

H. W. PICCOT.

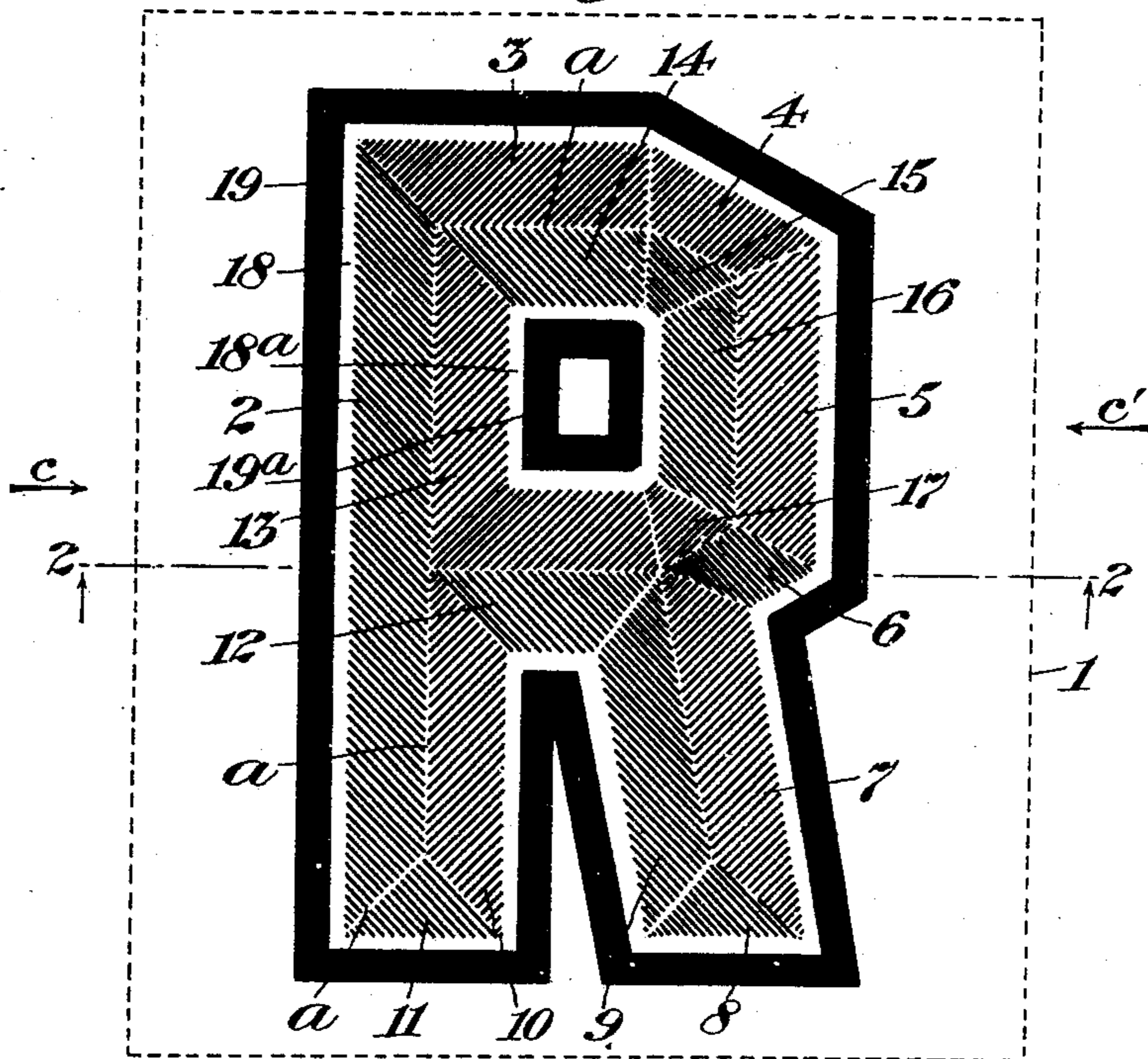
SIGN LETTER.

APPLICATION FILED APR. 24, 1908.

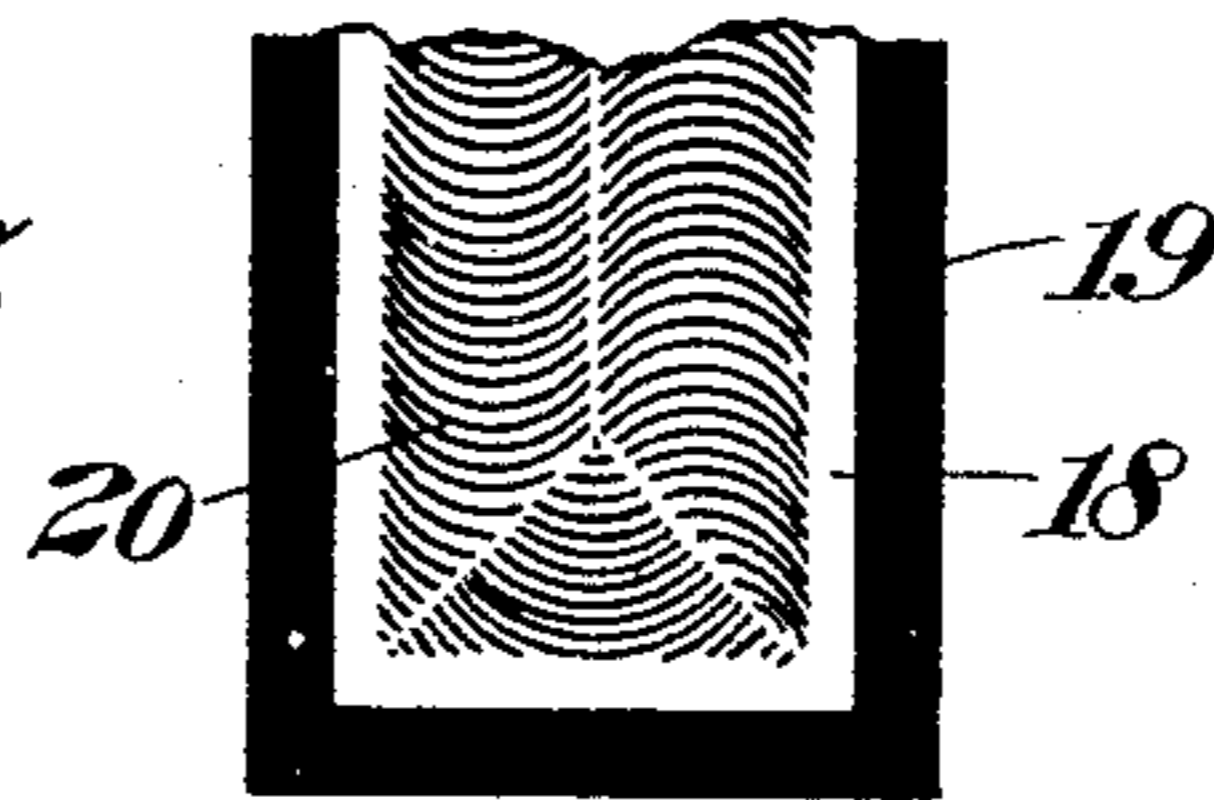
929,874.

Patented Aug. 3, 1909.

*Fig. 1*



*Fig. 3*



*Fig. 2*



Witnesses:  
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# UNITED STATES PATENT OFFICE.

HENRY W. PICCOT, OF SCARSDALE, NEW YORK.

## SIGN-LETTER.

No. 929,874.

Specification of Letters Patent.

Patented Aug. 3, 1909.

Application filed April 24, 1908. Serial No. 428,966.

*To all whom it may concern:*

Be it known that I, HENRY W. PICCOT, a citizen of the United States, residing in Scarsdale, county of Westchester, and State of New York, have invented a new and useful Improvement in Sign-Letters, of which the following is a description.

This invention relates to sign letters and advertising media of similar character, and has for its object to provide an ornamental, attractive and novel structure for letters of all kinds and other sign characters.

My invention consists in the parts, features and combinations of features and elements as hereinafter described and claimed.

In order that my invention may be understood, I have provided a sheet of drawings wherein:

Figure 1 is a plan view of a full-size letter or sign character embodying the novel features of my invention; Fig. 2 is a transverse vertical section taken on the line 2—2 of Fig. 1; and Fig. 3 is a plan view of a portion of a sign character or letter showing another mode of carrying out my invention.

Referring to the drawings, the numeral 1 indicates the mounting or base to which the character may be applied for display purposes, this base being preferably a piece of rigid transparent material, though not necessarily so, since all that is necessary to support the character is a base of some substantial or stiff material which will hold the same in form and properly display it. This base may be a suitable contrasting supporting material, or it may be a transparency, as above indicated.

The letter or character is made of some light, flexible, impressionable material, such, for example, as the well-known metal-foils, and is produced by cutting the said foil into the proper form for the desired letter or character and then impressing thereon with a die a series of parallel lines arranged in bars or groups, as presently described. Or, the said lines may be first impressed upon a sheet of material and then the latter cut to the desired form. The lines produced are the result of corrugations which are arranged or disposed in groups or bars in such manner as to produce the desired character. In the character shown in the drawings, the bar of lines 2, extends lengthwise of the character and along one side thereof. Formed in continuity with said group or bar of lines is another group or bar of parallel

lines 3, which are inclined to the same degree or angle and at an angle to the said bar 2. Formed in continuity with the bar 3 is a separate group of parallel lines forming the bar or section 4, these lines having precisely the same inclination as the ones 3; and formed in continuity with the group 4 of parallel lines is a separate group or bar 5 of parallel lines having the same inclination as the lines in the groups 3 and 4. The bar of lines 5 is arranged at an angle to the bar of lines 3. Next comes a short bar of parallel lines 6 formed in continuity with the bar of lines 5, the said lines, as well as the said bar, being arranged at an angle to the lines and bar 5, respectively. Formed in continuity with the short bar 6 is a long bar 7 made up of parallel lines, which lines and bar 7 are at an angle to the lines and bar 6, respectively, but which lines of the bar 7 are parallel with the lines of the bar 5.

At the base of one leg of the character is arranged a group 8 of parallel lines having a pyramidal appearance, the lines of this group being arranged at an angle to the lines of the bar 7. Arranged in parallelism with the bar 7 is a bar 9 of parallel lines, which latter are arranged at an angle to the lines of the bar 7. Directly opposite the bar 9 is arranged another bar 10 of parallel lines, which latter are arranged at an angle to the lines of the bar 9 and also at an angle to the lines of the bar 2; and at the base of the said bars 2 and 10 is arranged another group of parallel lines 11, pyramidal in form, the lines of said group being at an angle to the lines of the bar 10, but in parallelism with the lines of the bar 2. At the top of the two bars 9 and 10 is arranged a group of parallel lines 12, the said group being substantially pyramidal in form with its vertex truncated and arranged with the said truncated portion adjacent the opposite edges of the two bars 9 and 10. This arrangement of the bars and groups of parallel lines forms the outline of the sign letter or character "R." To complete the character, an L-shaped group 13 of parallel lines is arranged so that the base of the L will rest upon the inverted base of the group 12 with the lines of said base at an angle to the lines of said group 12, and with the vertical bar of the L arranged parallel with the bar 2 and with its lines at an angle to the lines of the bar 2. Formed in continuity with the vertical portion of the L-shaped group of parallel lines

is the group 14 and next to that the group 15, and next to that the group 16, and next to that and to the base of the L-shaped group the group 17. The lines of the bar 14 are arranged at an angle to the adjacent lines of the bar 3 and the adjacent lines of the L-shaped group; and the group 15 is given the general form of a pyramid with its lines parallel with the lines of the bar 14, but the group, as a whole, is arranged at an angle to the bar 14. The bar 16 is arranged parallel with the vertical bar 5, but with the lines thereof at an angle to the lines of the bar 5; while the group 17 is given the general form of a pyramid with its lines at an angle to the bar 16 and also at an angle to the group 6, but substantially parallel with the lines of the base of the L-shaped group. These groups and bars of lines 13, 14, 15, 16 and 17 are arranged in the form of a hollow square and form the interior of the upper part of the character "R," as shown.

The several bars and groups of lines are so arranged as to provide the divisional lines  $\alpha$ , which, in all instances shown, separate the various bars and groups of parallel lines from each other, thus giving the said divisional lines the general outline of the character or sign letter. This is not absolutely necessary, however, as the ends of adjacent angularly disposed lines or corrugations may be joined. The various lines of the several groups and bars are impressed or embossed upon the foil, so as to throw them into relief and catch the light differently at different angles, and so as to impart to the eye the impression of light and shade on the respective bars and give the general appearance to the character, viewing the same from the direction in which the arrow  $c$  points, of being depressed; while, viewing the character from the viewpoint indicated by the arrow  $c'$ , giving to the same the general appearance of being raised.

In addition to the above characteristics of the letter or sign character, the same is outlined by a clear, plain border indicated by 18, which gives character and distinctiveness to the article. Furthermore, the entire character may be finally outlined by a solid, plain border 19 produced by painting, staining, or otherwise ornamenting or coloring the foil around its extreme outer edges. Within the body of the character may also be produced the plain outline 18<sup>a</sup> and within that the solid, contrasting outline 19<sup>a</sup>, which may be a hollow square formed by cutting out the material of the foil, or substance of which the character is composed, as shown by the central white space.

When the article as thus described is completed, it may be mounted upon the suitable base 1 by any glutinous substance applied to the back thereof, which will cause it to adhere to the background, or it may be mount-

ed with its face against a transparent substance, such as glass or mica, so as to show the same up in all its details under the mounting. The character may be sold as a complete article prior to or after mounting, according to the demands of commerce and trade.

In the form of my invention shown in Fig. 3, the parallel lines forming the bars and groups of which the character is composed may be curved substantially in parallelism, instead of being straight, as shown in Fig. 1, the curved feature being shown in Fig. 3 and producing the additional effect upon the eye of convexed and concaved surfaces, according to the direction in which the character is viewed.

From the above description, it will be seen that one of the leading and important characteristics of the sign character or letter is that it is made up of series, groups or bars of parallel lines, the bars and groups and the lines thereof being arranged in such manner as to be at an angle to each other, respectively, and thus giving to the character or letter, according to the direction of sight, the appearance of being either raised or depressed. Another important characteristic of the article is that the parallel lines of the respective bars and groups are arranged at such angles to each other as to give to the letter or character varying light and shade effects, according to the angle from which sight is taken. In addition to the above features, the additional features of contrast and ornamentation imparted by the solid, plain borders of the letter or character are important to my invention.

Having thus described my invention, what I claim and desire to secure by Letters Patent is:

1. As an article of manufacture, an advertising medium composed of flexible impressionable material having in its surface a plurality of corrugations forming bars or groups of parallel lines, the lines in one bar or group being arranged at an angle to the lines in another bar or group whereby varying light and shade effects are produced.

2. As an article of manufacture, an advertising medium comprising flexible material having imposed thereon a series of bars or groups of parallel lines formed by corrugating the surface thereof and arranged so as to produce a given character or design, certain bars of the said character being arranged at an angle to each other and the lines of certain bars or groups being arranged at an angle to the lines of certain other bars or groups, whereby the impression is made upon the eye of raised and depressed effects.

3. An advertising medium consisting of a sheet of flexible material cut to a given form, said material having impressed therein, by

a suitable die, a plurality of uniform corrugations forming bars or groups of parallel lines arranged so as to maintain the general form of the character according to the cut  
5 of the material, said material also being provided with solid, plain portions arranged to follow the general outline of the character produced.

10 4. An advertising medium composed of a sheet of flexible material having imposed thereon groups of corrugations forming

parallel lines arranged according to a given design, and a backing or foundation of stiff material to which said flexible material is applied.

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In testimony whereof I have hereunto signed my name in the presence of two subscribing witnesses.

HENRY W. PICCOT.

Witnesses:

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