

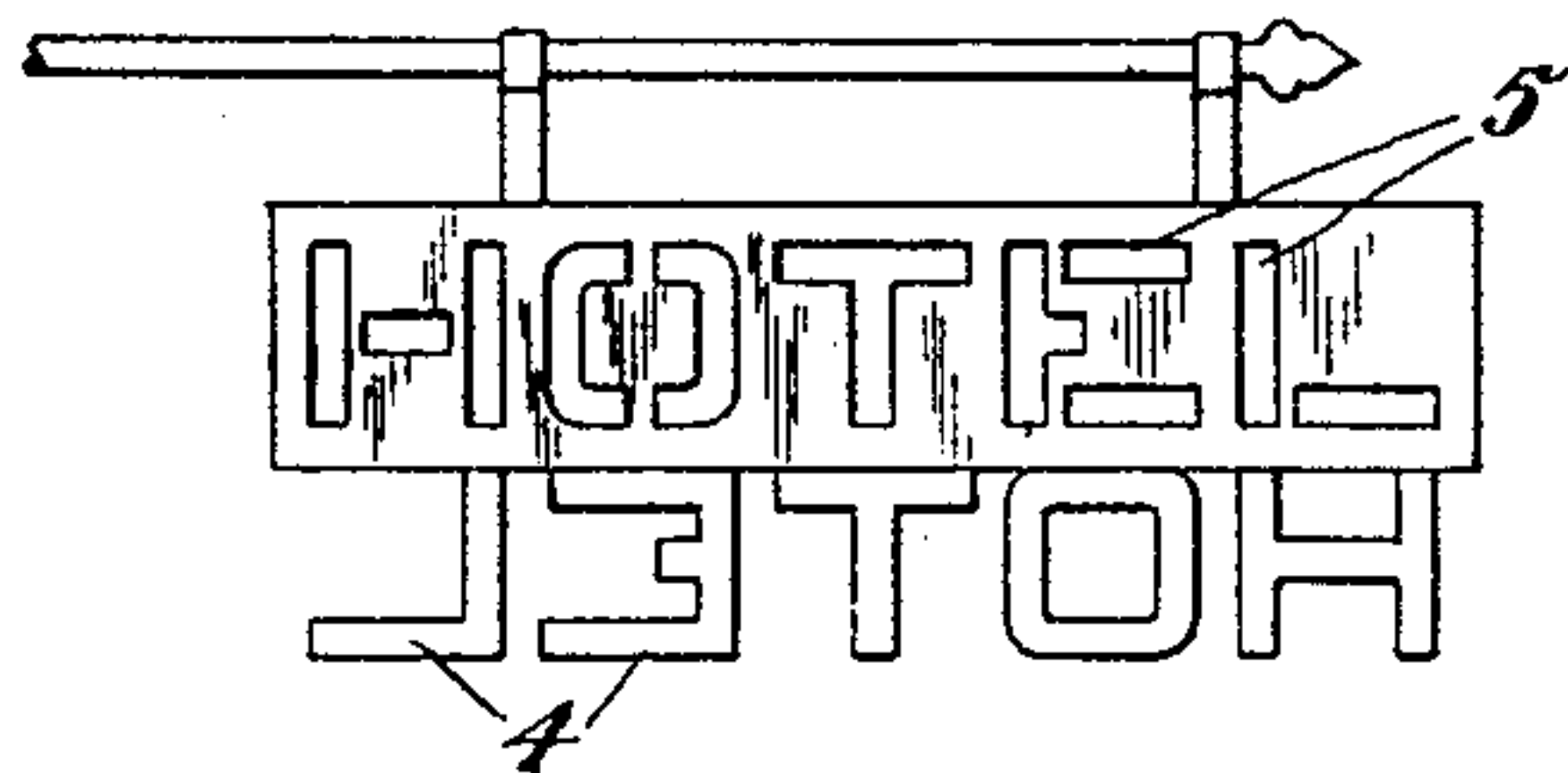
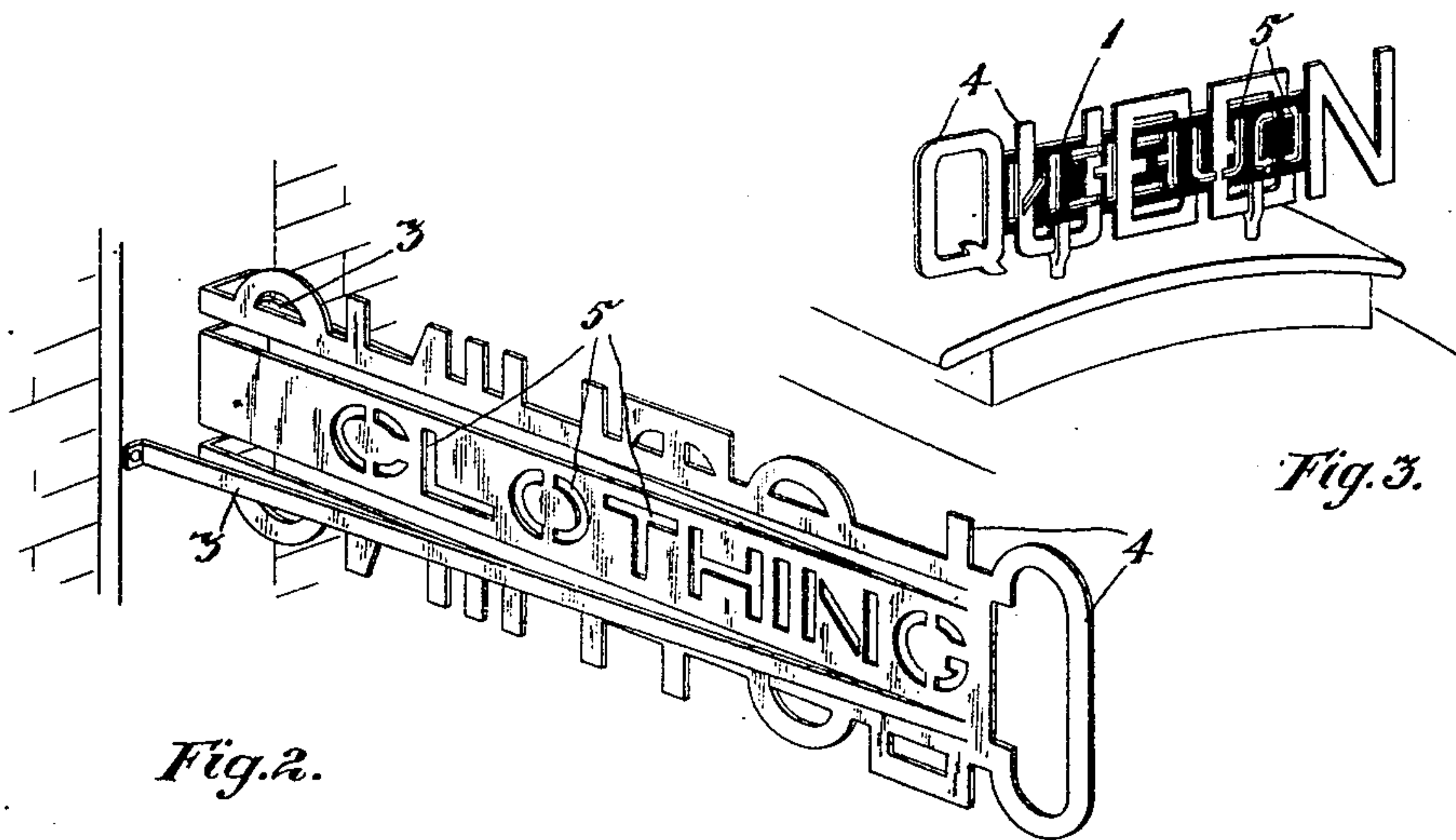
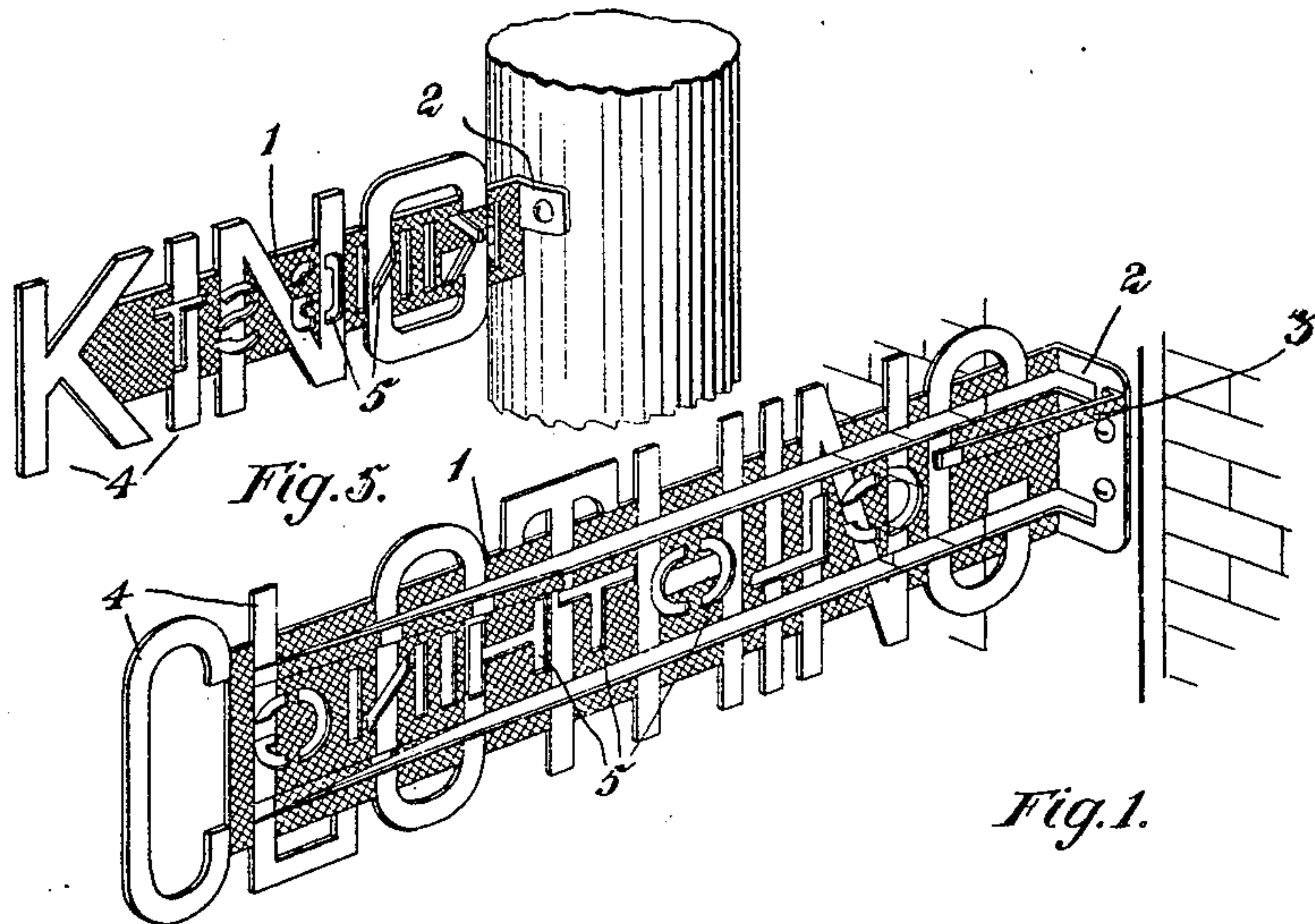
No. 871,289.

PATENTED NOV. 19, 1907.

J. MOSES.

DISPLAY SIGN.

APPLICATION FILED DEC. 24, 1906.



Witnesses.

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# UNITED STATES PATENT OFFICE.

JOSEPH MOSES, OF TORONTO, ONTARIO, CANADA.

## DISPLAY-SIGN.

No. 871,289.

Specification of Letters Patent.

Patented Nov. 19, 1907.

Application filed December 24, 1906. Serial No. 349,304.

*To all whom it may concern:*

Be it known that I, JOSEPH MOSES, a subject of the King of Great Britain, resident of No. 10 Conduit street, in the city of Toronto, county of York, Province of Ontario, in the Dominion of Canada, have invented certain new and useful Improvements in Display-Signs, of which the following is a specification.

10 My invention relates to improvements in display signs and the object of the invention is to devise a sign of simple and durable construction which shall be visible to the eye in very dim lights, such as at night time with  
15 only the light of the sky, and whereby the effect of stormy weather resulting in the accumulation of snow and ice on the sign board will not to any extent obliterate the sign, and it consists essentially of a backing formed of  
20 any suitable material and having the characters extending above and below the edges of said backing and wholly visible from only one side of the sign, and characters formed in stencil cuttings through said backing, the  
25 various parts being more particularly as described in detail in the following specification and shown in the accompanying drawings that form part of the same.

In the drawings Figure 1 is a perspective view of the sign as it appears from one side. Fig. 2 is a perspective view of the sign as it appears from the opposite side. Fig. 3 is a perspective view showing the sign as applied to street railway cars or as mounted on the  
35 top of any object. Fig. 4 is a modified form of the arrangement of the sign. Fig. 5 is a perspective view of a street sign.

Like numerals of reference indicate corresponding parts in each figure.

40 Referring to the drawings 1 is the backing or body portion of the sign preferably made of sheet metal and here shown as having an angularly turned end 2 for securing the said sign to a building or post and allowing the  
45 backing or base 1 to extend outwardly from said building or post.

3 are reinforcing braces preferably formed by punching out a strip of material from the backing or base 1 of the sign, leaving the  
50 same attached at the forward end. The inner ends of the braces 3 are secured in any suitable manner to the wall from which the sign extends or their may be secured to the angular portion 2. One of the reinforcing  
55 braces is shown extending to one side of the sign and the other to the other side of the

sign to brace it equally on both sides. The braces 3 while shown and described as part of the backing of the sign, may be formed of separate pieces of material secured to the  
60 said backing at the outer end of the sign and to the wall upon which the sign is placed, or they may be entirely dispensed with if the material of which the sign is constructed is of sufficient strength to sustain its own  
65 weight and withstand weather conditions which are liable to strain it if not sufficiently strong in itself. The sign may also be supported in any suitable manner other than as shown and described without affecting the  
70 utility thereof.

4 are letters or characters and shown in Fig. 1 spelling the word "Clothing" and showing wholly to one side of the sign, the upper and lower portions thereof extending  
75 above and below the upper and lower edges of the backing 1. The characters 4 are preferably formed in the same sheet of metal and forming part with the backing 1 of the sign but it must be understood that the said  
80 characters may be made of separate pieces of material and suitably secured to the face of the backing portion of the sign.

5 are stencil cuttings preferably located centrally in the backing or base 1 also spelling the word "Clothing", but arranged in a  
85 reverse manner to the characters 4, that is, the characters 4 read from the outer end of the sign toward the inner end and the characters 5 read from the other side of the sign  
90 from the inner end outward.

In forming the characters 4 it is found preferable to have the end letter or the beginning of the word preferably quite clear of the backing or base 1 with the exception of  
95 the extreme inner edges thereof which are shown attached to the end edge of the said backing and forming part therewith.

It will be noticed that the stencil cuttings 5 cut through some portions of the letters 4,  
100 thus making each letter of the word "Clothing" a clear cut through the sign. The cutting of the stenciled characters 5 does not interfere with the clearness nor detract from the appearance of the larger letters.

The backing or base 1 of the sign is preferably of a dark color and the letters or characters 4 light in color so that the said characters stand out clearly in relief against the dark back-ground formed by the base of the  
110 sign, thus making it very easy to discern the said letters or characters on a fairly dark



night as the back-ground will be considerably darker and denser than the light even of night time, and the light colors will reflect whatever rays of light may strike them.

5 The opposite side of the sign is preferably light colored over the whole surface and therefore the stencil cuttings forming the characters 5 will be plainly discernible as being dark against a light ground even in a very  
10 dim light. It has been particularly pointed out that a sign constructed as described is readily readable in the dim light of night time and of course it will be understood that it will also be very striking and easily read by  
15 daylight and as duplicate characters of the larger letters are shown in the stencil cuttings the reverse of the larger letters, the sign may be read with equal facility from either side.

20 Other applications of a sign constructed as described are shown in Figs. 3 and 4, that shown in Fig. 3 being particularly adapted for use upon street cars or where a sign is mounted above an object from which the  
25 backing of the sign may be supported from underneath. In this form it is found preferable to have both of the end characters cut clear of the ends of the backing standing out free from the dark ground. This gives the  
30 sign a very good appearance and also makes it very quickly and easily read. This form of sign may also be suspended from above. The form shown in Fig. 4 is practically the same as those previously described with the  
35 exception that the stenciled letters are cut nearly the full width of the solid backing, and the letters, reading from the opposite side of the sign, are wholly above the upper edge or below the lower edge of the body of the sign,  
40 but attached thereto at the base or top as the case may be.

It will be readily understood that a display sign constructed as described will be easily and quickly read in almost any kind of light,  
45 that is, whether the light be to the front and shining on the face of the sign or to the rear and shining through the sign, and also in stormy weather when ice and snow cluster and collect upon a sign with a flat surface  
50 thereby obliterating the characters thereon, the said snow or ice will not materially affect a sign constructed as described, as the top and bottom portions of the letters are cut out and extend above and below the center or  
55 backing portion and therefore will give sufficient indication of the characters to enable the reading thereof. The stenciled portion will not become covered over as the snow or ice will pass through the orifices leaving the  
60 lettering quite distinct.

A sign constructed as described is particularly adaptable for street naming where very often there is very little light at night and parties looking for a street may readily recognize the same in a very dim light and also the

name will not be obliterated by snow and ice as previously described. Again, the naming of a street may be easily and quickly discerned quite a distance from the sign, especially where the streets are fairly well lighted 70 as the light of the street lights will shine through the sign thus making it discernible without necessarily shining clearly on the face thereof.

What I claim as my invention is:—

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1. A display sign, comprising a strip of material having characters formed on one side and extending beyond the edges thereof and stencil cuttings through the central portion thereof delineating reverse characters, substantially as described. 80

2. A display sign, comprising a backing or base of suitable light material and having characters formed on one side thereof extending beyond the edges thereof and stencil cuttings therethrough delineating characters reading in a reverse manner to the aforesaid characters, substantially as described. 85

3. A display sign, comprising a backing or base forming a dark back ground and having characters of a light color extending thereacross and beyond the edges thereof and stencil cuttings therethrough delineating characters arranged to read in a reverse manner to the aforesaid characters, as and for the purpose specified. 90 95

4. A display sign, comprising a backing or base of dark color on one side and light color on the other having means extending therefrom for securing said backing in position, and characters of a light color extending across and beyond the edges of said dark back ground, said backing having stencil cuttings therethrough delineating characters reading correctly in a forward manner from the light colored side thereof, substantially as described. 100 105

5. A display sign, comprising a backing or base of dark color on one side and light color on the other having an inwardly extending end for securing said sign in position, and reinforcing braces forming part with said backing and suitably secured at the inner ends, and light colored characters extending across and beyond the edges of said backing, the upper and lower portions forming part therewith, said characters reading correctly forward, said backing having stencil cuttings therethrough delineating characters reading correctly forward from the light colored side of said base and contrasting therewith, substantially as described. 110 115 120

Signed at the city of Toronto, in the county of York, Province of Ontario, in the Dominion of Canada, this 3rd day of December, 1906. 125

JOSEPH MOSES.

Witnesses:

H. DENNISON,  
E. WELL.