What is claimed is:

1. A method of joining a double-faced adhesive tape to a substrate, comprising the steps of:

feeding out an original master tape from an original master roll, the original master tape having a long carrier tape and the long double-faced adhesive tape joined thereto;

half-cutting the double-faced adhesive tape without completely cutting the carrier tape by pressing a Thomson blade having a corresponding shape to the substrate against the double-faced adhesive tape in advance, the carrier tape being stopped feeding~~in advance on the carrier tape with a cutting member having a corresponding shape to the substrate without completely cutting the carrier tape~~;

separating the double-faced adhesive tape cut out into a substrate shape from the carrier tape; and

joining the double-faced adhesive tape to the substrate through traveling and folding back the carrier tape having the piece of the double-faced adhesive tape in the substrate shape applied thereto with a knife edge to separate a piece of the double-faced adhesive tape in the substrate shape from the carrier tape, and joining a separated piece of the double-faced adhesive tape to the substrate relatively moving at a speed synchronized to a separation speed.

~~2. The method of joining the double-faced adhesive tape according to claim 1, wherein~~

~~the cutting member is a Thomson blade having an annular cutting edge for pressing against the double-faced adhesive tape on the carrier tape to cut the double-faced~~

~~adhesive tape into the substrate shape.~~

~~3~~2. Double-faced adhesive tape joining apparatus for joining a double-faced adhesive tape to a substrate, comprising:

a tape supply unit for supplying, from an original master roll, an original master tape having the long double-faced adhesive tape laminated to a long carrier tape joined thereto;

a tape traveling guidance mechanism for traveling the original master tape fed out from the tape supply unit along a given tape transportation path and guiding the original master tape to a knife edge;

a tape pre-cut mechanism for half-cutting the double-faced adhesive tape into a substrate shape without completely cutting the carrier tape by pressing a Thomson blade against the double-faced adhesive tape ~~to the carrier tape into a substrate shape on the tape transportation path in front of the knife edge to form a piece of the double-faced adhesive tape~~;

a tape separation mechanism for separating the double-faced adhesive tape cut out into the substrate shape from the carrier tape;

a joining table for holding the substrate;

a table driving mechanism for relatively moving the joining table relative to the knife edge at a speed synchronized to a tape traveling speed;

a tape joining mechanism provided with a joining roller for pressing against the substrate on the joining table the piece of the double-faced adhesive tape into the substrate shape that is separated from the carrier tape through folding back and traveling the original master tape with the knife edge; and

a carrier tape collecting section for collecting the carrier tape from which the piece of the double-faced adhesive tape is separated.

~~4. The double-faced adhesive tape joining apparatus according to claim 3, wherein~~

~~the cutting member is a Thomson blade having an annular cutting edge for pressing against the double-faced adhesive tape on the carrier tape to cut the double-faced adhesive tape into the substrate shape.~~

~~5~~3. The double-faced adhesive tape joining apparatus according to claim 42, wherein

the tape pre-cut mechanism includes blade holder that allow replacement of a Thomson blade in accordance with the substrate shape.