June 28, 1932. LEHN (MAX) WEESNER 1,864,702

SIGN

Filed March 10, 1930

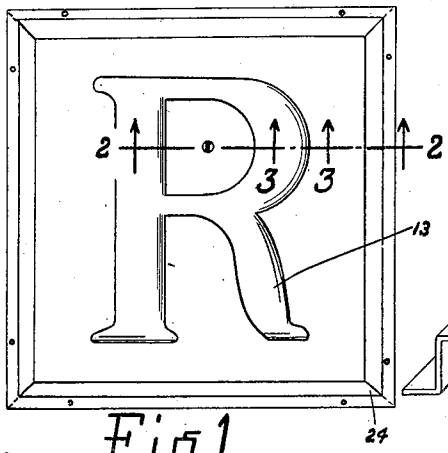


Fig. 1.

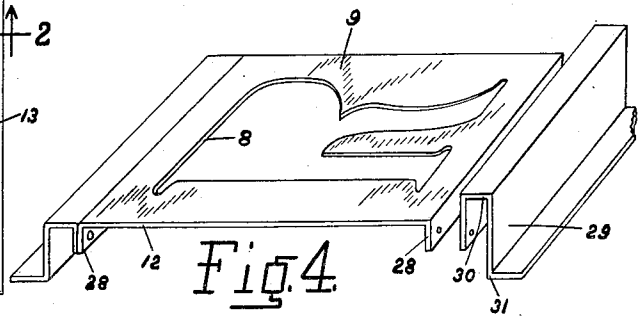


Fig. 4.

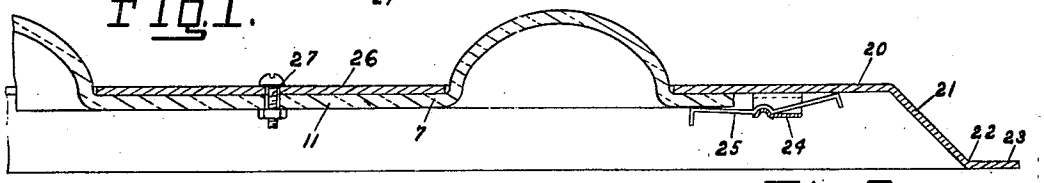


Fig. 2.

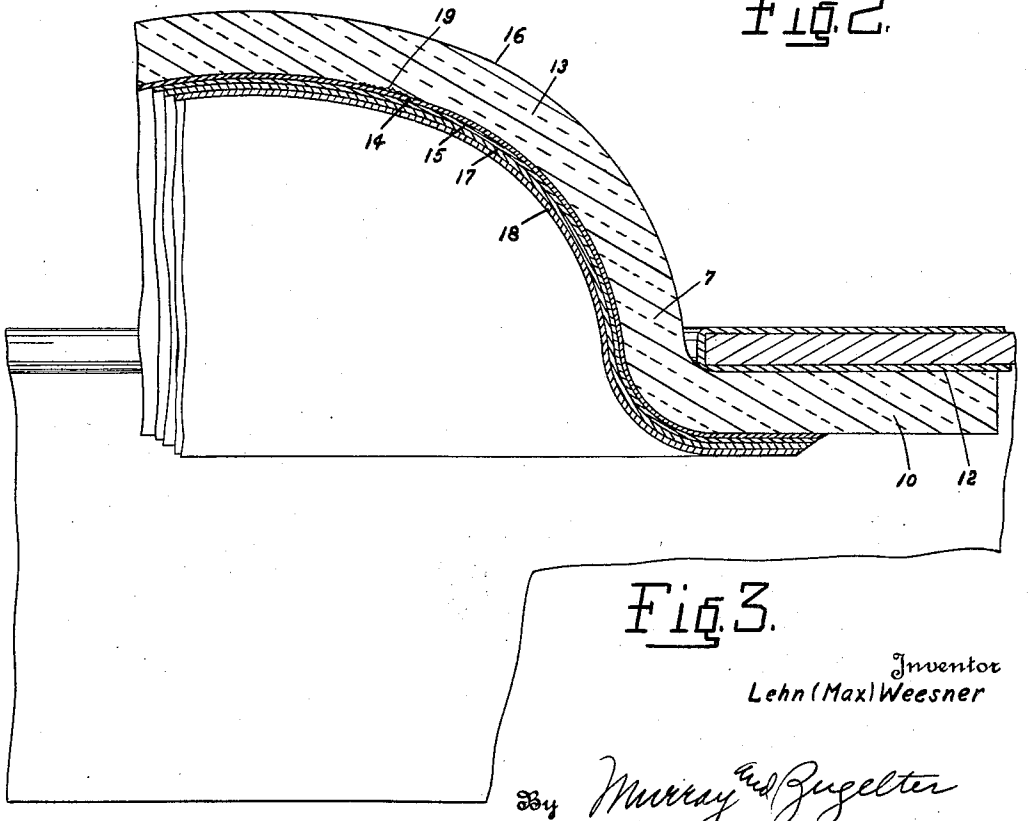


Fig. 3.

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UNITED STATES PATENT OFFICE

LEHN (MAX) WEESNER, OF CINCINNATI, OHIO

SIGN

Application filed March 10, 1930. Serial No. 434,551.

This invention relates to improvements in non-illuminated signs and has for an object the provision of an outdoor raised glass letter sign which provides a substantially perfect simulation of the heretofore long used and well-known raised and gilded wood block letter signs but which eliminates entirely the necessity for retouching or refinishing.

Another object is to provide a glass letter plate for this purpose which is comparatively inexpensive to make and which is free from glare or high-lights which usually characterizes raised glass letters.

Another object is to provide a sign having a metallic base stencil sheet which may be simply and expeditiously mounted and framed to present the flat plane surface usually found in the wood backing of the raised wood block gilt letter signs.

These and other objects are attained by the means disclosed herein and described in the accompanying drawing in which:

Fig. 1 shows one form of the sign of the present invention.

Fig. 2 is an enlarged cross sectional view on line 2—2 of Fig. 1.

Fig. 3 is a further enlarged fragmental view taken on line 3—3 of Fig. 1.

Fig. 4 shows in perspective a section of an elongated sign of modified structural detail.

In businesses of various classes it is customary to retain upon the building fronts and over store windows and the like the long used and well-known type of sign commonly called the raised and gilded wood block letter sign which comprises essentially a plain wooden background (usually colored black) upon which are secured in relief wooden letters which are gilded. The several general classes of business continuing to use this sign are those which have used this type of sign for so many years as to now consider it a mark to the public. Certain chain stores also have a standard or uniform sign on every store in all cities. This particular type of sign therefore is considered a valuable asset to the business and, regardless of the fact that these signs become weathered and require expensive repainting and regilding every year or two, their use is nevertheless continued. The present invention is directed to a sign which is practically a perfect simulation of this well-known raised and gilded wood block letter sign but which nevertheless is made up entirely of porcelain coated sheet metal and glass plates so that it always retains the appearance of a newly decorated sign of the old type. In carrying out this invention I have devised a transparent glass plate with the individual letter or character disposed thereon in relief and carrying on its reverse face the metallic paint or coating of the desired color (e. g. gilt, bronze, aluminum, etc.) in such fashion as to present the characteristic appearance of the gilded raised wood letter. This characteristic appearance is notable for the absence of the polished shiny appearance ordinarily found in glass or metal letters and presents a matte finish which avoids the mirror-like high-lights and glares. The gilded raised wood letter has always been considered highly advantageous because of its high visibility, without glare, regardless of the location of light source and angle of observation. All of these advantageous characteristics are attained in the glass sign letter of my invention.

The glass plate 7 is of clear transparent glass and is of a size somewhat greater than the area of the stencil opening 8 in a metallic background 9. This provides a flange 10 and intermediate portions 11 all disposed in a common plane so that their top faces may abut the bottom face 12 of the stencil base 9. The art of forming raised glass letter plates of opal or translucent glass for use in illuminated signs is old and well understood. The formation of the transparent letter plates of this invention is carried on similarly to the formation of other raised glass letter plates. In order to provide the same dull finish appearance which results from an application of gilt, aluminum, paint and the like to wooden surfaces, the inner face of the raised portion 13 of the plate 7 and a narrow margin extending onto the flange portions 10 and 11 is coated or covered with gilding material. The term "gilding material" is herein used to include gold-leaf, gold bronze, red bronze,

aluminum, and silver paints and in fact all of those metallic coating substances commonly used to reproduce the appearance of metals. This coating is laid with or without a preliminary transparent size 14 which would be applied directly to the glass. The gilding material 15 is applied in a coating of suitable thickness and in such manner as to insure a matte or dull appearance when viewed from the exterior face 16 of the glass plate. This is done in the case of gilding materials by working the gilt into the sizing material or onto the unsized inner face of the glass plate with the ends of the bristles of a brush. In the event gold-leaf is used it is applied without burnishing so that slight irregularities and tiny creases, etc., may be visible from the outer face of the plate. On top of the gilding material is applied a coating of paint which most closely approximates the color of the gilding material. In the use of gold bronze a backing coat of bright yellow paint is used. This performs the primary function of fixing the gold bronze or other gilding material in position and also deepens the color appearance thereof. The effect of this is such that when letters of the invention are mounted on a sign and are viewed from a short distance e. g. four feet or more the transparent glass is invisible and the expected mirror-like high-lights are absent. Over this decoration comprising the gilt 15 and color paint 17 is applied a protactive coating 18 of preferably neutral colored white lead base so that a decoration on the plate is thoroughly proofed against moisture and the elements. If desired the natural relative roughness due to the grain and pores of the wood may be further enhanced by molding an occasional or continuous irregularity 19 on the inner face of the glass at the time of forming the plates. A sign comprising letters made up in this fashion can scarecely be distinguished from a newly decorated raised wood letter. The body of the sign may be made up as shown in Fig. 1, wherein the stencil plate or base 20 of sheet metal is first cut out with the suitable stencil forms and the integral flanges 21 turned at a suitable angle and again turned at 22 to provide a mounting flange 23. The corners 24 are butt-welded and the entire base is dipped or coated with a vitreous coating such as enamel or porcelain. On the inner face are mounted suitable keepers 240 which cooperate with a resilient clip 25 for holding the glass letter plates 7 in position with the raised portion 13 protruding through the stencil slots and rendering them visible from the outer face of the sign. Letters such as A, B, R, O, etc., which have a loose center portion are provided for, as shown in Figs. 1 and 2 by taking the cut out metal plate 26 and attaching it to the glass plate 7 by means of the bolt or nut 27 extending through coinciding perforations in the metal plate and glass plate. The particular formation of the mounting clip forms no part of this invention and it may take any of a number of forms. Obviously any suitable molding strip may be employed on the inner face of the base for holding the letter plates in position.

Fig. 4 shows structural details of a simplified construction wherein the stencil plate 9 has depending flanges 28 having perforations therein and border angles 29 comprising an inverted U-shaped portion 30 and an L-shaped portion 31 serve to hold the parts in position and provide a very rigid sign base which is free from waves or warps. It will be understood that the U-shaped portion 30 may have the free leg deeper than the leg or flange 28 of plate 9 so that the plate 9 may be recessed from the top of the border 29. It will be understood that instead of providing perforations in the flange 28 and the leg of the U-shaped member 30, spot-welding may be resorted to with equal or superior results.

What is claimed is:

1. A non-burned raised glass letter plate simulating a gilt raised wood letter comprising a transparent glass plate having a hollow character formed in relief thereon, a coating of unburnished gilding material on the inner face of the character portion of the plate, and a protective and positioning coating disposed over the gilding material.

2. As a new article of manufacture a weatherproof opaque raised glass letter simulating raised wood letters and comprising a rectangular transparent glass plate having the desired character molded in relief thereon, a non-mirroring coat of gilding material applied to the concave surfaces of the plate and a protective and fixing coating over said coating of gilding material.

3. In a weather proof non-illuminated sign simulating the commonly used raised wood letter sign, the combinaton of an enameled metal sheet having letter apertures stenciled therethrough, transparent glass plates mounted on the reverse face of the sheet and having embossed letters thereon extending through the apertures in the sheet, a covering of non-mirroring and unburned gilding material on the rear face of the embossed portion of said glass plates and an opaque protective coating disposed over the gilding material.

4. In a raised glass letter sign the combination of a metal border angle strip having non-adjoining attaching flanges thereon, and a metal stencil base having a depending flange for attachment to one flange of the border angle strip, the remaining flange serving to mount the sign upon a surface.

5. In a raised glass letter plate for non-illuminated signs the combination of a transparent plate having a character molded in relief thereon, a coating of unburned and non-

mirroring gilding material disposed on the reverse side of the relief portion of said plate, a coating of color material over said gilding material and a weatherproofing coating over the color material.

6. In the production of a weatherproofing glass sign letter in simulation of a gilded wood block letter the combination with a transparent glass plate having a letter formed in relief thereon, a coating of gilding material applied to the reverse face of the letter portion of said plate, a color coating serving as a backing for the gilding material and heightening the effect of the gilding material where the gilding material is sparse, and a heavy weatherproofing coating covering said last mentioned color coating.

In testimony whereof, I have hereunto subscribed my name this 7th day of March, 1930.

LEHN (MAX) WEESNER.