May 26, 1959 G. E. WALTERS 2,887,801

SIGN

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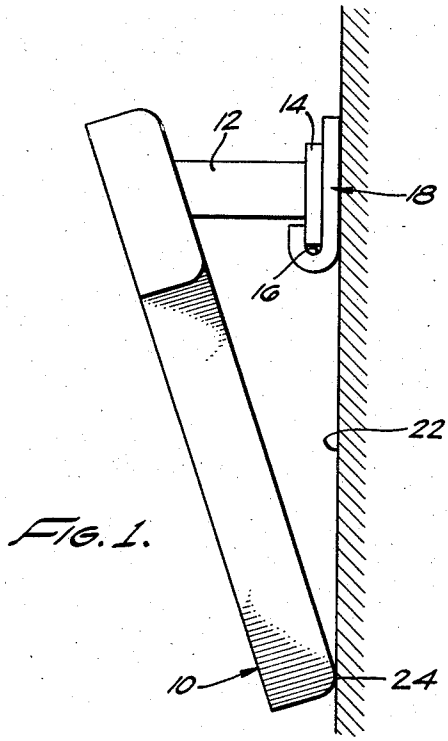


FIG. 1.

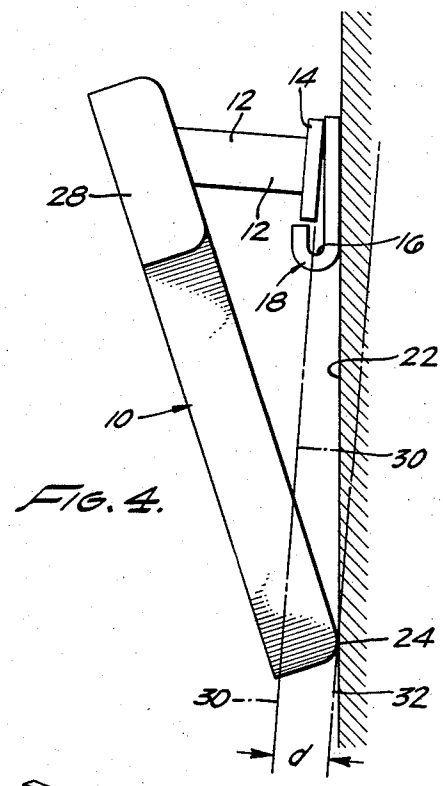


FIG. 4.

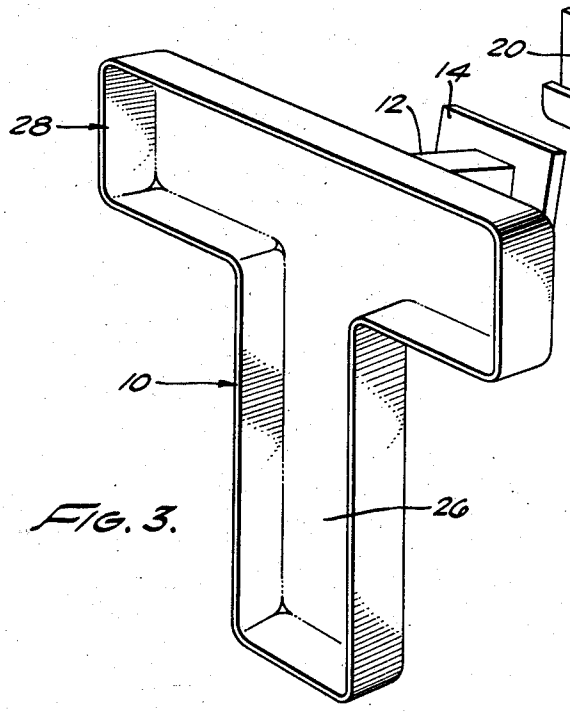


FIG. 3.

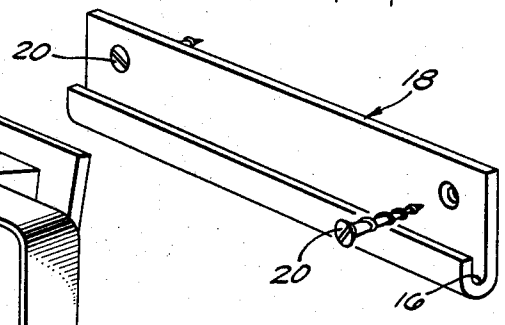


FIG. 2.

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SIGN

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1 Claim. (Cl. 40—128)

This invention relates to signs, and more particularly to special mounting means for sign letters to hold them securely on a mounting wall while permitting them to be easily assembled and disassembled.

It is conventional to hang letters of a sign from a retainer strip having a U-shaped channel to receive a mounting plate fixed to each letter. However, retail stores in particular, in which many of such signs are employed, are often located near major arteries in urban street systems which are heavily traveled by large automotive vehicles such as semi-trailers. This often causes sign letters of the above-described type to become misaligned due to vibration caused simply by a large amount of such heavy vehicular traffic. The sign letters may also be misaligned because of vibrations emanating from other sources.

It is therefore an object of the invention to provide a sign letter arrangement by which sign letters may be easily, but securely mounted on a vertical wall in a manner to prevent them from becoming misaligned by vibration or the like.

The present invention achieves this and other objects and overcomes the above-described and other disadvantages of the prior art by providing a letter member; a mounting wall; and means for mounting the letter member in an inclined position on the mounting wall, the letter member normally extending downwardly and rearwardly from the mounting means and thereby being held at its lower end in stressed engagement with the wall to prevent vibration from changing its position on the wall.

An outstanding feature of the invention resides in the fact that most all new retail store construction includes the provision of poster moulding completely around the interior on the walls of the store building. It is generally necessary to provide such a moulding completely around the interior of the building because it is often necessary to rearrange the departments of a store. This same moulding may be employed as a support for sign letters of the invention.

An additional advantage of the invention is also achieved through the use of the above-described arrangement. As explained in copending application Serial No. 683,504, filed September 12, 1957, by Gerald E. Walters for Sign Arrangement, a problem exists in mounting special individual plastic letters made with forwardly extending edges and polished recessed central surfaces and which are made of a dark colored clear plastic sheet material made in a manner to cause light entering the central surfaces to be reflected internally and thereby to emanate from the forwardly extending edges in contrast to the dark color of the central surfaces.

It is conventional to mount such letters adjacent one another to provide a vertical sign on an interior wall of a store building having an overhead light source, for example, such as a group of four longitudinal four-foot fluorescent tubes that are spaced from the wall. However, when this arrangement is used, the central surfaces of the letters reflect the light emanating from the overhead light source. The reflection is produced by the high polish of the plastic central surfaces and not by the light "piping" character of the plastic. Thus, although the central surfaces of the letters are darkly colored, reflections from the polished central surfaces destroy the good contrast which may be produced by the use of the light "piping" property of and colored and recessed construction of the letters in that substantial glare is produced from the polished surfaces.

According to a feature of the invention, an arrangement may be employed including a letter member, the letter member having forwardly extending edges and a polished recessed central surface, the letter member being made of a dark colored clear plastic sheet material, a mounting wall, a transverse member connected from an upper portion of the letter member and extending rearwardly therefrom, a channel strip fixed to the mounting wall having a horizontal U-shaped channel, and a mounting plate fixed to the transverse member, the mounting plate having a flat rear surface and a lower portion to fit snugly in the channel, the sign letter member, when unstressed, extending rearwardly beyond the plane of the rear surface of the mounting plate, whereby the lower portion of the sign letter bears against the mounting wall when the mounting plate is positioned in the channel, thereby to prevent vibration from changing the position of the letter member on the wall, the transverse member being horizontal and perpendicular to the mounting plate and disposed at an acute angle with respect to the letter member to hold it in an inclined position and thereby to improve the contrast of the light emitting edges of the letter with its dark central surface by lowering the angle at which light is reflected by the polished central surface from an overhead source, glare thereby being prevented therefrom to persons viewing the letter from positions spaced from the mounting wall. Thus, not only is misalignment prevented by this secure construction of the invention, but also contrast of the special letters is improved by the inclination of the letters to reflect light vertically downwardly from the polished central surfaces of the letters.

These and other objects and advantages of the present invention will be better understood when considered with the following description taken in connection with the accompanying drawings made a part of this specification, wherein several embodiments are illustrated by way of example. The device of the present invention is by no means limited to the specific embodiments illustrated in the drawings since they are shown merely for purposes of description.

Fig. 1 is a side elevational view of the sign letter of the invention with its support;

Fig. 2 is a perspective view of a retainer strip employed in the support shown in Fig. 1;

Fig. 3 is a perspective view of a sign letter and its directly attached support; and

Fig. 4 is a side elevational view of the sign letter and its attached support shown in Fig. 3.

In the drawings in Fig. 1 a sign letter T indicated at **10** is shown having a transverse member **12** connected to an upper portion of it and a mounting plate **14** fixed to the transverse member **12**. A retainer strip **18** is then fixed to a mounting wall **22** by means of screws **20** shown in Fig. 2. Retainer strip **18** is U-shaped having a channel at **16** to receive a lower portion of mounting plate **14** extending below transverse member **12**. The letter **10** is provided with forwardly extending edges **28** and a polished and recessed central surface **26**. The entire letter is made of a dark colored clear plastic sheet material made with a material to cause light entering the central surface **26** to be reflected internally and thereby to

emanate from the forwardly extending edge **28** in contrast to the dark color of the central surface **26**.

As shown in Fig. 1, letter **10** is mounted at an incline with respect to mounting wall **22**. Hence, when letter **10** is mounted in a retail store having an overhead light, light reflected from the polished central surface **26** is reflected substantially vertically downwardly and not away from the wall **22** into the eyes of the viewing public.

Preferably retainer strip **18** is made of sheet metal. However, transverse member **12** is preferably made of a clear plastic material, the same material of which letter **10** is made except that it is not colored. The same is true of mounting plate **14**. Transverse member **12** may be fixed to letter **10** and mounting plate **14** by any conventional method or means.

As stated previously, letter **10** would normally slide back and forth in the channel **16** of retainer strip **18** and become misaligned by rocking about the longitudinal axis of transverse member **12**. However, in accordance with the present invention a lower portion **24** of letter **10** extends beyond the plane of the relatively flat rear surface of mounting plate **14**. As a matter of fact, it extends more than the distance of the thickness of the retainer strip **18**. Thus, as the letter **10** is mounted on the wall **22**, a portion **24** bears against the wall and maintains the letter tight to the wall, the letter **10**, transverse piece **12**, and mounting plate **14** all being stressed in this condition. That is, the elastic character of the plastic of which the letter **10**, transverse piece **12** and mounting plate **14** are made provides a snap action by which the letter **10** is held rigidly against wall **22** at lower portion **24**. The plane of the rear surface of mounting plate **14** is indicated at **30** in Fig. 4. A plane parallel to plane **30** and tangent to the rear surface **24** of letter **10** is spaced a distance *d* from plane **30** and is indicated at **32**. Thus, in its unstressed condition, the lower portion **24** of letter **10** extends beyond the plane **30** an extent sufficient to cause it to be put under stress when the mounting plate **14** is maintained in a fixed position relative to mounting wall **22**.

As can be seen in Fig. 4, the letter **10** may be mounted in channel **16** of retainer strip **18** by pressing it against wall **22** at lower portion **24** and mounting plate **14** against retainer strip **18**. Thus, letter **10** is "sprung" away from transverse member **12** until mounting plate **14** lies flat against retainer strip **18**. Then, the whole structure is moved downwardly to slide mounting plate **14** into channel **16** of retainer strip **18**.

Although only one specific embodiment of the invention has been shown and described, changes and modifications of the invention will, of course, suggest themselves to those skilled in the art. The true scope of the invention therefore is not to be limited to the specific embodiment shown and described, but is defined only in the appended claim.

What is claimed is:

A sign letter arrangement comprising: a letter member, said letter member having forwardly extending edges and a polished recessed central surface, said letter member being made of a dark colored clear plastic sheet material made in a manner to cause light entering said central surface to be reflected internally to emanate from said forwardly extending edges in contrast to the dark color of said central surface; a mounting wall; a transverse member connected from an upper portion of said letter member and extending rearwardly therefrom; a channel strip fixed to said mounting wall having a horizontal U-shaped channel; and a mounting plate fixed to said transverse member, said mounting plate having a flat rear surface and a lower portion to fit snugly in said channel, said sign letter member, when unstressed, extending rearwardly beyond the plane of the rear surface of said mounting plate, whereby the lower portion of said letter member bears against said mounting wall when said mounting plate is positioned in said channel, thereby to prevent vibration from changing the position of said letter member on said wall, said transverse member being horizontal and perpendicular to said mounting plate and disposed at an acute angle with respect to said letter member to hold it in an inclined position and thereby to improve the contrast of the light emitting edges of the letter with its dark central surface by lowering the angle at which light is reflected by said polished central surface from an overhead source, glare thereby being prevented therefrom to persons viewing the letter from positions spaced from said mounting wall.

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