Oct. 22, 1929. A. J. WEHR ET AL 1,732,822

SIGN

Filed Dec. 17, 1926

Fig. 1.

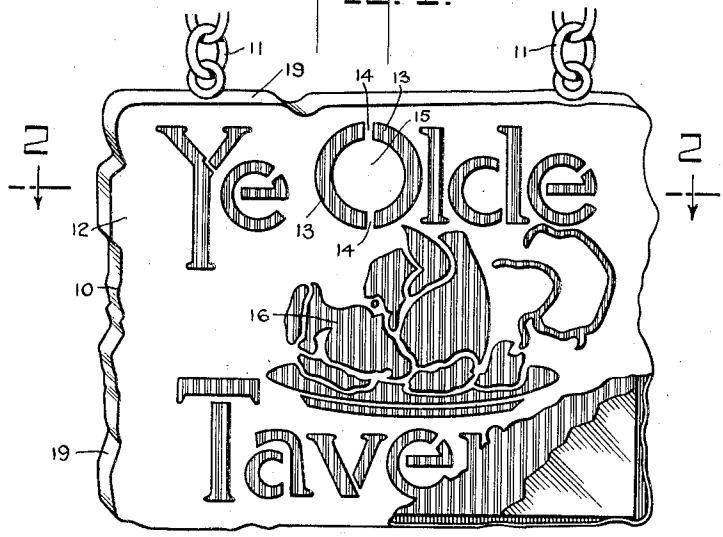


Fig. 2.

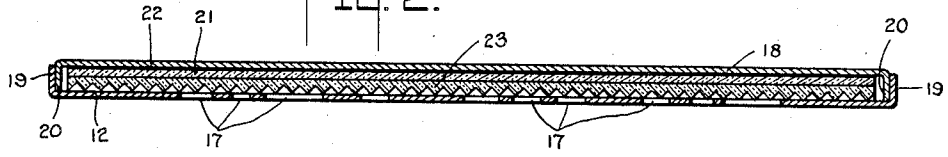
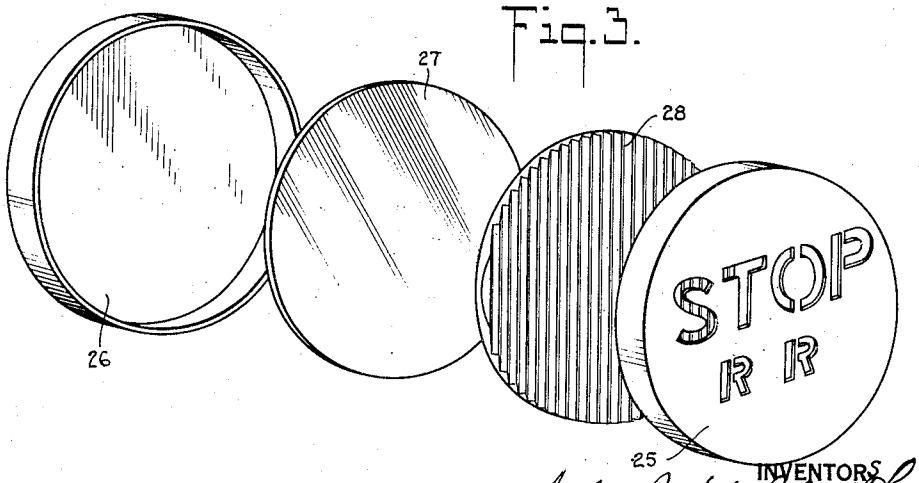


Fig. 3.



INVENTORS
Arthur J. Wehr John W. Lucas
BY Gregory V. Eliot,
Henry Lucke
ATTORNEY.

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UNITED STATES PATENT OFFICE

ARTHUR J. WEHR AND JOHN W. SHEERES, OF FORT MONMOUTH, NEW JERSEY, AND AMORY V. ELIOT, OF LANGLEY FIELD, VIRGINIA

SIGN

Application filed December 17, 1926. Serial No. 155,413.

This invention relates to signs.

A feature of the present invention is the embodiment in a sign formed of a casing or equivalent having a front or exposed face which is non-reflecting, or openings in such face which are "cut out" i. e., stencilled, for the outline of such lettering or other representation desired to be displayed, and a reflecting medium disposed within the casing in suitable relationship to such "cut out" or stencilled openings, whereby the display of the sign is readable at night by reflection of light furnished by headlights of automobiles or the like. Signs embodying our invention are legible in daylight by reason of the cut outs or stencilled representations.

Signs embodying our invention may be employed for restaurants, hotels, inns and other businesses, either at the location of the same or for advertising purposes generally along the roadway.

Our invention is also adaptable to signs bearing reading matter relating to traffic regulations for cautionary and any other purposes.

Further features and objects of the invention will be more fully understood from the following detail description and the accompanying drawings in which

Fig. 1 is a perspective view of a sign embodying our invention, and illustration of the suspension type and appropriate for a hotel or inn;

Fig. 2 is a sectional elevation on line 2—2 of Fig. 1; and

Fig. 3 is an exploded view in perspective of a traffic instruction sign showing a modification of the above form of our invention.

Referring to Figs. 1 and 2, the sign 10 is illustrated of artistic form and applicable to display the name of an inn, and bearing other appropriate designation. In this instance, the arbitrary name chosen is "Ye olde tavern," which may be that of a hotel, restaurant, inn or the like. Such sign 10 may be suspended from a pair of supporting chains 11, 11, as indicated in Fig. 1, or may hang by any other suitable means.

The lettering of the sign appears on the exposed face of the wall 12. The material of the wall 12 is preferably of non-reflecting character, such as steel or other appropriate metal or other material which is painted or coated to prevent deterioration.

To form the letters, the material 12 is "cut out" preferably by the so-called stencilled formation whereby the inner and outer contours of each letter are more or less parallel and a rigid portion of the material is retained within the interior of each letter. Thus, for the letter "O" each of the two openings 13 defining the inner and outer contours of this letter is substantially circular and the portions 14, 14 intervening between the openings 13 are integral with the body portion of the material 10, also integral with the portion 15 disposed within the inner and outer contours of the letter. Such "stencilled" formation of the letters effects a distinct outline and facilitates legibility, and also increases the strength of the combined body portion and intervening portions of the material 12 forming the exposed face of the sign 10.

In Fig. 1, there is also illustrated the representation 16 of a boar's head, served on a platter, the inner and outer contour lines of which are similarly formed by stencilling.

The resulting openings in the front or exposed plate of the material 12 for attaining the desired reading matter and other representations are designated generally 17 in Fig. 2. The remainder of the casing 10 may be in the form of a back plate 18 of suitable material, and the front plate 12 and back plate 18 secured to one another by frictionally binding side and end flanges 19, 20 respectively; such flanges 19, 20 may be permanently secured to one another by welding, riveting and the like as desired.

Within the casing formed by such surfaces 12, 18, is disposed suitably a reflecting medium such as a mirror, indicated in Fig. 2 as composed of the sheet of glass 21 and backed by a silvered layer 22, or equivalent.

Preferably, we employ a prismatic medium 23 of glass or equivalent interposed between the reflecting medium 21, 22 and the respective openings 17, whereby the light furnished by the headlight of an automobile or other lighting source is reflected gen-

erally by the surfaces of the respective prisms and the light waves also dispersed by the prismatic faces after reflection from the silvered or other reflecting surface 22.

If desired, the medium 23 may be of colored glass, or a sheet of colored translucent material interposed between the medium 23 and the mirrored surface 21, 22. Such colored translucent material may be used with the reflecting medium without a refracting medium.

It will be obvious that the rear face 18 of the sign 10 may similarly bear lettering and other representation, to afford advertisement, when viewed in a direction opposite to that of viewing the designations on the front surface 12.

Likewise, our invention is applicable for traffic instructions such as a "stop" reading signal, appropriate in advance of railroad and other danger locations. The front portion 25 of the casing of such sign may be in the form of a circular cup-shaped member, the front material 25 of which is "cut out" by stencilling to effect the lettering of the word "stop," and also, if desired, for "R. R." to indicate a railroad crossing. Similar designations with or without pictorial representations are carried out in a similar manner.

The rear portion 26 of the casing of such sign may be of a corresponding cup-shaped cylindrical construction of a larger diameter, to telescopically receive the front portion 25. Within the casing thus formed is disposed a reflecting medium such as a glass disk 27 bearing silvering on its rear face with or without a prismatic medium 28 which may be of glass or other translucent material and bearing regular or irregularly formed prisms. Such medium 28 may be colored or clear. A colored translucent material may be employed with a "clear" prismatic medium or without the latter.

As appears from the above, signs embodying our invention are highly advantageous in that the same are illuminated by light waves furnished gratuitously by the headlights of automobiles or other sources of light, the majority of such light sources relative to any particular sign being intermitted at night.

For daylight visibility, the color of the material per se of the paint or coating on the exposed face of the casing of the sign should be in contrast to the coloring or "clear" of the stencilled openings and of the refracting or reflecting medium or both.

Signs embodying our invention may be employed at the respective locations of hotels, inns, restaurants, "hot dog" stands and the like or may be positioned along the roadway for advertising purposes.

Whereas we have described our invention by reference to specific forms thereof, it will be understood that many changes and modifications may be made without departing from the spirit of the invention as defined by the appended claim.

We claim:

A reflecting sign, comprising a casing of opaque sheet material and including a front wall having portions thereof cut out to form a design, a sheet of glass disposed rearwardly of said front wall, said glass sheet having its rear face silvered to serve as a reflecting face, and a sheet of colored translucent material disposed immediately forwardly of said sheet of reflecting material and rearwardly of said front wall, said sheet of translucent material having a roughened face.

In testimony whereof we have signed this specification this 28th day of October, 1926.

ARTHUR J. WEHR.
JOHN W. SHEERES.
AMORY V. ELIOT.