

Oct. 22, 1935.

F. P. GILL

2,018,208

SIGN

Filed May 9, 1934

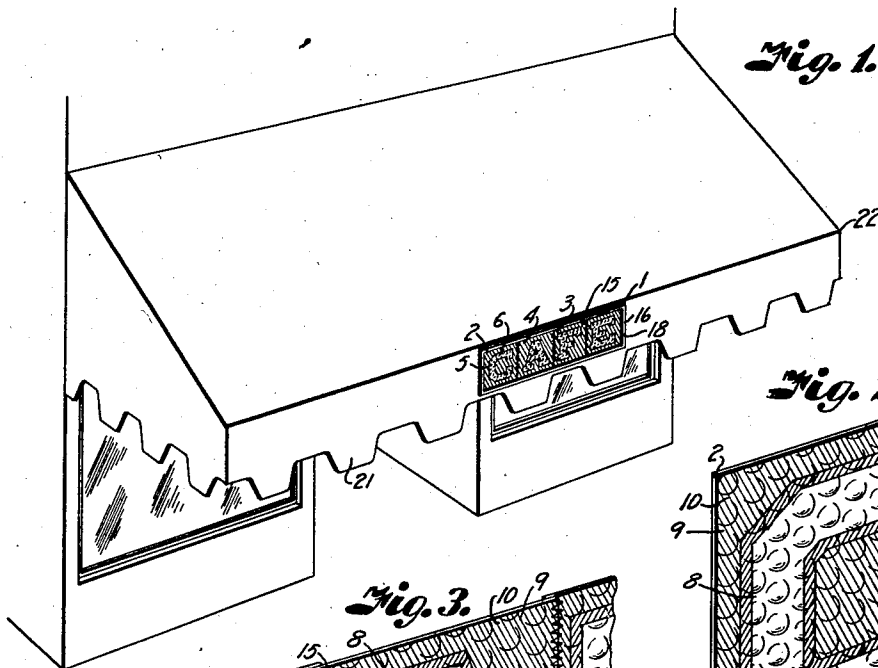


Fig. 1.

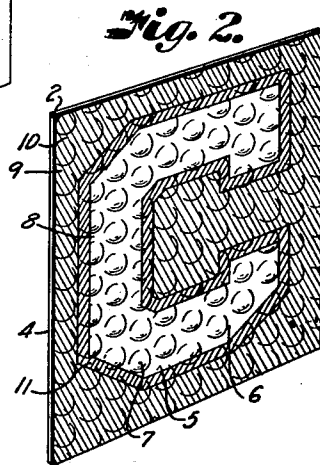


Fig. 2.

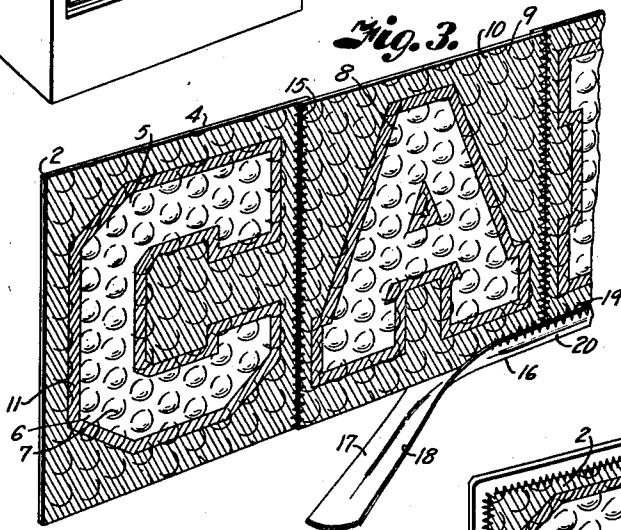


Fig. 3.

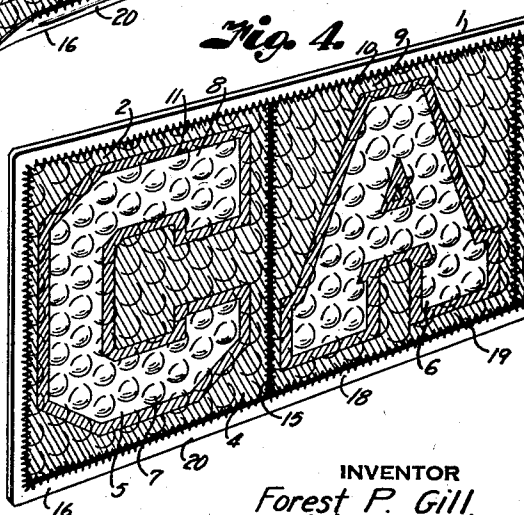


Fig. 4.



Fig. 5.

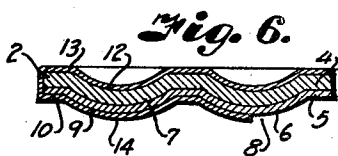


Fig. 6.

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# UNITED STATES PATENT OFFICE

2,018,208

SIGN

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Application May 9, 1934, Serial No. 724,670

7 Claims. (Cl. 40—135)

This invention relates to signs and more particularly to a sign for use on awning drops and other places requiring a light weight, flexible construction and has for its principal object to provide a sign of this character having light reflecting surfaces whereby the sign is visible in both daylight and darkness incidental to reflection of natural sun and artificial lights.

Other important objects of the invention are to provide a simple, inexpensive construction employing stock letters which may be assembled to compose a sign, to provide a sign which can be produced from inexpensive materials such as paper or cardboard and metal foil, and to provide for water-proofing the materials whereby the sign is made impervious to the elements.

In accomplishing these and other objects of the invention, I have provided improved details of structure, the preferred form of which is illustrated in the accompanying drawing, wherein:

Fig. 1 is a perspective view of an awning equipped with a sign embodying the features of the present invention.

Fig. 2 is a perspective view of one of the letter blocks.

Fig. 3 is a detail perspective view of a sign in the course of construction.

Fig. 4 is a similar view of one end of a completed sign unit.

Fig. 5 is an enlarged section through a portion of the sign, particularly illustrating the method of fastening the sign on the awning drop.

Fig. 6 is a greatly enlarged section through the edge of one of the letter blocks showing the method of water-proofing the back and edges thereof.

Referring more in detail to the drawing:

1 designates a sign including a series of letter blocks 2 secured together to compose a word 3.

Each letter block includes a rectangular cardboard sheet 4 faced with a metal foil covering 5 which is cemented thereto and which has a highly polished front face 6 for reflecting light rays. In order to promote the reflection properties of the metal foil, the sheets of foil and card board are provided with a series of embossments 7 which, in the illustrated instance, are in the form of circular mound-like protuberances arranged in vertical and horizontal rows with the mounds of one row in staggered relation to those of the adjacent rows so that they closely cover the entire field of the letter block.

The letters 8 are formed on the blocks by painting the field portion 9 exteriorly of the letters with a non-reflecting paint 10 so that the ex-

posed reflecting surfaces constitute the face of the letter.

In order to enhance the appearance of the letter, it may be outlined with a colored strip-  
ing, as illustrated at 11.

The front face of the letter blocks, being constructed of the metal foil, are impervious to moisture, but the card-board backing is rendered water-proof by covering the exposed rear side 12 with a water-proof coating 13 preferably applied in the form of a liquid. To seal the joint between the foil and the backing, the coating is carried up and over the marginal edges of the block as shown at 14 in Fig. 6 to completely enclose and seal the card-board backing.

The letter blocks thus constructed may be stocked in various sizes and types of lettering and the blocks assembled in units to form the words of a sign. For example, in the "Cafe" sign illustrated, the letter blocks "C", "A", "F" and "E" are joined by overlapping the edges of the adjacent blocks and sewing the overlapped edges by lines of stitching 15 to form a substantially continuous strip. The edges of the strip may then be encased in a suitable gimp 16 shaped to form flanges 17 and 18 engaging the front and rear faces of the sign and which are secured by lines of stitching 19 to leave a marginal edge 20 for attaching the sign to the drop 21 of the awning 22, the marginal edge being secured to the awning drop by lines of stitching 23.

When the letter blocks are assembled and secured to the awning drop, the sign is free to flex with the awning material without in any way damaging the reflexing surfaces.

Also, due to the light weight construction of the sign, it does not cause the awning to sag or pucker and does not form a hazard to pedestrians walking under the awning, as is the case in heavier constructed signs employing reflecting lenses.

From the foregoing, it is apparent that I have provided a simple, inexpensive sign which is readily adaptable to awning drops and similar places requiring light, flexible construction and which is clearly visible in both daylight and darkness incidental to sunlight and artificial light reflected by the embossments.

It is also obvious that due to the mound shape of the embossments, rays of light are reflected back and forth between the embossments to greatly enhance the visibility of the letters, so that they are rendered irraditive even though the light rays be fairly faint.

What I claim and desire to secure by Letters Patent is:

1. A letter block including a flexible backing, a facing secured to the backing and having reflecting surfaces, a non-reflecting coating applied as a paint to selected portions of the reflecting surfaces whereby the uncoated surface defines a letter having reflecting surfaces, and a water-proof coating covering the opposite side of the backing and edges of the letter block to seal the joint between the backing and the facing.

2. A letter block including a flexible backing, a facing secured to the backing and having a series of protuberances reflecting surfaces of selected type and shape, a non-reflecting coating applied as a paint to selected portions of the reflecting surfaces whereby the uncoated surface defines a letter having reflecting surfaces, and a water-proof coating covering the opposite side of the backing and edges of the letter block to seal the joint between the backing and the facing.

3. A letter block including a flexible backing, a facing secured to the backing and having a series of protuberances reflecting surfaces of selected type and shape, a non-reflecting coating applied as a paint to selected portions of the reflecting surfaces whereby the uncoated surface defines a letter having reflecting surfaces, and a water-proof coating covering the opposite side of the backing and edges of the letter block to seal the joint between the backing and the facing.

ing to seal the joint between the backing and the facing.

4. A sign of the character described including a series of letter blocks provided with light reflecting surfaces and having over-lapping edges secured together to compose a word, and a gimp binding secured to the letter blocks to provide a flexible frame for securing the sign.

5. A sign of the character described including a series of flexible letter blocks provided with light reflecting protuberances and having over-lapping edges secured together to compose a word, and a gimp binding secured to the letter blocks

to provide a flexible frame for securing the sign. 3. A sign including a plurality of letter blocks of selected shape and size, a non-reflecting coating applied as a paint to selected portions of the reflecting surfaces whereby the uncoated surface defines a letter having reflecting surfaces, and a water-proof coating covering the opposite side of the backing and edges of the letter block to seal the joint between the backing and the facing.

4. A sign including a plurality of letter blocks of selected shape and size, a non-reflecting coating applied as a paint to selected portions of the reflecting surfaces whereby the uncoated surface defines a letter having reflecting surfaces, and a water-proof coating covering the opposite side of the backing and edges of the letter block to seal the joint between the backing and the facing.

IN WITNESS WHEREOF, I have hereunto set my hand and seal of office, this 10th day of June, 1933.