outlines on the release sheet are die cut in a manner so as not to cut the base sheet.

The form of card shown in Fig. 10 differs from the form of Fig. 9 in that the outlines 30 and 31 of the designs are preprinted and predie cut on the release sheet 28 and the release sheet is then assembled on the base sheet 27 which is coated with adhesive 29. This method prevents damage to the adhesive.

The modification shown in Fig. 11, differs from Fig. 10 in that an additional bottom release sheet 32 is secured to the base sheet 27 by adhesive 33. In this form of card, the bottom release sheet 32 has no printing thereon and serves as a cover sheet and when stripped from the base

sheet 27, the bottom adhesive coating 33 provides means for pasting the card on a flat supporting surface.

Referring now to the modification shown in Fig. 12, in this form the outlines 34 and 35 of the designs are printed on a heavy cardboard paper sheet 36 having a coating 37 of adhesive on its rear surface. A bottom release sheet 38 is pasted to the adhesive coating 37. The outlines are die cut so as to leave uncut sections 39 to prevent the designs from falling off of the sheet 36. The designs are numbered as indicated at 40 to correspond with the numbers of the colors on the colored chart. The release sheet 38 may be readily stripped from the coated paper sheet 36 and the paper sheet 36 pasted on a smooth supporting surface, such as glass. The outlined designs 34 and 35 may then be readily stripped from the sheet 36, and the supporting surface therebehind sprayed or painted in any well known manner with colored material corresponding to the numbers on the designs and color chart.

In Fig. 13, another example of a completed card 45 made in accordance with the invention is shown. This card has a representation of the outline of an owl 46 thereon, seated on the branch 47 of a tree. The various parts of the body of the owl are colored with contrasting colors which parts are numbered to correspond with the numbers of the colors on the paint boxes shown in Fig. 14. For example, the top of the head, sides and tail are colored blue, the breast is colored orange, the face and feet brown, the ears pink and the representation of a tie around the neck is colored red. The eyes are white with the pupils of the eyes colored green. The leaves on the branch of the tree are colored green. The background 48 is of silver color and the margin or frame 49 around the card is violet. This view illustrates the potentialities of the invention.

In Fig. 14 there is shown a box 50 constituting a "Do-It-Yourself" kit holding all the material required for forming the picture card. In the kit there is a laminated rectangular structure 51 scored with lines 24, 25 to outline the areas to be stripped from the sheet 12. A frame 26 is also provided to serve as a preformed colored border. A plurality of jars or boxes 52, each containing a differently colored granular material is provided for selectively coloring the several picture and border areas. The jars are suitably numbered to identify the colored material therein.

In addition or instead of providing laminated structures with scored lines outlining the design, the picture may be outlined with continuous cuts in sheet 12 or can be left unscored and uncut as shown in Fig. 1. As a further alternative, a suitable design can be drawn or be preprinted on sheet 12 and this design can then be cut out, or the user can ignore the preprinted design and cut out his own preferred design on sheet 12 as explained for Figs. 1-5.

The invention may also take the form of a "Do-It-Yourself" picture greeting card having the precut representations of the outlines of human faces, birds, houses, outdoor scenes, or of outlines of sentences and words, such as "Congratulations," "Happy Birthday" and the like. The user can then strip the outline areas off the card and paste on the adhesive areas suitable devices such as mustaches, eyelashes, ladders, fences and other appropriate details, such devices being selectively multi-colored or of shaded half tones.

The present improved method also lends itself to making material useful for lamp shades and the like. For example, transparent acetate may be readily formed with the representations of the outlines of various devices including silhouettes and the like, stripped, colored and finished in accordance with the present invention.

Different shades, hues, and tints of colors may be produced by the use of granular coloring substances having different sizes of grains. Coloring substances having grains of one size may be of a particular color and color-

ing substances of other sizes may be of different colors, the substances being juxtaposed on the surface.

While I have illustrated and described the preferred embodiments of my invention, it is to be understood that I do not limit myself to the precise constructions herein disclosed and that various changes and modifications may be made within the scope of the invention as defined in the appended claims.

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

1. A method of making a picture card, comprising the steps of cutting a sheet of cardboard to rectangular card size and shape to form a base, applying a pressure sensitive adhesive layer to said base, covering the coating with a thin paper sheet, cutting the outline of a design into the paper cover sheet, removing selected areas of the paper cover sheet to expose selected portions of the coating, applying a colored powdered substance to said exposed portions of the coating, removing other selected marked areas of the paper cover sheet to expose other areas of said coating, applying a powdered substance of another color to said other exposed areas of coating, removing the remainder of the cover sheet to expose adhesive background areas of the design, and applying a powdered substance of still another color to said background areas.

2. A method of making a picture card, comprising the steps of applying a pressure sensitive adhesive coating to a base sheet, applying a paper cover sheet over the base sheet, cutting the outline of a design into the paper cover sheet, removing selected outlined areas of the paper sheet to expose selected portions of said coating, applying a colored powdered substance to said exposed portions of said coating, removing other selected areas of the paper cover sheet to expose other areas of said coating, applying a powdered substance of another color to said other exposed areas, removing the remainder of the cover sheet to expose adhesive background areas of the design, applying a powdered substance of still another color to said background areas, and covering the entire colored design with a transparent protective coating.

3. A method of making a picture card, comprising the steps of applying a thin paper cover sheet over a base sheet having a pressure sensitive adhesive surface, cutting the outline of a design into the paper cover sheet in the form of scored lines, each outline enclosing a particular area of the thin cover sheet, removing in turn selected outlined areas of the thin cover sheet, applying in turn colored powdered substances to areas of said surface exposed by removing said selected outlined areas of the thin cover sheet, removing another portion of the thin cover sheet to define a rectangular adhesive border area, applying a material of another color to the border area to define a frame for the picture card, and applying a transparent protective material over the frame and colored substances adhering to the base sheet.

4. As an article of manufacture, a picture card comprising a base sheet having a coating of adhesive pressure sensitive material on each surface thereof, a release sheet pasted to one surface thereof, said release sheet having outlines of designs printed and precut thereon, and an imperforate release sheet pasted to the other surface of the base sheet, said latter release sheet being free of printing and being removable without removing the adhesive whereby the picture card is adapted to be pasted to a flat supporting surface.

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