

SPANJER BROTHERS INC

*Guide
to BETTER
Signs*

CATALOG 41 CHICAGO





Guide to Better Signs

**SPANJER
BROTHERS, INC.**

1160 NORTH HOWE STREET

CHICAGO • ILLINOIS

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1941

SINCE 1896

IT WAS IN 1896 that William Spanjer started furnishing hand carved wood letters and ornamental carvings to the sign trade at Newark, N. J. A talented designer, sign painter, and wood carver, his products were of such exceptional quality that the demand for them increased rapidly. The following year, his brother Henry joined the growing business, and the firm of Spanjer Bros. was formed. Henry was an expert in the use of woodworking machinery and tools, and the happy combination of one brother's artistic ability with the technical skill of the other was the keystone of today's successful business.

In 1906, the Chicago plant was established to serve the letter needs of sign men and architects west of the Allegheny Mountains. Since 1896, Spanjer Brothers has come to serve over 12,000 sign contractors and architects throughout the country. During this time, Spanjer plants have turned out over 18,000,000 letters in sizes ranging up to 10' in height, and Spanjer letters now can be seen from Maine to California, from Florida to Washington, and in Alaska, Canada, Hawaii and the West Indies. Spanjer letters have a nation-wide reputation for quality of materials and workmanship. Select materials are purchased in car-load lots and only the lumber and metal which will prove most satisfactory for a particular type of letter is used in its manufacture. Through years of training and long experience, Spanjer workmen have become specialized craftsmen—experts in the art of making letters and allied products. When you buy a Spanjer letter you are assured that it will embody the very best in materials and workmanship, coming as it does from a plant which specializes in the manufacture of fine letters.



A GUIDE TO BETTER SIGNS



PREPARED as a reference work for Sign Contractors, Architects, Designers and Outdoor Advertising Agencies, this "Guide to Better Signs" shows the place of the modern sign on the modern building and store, and the place of the *modern raised letter* in that sign. Not merely a "catalog," it is probably the most complete book of information on *raised letter signs* available today.

Raised letters play an ever increasing part in modern advertising. Really aggressive silent salesmen, they *force* their message to be read—*drive it home*.

Raised letter signs in *store interiors* direct the customer to the department he seeks, leave a vivid impression in his mind and make the store employee's work easier. A well executed raised letter sign on the *exterior* of a store sets that store apart from others and attracts the shopper's eyes, his footsteps and his purse.

The increasing use of raised letters on outdoor advertising bulletins indicates that advertisers are becoming well acquainted with their effectiveness. More and more, they realize that when they put their message before the hurrying public in *raised letters*, they make certain it will be read and remembered.

For over 45 years Spanjer's have specialized in the design and manufacture of raised letters and decorative advertising material in wood—and for the last 25 years have led also in the production of metal letters. During all this time, they have supplied and have anticipated the letter needs of Sign Contractors, Architects and Designers.

We should like to serve you. If you have any problems which may come within our field, write us. We shall be happy to offer suggestions. It is our sincere desire that this book may be helpful to you.

TERMS AND GENERAL INFORMATION

CREDIT

Our terms to regular customers of established credit are net 30 days from date of invoice. If the invoice is paid within 10 days, a discount of 2% will be allowed.

When no credit account has been established, goods will be shipped C. O. D. A deposit of one-half is required on C. O. D. shipments of all metal letters and on non-stock wood letters. A deposit of one-third is required on shipments of stock wood letters.

C. O. D. charges may be avoided by remitting in full with order. A 2% cash discount may be deducted from remittances in full. Time will be saved by remitting with money orders, cashier's checks, or bank drafts.

SHIPMENTS

All goods are shipped F. O. B. our plant, Chicago, Ill. All goods are shipped by express unless definitely specified otherwise.

A charge is made for hauling freight shipments to the depot when the gross amount of the order is less than \$50.00. All orders are carefully packed by experienced workmen. Should there be any damage or breakage, please refer claims direct to the transportation company.

RETURNED GOODS

No goods may be returned for credit without our written authorization. In cases where such return is authorized, a 10% handling charge will be made. No metal letters, nor any non-

stock wood letters will be accepted for credit under any circumstances.

MATERIALS

Standard thicknesses of wood letters are $\frac{1}{4}$ ", $\frac{3}{8}$ ", $\frac{1}{2}$ ", $1\frac{3}{16}$ " $1\frac{1}{8}$ ", $1\frac{3}{8}$ ", $1\frac{3}{4}$ ", $2\frac{3}{4}$ ", $3\frac{3}{4}$ ". Letters up to $1\frac{3}{4}$ " are made of kiln dried Northern white pine; thicker letters are made of California redwood. Unless otherwise specified, letters from 5" to 12" high are made $1\frac{3}{16}$ " thick. Smaller letters are made proportionately thinner and larger letters should be made proportionately thicker.

All wood letters are carefully sanded on the face. The edges are cut smooth, but are not sanded unless specified. A small additional charge is made for sanding edges.

Letters are also made of poplar, birch, maple, walnut, and other woods when so ordered, and from plywood, plain or tempered Masonite, composition boards or plastics.

Metal letters are made from cast aluminum or sheet aluminum, cast bronze or sheet bronze, cast iron, and sheet stainless steel. For additional information on metal letters, turn to pages 58 to 77.

SPANJER BROTHERS, INC.

1160 NORTH HOWE STREET

CHICAGO • ILLINOIS

PATTERNS FOR LETTERS

Patterns, or full sized drawings, for all the styles of letters illustrated in this book are carried in our extensive pattern file. Except where otherwise noted, these patterns are carried on file in the following sizes: 2", 3", 4", 5", 6", 8", 10", 12", 14", 15", 16", 18", 20", 22", and 24".

Special letters can be made in any style from your own full sized paper drawings. Or, if you prefer, these drawings can be made from your scaled sketch, blueprint or logotype by our experienced designing staff. A small additional charge is made for this service.

For complete information of metal letter patterns, see page 60.

How to Order From This Catalog

Please do not cut this catalog. When ordering, mention Catalog 41; give page number, style of letter, material, size, thickness, and face contour.

If you will mention the size of board or space in which the letters are to be used, we will check to see that the letters chosen will fit properly.

It is important that you mention against what type of background the letters are to be used and how they are to be mounted. In many instances we can offer suggestions which will make the job last longer and add to its appearance. For painting suggestions, turn to page 26.

IF YOU CAN'T FIND IT—

in this catalog, write us. We can quote on any sign or display requirement made of wood or metal.

Alumilite finish
Aluminum letters
Architectural letters
Bakelite letters
Balls, hardwood
Barnum style letters
Barricade signs
Bevelled edge letters
Bracket signs
Brass letters, fabricated
Broadway letters
Bronze letters,
Cast
Fabricated
Bulletins,
Miniature
Outdoor display
Carvings, wood
Cast iron letters
Casting patterns
Catalin letters
Cement casting form letters
Changeable letters
Chromaloid faced wood letters
Columns
Coved edge letters
Credit
Day and night signs
Eden design letters
Egyptian letters
Egyptian letters, lower case
Engraved letters
Exotic design letters
Expansion bolts
Extension irons
Exterior letters
Exterior installations,
Metal
Scotchlite
Tymstone
Wood
Fabricated letters, metal
Face contours
Fancy Roman letters
Fastening methods,
Metal letters
Wood letters
Flat faced letters
Fluorescent plastic letters
Frames for glass signs
French Roman letters
Full round letters
Gothic letters
Grooved Broadway letters
Half block letters
History of the company
Huxley Gothic letters

INDEX TO CONTENTS

Alumilite finish	59
Aluminum letters	59-77
Architectural letters	11, 15, 30, 56, 64
Bakelite letters	37
Balls, hardwood	50
Barnum style letters	25, 29
Barricade signs	23
Bevelled edge letters	6, 14, 21, 44, 48
Bracket signs	52
Brass letters, fabricated	68
Broadway letters	8, 15, 19, 29, 30, 32, 36, 38, 67
Bronze letters,	
Cast	59-77
Fabricated	68, 69
Bulletins,	
Miniature	49
Outdoor display	40-48
Carvings, wood	54, 55
Cast iron letters	68
Casting patterns	56, 57
Catalin letters	37
Cement casting form letters	56
Changeable letters	37, 38
Chromaloid faced wood letters	36
Columns	55
Coved edge letters	21
Credit	4
Day and night signs	22, 39, 41, 42
Eden design letters	29
Egyptian letters	10, 12, 16, 19, 62, 63
Egyptian letters, lower case	16
Engraved letters	20
Exotic design letters	8, 28, 32, 36
Expansion bolts	27, 73
Extension irons	27, 73
Exterior letters	8-30, 39-48, 59-78
Exterior installations,	
Metal	61-71
Scotchlite	39
Tymstone	78
Wood	6-11, 22-25, 41-48
Fabricated letters, metal	68
Face contours	21, 57
Fancy Roman letters	18
Fastening methods,	
Metal letters	68, 72, 73
Wood letters	26, 27
Flat faced letters	21, 22, 36-39, 46, 61, 63, 65, 67, 69, 78
Fluorescent plastic letters	37
Frames for glass signs	52, 53
French Roman letters	18, 44
Full round letters	21
Gothic letters	14
Grooved Broadway letters	30
Half block letters	14
History of the company	2
Huxley Gothic letters	25, 28, 33, 38

Interior letters	28-38
Iron letters, cast	68
Kabel letters	10, 15, 22, 28, 34, 36, 38, 61, 76, 77
Logotypes	10, 22-24, 33, 35, 43-48
Lower case,	
Egyptian letters	16
Roman	16, 43, 44, 45
Lucite letters	37
Lumarith letters	37
Masonite sign boards	50, 51
Metal covered wood moulding frames	52, 53
METAL LETTERS	58-77
Alloys	59
Finishes	59
Special styles	68-77
Stock pattern styles	60-67
Table of dimensions, stock patterns	60
Miniature bulletins	49
Modern stub letters	17
Moderne letters	25, 29
Mouldings	50
Mounting Methods,	
Metal letters	68, 72, 73
Wood letters	26, 27, 38
Night and day signs	22, 39, 41, 42
Old English letters	16, 47
Painting suggestions	26
Patterns,	
Cement casting form	56
Metal castings	57
Wood letters	4
Permanent signs	6
Plaques, carved	11, 54, 56
Plastic letters	37
Plexiglass letters	37
Porcelain enamelled letters	68
Posts, turned	54
Prismatic face letters	8, 11, 14, 21, 64, 78
Real estate boards	50
Reflector buttons	41, 42, 48
Returned goods	4
Ribbon letters	28, 32, 34, 36, 38, 65, 71
Roman letters	8, 13, 16, 18, 19, 47, 66
Lower case	16, 43-45
Special	9, 42, 44
Round block letters	14
Round faced letters	8-10, 12-19, 21, 22, 42-45, 47, 48, 57, 62, 66, 69, 75-77
Rustic letters	18
Rustic signs	50
Scotchlite	39
Screw-nails	38
Script letters	17, 22, 24, 45
Even stroke	17
Modern stub	17
Traffon	17

Shaded letters	39
Sidewalk signs	52
Sign boards	50, 51
Shipments	4
Slanted face letters	38
Special metal letters	68
Square block letters	6, 14
Stainless steel letters	68
Stock letters	12, 13, 19, 28
Stone letters	78
Strip letters	38
Styles,	
Architectural	11, 15, 30, 56, 64
Barnum	25, 29
Broadway	8, 15, 29, 30, 32, 36, 38, 67
Eden	29
Egyptian	10, 12, 16, 19, 62, 63
Egyptian lower case	16
Exotic	8, 28, 32, 36, 48
French Roman	18, 44
Gothic	14
Half block	14
Huxley Gothic	25, 28, 33, 38
Kabel	10, 15, 22, 28, 34, 36, 38, 61, 76, 77
Moderne	25, 29
Old English	16, 47
101 Kabel	61, 76, 77
102 Egyptian	62
103 Egyptian	63
104 Architectural	64
105 Ribbon	65, 71
107 Roman	66
108 Broadway	67
Ribbon	28, 32, 34, 36, 38, 65, 71
Roman	8, 13, 16, 18, 19, 47, 66
Roman lower case	16, 43, 44, 45
Round block	14
Rustic	18
Script	17, 22, 24, 45
Square block	6, 14
Stymie block	30
Text style	16
Thick and Thin	15, 30, 39
Stymie block letters	30
Swing signs	52
Templets	27, 73, 74
Terneplate letters	68
Text style letters	16
Thick and Thin letters	15, 30, 39
Tongued letters	38
Traffon script letters	17
Truck letters	74-77
Tymstone letters	78
Water tank letters	48
Wire mesh backgrounds	50
Wood carvings	54, 55
WOOD LETTERS	6-48, 56, 57
Wood turnings	54

FOR PERMANENT SIGNS—

Here's a striking example of the long service wood letters give, year after year, in all kinds of weather. Note the big letters in the picture at the right, below—just finished and ready for delivery. This picture was taken at Spanjer Bros. plant in Newark, in 1897. The picture at the upper left shows these



Elizabethport, N. J. Plant of Singer Sewing Machine Co.

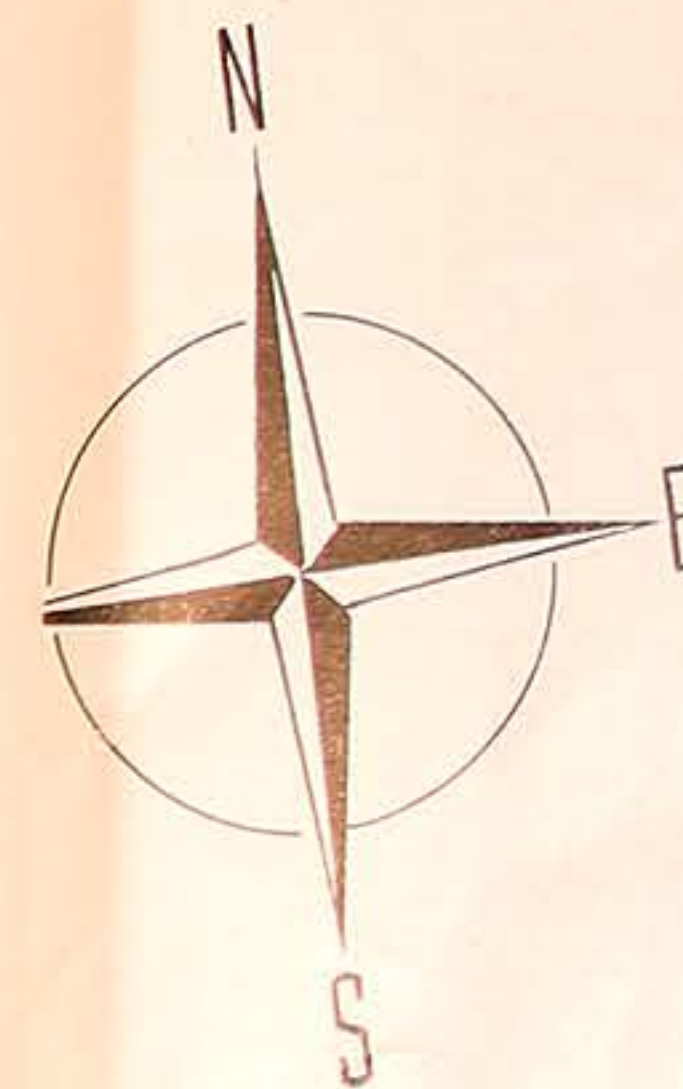
Wood in raised letters, like woodwork in your own home, will last a lifetime if it is given the proper care. For long term advertising value at low cost, wood letter signs are in a class by themselves.

Spanjer Brothers Newark Plant in 1897.



same letters as they appear *today* atop the Singer factory at Elizabethport, N. J.—after more than 43 years of continuous service.

In our display room are dozens of other wood letters, still in first class condition, which have been returned to us after periods ranging from 20 to 40 years—returned only because company names or slogans have been changed. We take considerable pride in the fact that all of those mentioned were Spanjer made, by skilled workmen using the best of tools and materials. Also, they were carefully painted on back, face and edges before they were erected, and have been repainted frequently ever since.

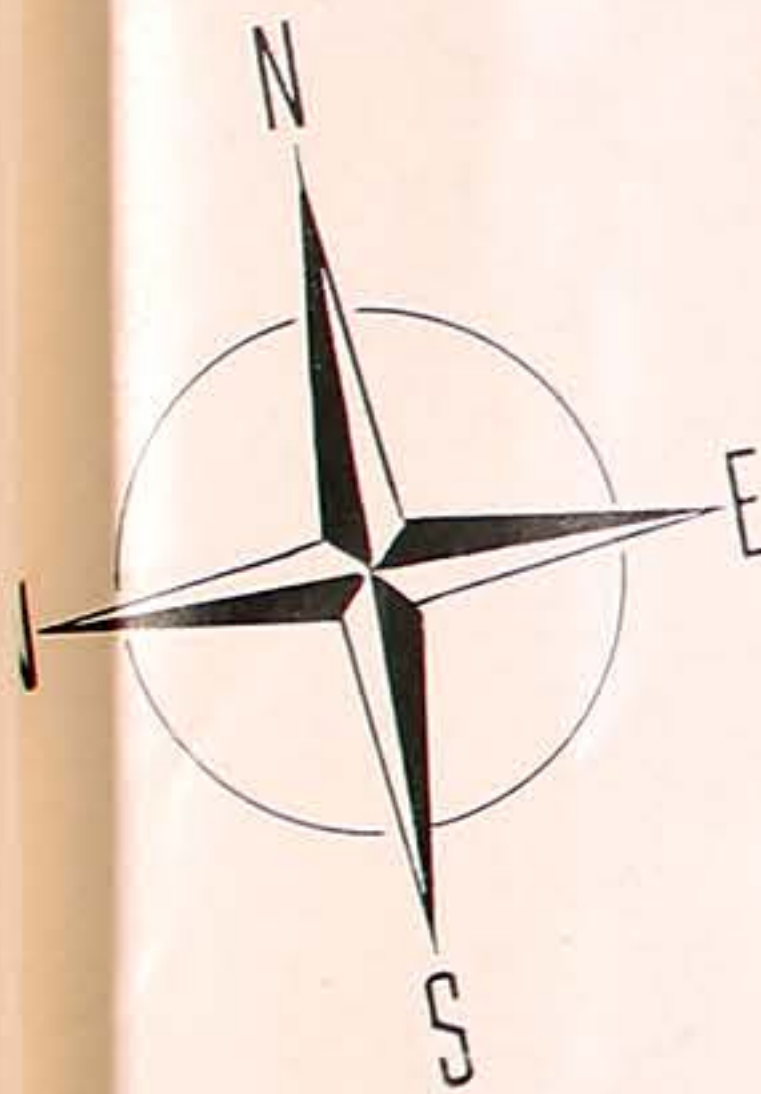
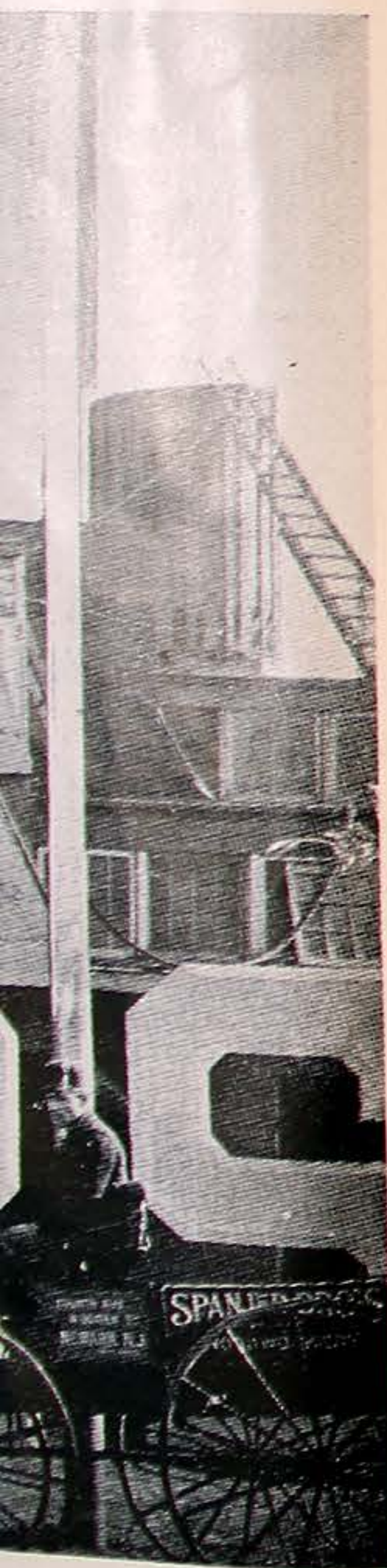


JUNEAU, ALASKA

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still in first class
ranging from 20
logans have been
of those mentioned
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All Over America—
Spanjer Letters
Meet the Needs of the
Most Exacting
Advertisers



PROMINENT ADVERTISERS FAVOR WOOD LETTERS

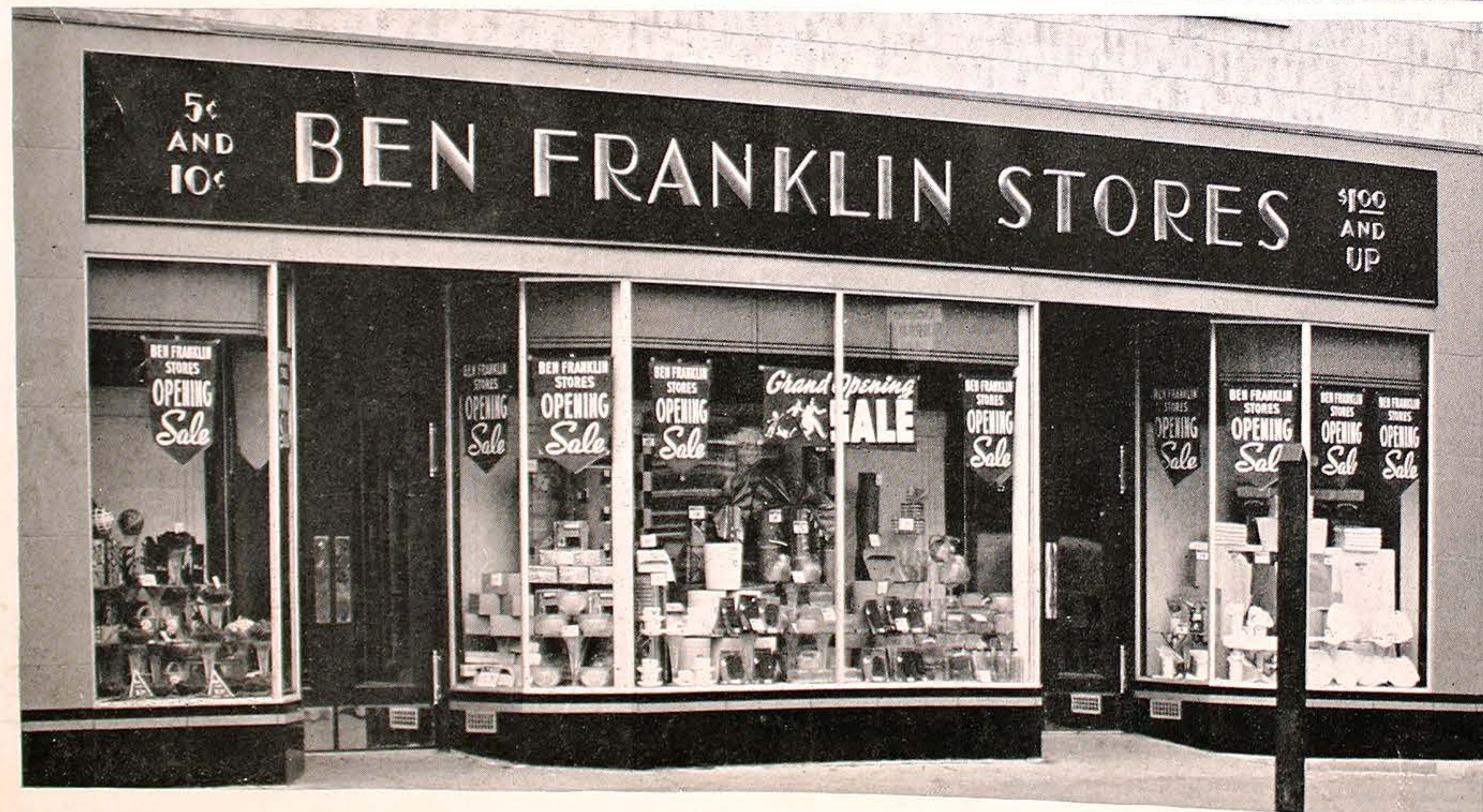


Exotic style wood letters, finished in gold leaf, are used on the modern signs of over 1300 Federated Stores throughout the country. Horizontal strips at ends add to distinctive, individual sign treatment.

Typical W. W. Mac Co. sign using regular Roman wood letters with full round face.



The prismatic faced wood letters shown on this Bissell sign have been in constant service since 1906.



Large users know they get lasting advertising value at low cost by using raised wood letter signs.

More than 2600 Ben Franklin Stores from Coast to Coast are effectively identified by their familiar red and gold raised letter signs. The sign backgrounds are either masonite or porcelain, finished red; the letters are always wood, finished in brilliant gold leaf. During their years of experience, these retailers have found that wood letter signs give the long-time service they demand—at low initial and low maintenance cost.



Close-up of the Kresge letter



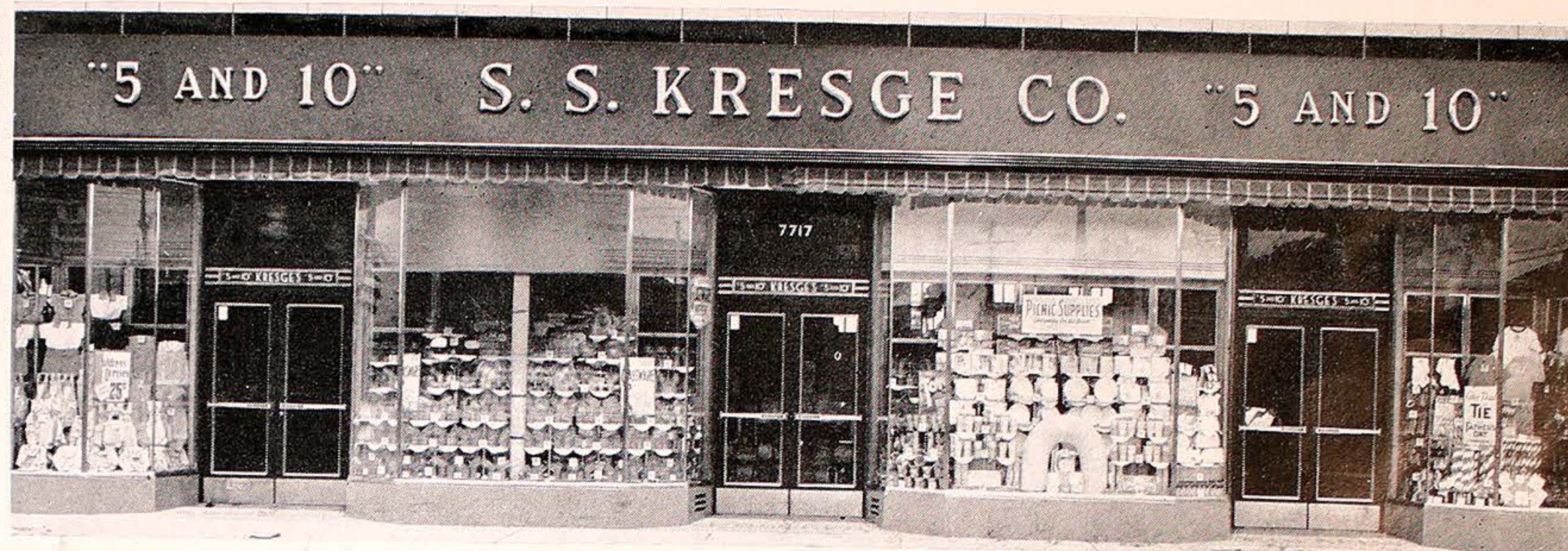
Close-up of 24" Sp Kresge letters



"5 AND 10" USES ROUND FACED WOOD LETTERS



Close-up of typical full round face Kresge letters shown at right.



Close-up of 24" Special round edge Kresge letters shown at right.



⊠ Standard Kresge sign, typical of thousands throughout the country, using special design Roman letters. Brilliant gold leaf on the full round face letters makes the sign economically effective both day and night.

◊ Large Kresge store on busy Detroit intersection uses specially constructed, curved wood letters made to fit this convex corner sign. Unusual or difficult applications of raised letter signs can be made most economically by the use of wood letters.

Special design wood letters, mounted to red structural glass, grace this modern Kresge store front on Chicago's busy State Street.

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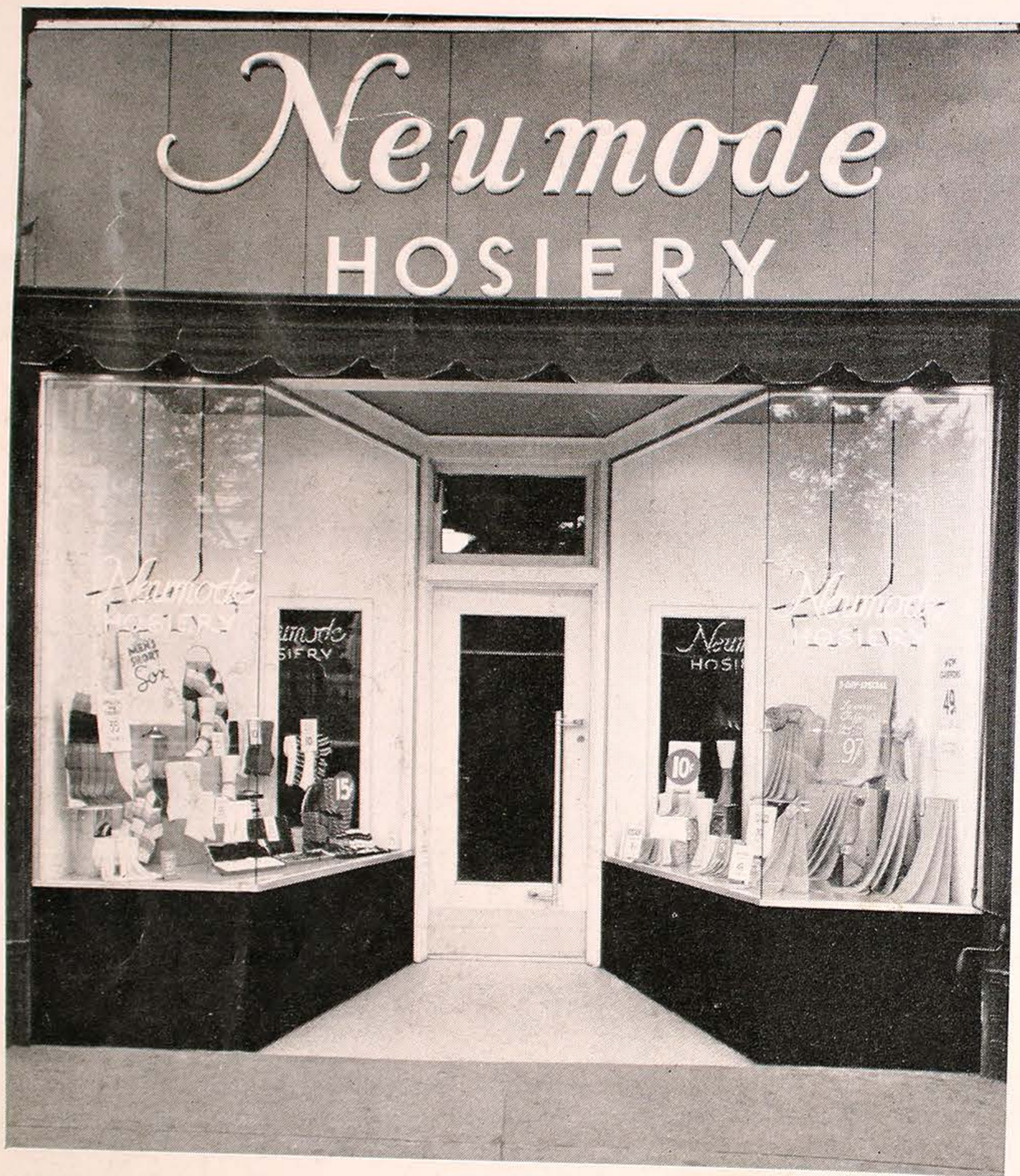
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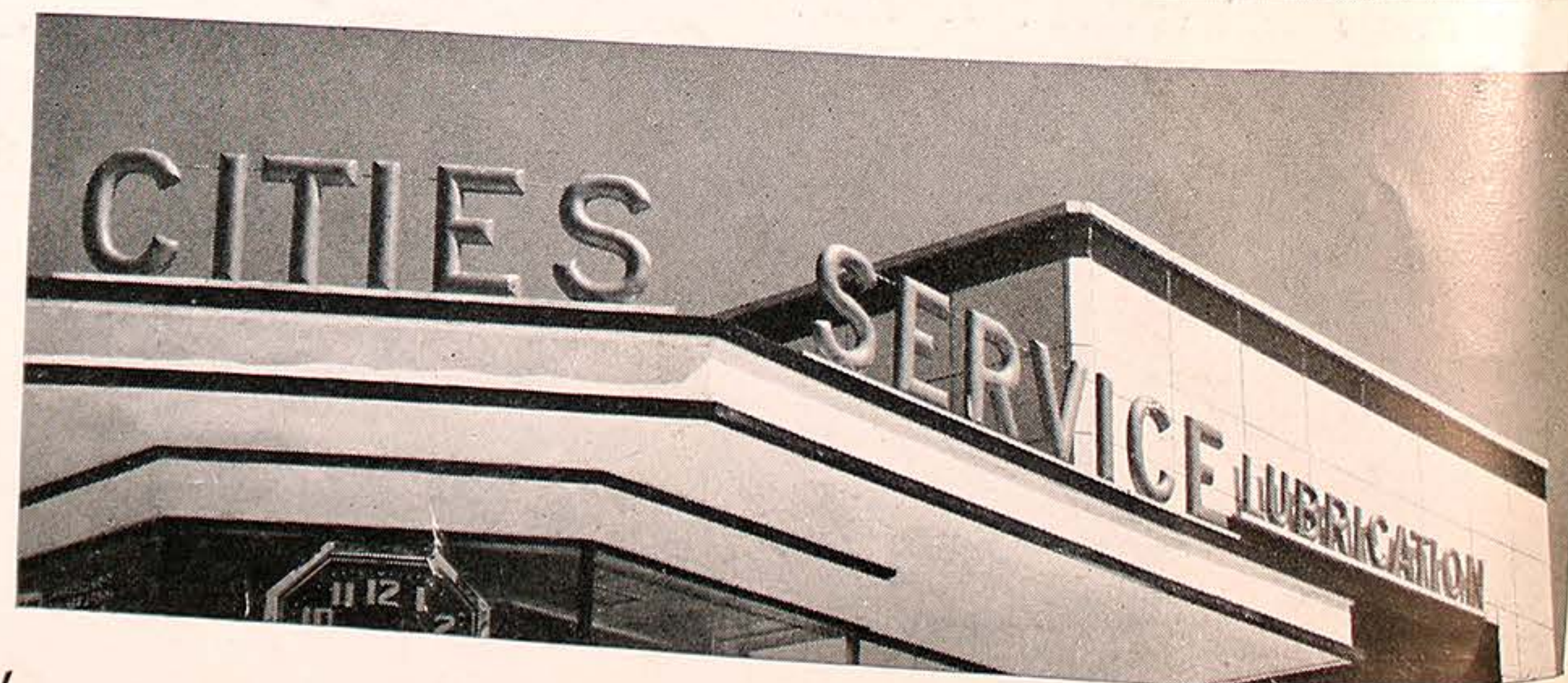
ROUND FACED LETTERS ARE MOST EFFECTIVE



⤵ Above is shown one of the many Neumode stores using white enameled wood letters applied to black carrara glass. The individual design and round face contour of these letters enhance the dignity of this modern store front. For method of installation see Type FW-5, page 26.

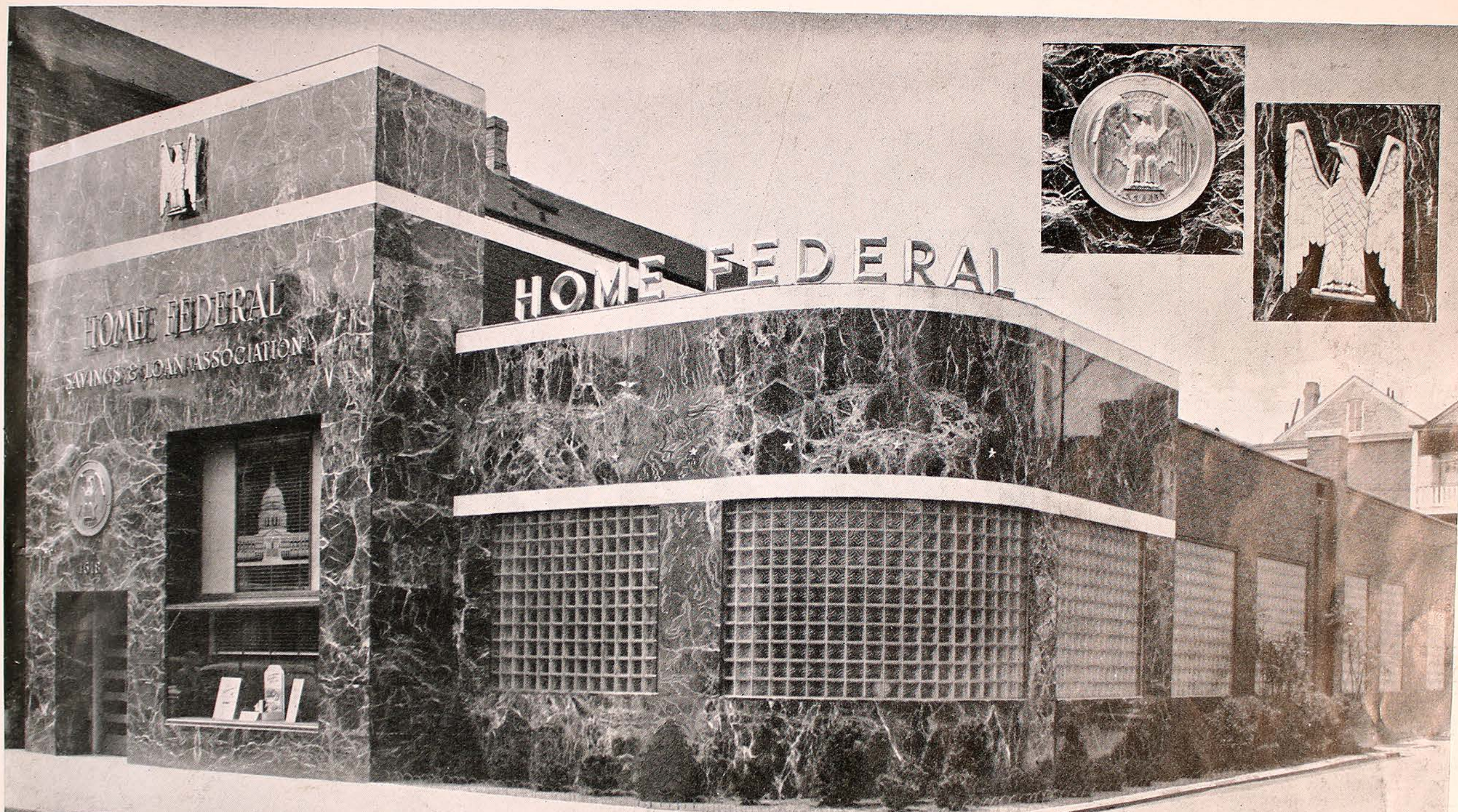
Wood letters are easily and economically adapted to any installation. The Cities Service letters mounted to wood bases illustrate one of the many ways they can be made into attractive signs. Note the pleasing effect the round face contour lends to these silhouetted letters.

Because wood letters offer lasting and more effective advertising for the lowest initial and lowest upkeep cost, more and more operators throughout the country are identifying their service stations with signs of this kind.



Wood letters, finished in gold leaf, mounted on a verd antique marble front, became a free-standing architectural style, mounted on a large free-standing letters on the prismatic faced, finished in gold leaf. Gold leaf applied on wood retaining

PRISMATIC WOOD LETTERS ON MARBLE FACADE



Wm. Sevic, Architect

Wood letters, finished in gold leaf, were chosen by the architect for use on this beautiful verdi-antique marble front, because of their dignity and lasting beauty. They are prismatic faced architectural style, mounted to the face of the building with 3" extension irons. The large free-standing letters on the cornice are 20" high, 3 3/4" thick, special Kabel style, prismatic faced, finished in gold leaf, as are the plaques on the front of the building. Gold leaf applied on wood retains its brilliance longer than on any other material.



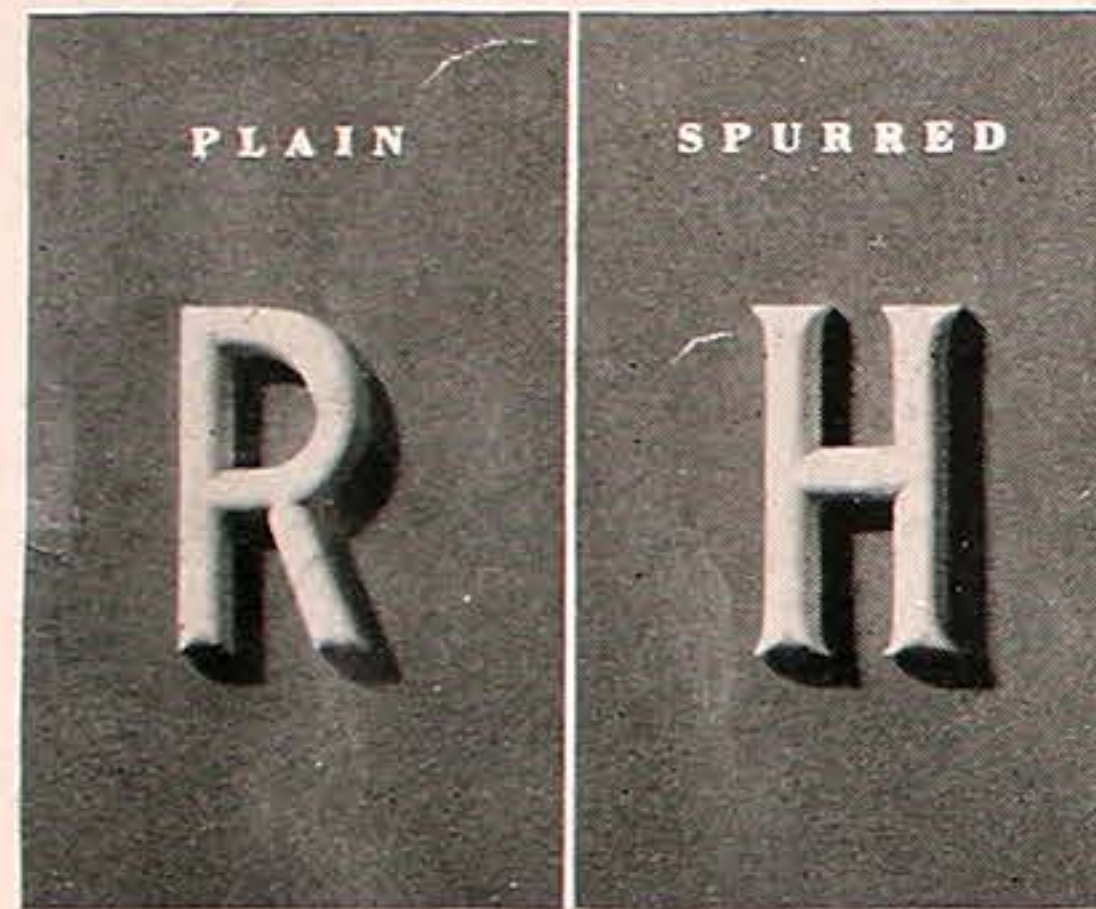
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STOCK EGYPTIAN LETTERS

CONDENSED ONCE



CONDENSED TWICE

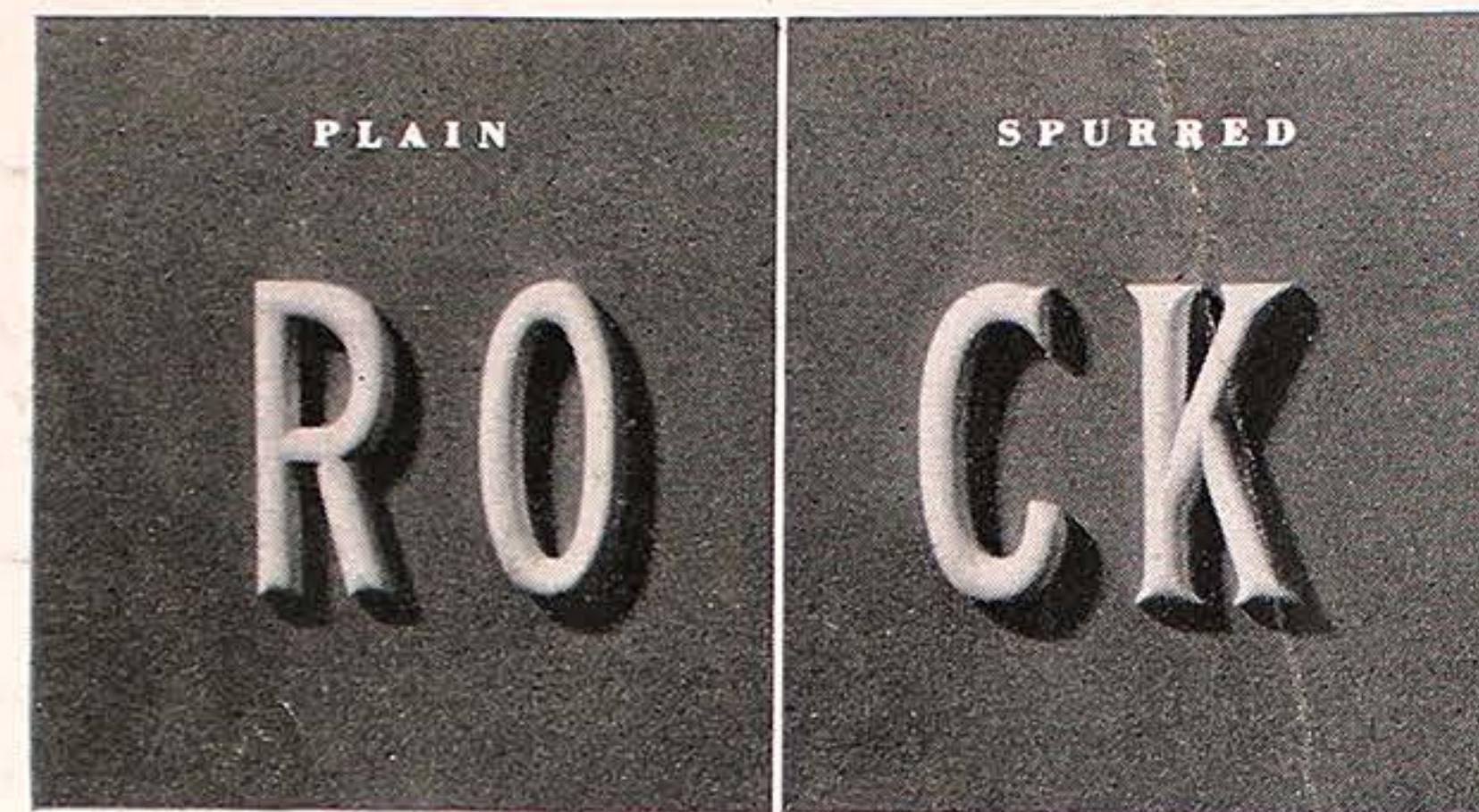
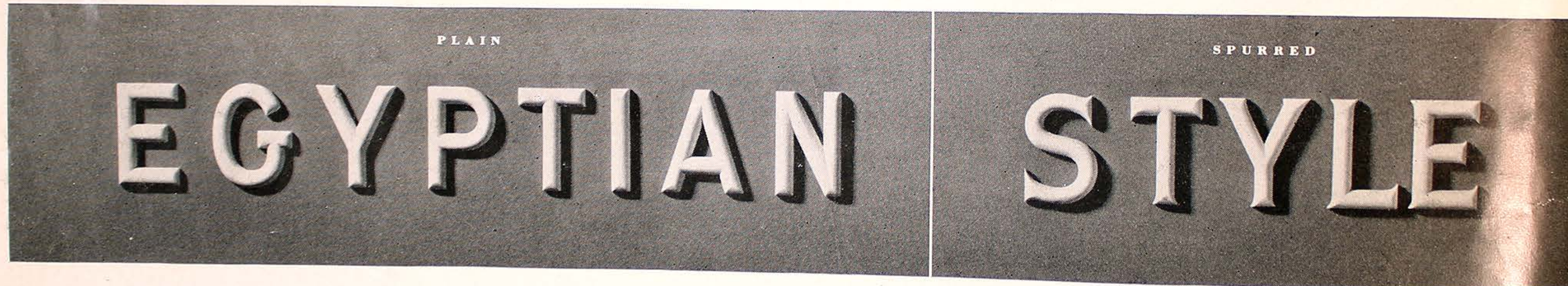


TABLE OF AVERAGE WIDTHS

HEIGHT	REG.	COND. 1	COND. 2	SPECIAL	EXTENDED
2"	1 1/2"				
3"	2 1/4"	1 3/4"			
4"	3"	2 1/4"	1 3/4"	3 5/8"	4 1/4"
5"	3 3/4"	2 3/4"	2 1/4"	4 5/8"	5 1/2"
6"	4 1/2"	3 1/2"	2 3/4"	5 1/2"	6 1/2"
7"	5"	4"	3 1/8"	6 1/4"	7 1/2"
8"	6"	4 1/2"	3 1/2"	7 1/4"	8 1/2"
9"	6 1/2"	5"	4 1/8"	8"	9 1/2"
10"	7"	5 1/2"	4 3/4"	8 5/8"	10 1/2"
12"	8"	6 1/2"	5 1/2"	10 1/4"	12 1/2"
14"	10"	8"	6 1/2"	11"	13 1/2"

REGULAR WIDTH



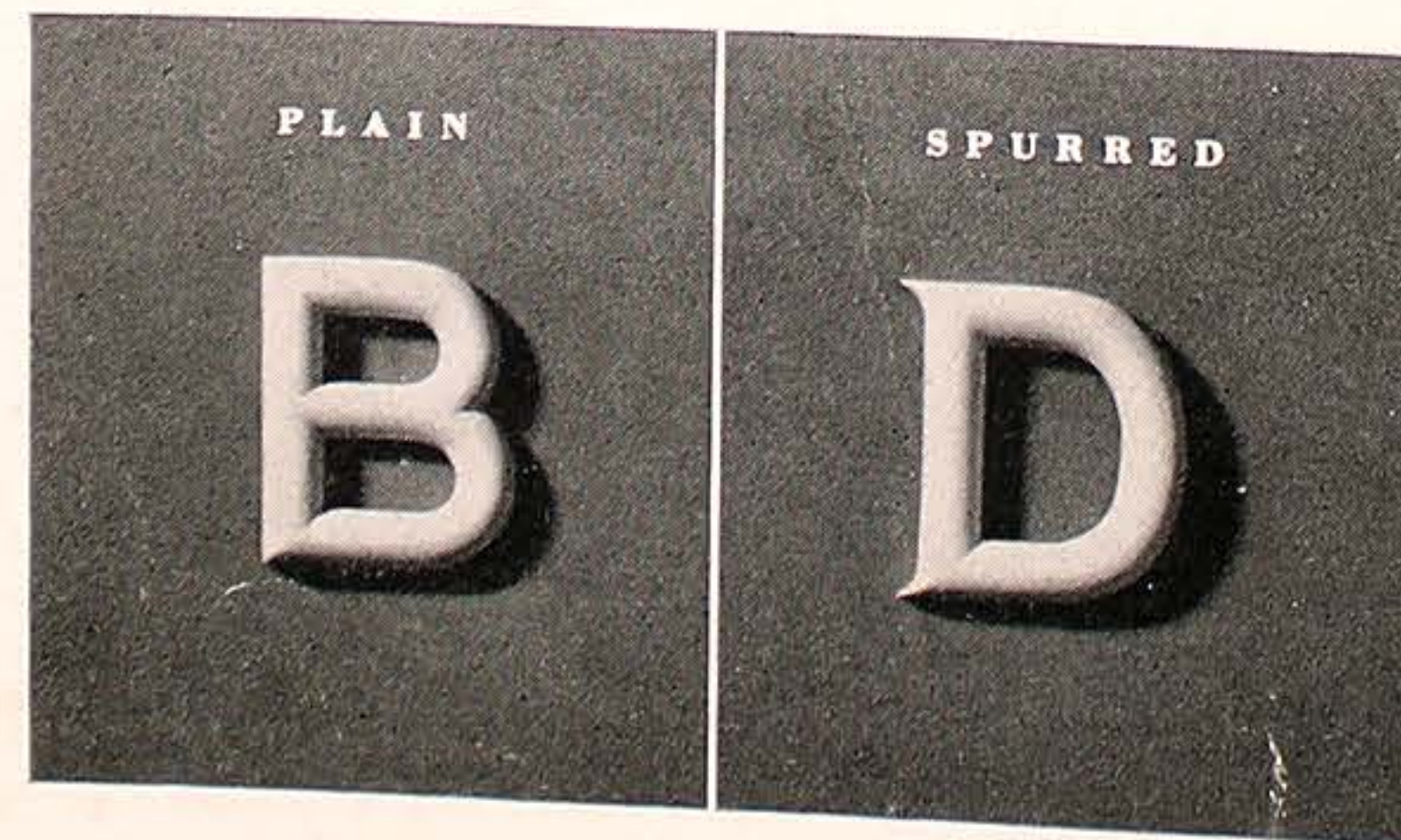
STOCK LETTERS

Egyptian letters are made in both plain and spurred styles in the five widths shown on this page. Many sizes are carried in stock for immediate shipment, 13/16" thick No. 1 2/3 round face contour. Regular width letters are carried in sizes from 2" to 14"; the Condensed once, Special, and Extended in sizes from 6" to 12". Condensed twice letters are not stocked.

Larger letters are made from stock patterns which are carried on file in sizes up to 24". Letters larger than 24" can be made from your own full size drawings or from drawings made by us at a small additional charge.

Non-stock Egyptian letters also are made, in thicknesses of 1/4", 3/8", 1/2", 13/16", 1 1/8", 1 3/8", 1 1/4", 2 3/4", 3 3/4" in the No. 1 face contour shown, or in any of the other face contours shown on page 21.

SPECIAL WIDTH



EXTENDED WIDTH

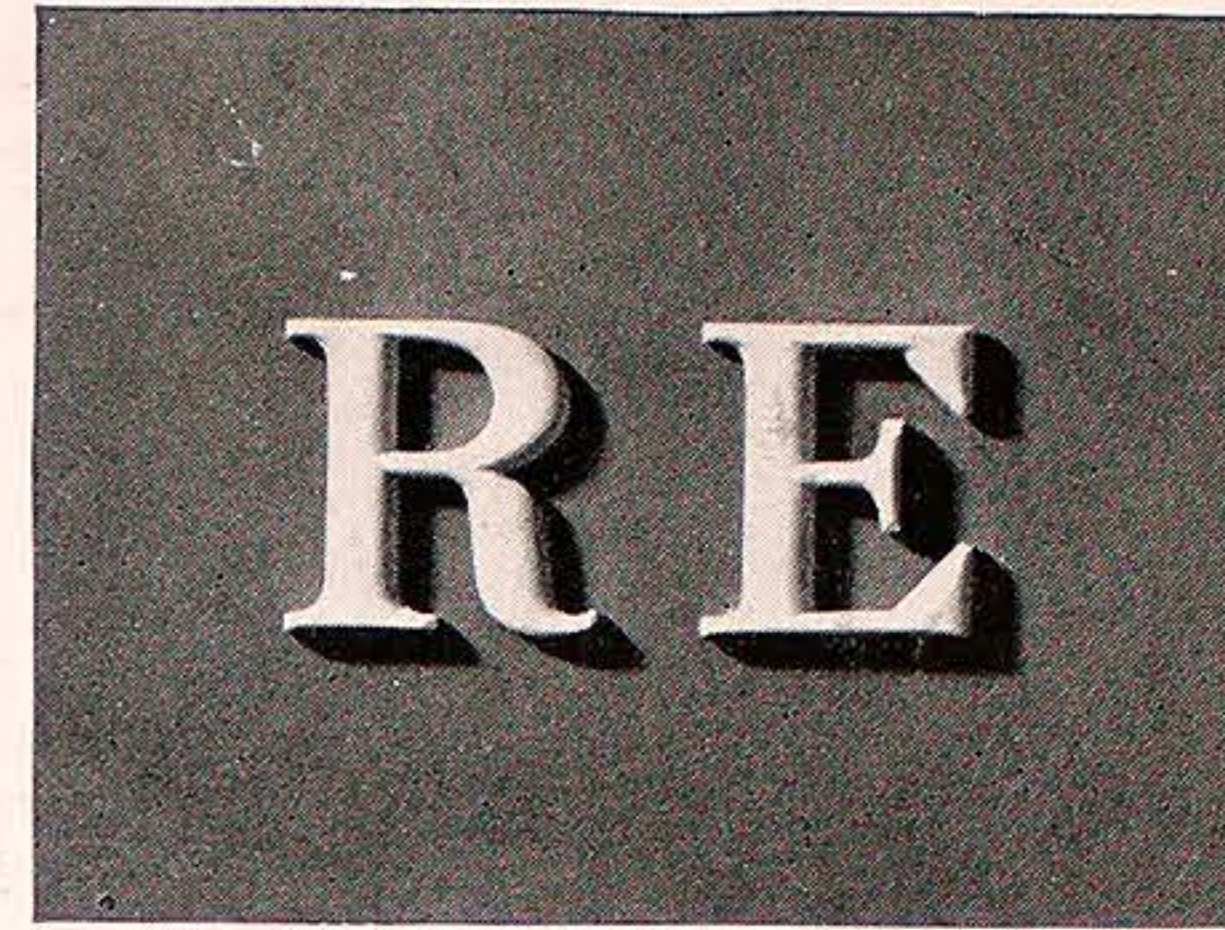


STOCK ROMAN LETTERS

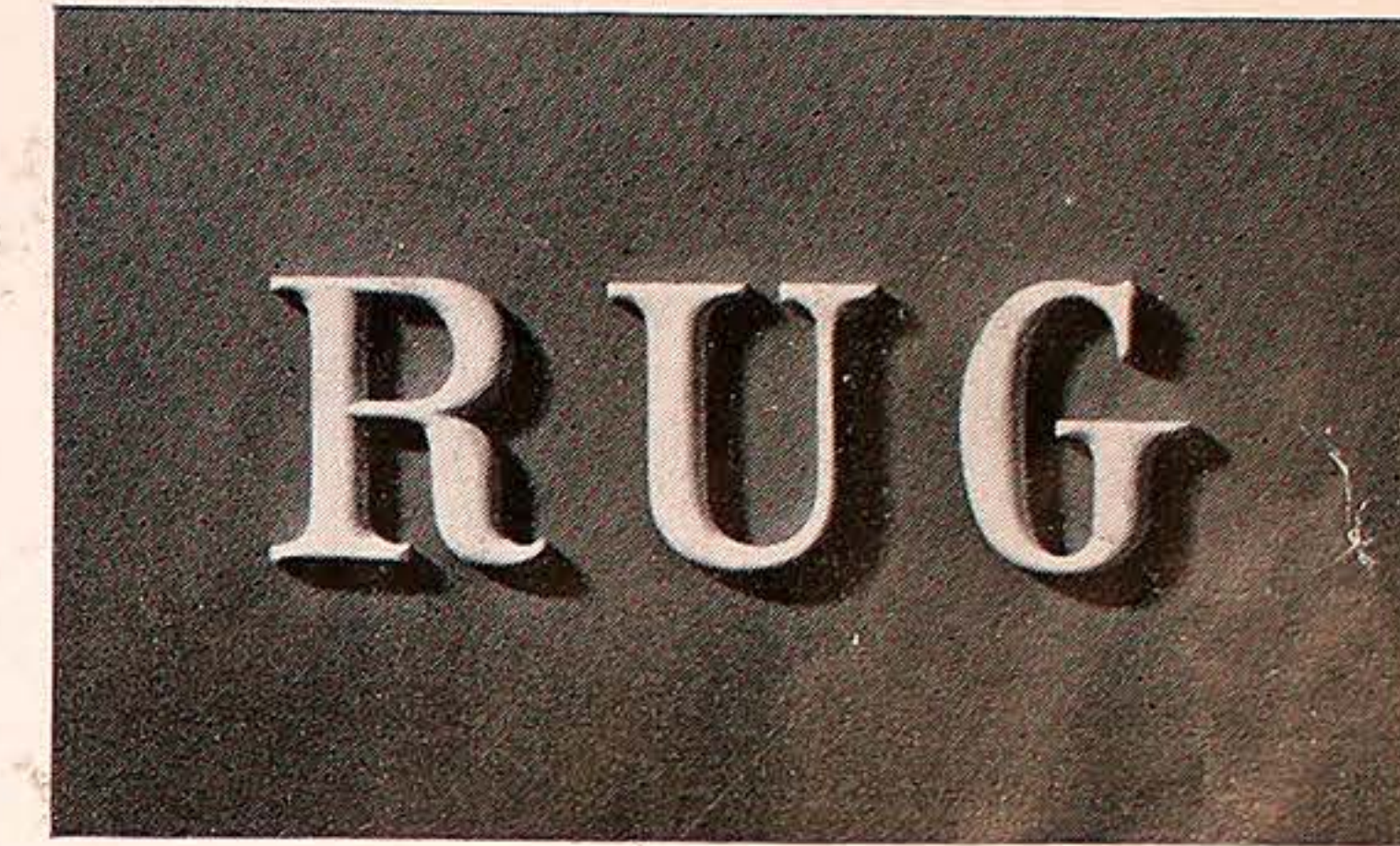
TABLE OF AVERAGE WIDTHS

HEIGHT	REG.	COND. 1	COND. 2	EXT. 1	EXT. 2
4"	5"	4"	3½"	6"	8"
5"	6"	5"	4½"	8"	9¾"
6"	7"	6"	5"	9"	11½"
7"	8"	7"	6"	10½"	12½"
8"	9½"	8"	7"	12"	15"
10"	12"	10"	9"	15"	19"
12"	14"	12"	10½"	18"	22"
14"	16"	14"	12"	21"	26"
15"	17"	15"	13"	23"	28"

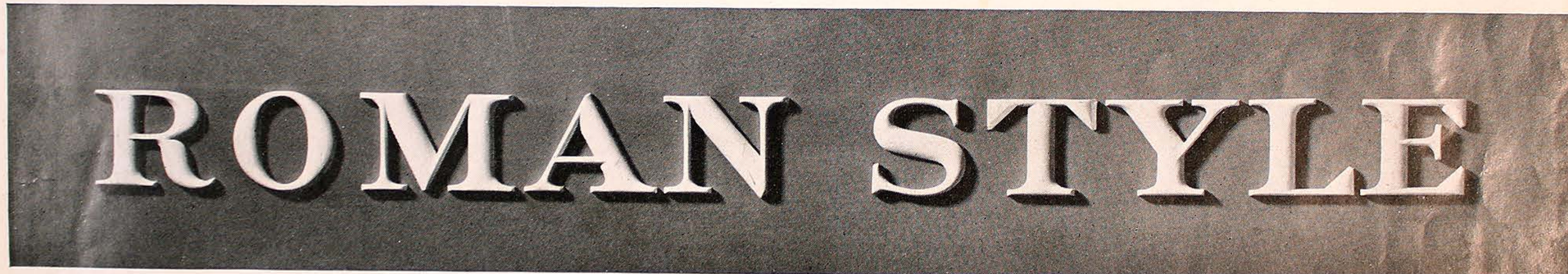
CONDENSED ONCE



CONDENSED TWICE



REGULAR WIDTH



EXTENDED ONCE



EXTENDED TWICE



STOCK LETTERS

The popular Roman style letters are made in the five widths shown on this page, and many sizes are carried in stock for immediate shipment. The stock thickness is 13/16", with the No. 1 2/3 round face. The Regular width letters are carried in stock in sizes from 4" to 15"; the condensed and extended from 4" to 12".

Larger letters are made from stock patterns which are carried on file in sizes up to 24". Letters larger than 24" can be made from full size drawings furnished by the customer, or made by us at a small additional charge. Non-stock Roman letters also are made, in thicknesses of 1/4", 1/2", 3/8", 13/16", 1/8", 1 3/8", 1 3/4", 2 3/4", 3 3/4", in the No. 1 face contour shown, or in any of the other face contours shown on page 21.

GOTHIC • HALF BLOCK • SQUARE BLOCK • ROUND BLOCK



GOTHIC LETTERS Illustrations show plain and spurred Gothic letters in 2/3 round face, and plain Gothic with bevelled edge.

Made from stock patterns in regular and condensed widths—in sizes from 3" to 24". Larger letters can be made from special full size drawings furnished to us, or drawn by us at a small additional charge.



HALF BLOCK LETTERS Illustrations show Half Block letters in bevelled edge, 2/3 round face, and prismatic face.

Made from stock patterns in regular and condensed widths, in sizes from 2" to 24".

SQUARE BLOCK Square Block letters are shown at right in the 2/3 round face.

Made from stock patterns in regular, extended, and condensed widths—in sizes from 4" to 24".

Letters illustrated on this page are made in thicknesses of 1/4", 3/8", 1/2", 5/8", 13/16", 1 1/8", 1 3/8", 1 3/4", 2 3/4", 3 3/4", in the face contours shown on this page and in any of those shown on page 21.

ROUND BLOCK Letters shown are Round Block in the 2/3 round face.

Made from stock patterns in regular, extended, and condensed widths, in sizes from 4" to 24".

When ordering, please mention Catalog 41; give page number, size, style, thickness of letters, also size and type of background to which they are to be mounted.



Letters shown on this page are made from stock patterns in sizes from 2" to 24". Letters can be made from special size drawings furnished by customer, or drawn by us at a slight additional charge.

The various styles of letters illustrated on this page are made in thicknesses of 1/4", 3/8", 5/8", 1 1/8", 1 3/8", 2 3/4", 3 3/4", in the No. 1 round face shown, or in any of the other face contours shown on page 21.



EXTENDED

CATALOG 41

BLOCK

Illustrations show plain
in 2/3 round face,
edge.

Letters in regular and
from 3" to 24".
from special full
size, or drawn by us

Illustrations show
edge, 2/3 round

Letters in regular and
from 2" to 24".

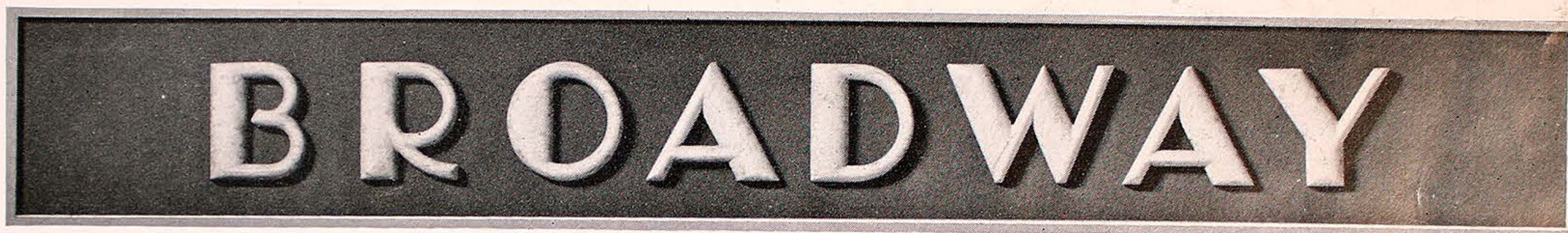
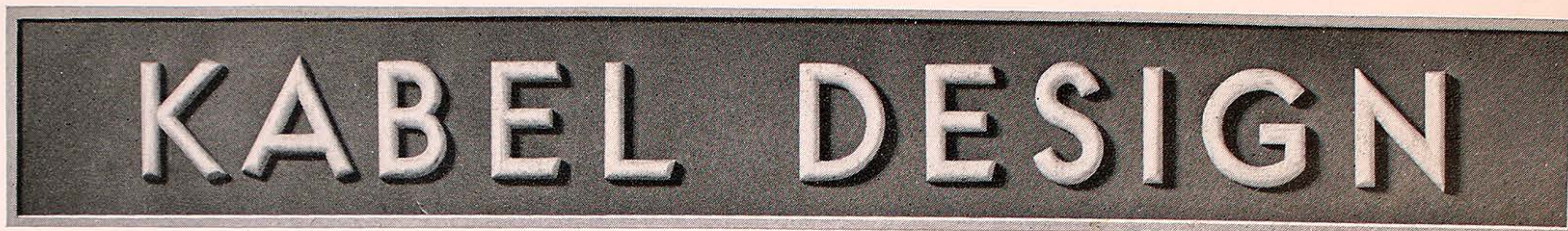


Letters are to be mounted.

POPULAR ROUND FACE LETTER STYLES

Letters shown on this page are made from stock patterns in sizes from 2" to 24"; larger letters can be made from full sized drawings furnished by customer, or drawn by us at a slight additional drawing charge.

The various styles of letters illustrated on this page are made in thicknesses of 1/4", 3/8", 1/2", 5/8", 13/16", 1 1/8", 1 3/8", 1 3/4", 2 3/4", 3 3/4", in the No. 1, 2/3 round face shown, or in any of the other face contours shown on page 21.



EXTENDED

REGULAR

CONDENSED ONCE

CONDENSED TWICE

When ordering, please mention Catalog 41; give page number, size, style, thickness of letters, also size and type of background to which they are to be mounted.

↓ SPURRED THICK AND THIN

LOWER CASE • TEXT STYLE • OLD ENGLISH

Lower Case Roman

Lower Case Egyptian

Text Style Lettering

536 Old English 536

These letters are made in thicknesses of 1/4", 3/8", 1/2", 5/8", 13/16", 1 1/8", 1 3/8", 1 3/4", 2 3/4", 3 3/4", in the 2/3 round face shown, or in any of the other face contours shown on page 21.

Letters illustrated on this page can be made in any size from full size drawings furnished to us by the customer, or made by us at a small additional drawing charge.

Th

On

Letters illustrated on page are made in thicknesses of 1/4", 3/8", 1/2", 5/8", 13/16", 1 1/8", 1 3/8", 1 3/4", 2 3/4", 3 3/4", in the face contours shown on this page or in any of those shown on page 21.

Trafton script, a modern type of letter which is gaining popularity with printers and advertisers, is available in Spanjer raised letters at a small additional designing charge.

When ordering, please mention Catalog 41; give page number, size, style, thickness of letters, also size and type of background to which they are to be mounted.

When ordering, please mention

SCRIPT LETTERS FOR DISTINCTIVE SIGNS

The Even Stroke Script

On Slant or Straight

The individual logotype or trademark of a company, or the personal signature of the owner, can be carried out on a sign through the use of script letters.

No additional charge is made for script letters made from your own full size drawings. If you like, our designing staff can make the full size drawings from your sketch or logotype, for which an additional charge is made.

Letters illustrated on this page are made in thicknesses of $\frac{1}{4}$ ", $\frac{3}{8}$ ", $\frac{1}{2}$ ", $\frac{5}{8}$ ", $1\frac{1}{16}$ ", $1\frac{1}{8}$ ", $1\frac{3}{8}$ ", $1\frac{3}{4}$ ", $2\frac{3}{4}$ ", $3\frac{3}{4}$ ", in the face contours shown on this page or in any of those shown on page 21.

263 Modern Stub 263

Trafton script, a modern type of letter which is gaining popularity with printers and advertisers, is available in Spanjer raised letters at a small additional designing charge.

Trafton Script

When ordering, please mention Catalog 41; give page number, size, style, thickness of letters, also size and type of background to which they are to be mounted.

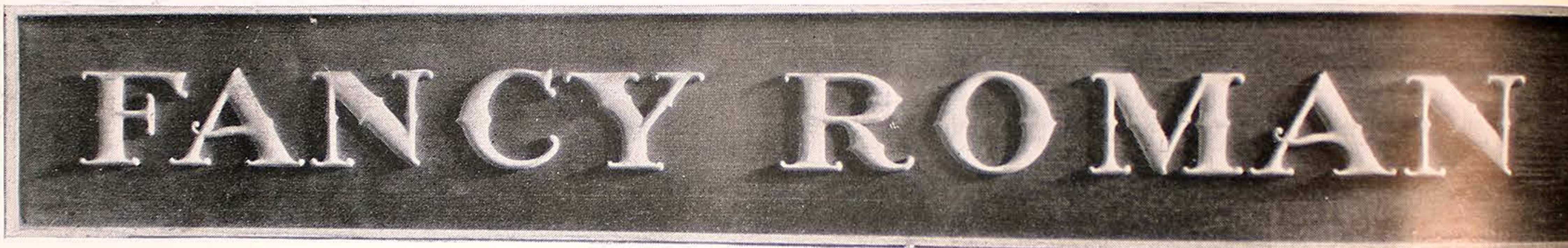
FRENCH ROMAN • FANCY ROMAN • RUSTIC LETTERS



Illustration shows French Roman letters with 2/3 round face. Made from stock patterns, in regular width only, in sizes from 4" to 24".

FANCY ROMAN No. 1

Fancy Roman letters with carved faces as shown, can be made in any size and thickness.



FANCY ROMAN No. 2

Fancy Roman No. 2 are similar to No. 1 shown above, except that the faces are more elaborately carved.



Rustic letters with carved faces can be made in any size or thickness. They are especially appropriate for use on country estates, public parks, golf courses, etc.

When ordering, please mention Catalog 41; give page number, size, style, thickness of letters, also size and type of background to which they are to be mounted.



Typical sign of The White Stores, using once Plain Egyptian for the large copy and tended once Spurred Egyptian letters for the small. All letters are 13/16" 2/3 round face.

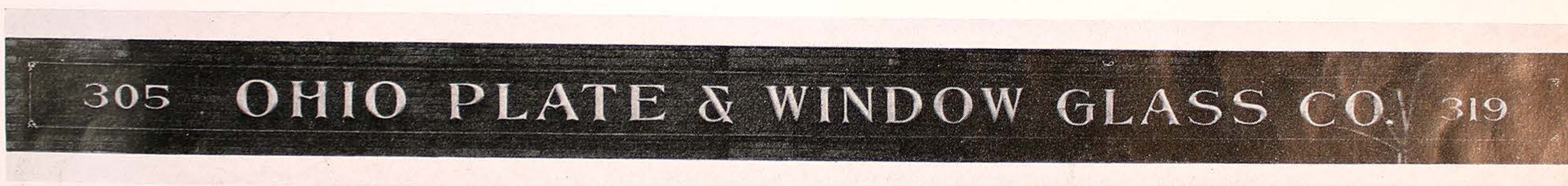


EFFECTIVE SIGNS MADE WITH STOCK LETTERS



This Charles Stores Co. sign uses stock condensed twice Roman letters, 13/16" thick, 2/3 round face.

Typical sign of The Red & White Stores, using extended once Plain Egyptian letters for the large copy and extended once Spurred Egyptian letters for the small copy. All letters are 13/16" thick, 2/3 round face.



Regular Thick & Thin letters, 13/16" thick, 2/3 round face, mounted to wire mesh background.



Regular round face Broadway letters mounted to a modern rounded-end sign panel.

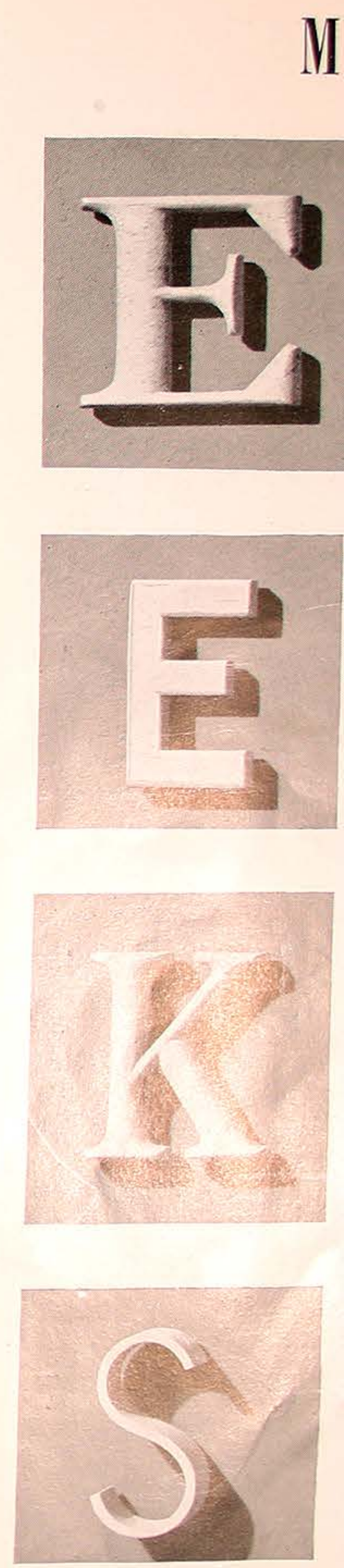
LETTERS ENGRAVED IN WOOD PANELS



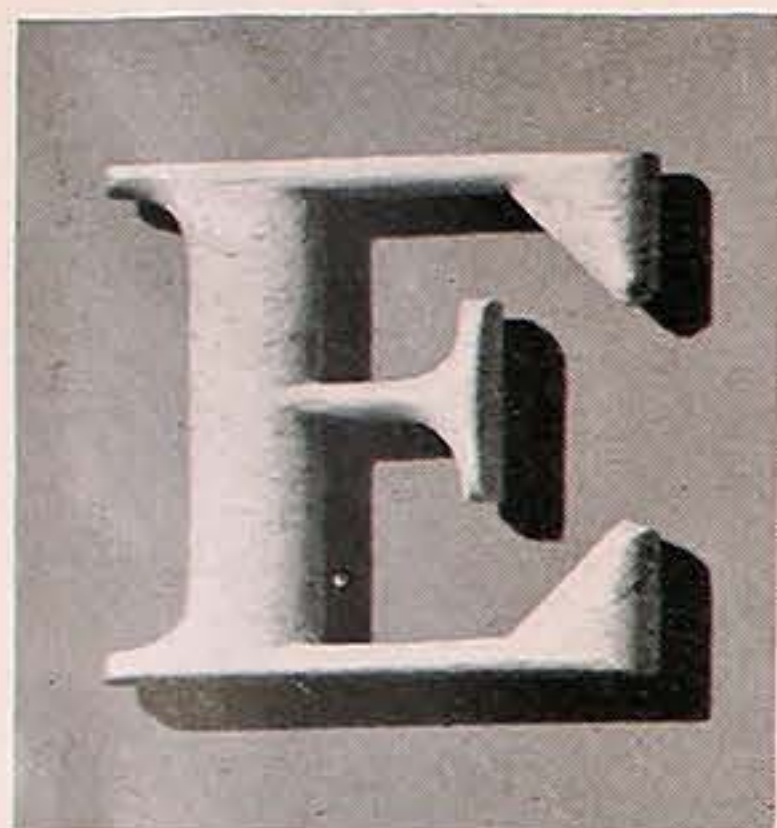
Illustrations at right show several effects which can be obtained by engraving letters in pine or hardwood panels.

Our experienced wood carvers are prepared to produce this type of sign for use on either interior or exterior displays.

Tell us what you are planning; we shall be glad to quote you.

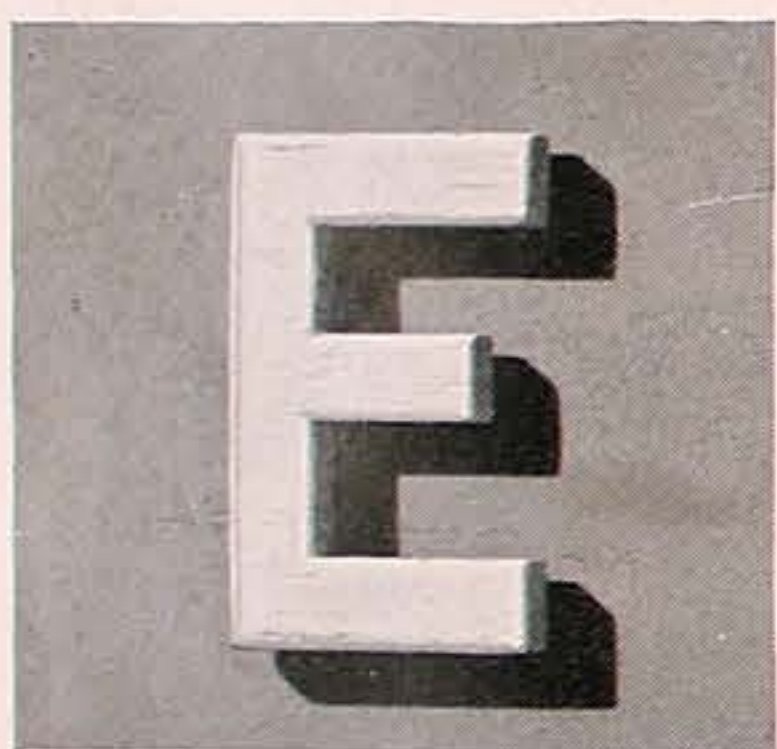


MOST POPULAR RAISED LETTER FACE CONTOURS



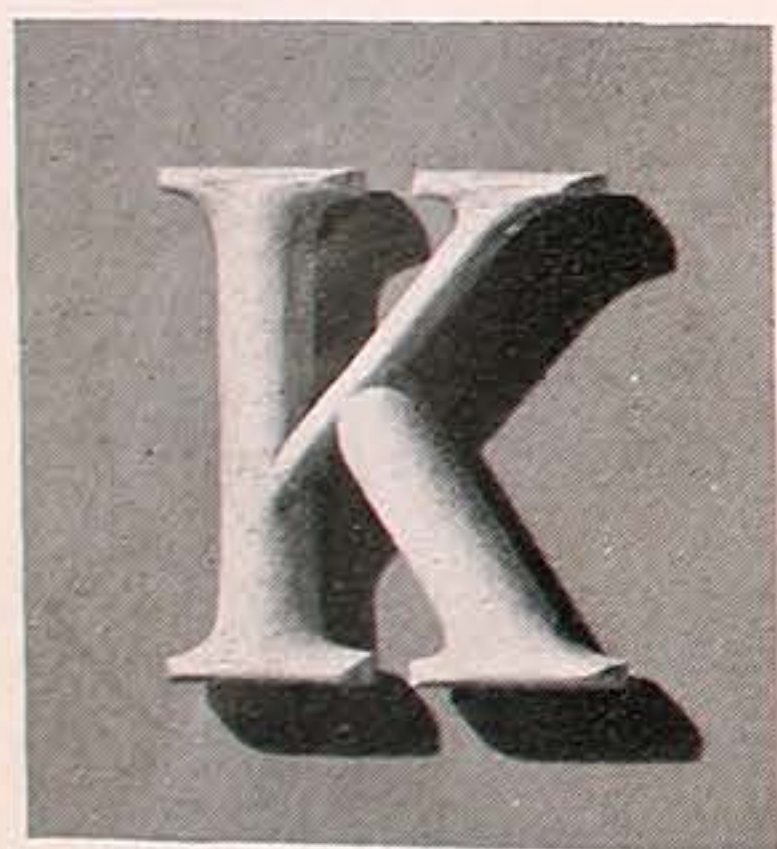
NO. 1 2/3 ROUND FACE

Our standard $\frac{2}{3}$ round face letter—the most popular of all face contours. The advantage of a round face letter is that, when gold leafed or enamelled, it is very readily highlighted from any light source, by day or night. Stock letters illustrated on pages 12 and 13 and the letters shown on page 10 are made with a $\frac{2}{3}$ round face.



NO. 2 ROUNDED EDGES

Designers seeking to tone down the severity of the flat face letter are turning to this rounded edge letter, which combines the advantages of both round and flat faced letters. For an example of rounded edge wood letters, see Kresge State Street sign on page 9.



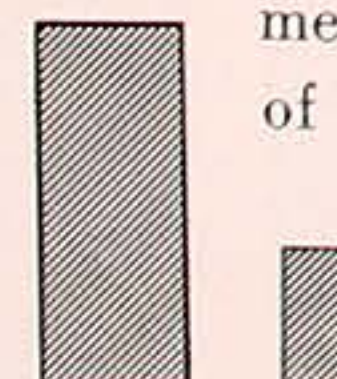
NO. 3 FULL ROUND

If you want the very best in a round faced sign letter, we suggest the full round faced letters. When gold leafed or enamelled, this face contour has even greater reflecting qualities than has the $\frac{2}{3}$ round faced letter described above. Generally used on glass or metal backgrounds or on varnished or enamelled sign boards. Standard Kresge sign on page 9 uses full round letters.



NO. 4 FLAT FACED LETTERS

Most frequently used as silhouette letters on exterior marquees or display backgrounds and as department markers of store interiors. Lowest in price of all raised letters; especially effective when the face and edges are painted in contrasting colors. See signs shown on pages 25 to 32.



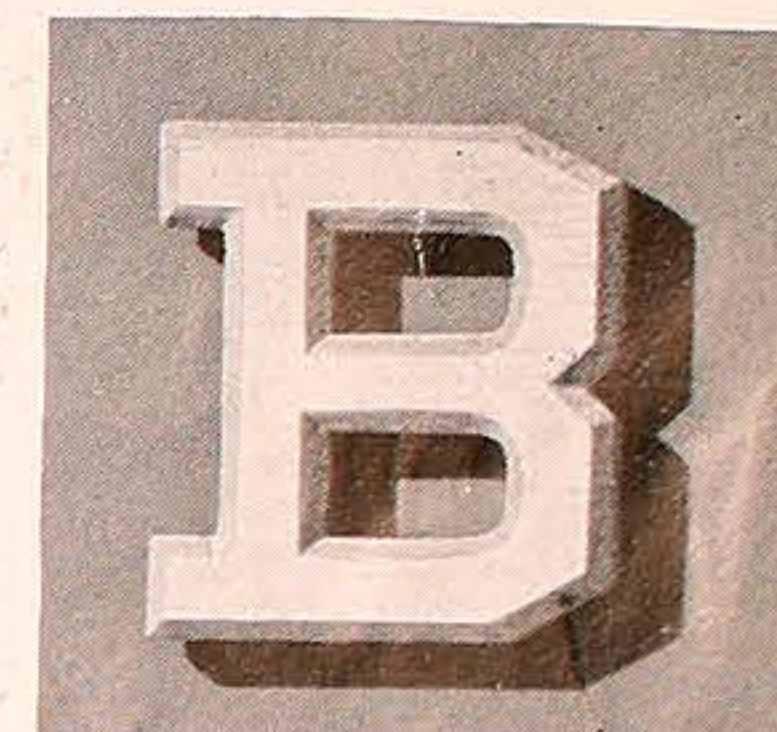
NO. 5 BEVELLED EDGE

A very striking effect can be obtained by the use of the bevelled edge letter as illustrated by the Marathon sign on page 48. This letter is often used as an outline letter on which the edge only is gold leafed and the balance of the face is painted in a contrasting color.



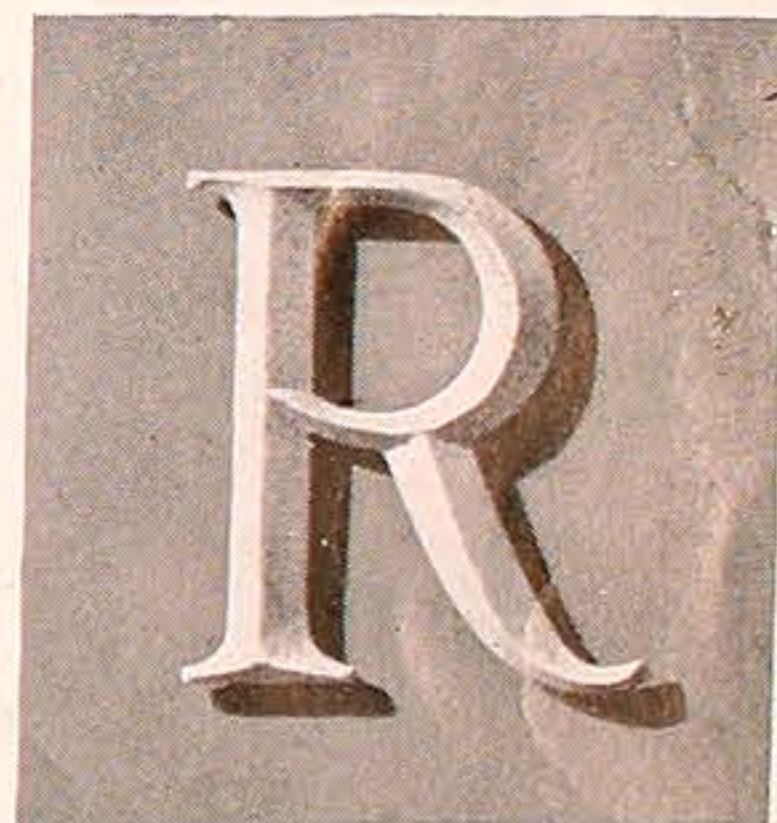
NO. 6 BEVELLED EDGE

The No. 6 face contour is similar to No. 5 above, except that the bevel is smaller. This type of bevel is often used on Roman or Thick & Thin style letters. An illustration of this contour is shown on the FIRST NATIONAL bulletin on page 44.



NO. 7 PRISMATIC FACE

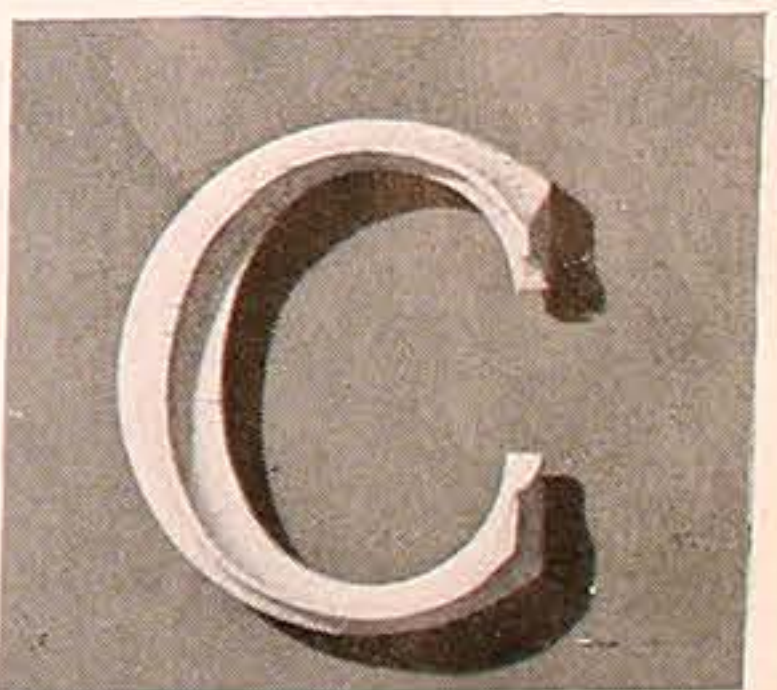
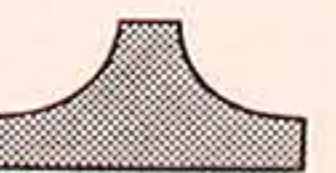
A prismatic faced letter, especially when used in the Architectural style, has always been the traditional style for use on public buildings and on financial institutions. These classic prismatic faced letters indicate dignity and stability. A good example of this face contour is shown on page 11.



NO. 8 COVED EDGE

The coved edge is the original classic face contour. It has been widely used for letters on public buildings, but is now replaced in most cases by the prismatic face letter described above.

When ordering letters of wood or metal, please specify definitely which face contour is desired.



RAISED LETTER SIGNS—EFFECTIVE DAY AND NIGHT



Day
View

Daytime view of Bests Apparel sign in Seattle, Wash., showing large wood letters made by us in the individual logotype style used by the store. Caps are 6' high; all letters are $2\frac{3}{4}$ " thick in the standard $\frac{2}{3}$ round face. The round faced letters, finished in glossy black enamel, make an unusually effective sign throughout all the daylight hours.

Night view shows the striking effect which was obtained by incorporating concealed neon with wood letters. Metal channels to accommodate the neon were made to conform to the shape of the wood letters. The assembled letters were then projected the proper distance from the wall—permitting the neon to cast a halo of light about the letters and creating this pleasing silhouette effect.



Night
View

Courtesy Electrical Products Consolidated



This is one of the many attention-compelling signs, constructed of wood, which are being erected on choice locations by the Coca-Cola Co. The raised wood letters of the well known Coca-Cola trademark are $\frac{13}{16}$ " thick with standard $\frac{2}{3}$ round faces and are applied to 3'x7' wood panels. The flat faced letters reading EUCLID and DRUGS are 18" high and $2\frac{5}{8}$ " thick. The balance are 7" high and $\frac{13}{16}$ " thick.

Courtesy Suburban, Inc.



You can advertise effectively...
ricade erected during constru...
designed sign can be used to...
Wood letter signs on the...
which will turn into sales aft...
The barricade sign of Broz...
good job of "advance selling"

HT

obtained by incorpo-
annels to accommo-
of the wood letters.
proper distance from
ght about the letters



Products Consolidated

of the many attention-
igns, constructed of wood,
being erected on choice
y the Coca-Cola Co. The
letters of the well known
rademark are 13/16" thick
ard 2/3 round faces and
to 3'x7' wood panels. The
letters reading EUCLID
S are 18" high and 2 5/8"
balance are 7" high and
ck.

Suburban, Inc.

LETTERS FOR PERMANENT OR TEMPORARY SIGNS



You can advertise effectively, even before your store is completed! The temporary barricade erected during construction provides valuable advertising space on which a well designed sign can be used to great advantage.

Wood letter signs on the barricade attract attention and create interest—interest which will turn into sales after the store is opened.

The barricade sign of Broadstreet's store, in Chicago's famous Palmer House, did a good job of "advance selling" during the construction period.



Large, gold-leafed wood letters make a strikingly effective and beautiful sign when mounted to black carrarra glass as shown on this modern National Shirt Shops store front. These letters are 20", 12", and 6" high; all are 2 3/4" thick with the edges and faces sanded smooth to provide the best possible surface for the gold leaf.

Gold leafed wood letters are less expensive than are brass or bronze letters; they require less attention and less upkeep. Gold leafed wood letters make the most effective sign possible—and at a moderate cost.



SPECIAL LOGOTYPES IN WOOD LETTERS

Special monogram, and letters 6" deep, mounted to ledge of interior display. Individual monograms and deep wood letters such as these give an added "punch" to interior displays.



Special script letters and trade-mark cut-outs, 48" high, 10" deep, mounted in an illuminated sign panel.

By reproducing logotypes or trade-marks in wood letters, advertisers can economically tie-in their signs with their printed advertising. This is especially desirable when the logotype has been extensively advertised and has become well known, as in the case of the Blatz logotype pictured at the right.

The large letters in this sign are 4' high; all are 2 1/4" thick. For added effectiveness as a day and night sign, the letters are projected away from the indirectly illuminated panel by means of extension irons described on page 27.



WOOD LETTERS FOR MODERN STORE FRONTS



Courtesy Wm. Joern & Sons

The designers of this group of modern stores requested an unusual interpretation of the ordinary business identification.

Because the stores were the five illustrated—all in a row in the same building—they requested that each sign be in a style distinctly different from the others, yet all equally effective.

The illustrations above show how wood letters completely fulfilled these requirements—making an individual, distinctive, and modern sign for each of the stores.

letters and
it-outs, 48"
mounted in
sign panel.

PAINING SUGGESTIONS—FASTENING METHODS

The painter striving to enhance the beauty of any sign exercises great care in selecting attractive color combinations. This same care should also be applied in preparing the wood letters to receive the chosen colors so that their attention-compelling appearance will be long lived.

To attain the long life wood letters are known to give, the importance of proper priming with sufficient number of coats cannot be overstressed. It must be realized that no matter what the final coat may be, it is really the primer coats that protect the wood letters and help the enamel finishes to retain their gloss or the gold leaf to retain its brilliance longer. The essential purpose in painting the letters thoroughly is to seal the wood completely so that no moisture can get in from any direction. It is therefore vitally important that the letters be painted on all surfaces (face, edges and particularly the back) with four to

five coats of pure lead-in-oil paint or other reputable primers containing tung oil or linseed oil. The manufacturers of these paint products are best qualified to advise you regarding the application and thinning of the first and succeeding coats. Care should be taken to allow sufficient time for the paint to dry hard before the next coat is applied. Careful sanding between coats will result in a smoother and finer finished job.

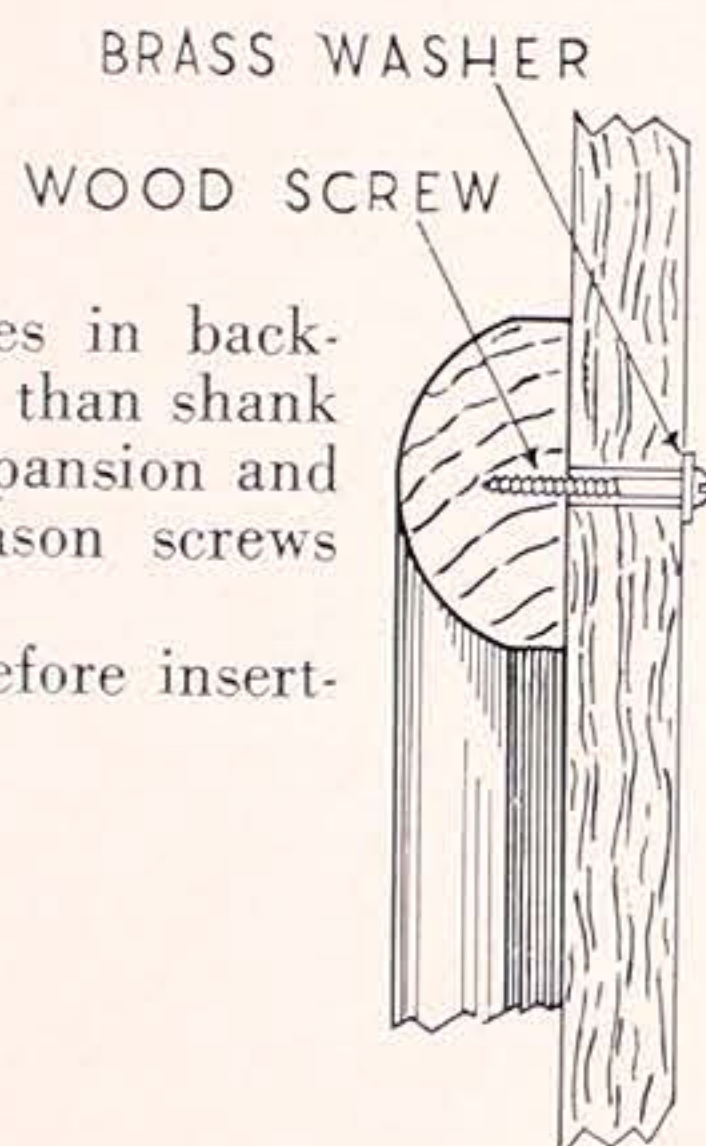
Wood letters, when properly painted before installation and repainted when the paint shows the first sign of disintegration, will last almost indefinitely. This is evidenced by the many wood letter signs which were installed more than 30 years ago and which are still in excellent condition. It is obvious that no short cuts were taken in preparing these letters; this is proof that a little extra paint, time and care does pay dividends in safeguarding the advertising dollar.

TYPE FW-1

Flush mounting to backgrounds accessible from the back.

Depending on the size of the letters, holes in background should be drilled $\frac{1}{8}$ " to $\frac{5}{16}$ " larger than shank of screw. This is to allow for freedom of expansion and contraction of materials, and for this reason screws should not be pulled up too tightly.

Drilling holes in backs of wood letters before inserting screws will prevent splitting.

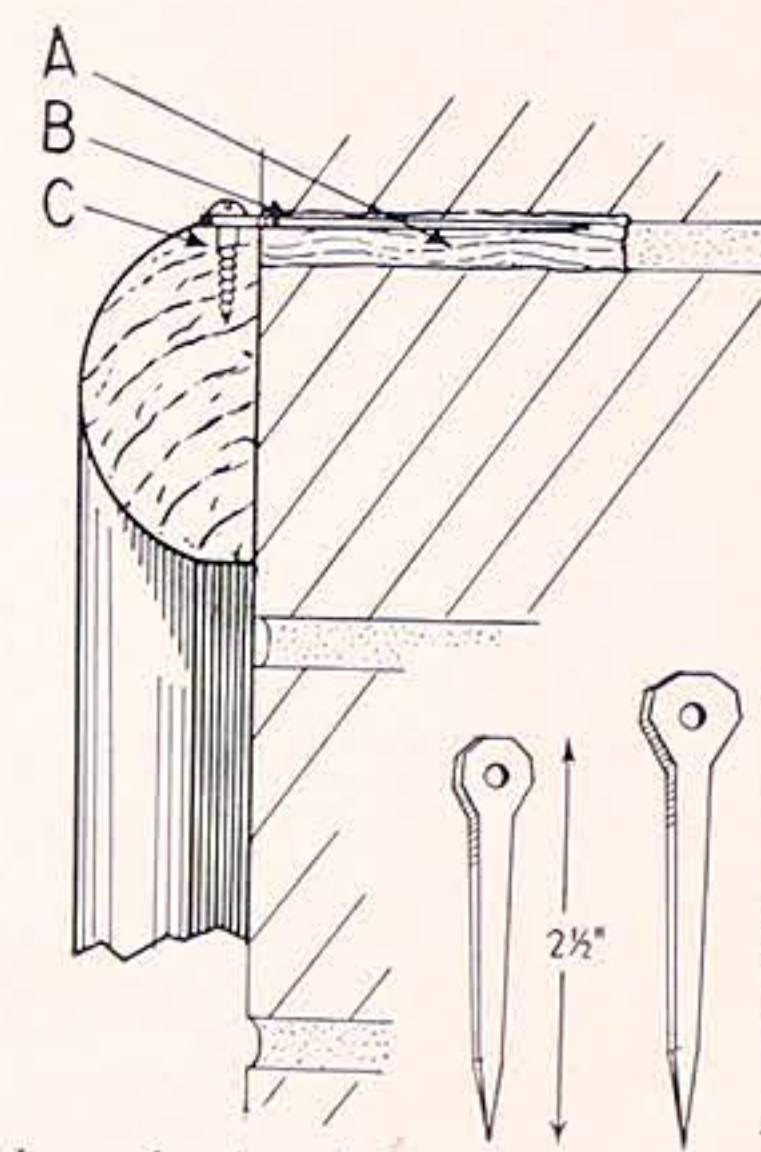


TYPE FW-2

Flush mounting to masonry.

Drill holes in masonry of proper depth to accommodate fasteners. Then drive soft wood plugs (A) into the holes. Next, drive fasteners (B) into the wood plugs, leaving the heads protrude enough to receive the letter, and fasten with $\frac{5}{8}$ " long No. 6 brass screws (C).

Drilling screw holes in edges of letters will prevent splitting.



Close-up of fasteners (B) available only in sizes shown.

TYPE FW-3

Flush mounting to wood backgrounds.

Drive 1", or for larger letters $1\frac{1}{2}$ " long, No. 18 brads or finishing nails into lower edge of letter at about a 30° angle, and set slightly as shown (A). Fill holes with suitable putty (B) and when dry, touch up with finishing paint.

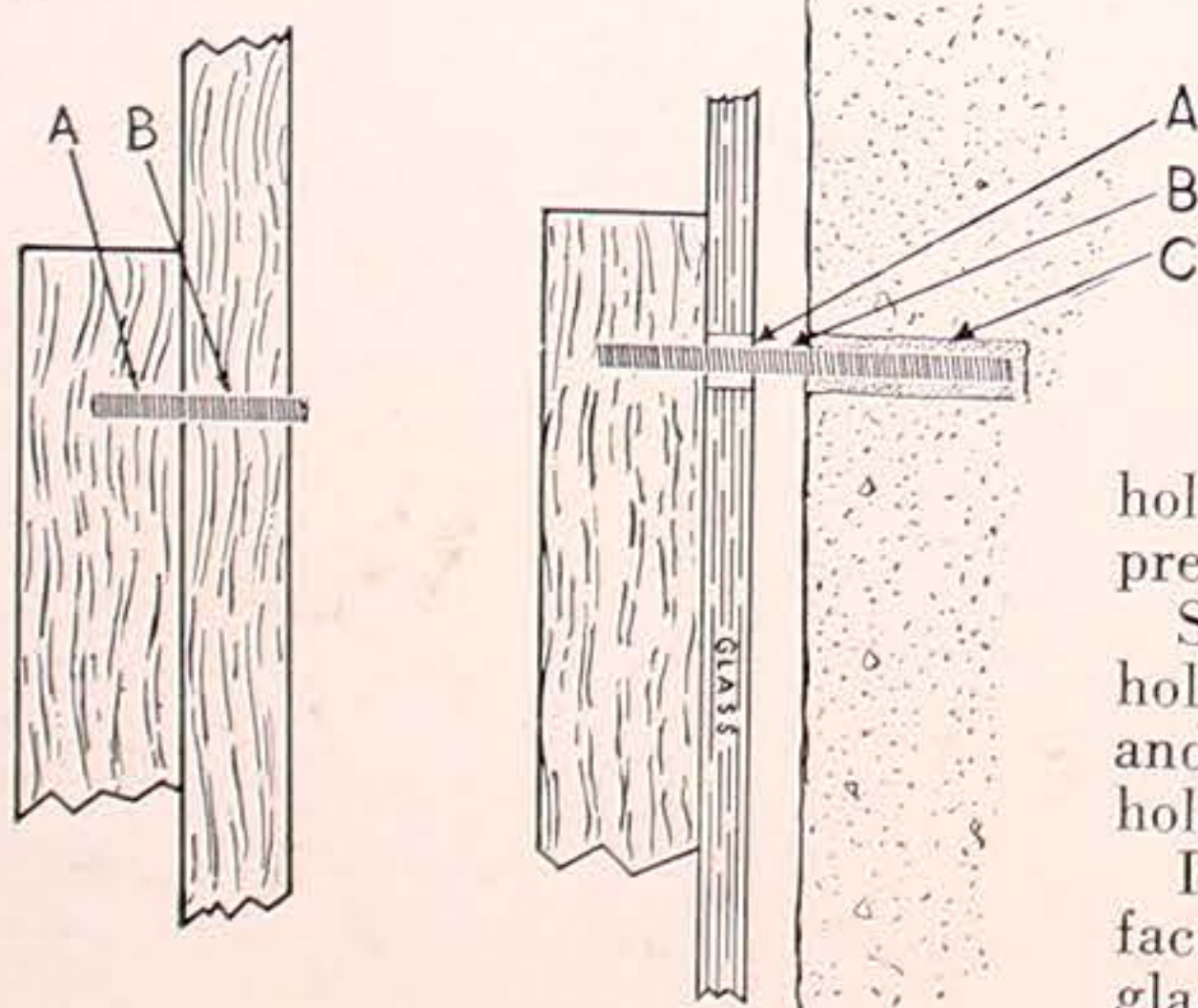


TYPE FW-4

Friction type mounting to wood backgrounds not accessible from the back.

Drill holes (B) into background with No. 13 drill in corresponding positions with studs (A) projecting from backs of wood letters. Place letter in position and, with equal pressure to prevent binding, force studs into holes already drilled in background.

Studs can be purchased separately or can be furnished installed in the letters for a small additional cost.



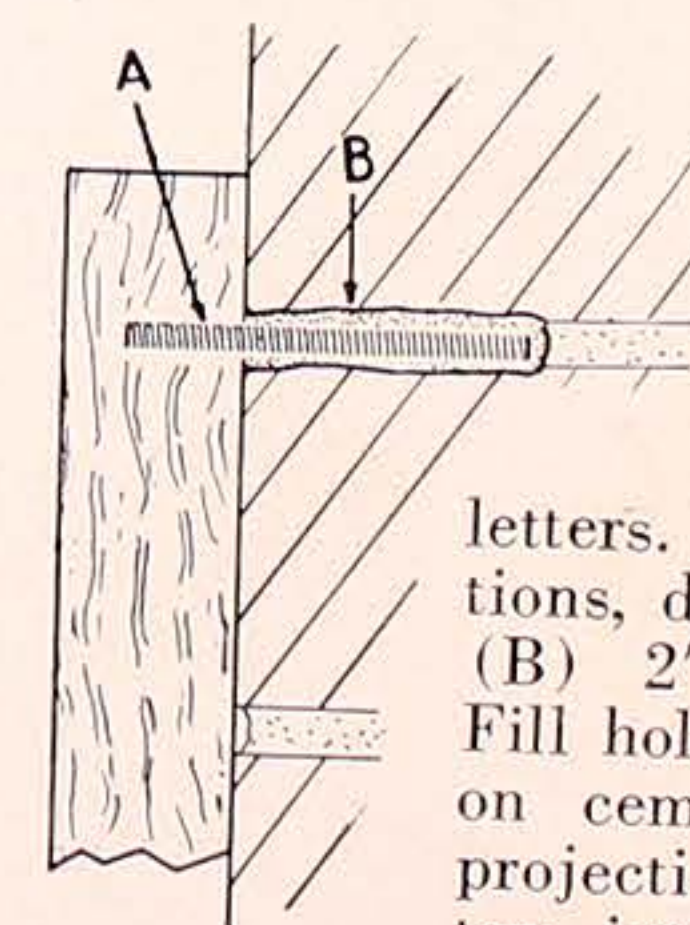
TYPE FW-5

Flush mounting to structural glass.

Install brass studs (B) into backs of letters. Drill $\frac{1}{2}$ " diameter holes at corresponding positions in glass (A) and $\frac{3}{8}$ " diameter holes approximately 2" deep in masonry (C). Fill holes in masonry with No. 1 Smooth-on cement and press letters with projecting studs into place.

So that Smooth-on cement may be inserted into holes in masonry, close up the space between glass and masonry by applying mastic cement around the holes before setting glass in place.

It is advisable that holes in glass be drilled at the factory and that holes in masonry be drilled before



Studs can be purchased separately or can be furnished installed in the letters for a small additional cost.

TYPE FW-6

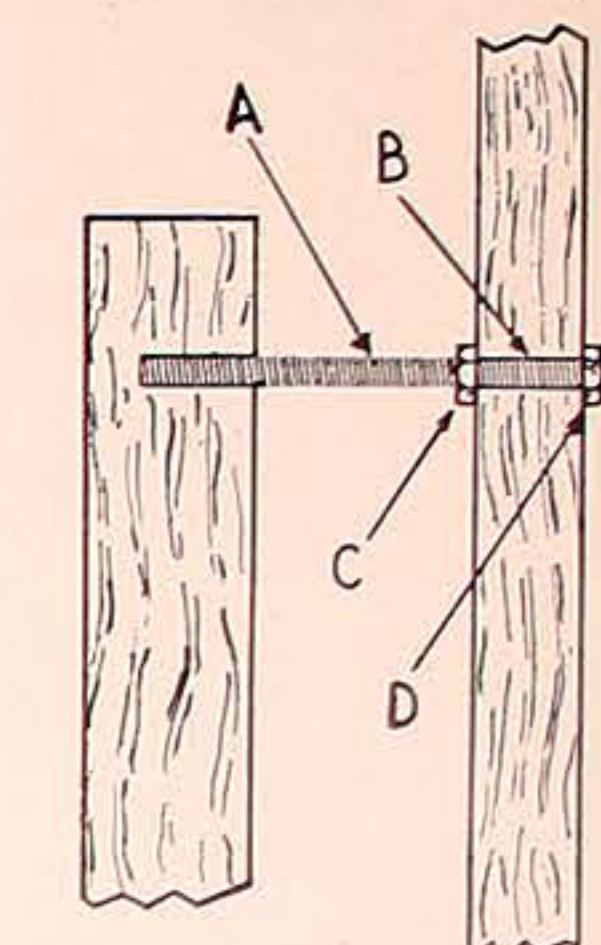
Flush mounting to masonry.

Install brass studs (A) into backs of letters. In corresponding positions, drill $\frac{3}{8}$ " diameter holes (B) 2" deep into masonry. Fill holes with No. 1 Smooth-on cement, and press studs projecting from backs of letters into cement-filled holes.

Studs can be purchased separately or can be furnished installed in the letters for a small additional cost.

TYPE PW-1

Projected Mounting for Accessible from the back.

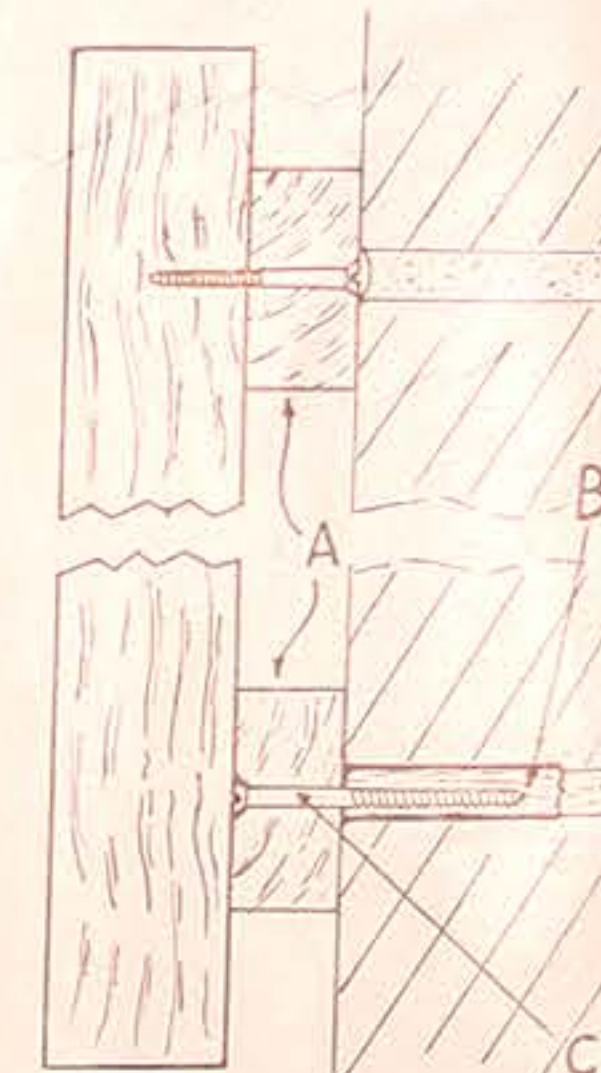


projection of letter.

Insert studs (A) into holes and fasten with nut (D).

TYPE SW-1

Horizontal Wood Stud to Masonry

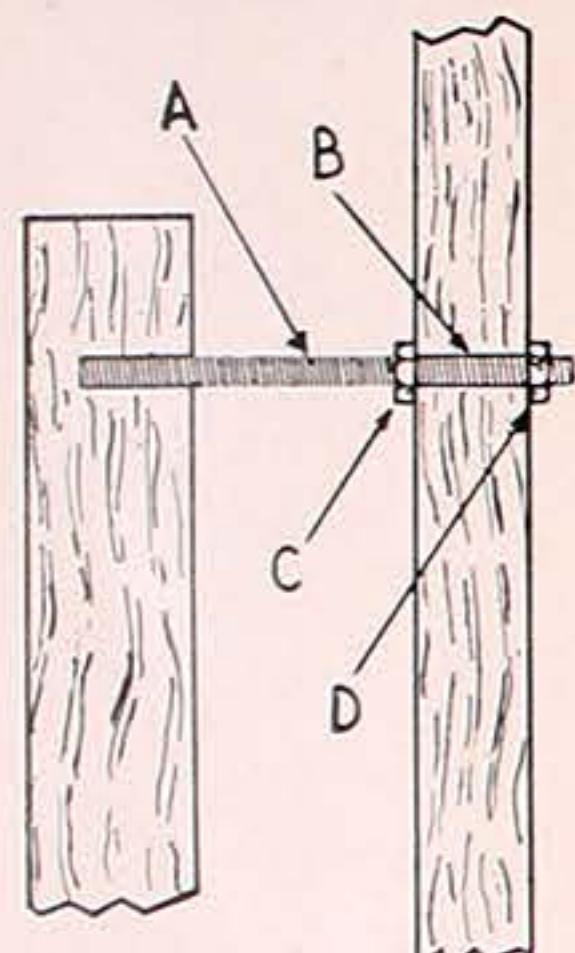


After well faces wood No. 6 brass Drill of te ing s plitt plete and betw tions for wood plugs (B). Remove sign, drill holes of masonry at indicated position wood plugs (B). Place sign over plugs and (C) through strips (A)

FASTENING METHODS FOR WOOD LETTERS

TYPE PW-7

Projected Mounting for Backgrounds Accessible from the Back.



Install brass studs (A) into backs of letters.

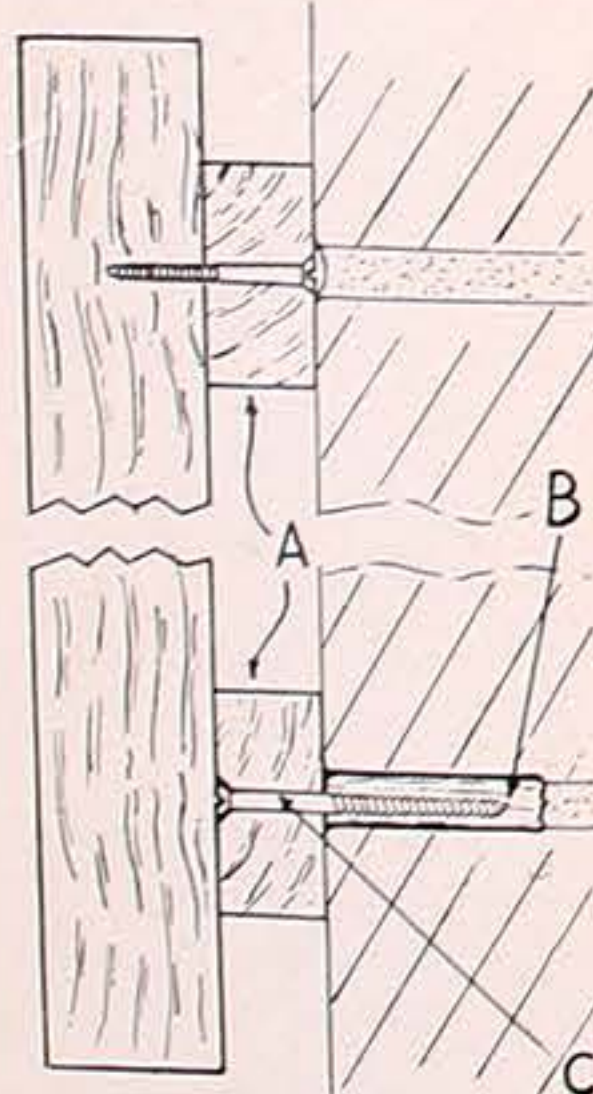
Drill holes (B) in corresponding positions into background.

Adjust nut (C) to desired position governing projection of letter.

Insert studs (A) into holes (B) and fasten with nut (D).

TYPE SW-10

Horizontal Wood Strip Mounting to Masonry.



After they have been well painted on all surfaces, attach letters to wood strips (A) with No. 6 or No. 8 flat head brass wood screws.

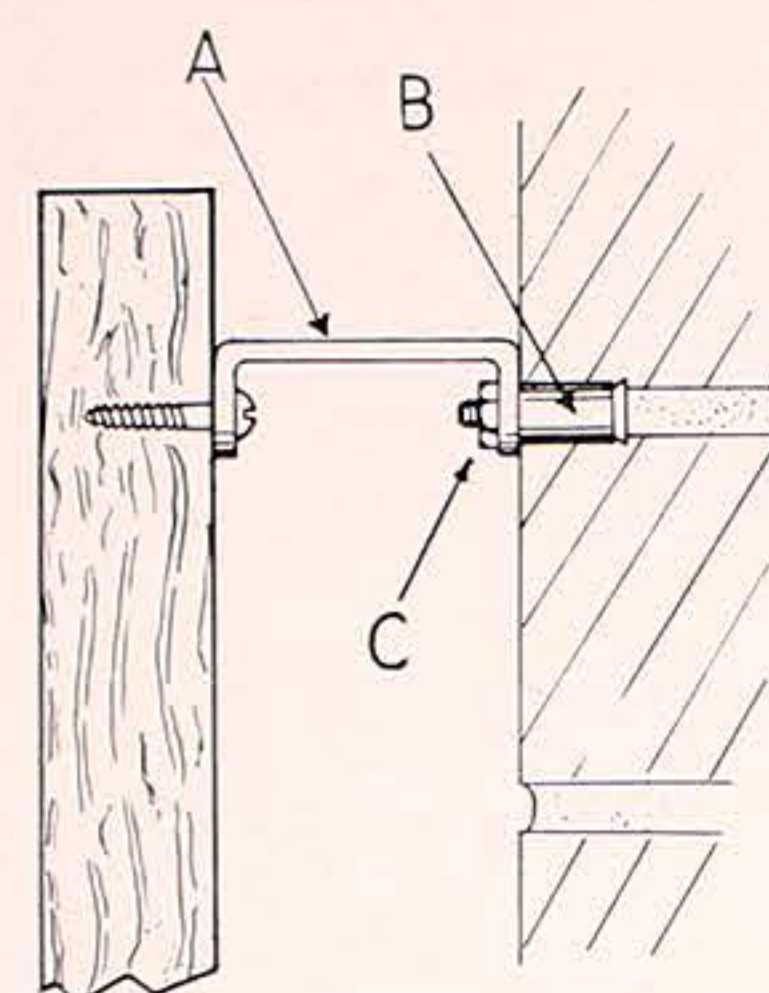
Drilling holes in backs of letters before inserting screws will prevent splitting. Place completed sign against wall and indicate in spaces between letters positions for wood plugs (B).

Remove sign, drill holes of proper depth into masonry at indicated position, and drive in wood plugs (B).

Place sign over plugs and fasten with screws (C) through strips (A) into wood plugs.

TYPE PW-8

Projected Mounting to Backgrounds.



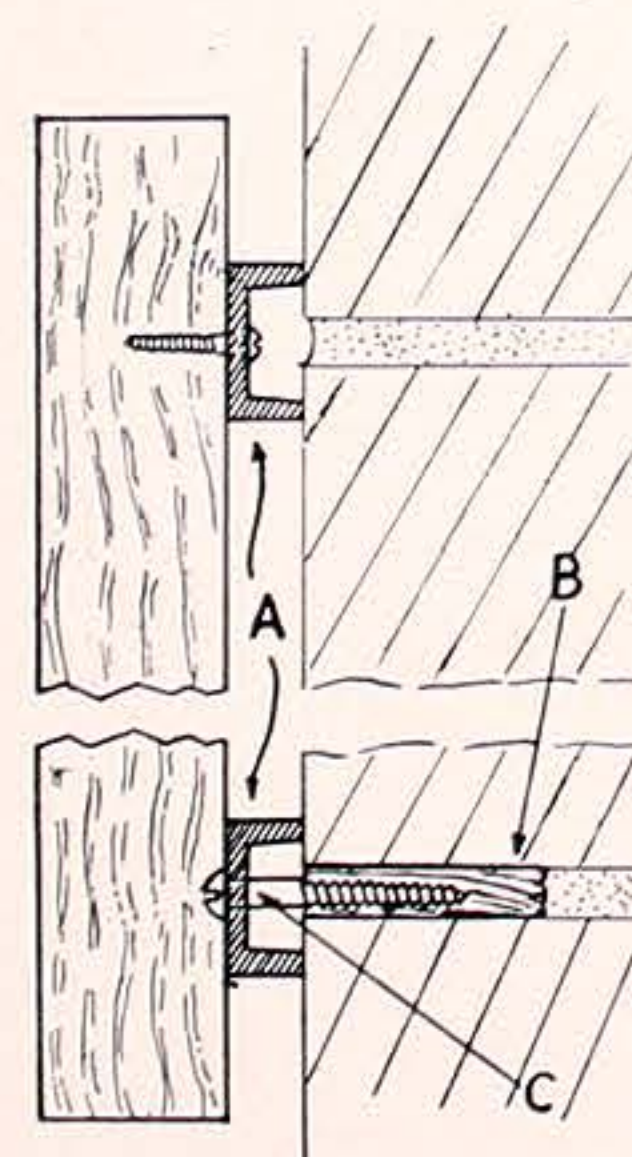
Attach extension irons (A) to backs of letters with No. 8 round head brass wood screws. In corresponding positions, drill $\frac{3}{8}$ " diameter holes $\frac{3}{4}$ " deep into masonry and set expansion bolts (B).

Place letter with attached extension irons over projecting studs of expansion bolts and fasten with nut (C).

For wood backgrounds, use wood screws in background and studs in letters. Drill No. 23 holes in backs of letters before turning in studs.

TYPE CW-11

Horizontal Metal Channel Mounting to Masonry.



After they have been well painted on all surfaces, attach letters to metal channels (A) with No. 6 or No. 8 round head brass wood screws. Drilling holes in backs of letters before inserting screws will prevent splitting.

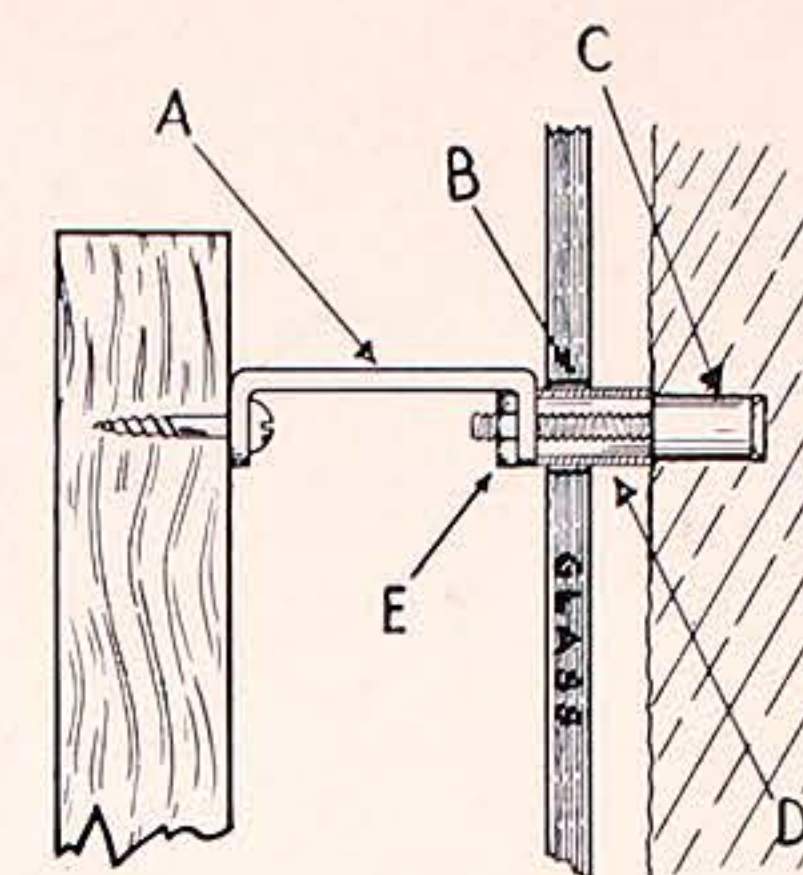
Place completed sign against wall and indicate in spaces between letters positions for wood plugs (B) and screw holes in metal channels. Remove sign, drill holes of proper depth into masonry and through channels at indicated positions, and drive in wood plugs. (B)

Place sign over plugs and fasten with screws (C) through channels (A) into wood plugs.

NOTE: Expansion bolts may be substituted for wood plugs.

TYPE PW-9

Projected Mounting to Structural Glass



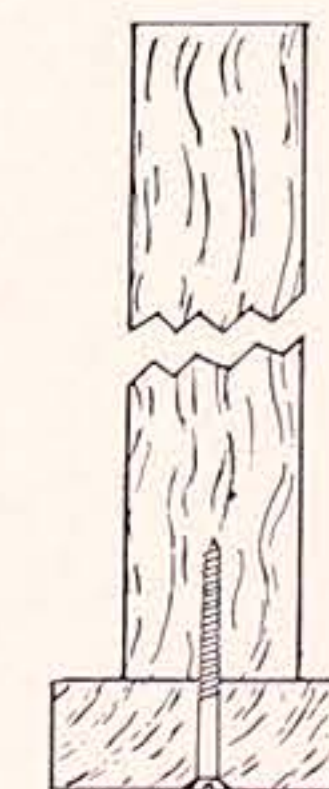
Attach extension irons (A) to backs of letters with No. 8 round head brass wood screws. Drill $\frac{1}{2}$ " diameter holes at corresponding positions in glass (B) and $\frac{3}{8}$ " diameter holes $\frac{3}{4}$ " deep in masonry into which set expansion bolts (C).

To prevent pressure against glass, place aluminum sleeves of sufficient length so that when forced against masonry they will project slightly beyond the face of glass.

Place letter with attached extension irons over projecting studs of expansion bolts and fasten with nut (E). It is advisable that holes in glass be drilled at the factory, and that holes in masonry be drilled before glass is set.

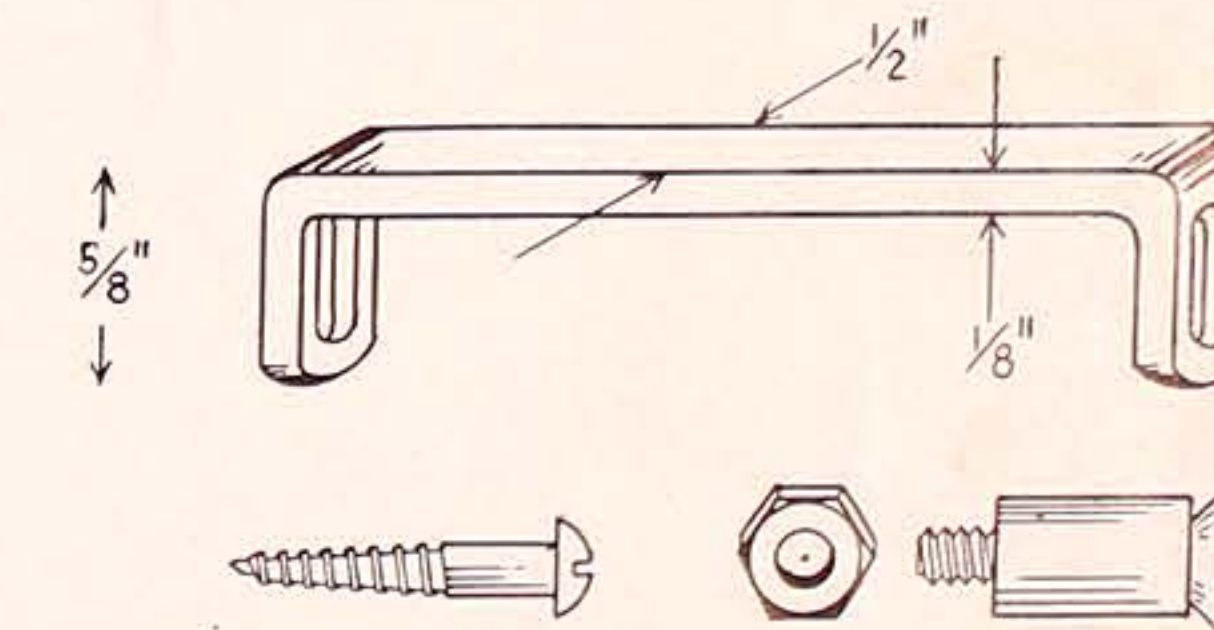
TYPE BW-12

Wood Base Mounting



After they have been well painted, properly space letters against wood base. Drill holes through wood base into bottom of wood letters and fasten with flat head brass wood screws.

EXTENSION IRONS AND FASTENERS



Close-up of extension irons carried in stock in sizes of 1", 1 $\frac{1}{2}$ ", 2", 2 $\frac{1}{2}$ ", 3", 4", 5" and 6". Expansion bolts and brass screws can also be furnished if desired.

TEMPLETS

See page 73 for suggestions on templets for locating positions of holes in background.

MODERN FLAT FACED WOOD LETTER STYLES

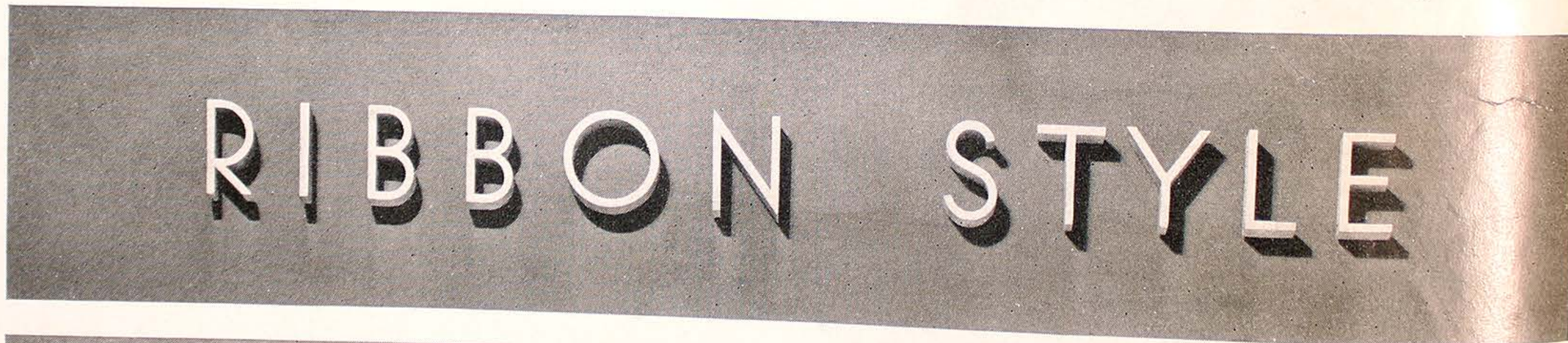


Flat face Kabel letters are carried in stock in the following sizes:

HEIGHT	AVERAGE WIDTH	THICKNESS
1½"	1"	¼"
2"	1½"	¼"
3"	2¼"	⅜"
4"	2¾"	½"
5"	3¾"	13/16"
6"	4½"	13/16"
8"	5½"	13/16"
10"	7½"	13/16"
12"	8½"	13/16"

Letters shown on this page are made from stock patterns in sizes from 1½" to 24"; larger letters can be made from full sized drawings furnished by customer, or drawn by us at a slight additional charge.

The letters illustrated on this page are made in thicknesses of ¼", ⅜", ½", 5/8", 13/16", 1 1/8", 1 3/8", 1 3/4", 2 3/4", 3 3/4", in the No. 4 flat face shown, or in any of the other face contours shown on page 21.



When ordering, please mention Catalog 41; give page number, size, thickness of letters, also size and type of background to which they are to be mounted.

Letters shown on this are made from stock terns in sizes from 24"; larger letters c made from full sized ings furnished by cust or drawn by us at a additional charge.

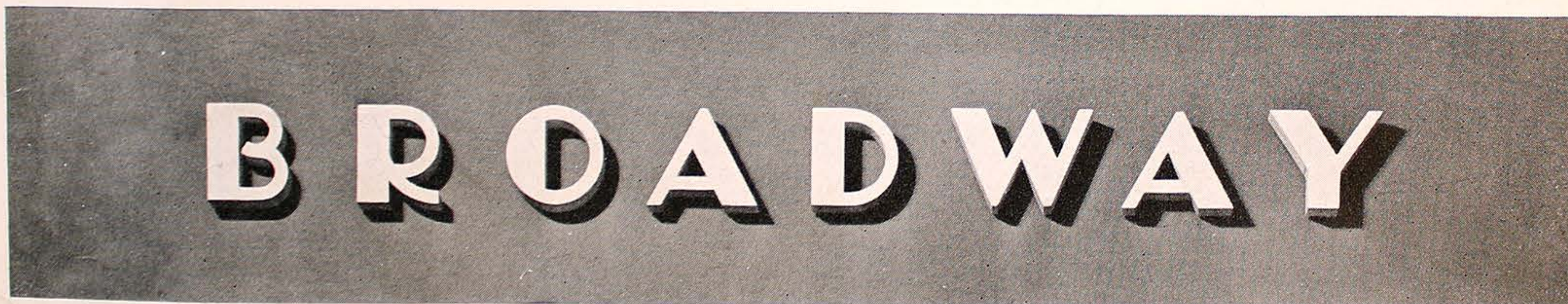
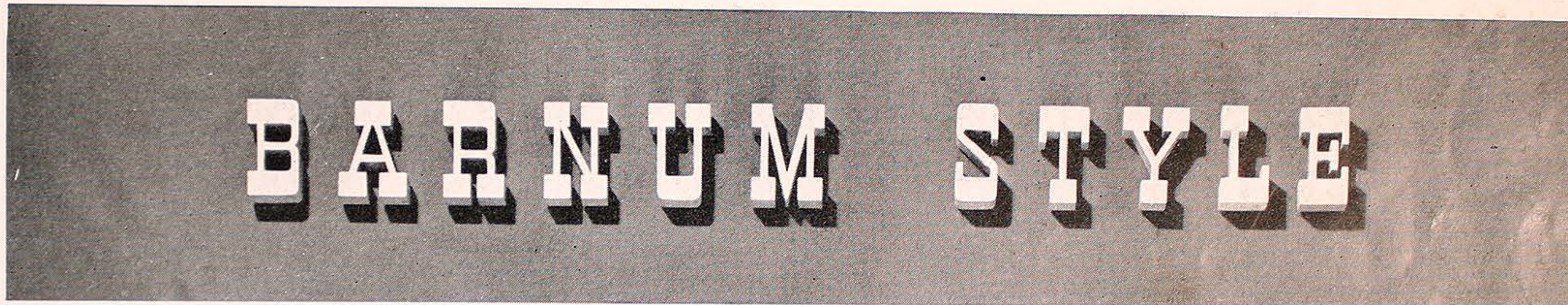
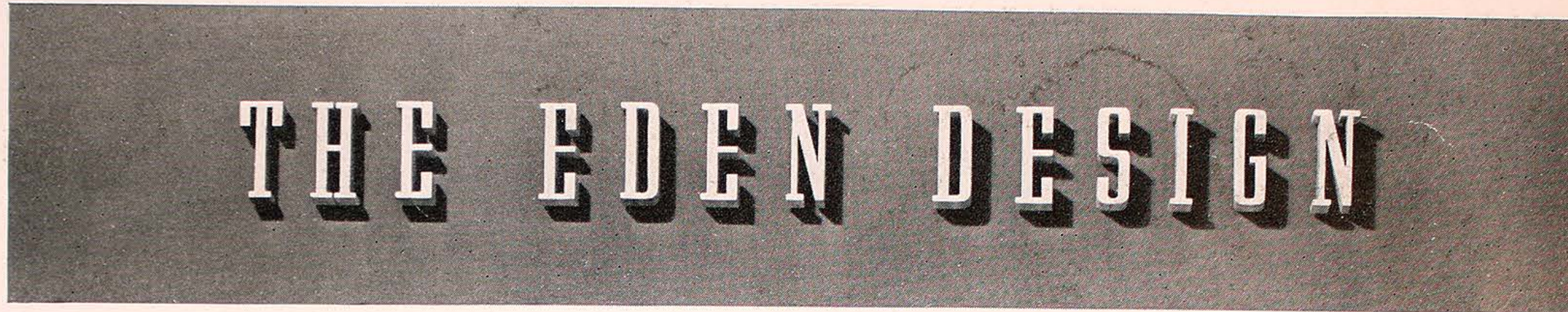


MODERN FLAT FACED WOOD LETTER STYLES

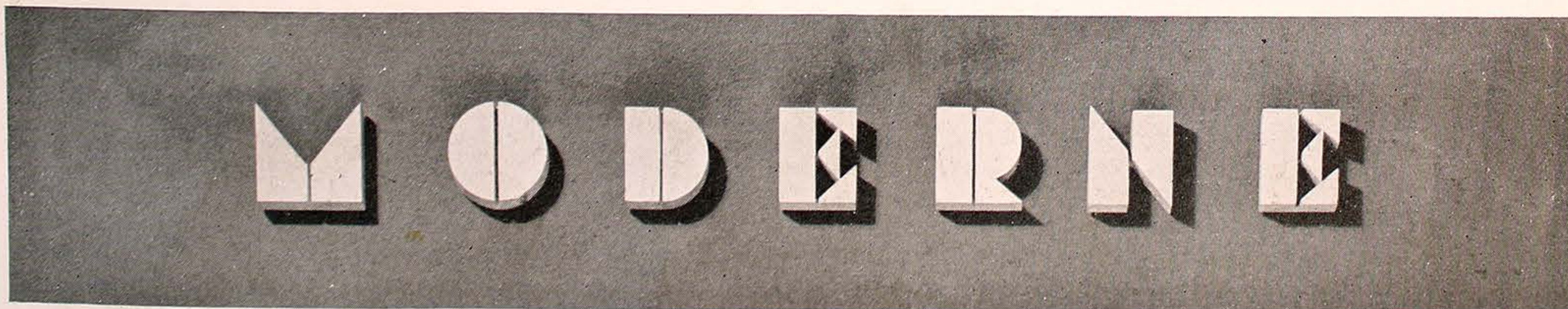
Label letters are carried in the following

AVERAGE WIDTH	THICKNESS
1"	1/4"
1 1/2"	1/4"
2 1/4"	3/8"
2 3/4"	1/2"
3 3/4"	13/16"
4 1/2"	13/16"
5 1/2"	13/16"
7 1/2"	13/16"
8 1/2"	13/16"

Letters shown on this page are made from stock patterns in sizes from 2" to 24"; larger letters can be made from full sized drawings furnished by customer, or drawn by us at a slight additional charge.



The letters illustrated on this page are made in thicknesses of 1/4", 3/8", 1/2", 5/8", 13/16", 11/8", 13/8", 13/4", 23/4", 33/4", in the No. 4 flat face shown, or in any of the other face contours shown on page 21.



When ordering, please mention Catalog 41; give page number, size, thickness of letters, also size and type of background to which they are to be mounted.

MODERN FLAT FACED WOOD LETTER STYLES

ARCHITECTURAL

STYMIE BLOCK

The letters illustrated on this page are made in thicknesses of $\frac{1}{4}$ ", $\frac{3}{8}$ ", $\frac{1}{2}$ ", $\frac{5}{8}$ ", $\frac{13}{16}$ ", $1\frac{1}{8}$ ", $1\frac{3}{8}$ ", $1\frac{3}{4}$ ", $2\frac{3}{4}$ ", $3\frac{3}{4}$ ", in the No. 4 flat face shown, or in any of the other face contours shown on page 21.

When ordering, please mention Catalog 41; give page number, size, style, thickness of letters, also size and type of background to which they are to be mounted.

PAGE 30

GROOVED BROADWAY

PLAIN THICK AND THIN

Letters shown on this page are made from stock patterns in sizes from 2" to 24"; larger letters can be made from full sized drawings furnished by customer, or drawn by us at a slight additional charge.

SPANJER BROTHERS *Guide* TO BETTER SIGNS

CATALOG 41

CATALOG 41

MODERN INTERIORS USE WOOD LETTER SIGNS



Both for general beauty and effective appearance, and for the customer's convenience in finding his way around the store, wood letter signs have become an essential part in the design of the modern store interior.

On the preceding pages we have shown the types of letters most often used; on the following pages are illustrated some of these letters in actual use.

own on this page
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by us at a slight
charge.



RAISED WOOD LETTERS DO A SALES JOB

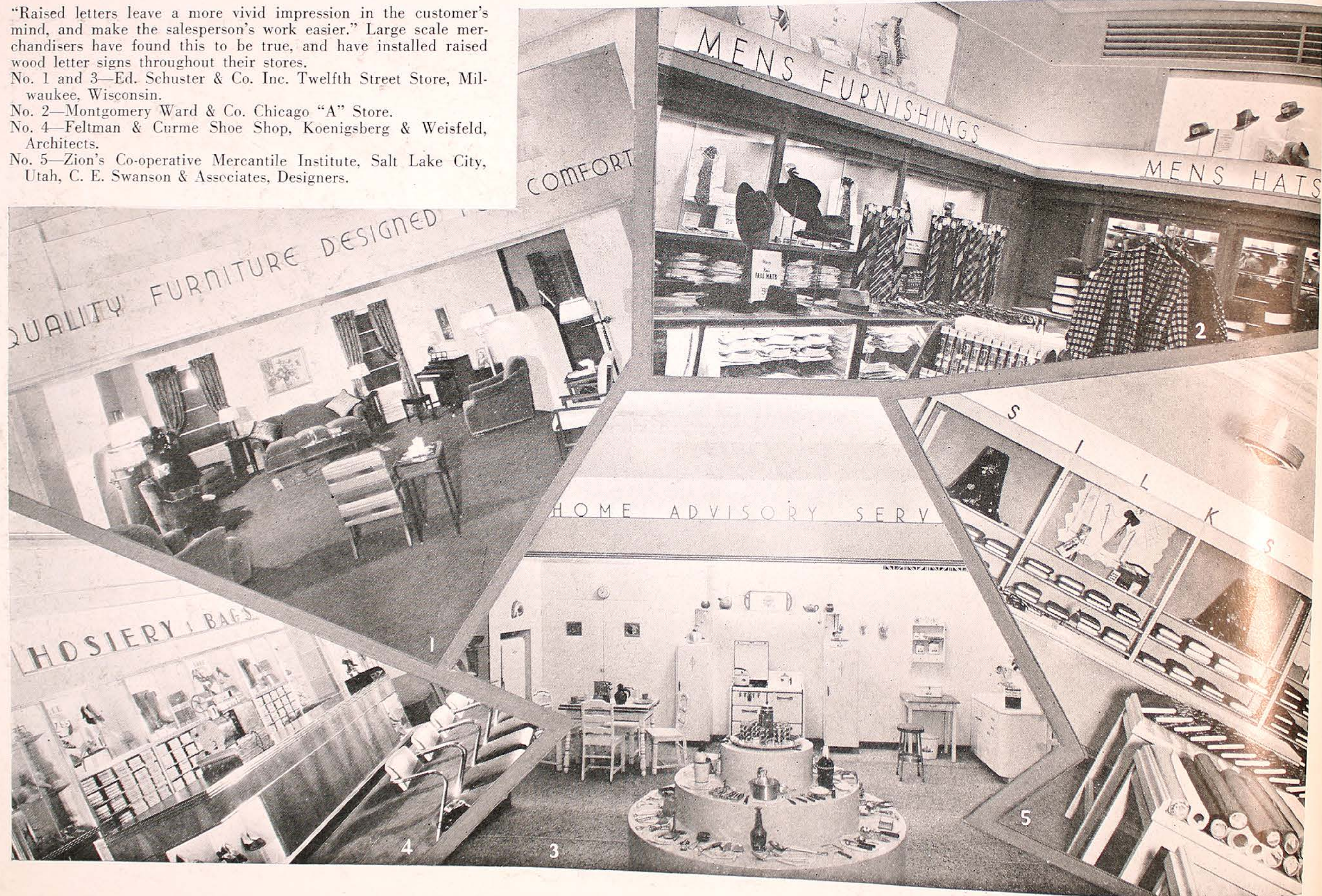
"Raised letters leave a more vivid impression in the customer's mind, and make the salesperson's work easier." Large scale merchandisers have found this to be true, and have installed raised wood letter signs throughout their stores.

No. 1 and 3—Ed. Schuster & Co. Inc. Twelfth Street Store, Milwaukee, Wisconsin.

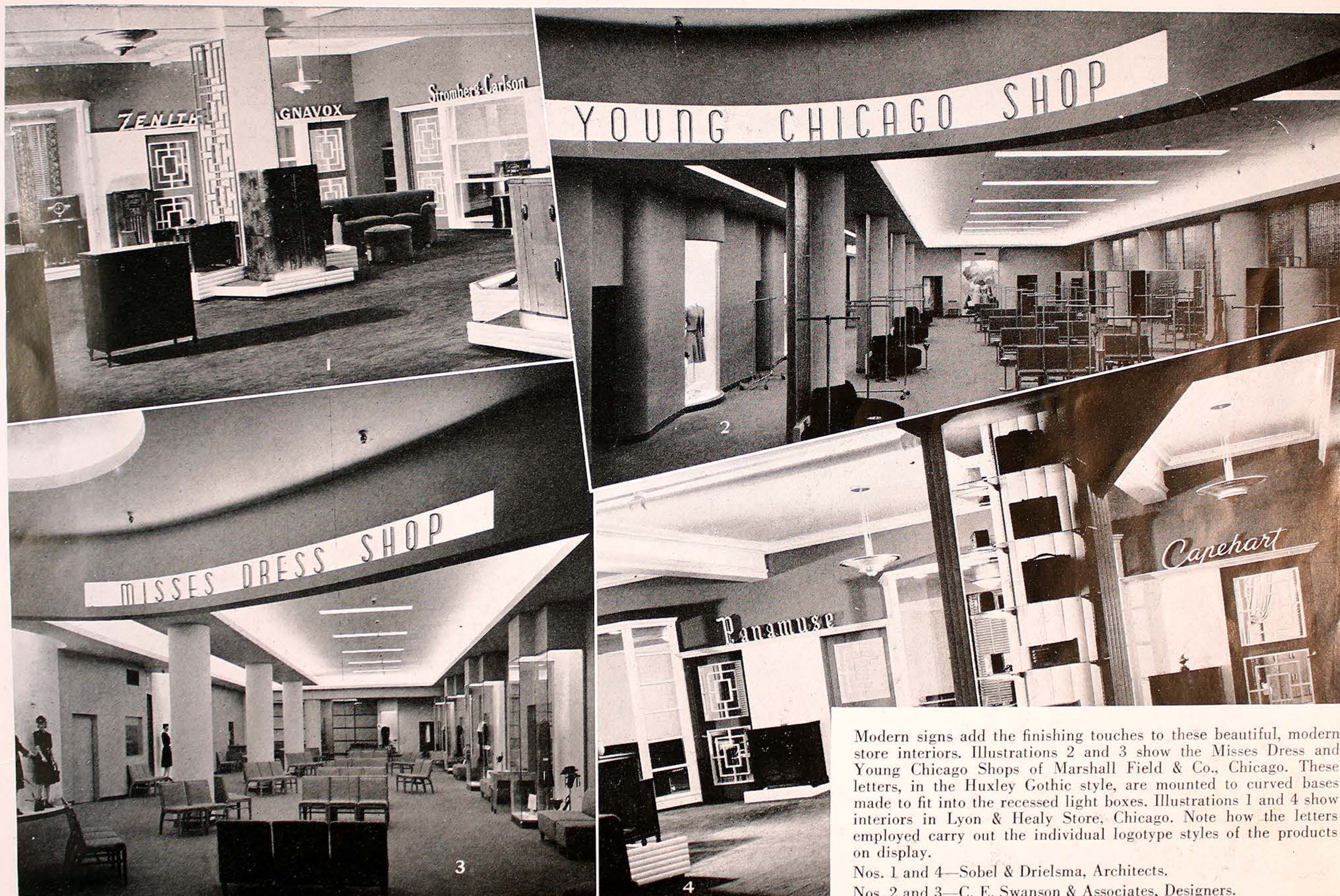
No. 2—Montgomery Ward & Co. Chicago "A" Store.

No. 4—Feltman & Curme Shoe Shop, Koenigsberg & Weisfeld, Architects.

No. 5—Zion's Co-operative Mercantile Institute, Salt Lake City, Utah, C. E. Swanson & Associates, Designers.



WOOD LETTER SIGNS FOR MODERN INTERIORS



Modern signs add the finishing touches to these beautiful, modern store interiors. Illustrations 2 and 3 show the Misses Dress and Young Chicago Shops of Marshall Field & Co., Chicago. These letters, in the Huxley Gothic style, are mounted to curved bases made to fit into the recessed light boxes. Illustrations 1 and 4 show interiors in Lyon & Healy Store, Chicago. Note how the letters employed carry out the individual logotype styles of the products on display.

Nos. 1 and 4—Sobel & Drielsma, Architects.

Nos. 2 and 3—C. E. Swanson & Associates, Designers.

RAISED LETTERS FOR DEPARTMENT MARKERS



Wood letters make distinctive and effective department markers in these modern stores.

No. 1—Boston Store, Milwaukee, Wisconsin. C. E. Swanson Associates, Designers.

No. 2—E. I. du Pont de Nemours & Co. Retail Paint Store, Canton, Ohio.

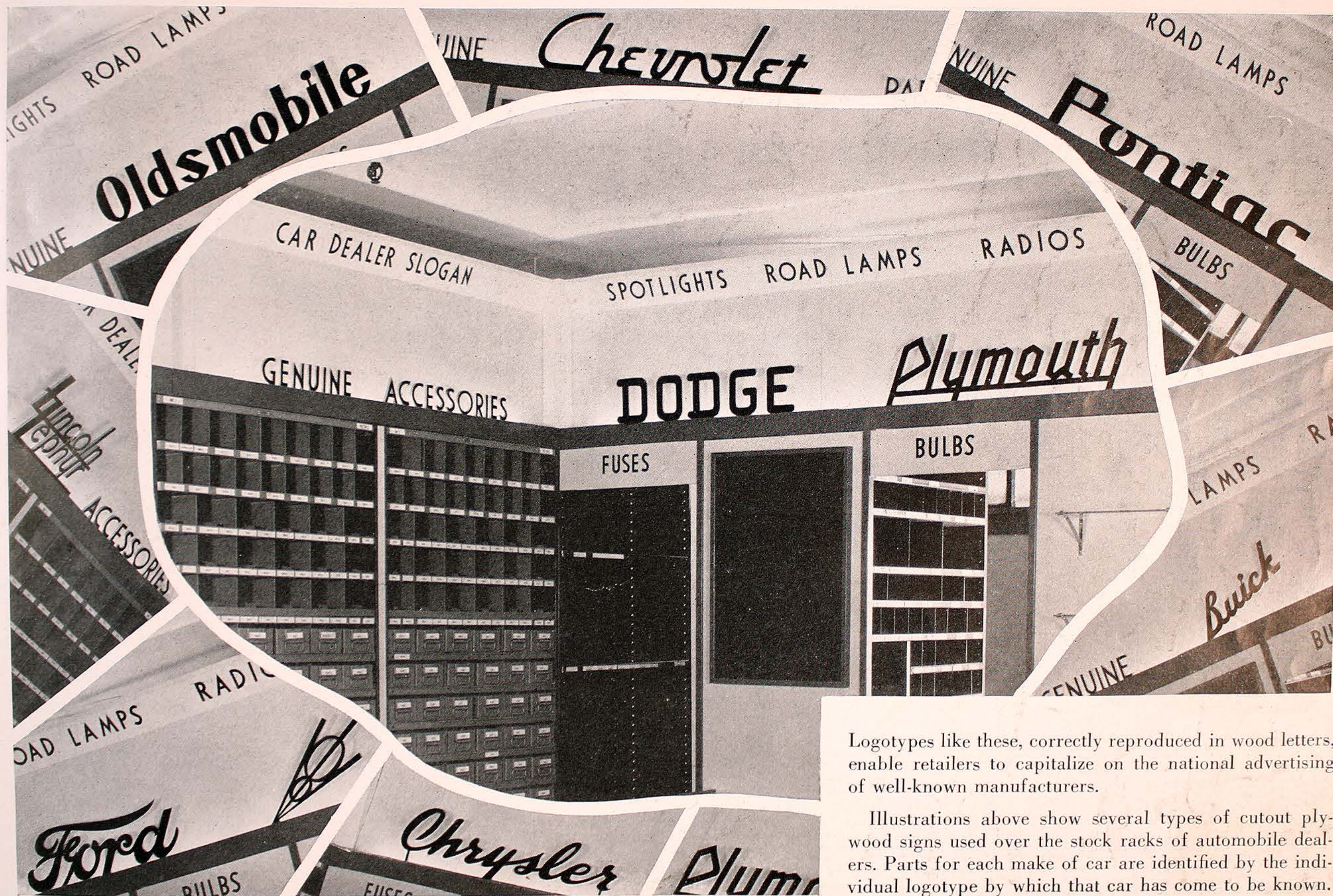
No. 3—Sears, Roebuck Co. Retail Store, Buffalo, N. Y.

No. 4—Stewart Dry Goods Co., Louisville, Ky. C. E. Swanson Associates, Designers.

No. 5—W. T. Grant Co., Buffalo, N. Y. Alfred S. Alschuler, Architect, Raymond Loewy, Industrial Designer, Ezra Stoller, Photographer.



WELL-KNOWN NAMES IN WOOD LETTERS



Logotypes like these, correctly reproduced in wood letters, enable retailers to capitalize on the national advertising of well-known manufacturers.

Illustrations above show several types of cutout plywood signs used over the stock racks of automobile dealers. Parts for each make of car are identified by the individual logotype by which that car has come to be known.

CHROMALOID FACED WOOD LETTERS

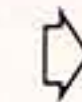


KABEL
STYLE



20"

BROADWAY
STYLE



RIBBON
STYLE



SLANTED FACE BROADWAY STYLE



EXOTIC STYLE

Chromaloid faced letters are made of plywood to which a .019" gauge sheet of chrome plated zinc has been applied. They are recommended for use on interior displays where the effect of a metal letter is desired, but where the advertising budget will not permit the use of genuine chrome plated bronze, polished aluminum or stainless steel letters. Very striking effects may be obtained by painting the edges in contrasting colors; or the resemblance to genuine metal letters can be increased by painting edges with aluminum paint.

Chromaloid letters are available in a bright chrome finish which resembles chrome plated bronze, and a satin or brushed finish which resembles stainless steel. On most installations the satin finish is recommended for best results.

Chromaloid letters are made in sizes from 1 1/2" to 24" in the styles shown on this page, in special logotypes, or in any of the flat face styles shown in this book. They are recommended for interior use only.



Moulded Catalin letters available in a variety of appealing colors and are ideal for use on interchangeable signs. They are 2 1/2" high, 1/2" thick, with 7/16" deep tongue at the bottom made to fit in tracks or grooves in display fixtures or into wood bases shown for ledge signs.

These are actual thicknesses of Fluorescent Plastic letters. Letters are usually made in the three gauges shown... although thinner gauges are available for smaller letters. Colors available are red, green and clear transparent.

Silverware

The individual logotype or trademark of a company or the personal signature of the owner can be made more distinctive and effective by the use of Spanjer Fluorescent Plastic letters.

CUTLERY

Moulded Catalin letters are available in a variety of eye-appealing colors and are ideal for use on interchangeable signs. They are 2½" high, ¼" thick, with 7/16" deep tongues at the bottom made to fit into tracks or grooves in display fixtures or into wood bases as shown for ledge signs.

COSMETICS

Unusually striking effects can be obtained by cementing the plastic letters to clear plastic or glass panels and illuminating the sign with indirect lighting.

FABRICS



Fluorescent plastic letters are available in sizes from 1½" to 12" high in any of the styles shown in this catalog; prices are moderate since expensive moulds or dies are not required in their production. Plastic letters can also be made in special styles, according to your own full size details, at no additional cost.

SPANJER PLASTIC LETTERS

Of all the sign treatments which are available today for interior departmental identifications in discriminating salons and shops, Spanjer plastics are among the most effective. . . . *Fluorescent* cellulose acetate plastic letters are available in brilliant flame red, and green; when light is directed at them, the edges glow as though trimmed with phosphorus. . . . *Catalin* and *Bakelite*, two remarkably attractive plastics, are available in a great variety of beautiful colors. . . . *Plexiglas* and *Lucite* illuminated signs are perhaps the most astonishingly beautiful of all plastic signs. Plexiglas and Lucite are crystal clear plastics which have the amazing faculty of transmitting light through Ribbon style letters from the back to the face, with practically no loss of light through the sides. . . . It is natural that Spanjer Brothers, Inc., with a reputation as the standard of excellence in the production of custom-made and specially designed raised letters, should take the leadership in the design and production of these new plastic letters.

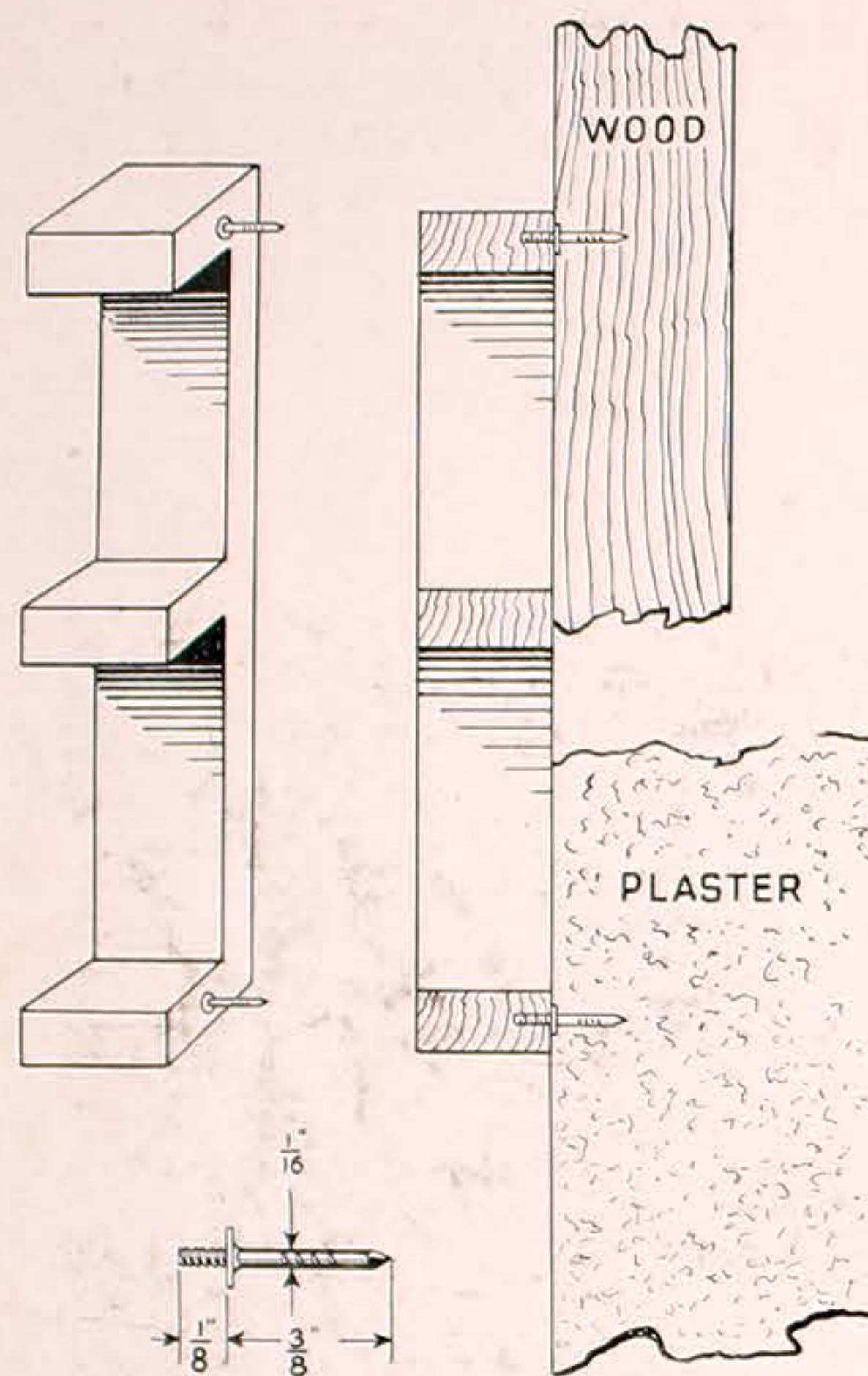
ILLUMINATED PLEXIGLAS SIGNS



To "pep-up" a particular department in the store or to more effectively identify some important section, there is no better medium than the new, modern illuminated Plexiglas sign. The striking effectiveness of this sign is due to the "light-piping" qualities of Plexiglas — giving a bright glow on the face of the letter with practically no light emitting from the edges.

Letters can be furnished completely assembled into metal or veneer sign boxes equipped with fluorescent tubing, or they can be furnished installed into veneer or metal panels to fit into your own light boxes. Complete signs are made in any size and can be finished in a variety of colors as well as in natural veneer finishes. Letters are usually made in the Ribbon style as shown, in sizes of 2" to 10", with 1/8" or 1/4" faces projecting 3/4" beyond the face of the sign.

WOOD LETTERS FOR INTERIOR DISPLAYS

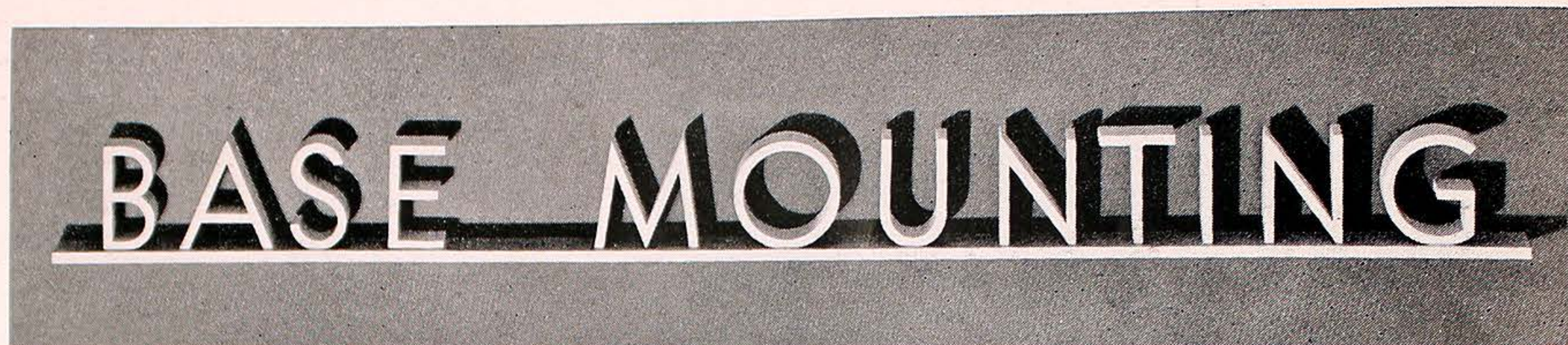


SCREW-NAILS

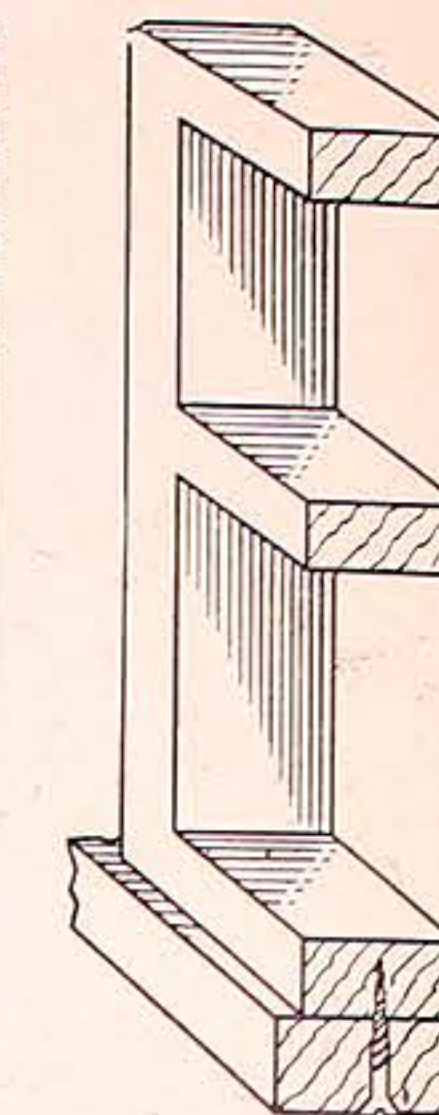
Concealed fasteners for attaching letters to backgrounds of wood, plywood, wallboard, Celotex, etc.

Installation of letters to backgrounds which are not accessible from the rear is made easy by the use of the special screw-nails illustrated above.

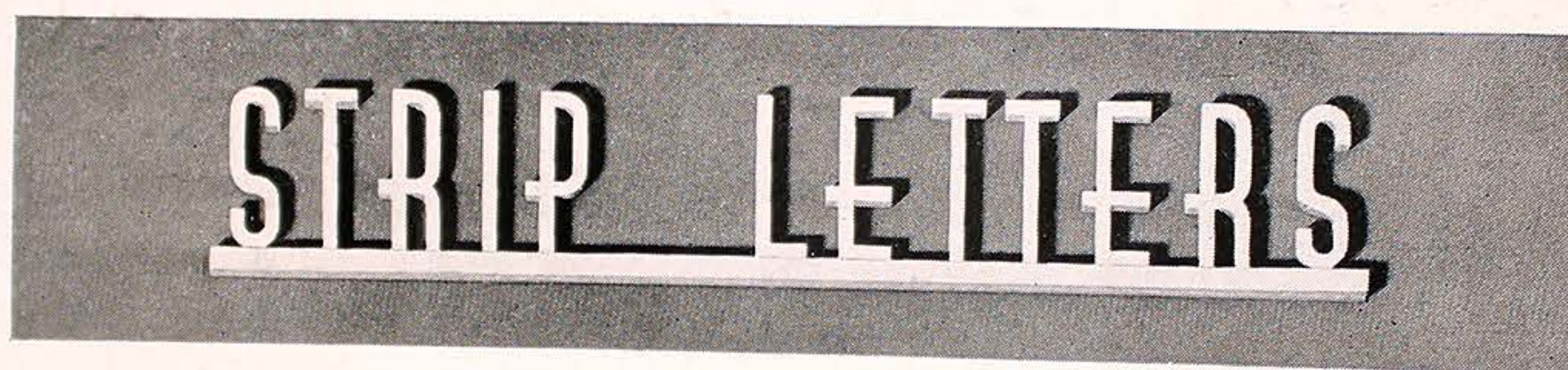
To insure a permanent installation when letters are attached to plaster walls, it is advisable to apply mastic cement to the backs of the letters.



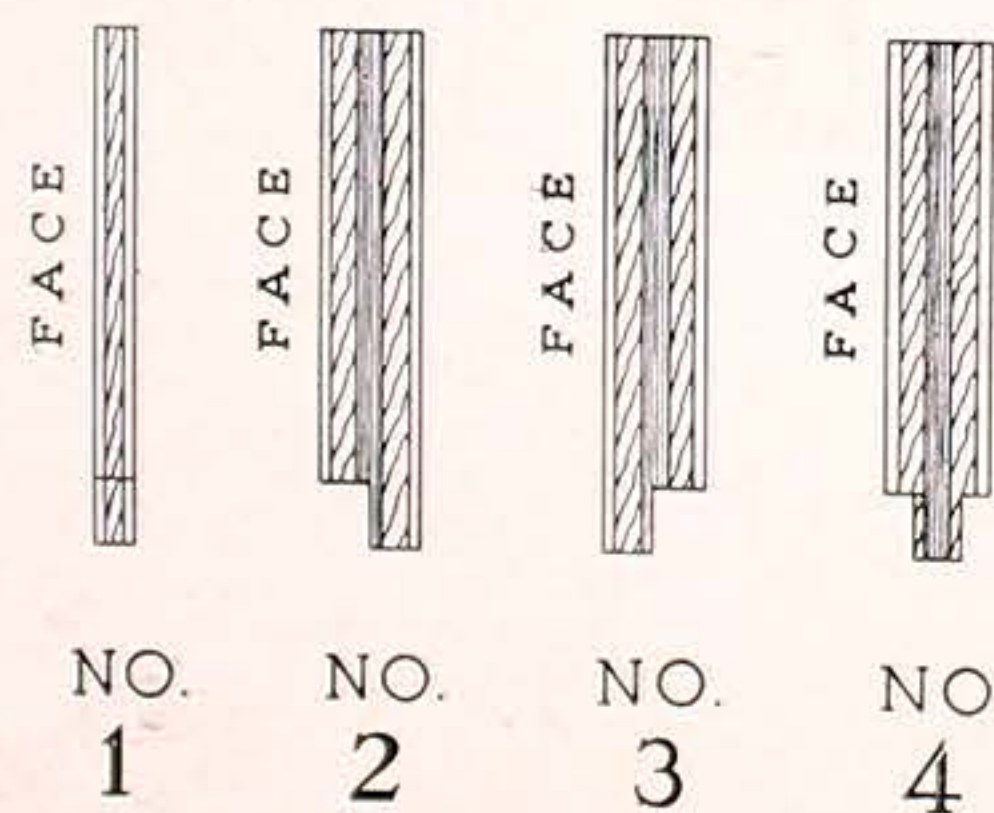
Illustrations above and at right show letters mounted to base strips. Having the letters attached to bases in our plant assures you that they will be properly spaced and securely mounted. This service can be had on interior letters to be used on ledges and show cases, or on exterior letters to be mounted free-standing on cornices and awning bars.



SECTION VIEW



Strip letters—suggested for quantity runs of small interior display signs. Cutting letters on strips in this manner simplifies your assembly operation. These letters are obtainable in any of the flat faced styles illustrated in this catalog; they are most economically produced in sizes up to 6" high.



Tongued letters—for interchangeable signs—are made with tongues at bottom which fit into tracks or grooves in display fixtures. Fig. 1 at left shows standard tongue—same thickness as letter. When ordering, specify width and depth of groove and position of tongue.



Slanted face letters are recommended for use in display windows or cases where the message is to be placed below eye level. They are obtainable in any style, and can be displayed individually for changeable copy, or mounted to wood bases for permanent signs as shown.

ROUND

The various styles of thicknesses of 1/4", 3/4", 2 3/4", 3 3/4", in the N of the other face cor



SHAD



Shaded letters can be n this catalog or accordin

ROUND FACED LETTERS

The various styles of letters illustrated below are made in thicknesses of $\frac{1}{4}$ ", $\frac{3}{8}$ ", $\frac{1}{2}$ ", $\frac{5}{8}$ ", $\frac{13}{16}$ ", $1\frac{1}{8}$ ", $1\frac{3}{8}$ ", $1\frac{3}{4}$ ", $2\frac{3}{4}$ ", $3\frac{3}{4}$ ", in the No. 1, 2/3 round face shown, or in any of the other face contours shown on page 21.



SHADED LETTERS



Shaded letters can be made in any size and style shown in this catalog or according to drawing furnished by you.

SCOTCHLITE LETTERS

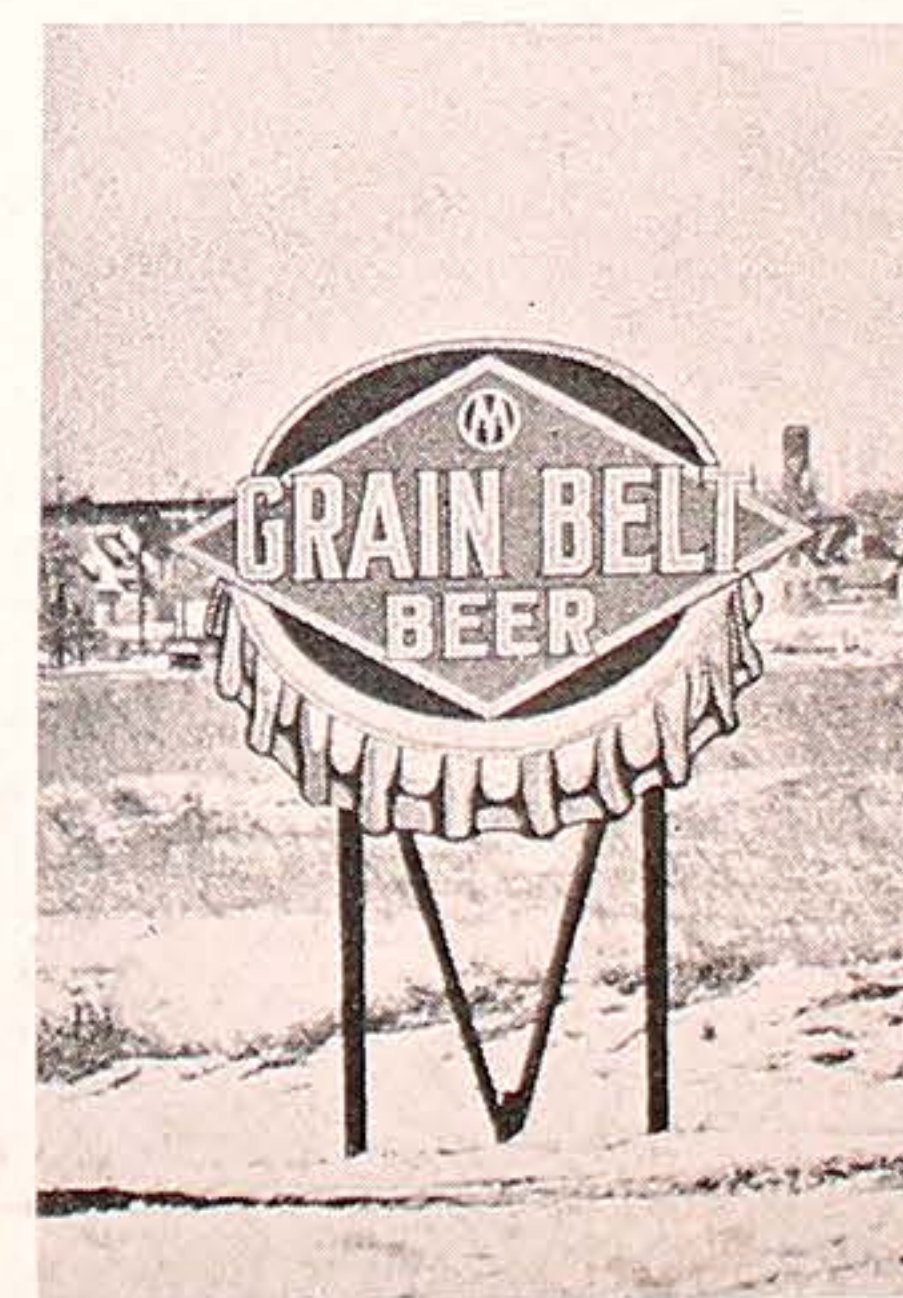
Scotchlite is a new reflecting material made of minute spherical lenses (over 5000 per square inch) which are bonded to a weatherproof backing with a durable bond. This Scotchlite material is cemented to wood or masonite panels, and the letters are cut in any desired size or style.

Scotchlite covers the entire face of the letter, so that when illuminated at night by the lights of approaching automobiles, the entire letter stands out.

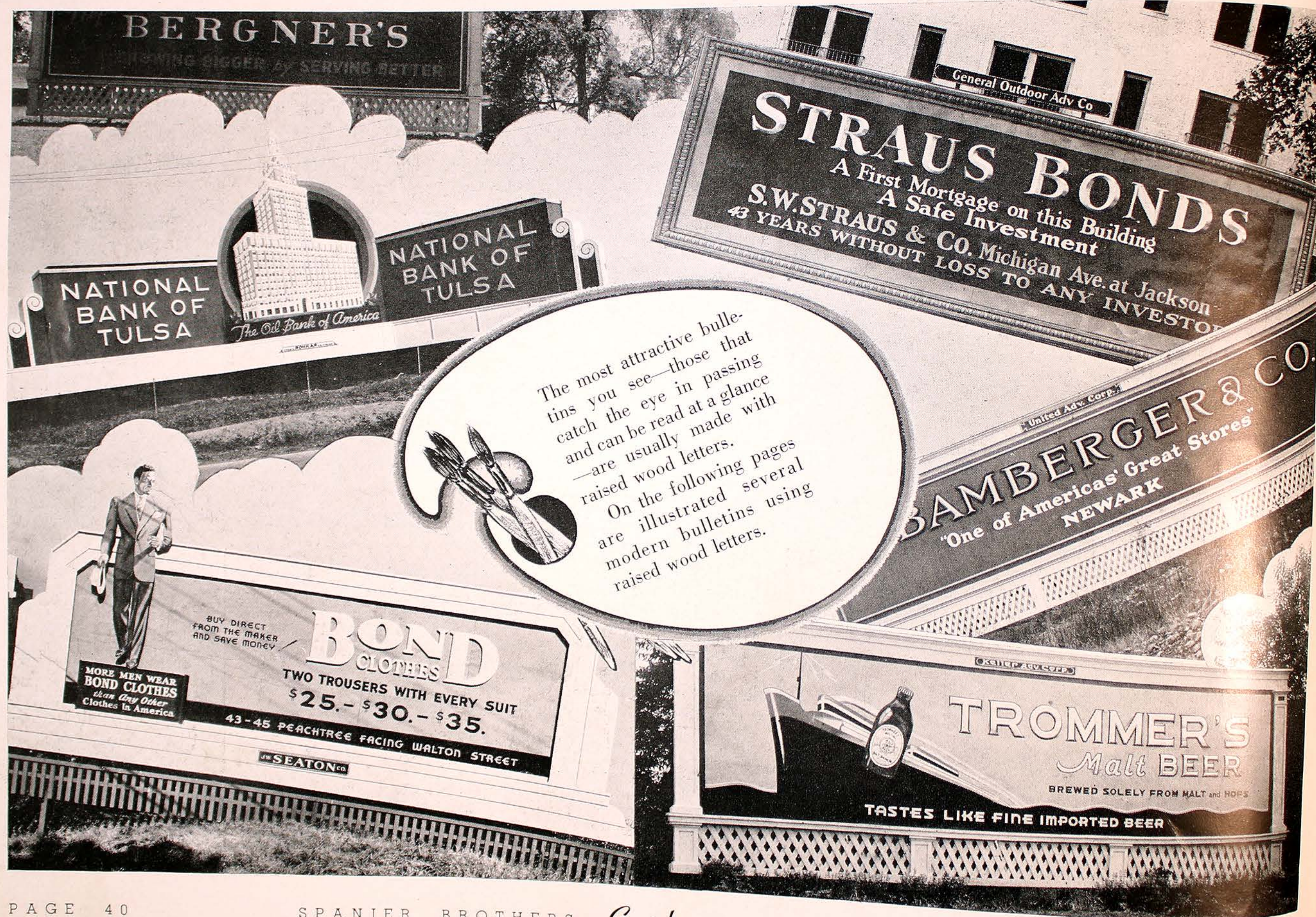
Scotchlite signs are usable and readable at night at distances of over 350 feet.



The unretouched photographs show day and night views of roadway bulletins employing Scotchlite letters. Scotchlite letters can be furnished in $\frac{1}{8}$ " or $\frac{1}{4}$ " weather resisting tempered masonite for ordinary bulletin copy. For better day effect letters can be made of white pine or redwood in thickness from $\frac{3}{4}$ " to $3\frac{3}{4}$ ".

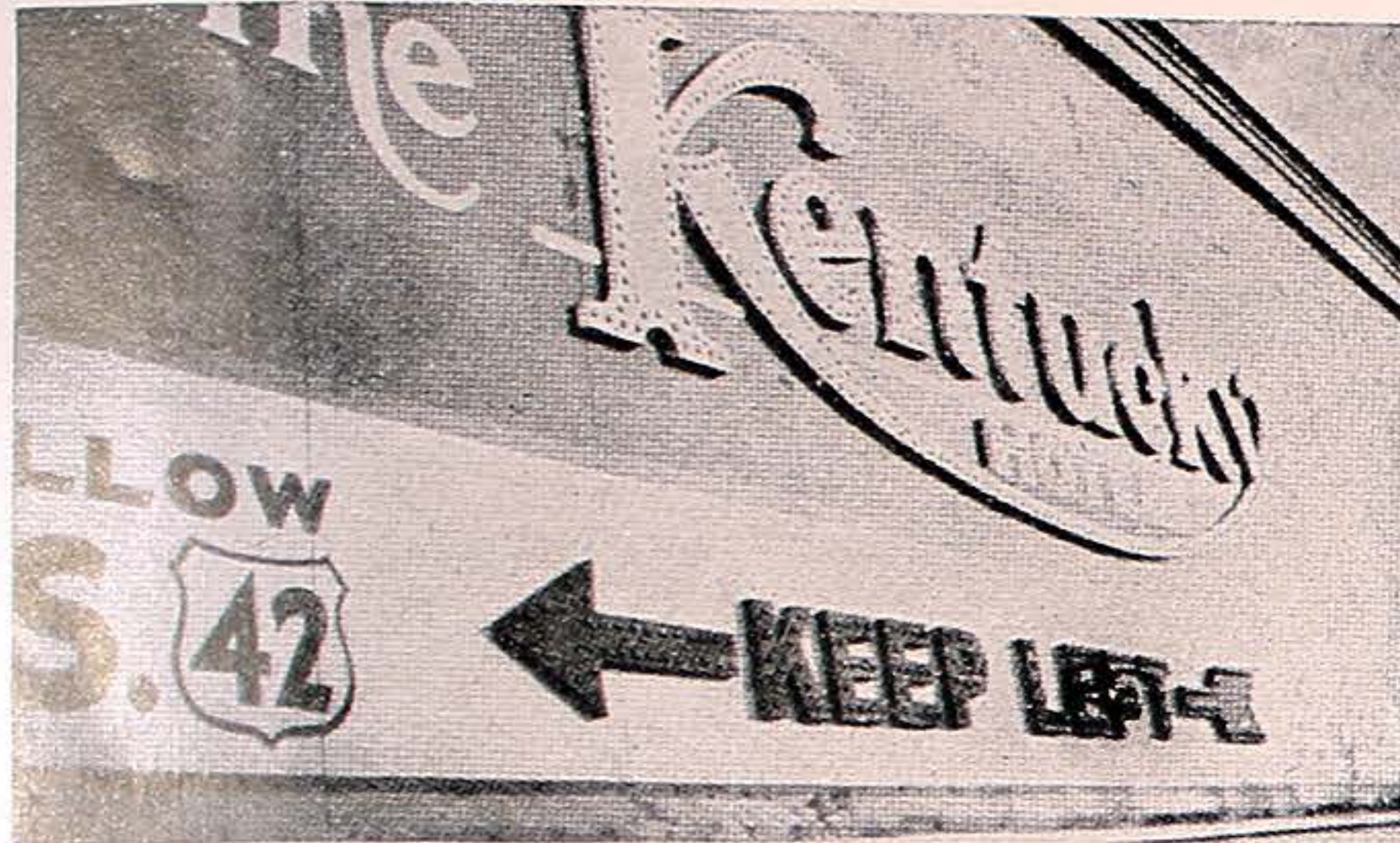


RAISED WOOD LETTERS FOR OUTDOOR DISPLAYS



At night, when all other signs are dark, the name of the Brown Hotel will stand out alone—catching the eye of every motorist entering town. The reflector buttons attract attention by night—the raised letters by day. Certainly the advertiser gets full value for every dollar spent in this form of advertising!

WOOD LETTERS FOR REFLECTOR BUTTON SIGNS



Reflector button signs are self-illuminated at night from the rays of automobile headlights — without any cost to the advertiser for this illumination. Wood letter signs with reflector buttons make an attractive and economical display both day and night.



Day and night view of Kentucky Hotel bulletin showing how 24 hour service is obtained through the use of reflector buttons set in raised wood letters. Note how that name stands out!



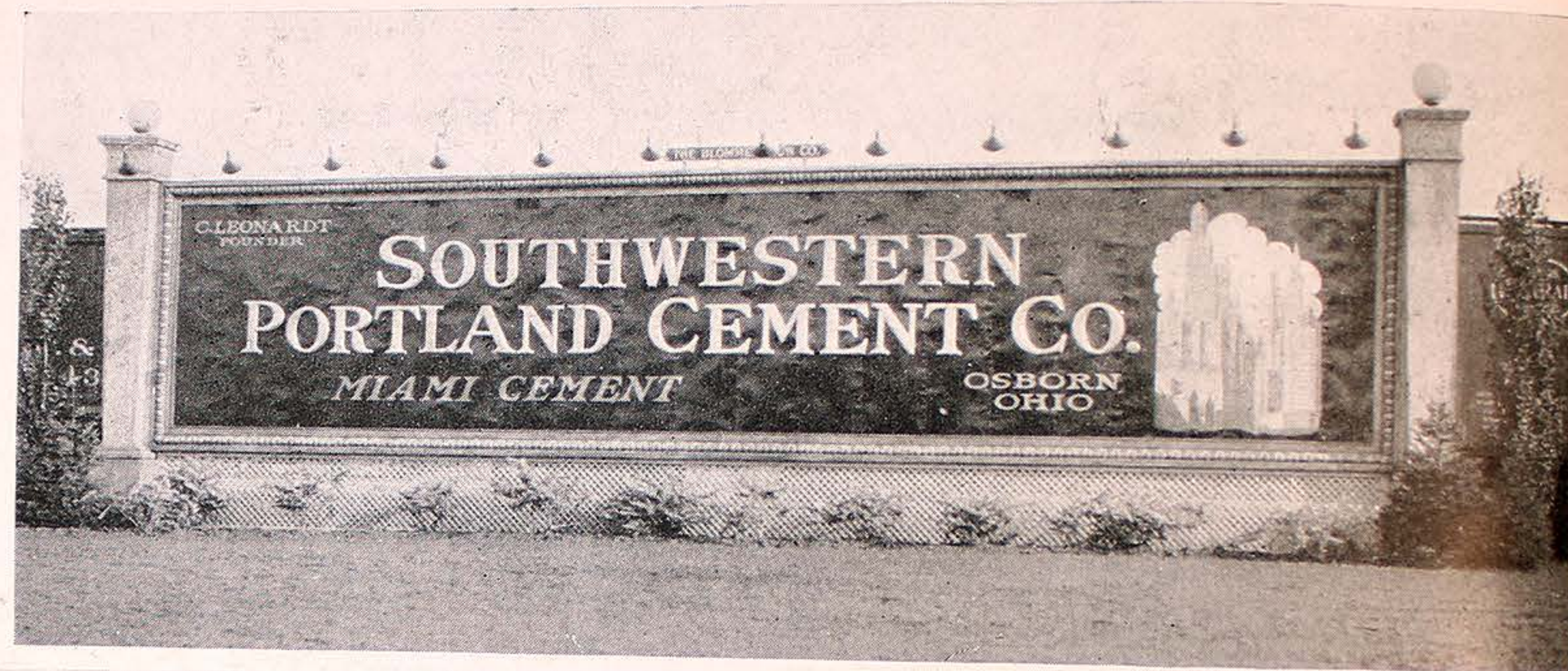
Letters to be used with reflector buttons are usually made 1 1/8" thick and are furnished with holes drilled to accommodate the buttons. As we do not supply the buttons, we suggest that you specify what type and size button you will use. With the holes already drilled, it is an easy matter for you to install the buttons in the letters and to erect the letters at the job.

At night, when all other signs are dark, the name of the Brown Hotel will stand out alone—catching the eye of every motorist entering town. The reflector buttons attract attention by night—the raised letters by day. Certainly the advertiser gets full value for every dollar spent in this form of advertising!



WOOD LETTER BULLETINS COMPEL ATTENTION

Special design Roman letters, 1 1/8" thick with 2/3 round face, place the name of the Southwestern Portland Cement Co. before the eyes of all who pass.



This large and unusually attractive display is one of the many which have been erected for the National Bank of Tulsa by the Chas. E. Rohkar Co. Raised wood letters studded with reflector buttons assure the bank of 24-hour-a-day service from this sign.



Day view

This impressive display is clearly visible both day and night to a traffic travelling on Chicago's newly completed Outer Drive. Traffic circles expect that this drive will eventually attain a greater motor car circulation than any other street in the Middle West.

Night view

RAISED LETTERS—EFFECTIVE DAY AND NIGHT



Day view

This impressive display is clearly visible both day and night to all traffic travelling on Chicago's newly completed Outer Drive. Traffic circles expect that this drive will eventually attain a greater motor car circulation than any other street in the Middle West.



Night view

Framed by the skyscrapers of Chicago's famous lake-front skyline is this oversize Streamliner bulletin—100'x44' in size—erected for the First National Bank of Chicago by the General Outdoor Advertising Co.

The capital letters in "The First National Bank" are 5'8" high; the lower case are 3'9". The letters "of Chicago" are 3'0" and 2'4". All are 1 3/4" thick with 2/3 round face finished in brilliant gold leaf.

In addition to this display and the one shown on the following page, six smaller spectacular bulletins of similar design have been erected for this advertiser on carefully selected locations throughout Chicago.

PROMINENT BANKS ADVERTISE WITH WOOD LETTERS



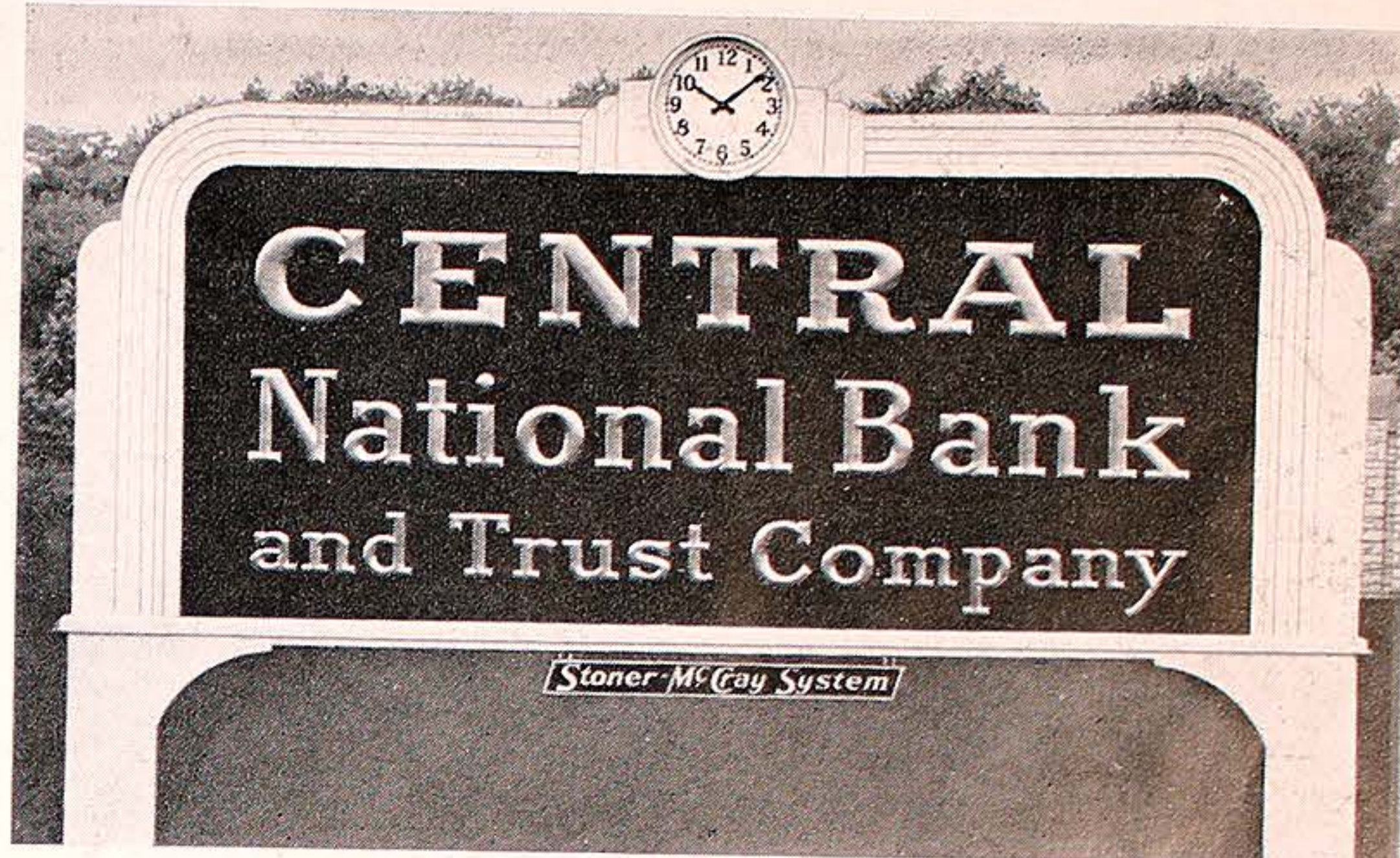
⊞ Located on a landscaped plot of ground on Chicago's famous Michigan Ave., this beautiful modern display maintains a daily average circulation of over 180,000. The structure measures 15' high by 100' in length. A third-dimensional effect is obtained in the daytime by the fluted columns, by the contour of the base—and by raised gold leafed wood letters 39", 21" and 18" high. In the evening, this effect is sharply enhanced by the use of both direct and indirect lighting which gives full value to the strongly contrasting wood letters.

⊞ Every letter on this beautiful bulletin is made of wood—from the 6" letters "FIRST" to the 7" letters "Member." Notice how they STAND OUT! The large letters are 1 3/8" thick, No. 6 bevelled edge, finished in gold leaf. Smaller letters are 13/16" thick, flat faced, finished in enamel. Raised wood letter signs are being used all over the country by financial institutions and other companies which require dignified and attractive displays.

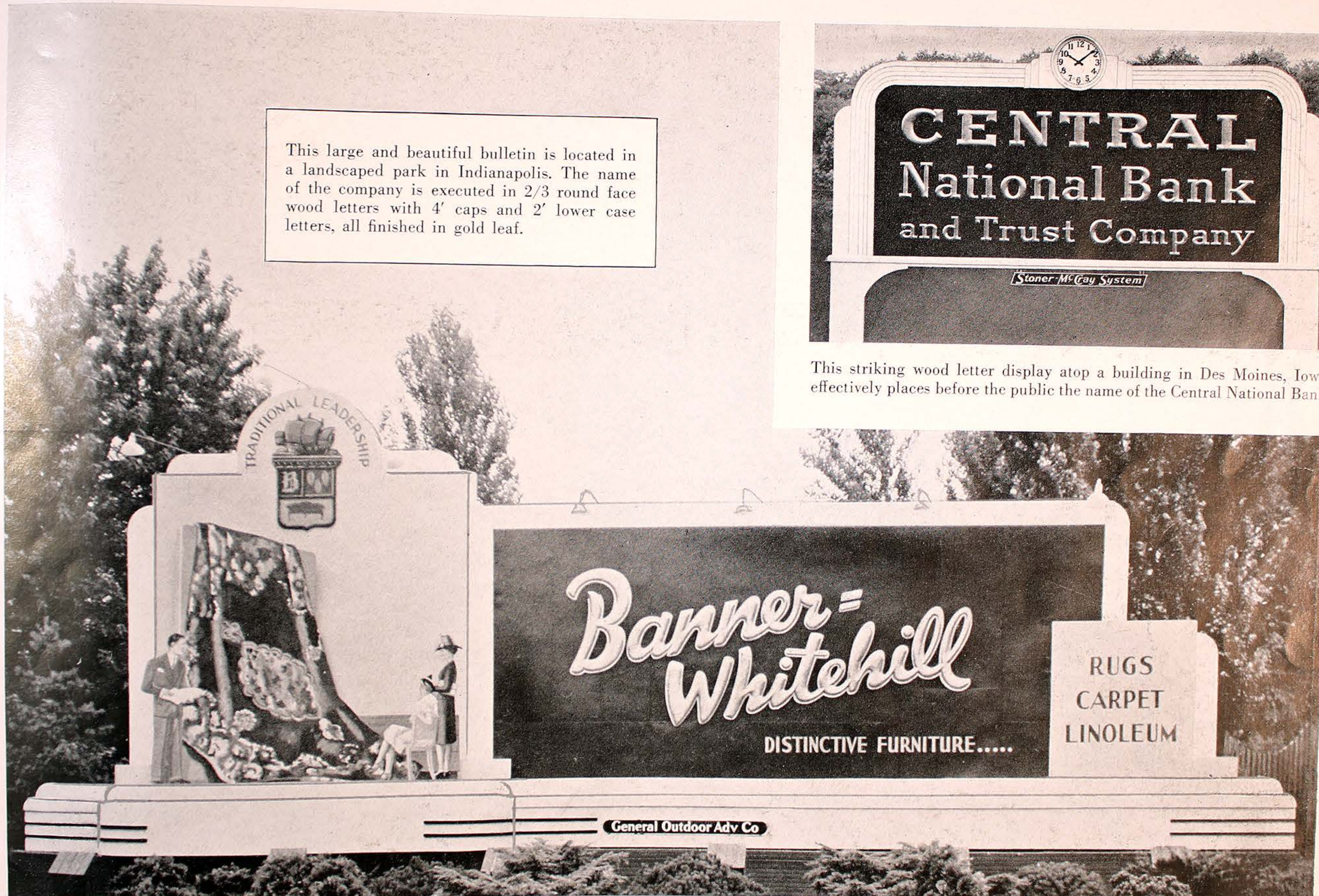
Courtesy Knapp Adv. Co.

MODERN BULLETINS USE RAISED LETTERS

This large and beautiful bulletin is located in a landscaped park in Indianapolis. The name of the company is executed in 2/3 round face wood letters with 4' caps and 2' lower case letters, all finished in gold leaf.



This striking wood letter display atop a building in Des Moines, Iowa, effectively places before the public the name of the Central National Bank.



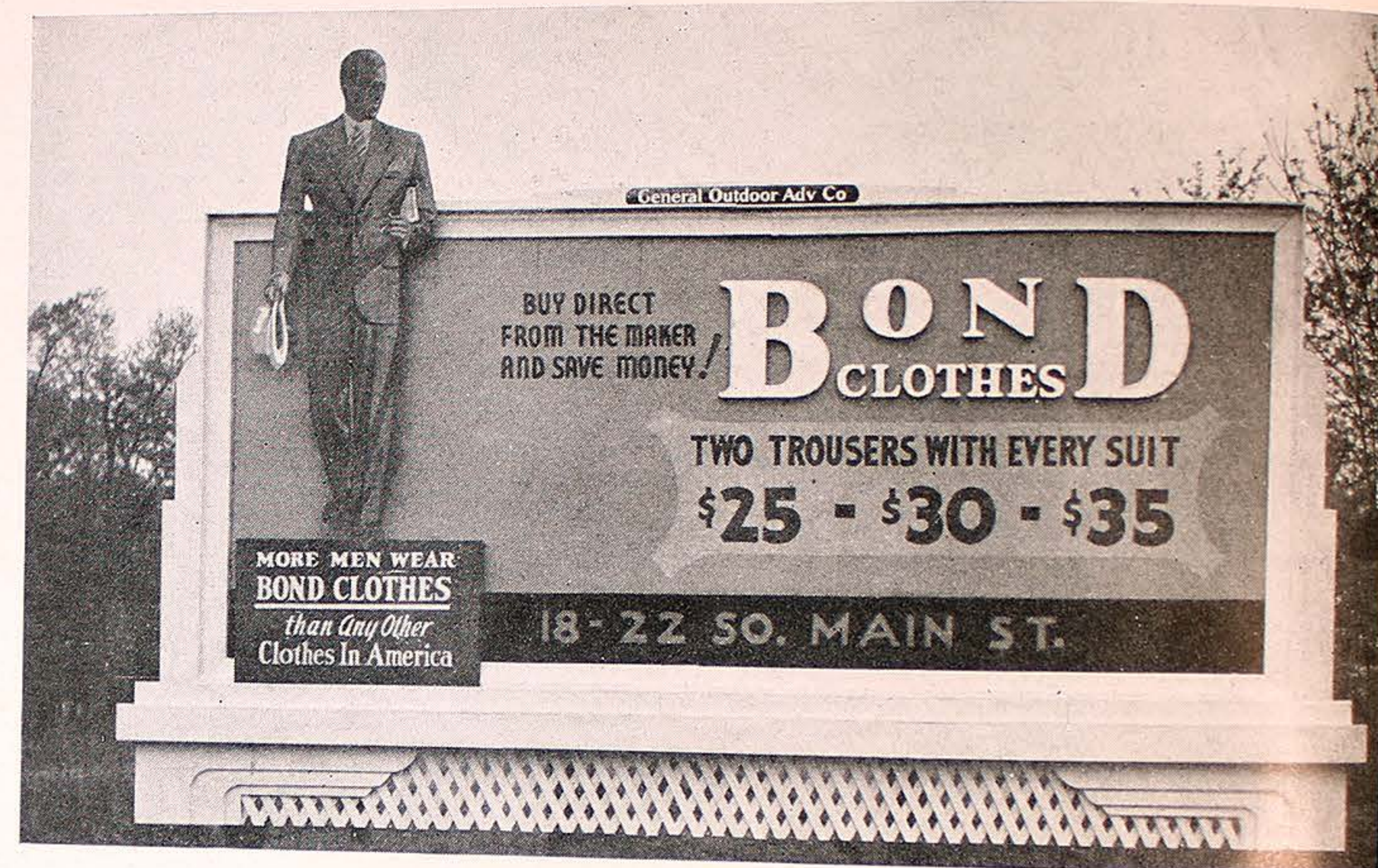
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nified and attractive

RAISED LETTER SIGNS "STAND OUT"

Highway display bulletins MUST do their sales work well, because they have only a moment in which to hold attention. Raised letters give greater advertising value to these displays, because they STAND OUT and are more easily read than is flat painted copy.

Notice how the raised letters "BOND CLOTHES" and "REGAL STORES" stand out over the flat painted letters on these two modern highway displays!



Eight of these bulletin boards for 'BERGNER'S' in 24" name dominates the bulletin board. Certainly this raised wood letters.



RAISED LETTER DISPLAYS COMMAND ATTENTION



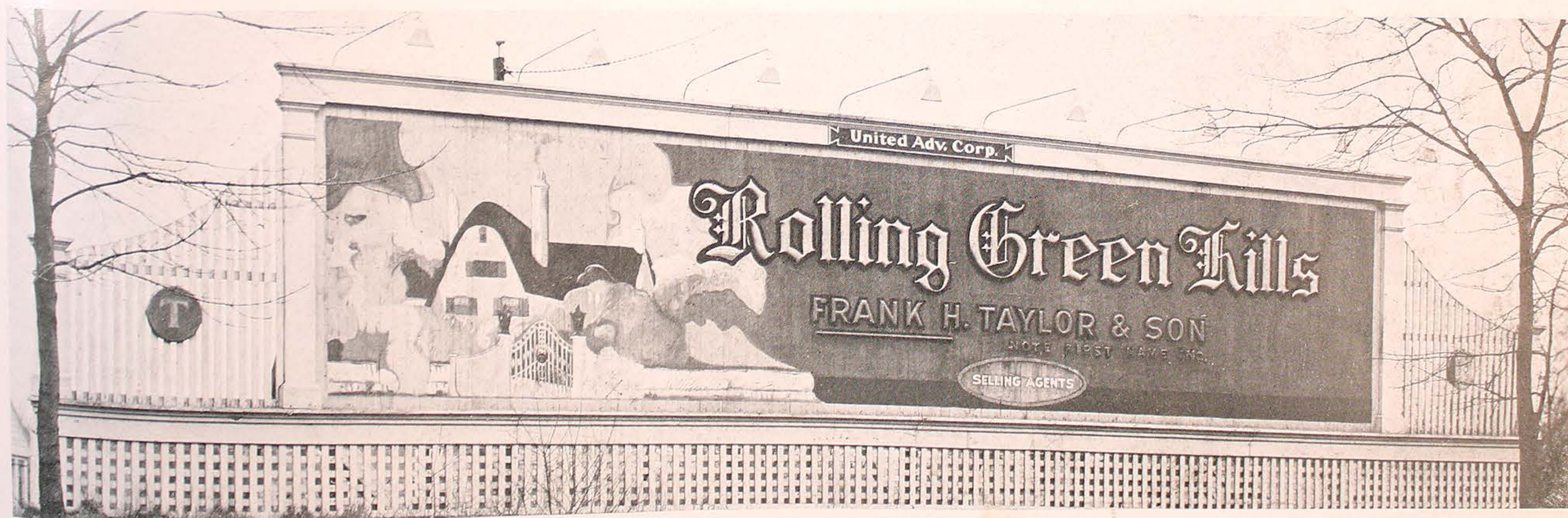
Eight of these bulletins have been erected with the word BERGNER'S in 24" round faced wood letters. Note how the name dominates the balance of the copy which is in flat painted letters. Certainly this is proof of the added effectiveness of raised wood letters.

The value of a highway bulletin must be judged, *not* by the number of people who pass it by, but by the number of passers-by who read its message.

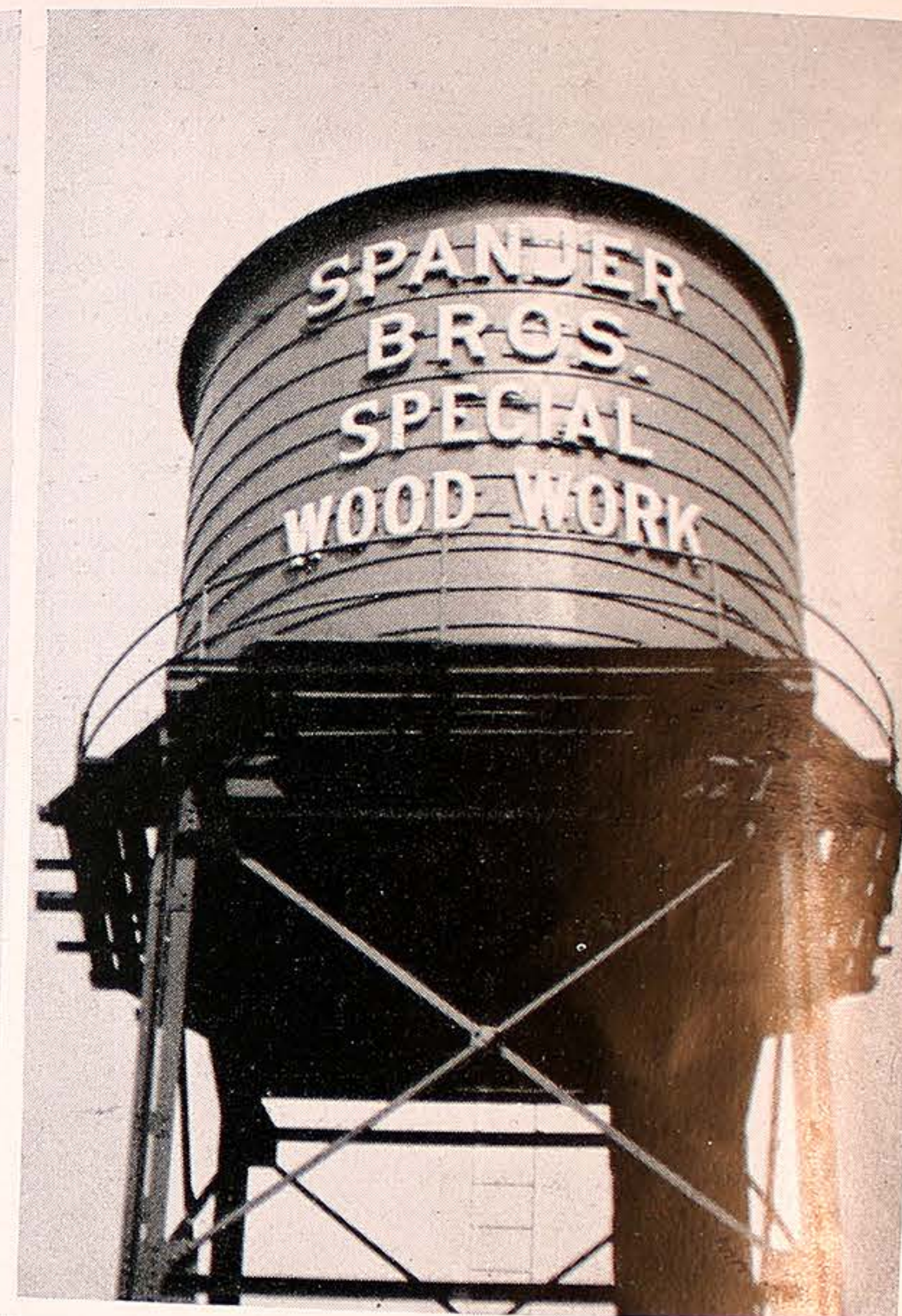
And before it can be read, it must first command the attention of the passing motorist.

The message which is presented in raised letters "stands out"—catches the eye of all who pass. The message in raised letters compels attention. The message in raised letters is READ. To insure the utmost in advertising value, use raised letters on your highway bulletins!

This beautiful bulletin of the Rolling Green Hills real estate development is read by thousands every week. The large letters are in a modified Old English style and the balance are in plain Egyptian. All have a 2/3 round face.



RAISED LETTERS FOR BULLETINS AND WATER TANKS



The sprinkler tank, usually visible for great distances, provides valuable advertising space. The effectiveness of the message on it is greatly increased through the use of raised letter signs.

The Ohio Oil Co. states that these highway bulletins, which are on the job both day and night in nine states, are one of the most satisfactory advertising investments they have ever made. The large cutout figure and the bevelled edge letters stand out by day. By night the reflector buttons in the figure and the brilliant gold leaf on the letters reflect the lights of approaching automobiles.

Many outdoor advertising agencies have found miniature bulletins a valuable aid in presenting sketches to their clients.

Miniature bulletins can be furnished in the signs shown, can be made any special sign from your own blueprint.

Poster panels (No. 4) are carried in stock in 10½" x 23½" size.

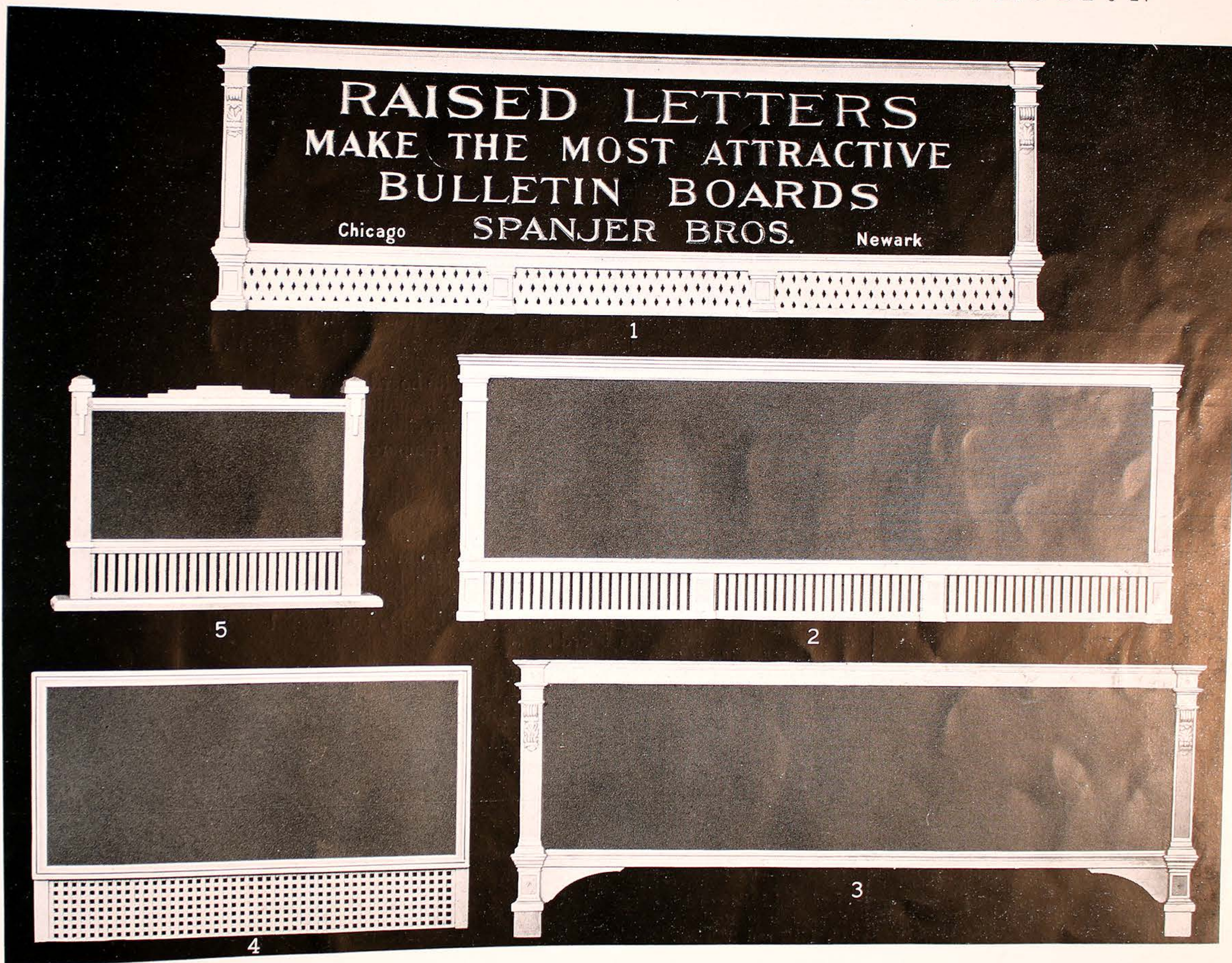
NKS



usually visible for great valuable advertising space. of the message on it is great-ugh the use of raised letter

Co. states that these highway are on the job both day and ates, are one of the most satis- ing investments they have ever e cutout figure and the bevelled and out by day. By night the s in the figure and the brilliant e letters reflect the lights of ap- mobiles.

MINIATURE BULLETINS FOR SALES PROMOTION



RAISED LETTERS
 MAKE THE MOST ATTRACTIVE
 BULLETIN BOARDS

Chicago

SPANJER BROS.

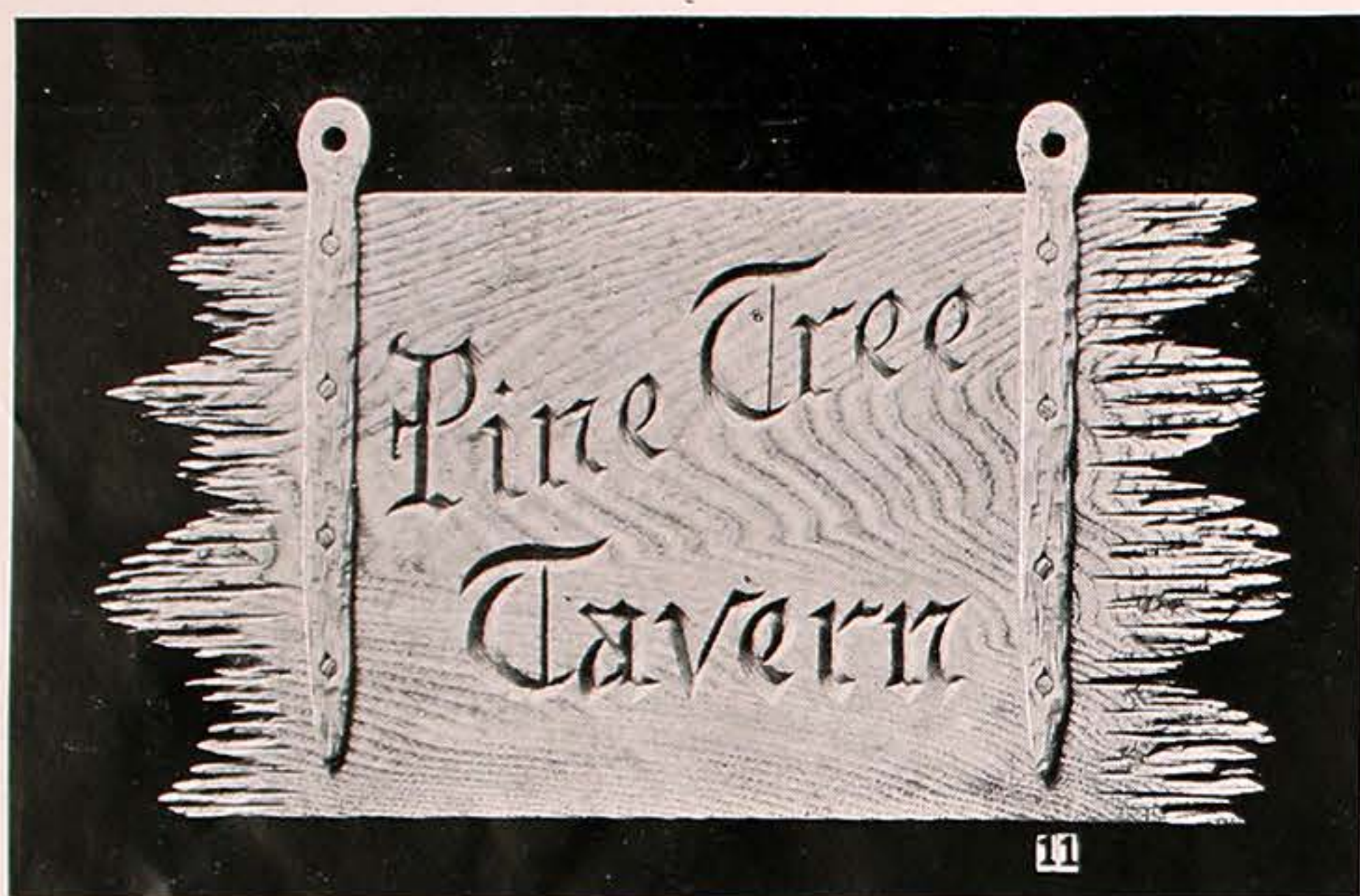
Newark

Many outdoor advertising agencies have found miniature bulletins a valuable aid in presenting sketches to their clients.

Miniature bulletins can be furnished in the designs shown, or can be made in any special design from your own blueprints.

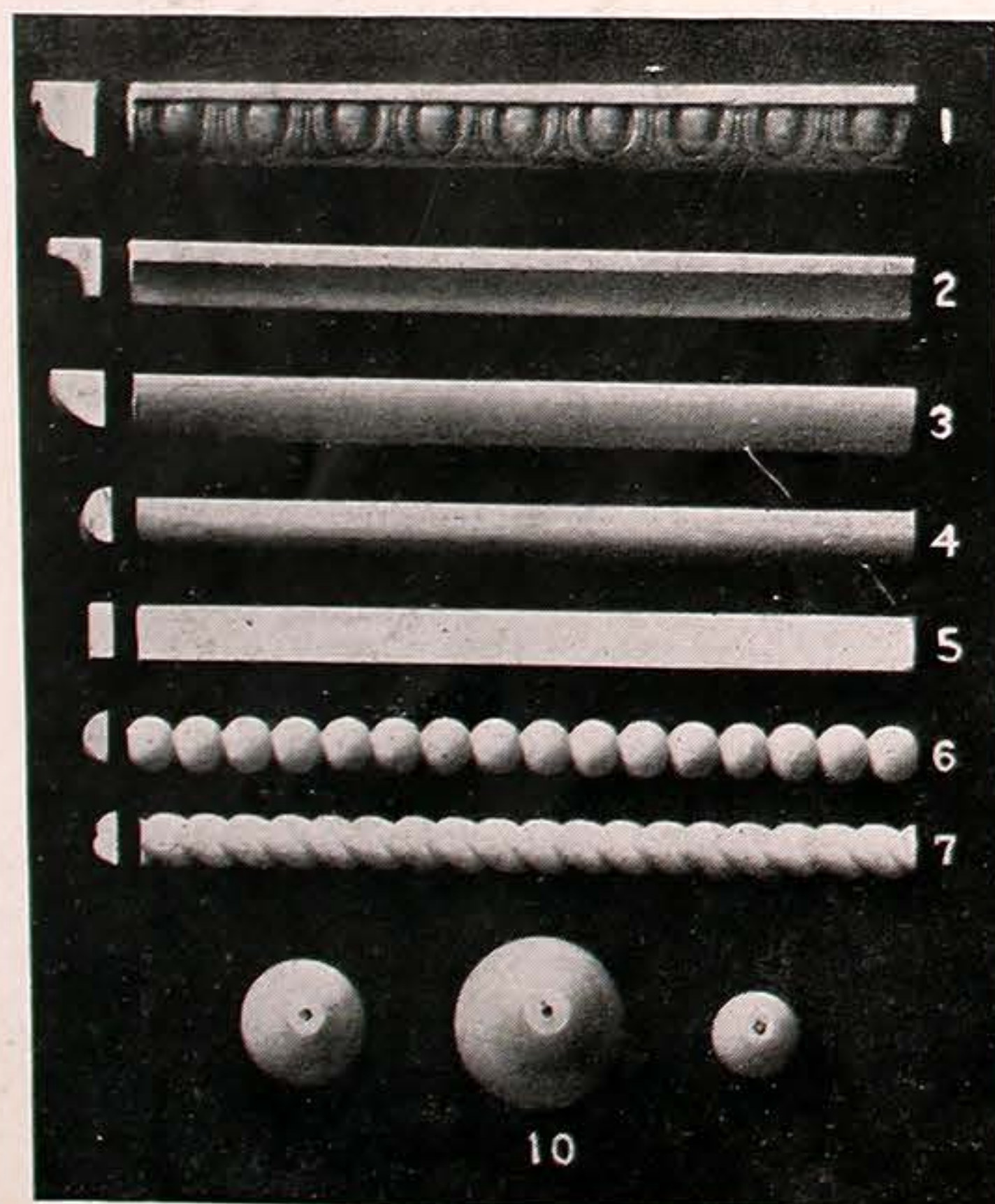
Poster panels (No. 4) are carried in stock in 10½" x 23½" size.

RUSTIC SIGNS



Rustic signs can be furnished in any size, made from white pine, chestnut, or oak. They can be made with or without the wrought iron ornamental hangers as illustrated, and with either raised or engraved lettering. Rustic signs are especially appropriate for use on country estates, golf courses or public parks.

MOULDINGS



1. Egg & Dart $\frac{5}{8}$ "— $\frac{3}{4}$ "— $1\frac{1}{4}$ "
2. Coved $\frac{3}{4}$ "
3. Quarter-Round $\frac{3}{4}$ "
4. Half-round $\frac{3}{4}$ "
5. Flat Any size
6. Ball $\frac{5}{8}$ "— $\frac{3}{4}$ "— $\frac{7}{8}$ "
7. Rope $\frac{1}{2}$ "— $\frac{5}{8}$ "— $\frac{3}{4}$ "— $\frac{7}{8}$ "

We can ship from stock on short notice any of the mouldings shown above, in the sizes listed. Other sizes and shapes can be made up to order.

HARDWOOD BALLS

Hardwood balls can be shipped from stock in 1", 1 $\frac{1}{4}$ " and 2" sizes.

SIGN BOARDS

On the opposite page are shown a few illustrations of kiln-dried white pine sign boards, typical of thousands we have made. Sign boards are also made of Masonite and redwood—all with a smooth surface ready for painting.

As the lumber comes in 16' lengths, boards longer than 16' are made in sections. These sections are joined together with tongued and grooved joints as shown in No. 2, making a perfectly flush and smooth joint as shown in the cross section.

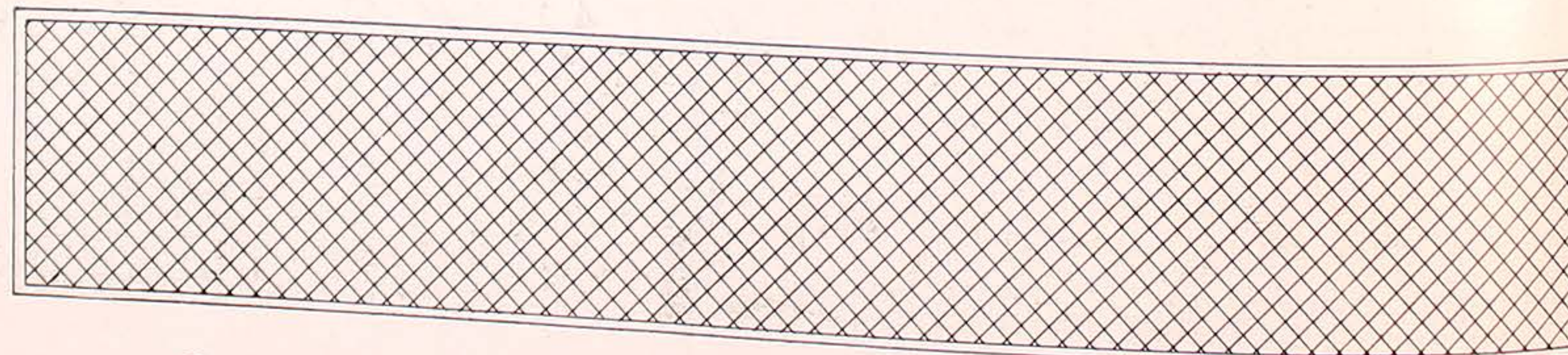
Boards can be made with a stopped bevelled edge as shown in No. 1 or they can be bevelled all around if preferred. They can also be made with a $\frac{3}{4}$ "x2" band as shown in No. 2.

No. 3 shows a Masonite board with band and inset quarter-round moulding. Masonite boards are made from either regular or tempered Masonite. The tempered Masonite is recommended.

No. 4 shows rigid construction of our white pine sign boards. The vertical battens, securely fastened with screws to the back, prevent the board from warping. The slotted screw holes in the battens permit the board to shrink or swell without splitting or buckling as will cheaply constructed sign boards.

WIRE MESH BACKGROUNDS

Wire mesh backgrounds for raised letters are made of No. 9 wire, 3" mesh, and are banded all around with a 1" channel iron frame. For small signs, 2 $\frac{1}{2}$ " or 2" mesh is sometimes used.



The sign boards shown are made of No. 1 A select clear white pine lumber and are usually used for very high gloss finishes and for surface gold leaf letters.

Our standard sign boards are made of No. 2 common northern white pine, and are selected to contain only small, sound knots. They are excellent sign boards for all ordinary purposes.

Real Estate boards, intended for use on temporary signs, can be made in any size. They are made from a less expensive grade of lumber, and are not sanded as smoothly as are other boards. Single faced real estate boards are carried in stock in sizes of 18"x24", 2'x3' and 3'x4'.

We can make any type, size, shape, or thickness of board, panel, or cutout which you may need. Tell us what you are planning, and we shall be glad to advise and quote you on special work. The panels at the bottom of the opposite page illustrate a few of the designs in which sign boards can be made. Sign boards of white pine and masonite are being used extensively by individual advertisers and by national chains. When these boards are well painted on both front and back, they give lasting service.

ards shown are made of No. 1 white pine lumber and are finished with a very high gloss finish and gold leaf letters.

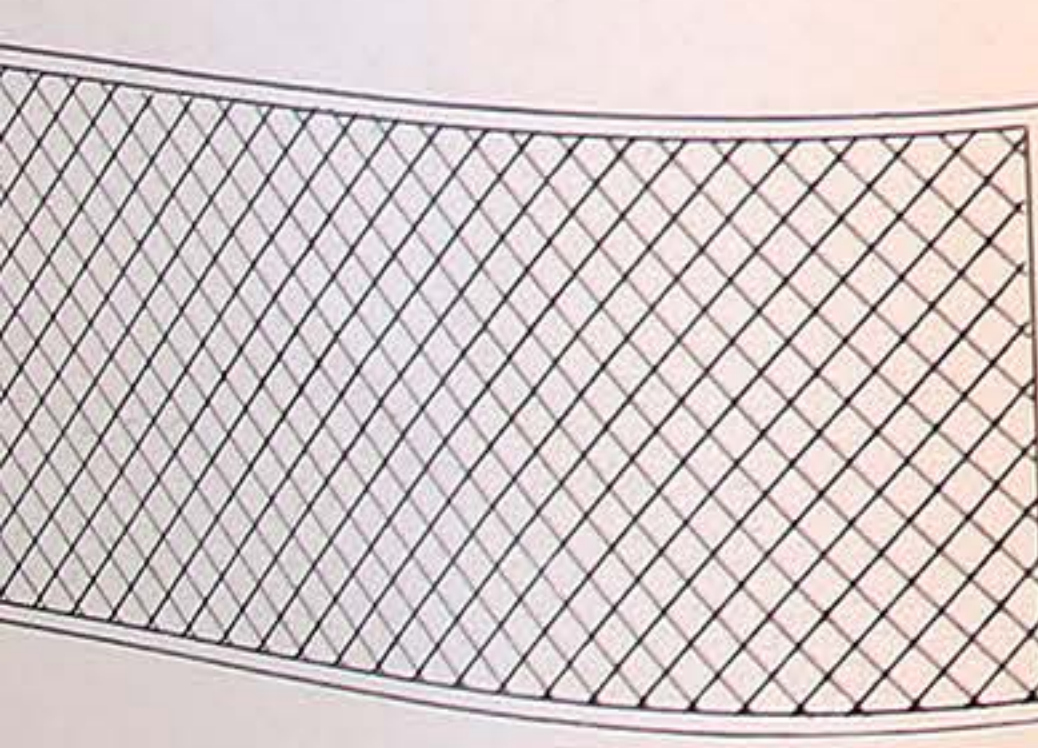
and sign boards are made of northern white pine, and are selected to contain only small, sound knots. These are the best sign boards for all ordinary purposes.

boards, intended for use on buildings, can be made in any size. They are made from a less expensive grade of lumber and are not sanded as smoothly as the standard boards. Single faced real estate signs are carried in stock in sizes of 2' x 4' and 3' x 4'.

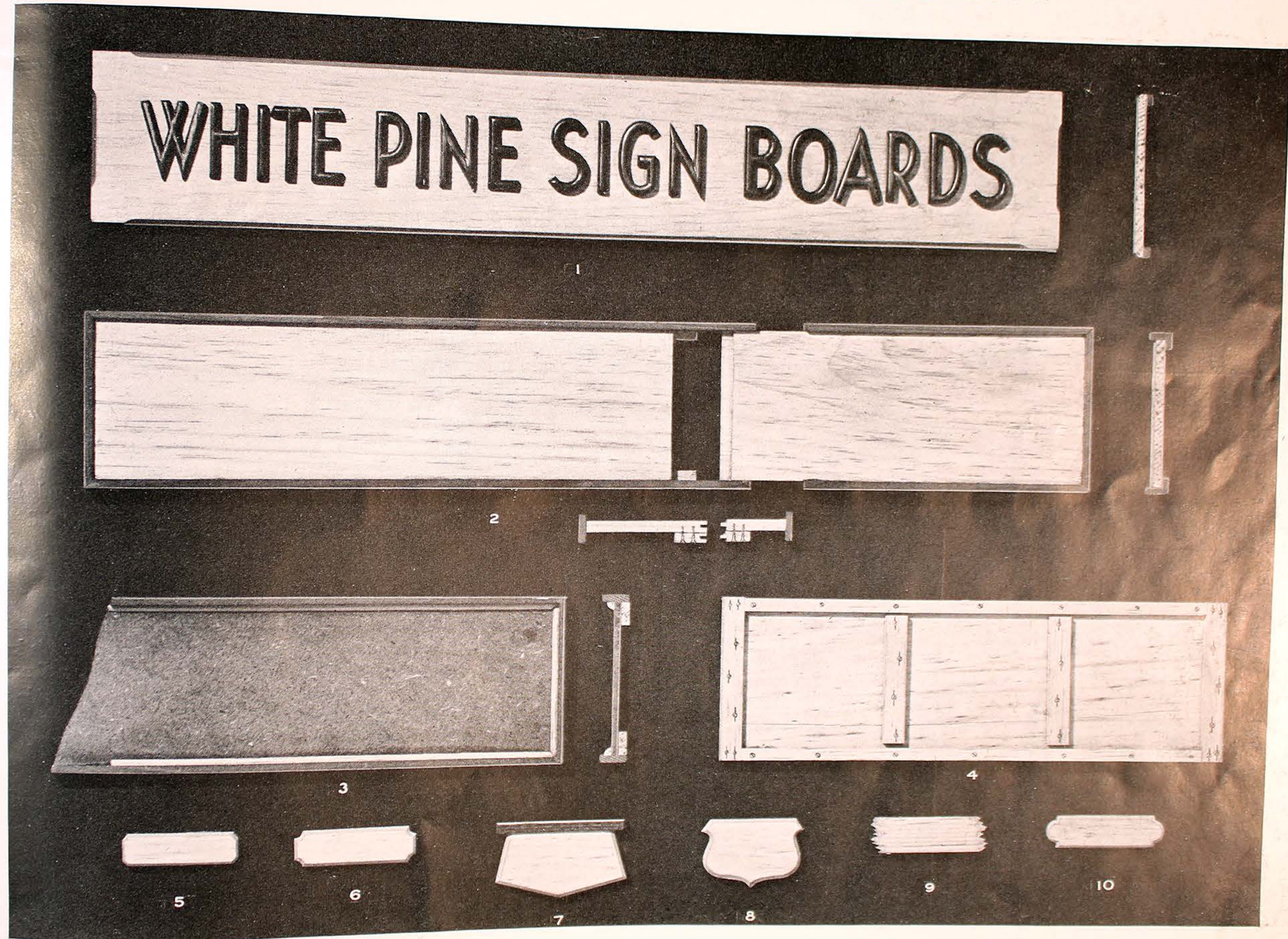
Make any type, size, shape, or color board, panel, or cutout which you desire. Tell us what you are planning and we shall be glad to advise and estimate. We do special work. The panels at the top of the opposite page illustrate various designs in which sign boards are used. Sign boards of white pine are being used extensively by national advertisers and by national real estate advertisers. When these boards are well painted on front and back, they give lasting results.

SCREENED BACKS

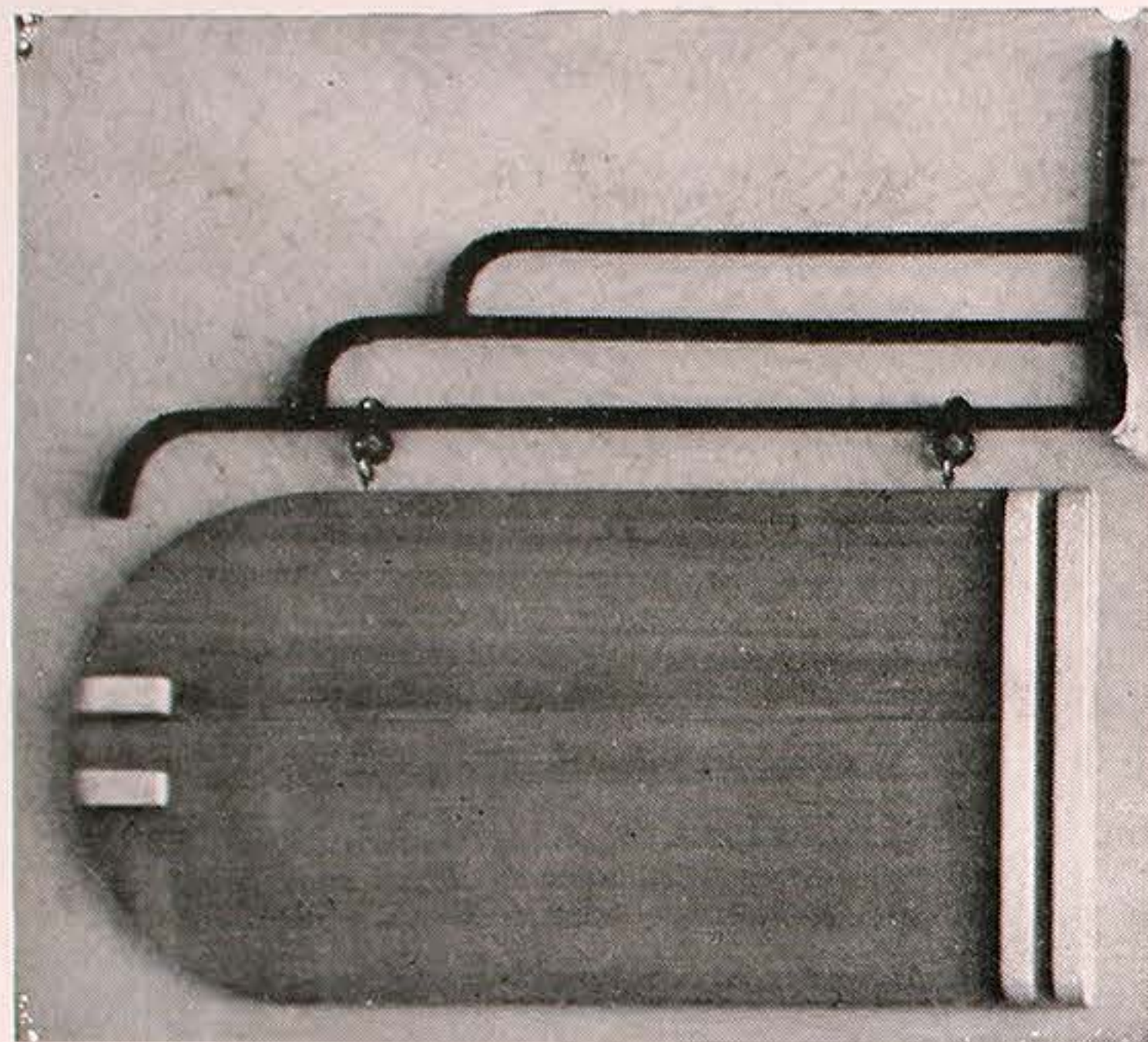
of No. 9 wire, 3" mesh, and are used for small signs, 2 1/2" or 2" mesh is used for larger signs.



SPANJER SIGN BOARD CONSTRUCTION



MODERN SWING SIGN



The bracket holding this sign is made of cast iron. We have casting patterns for these brackets in lengths of 24" and 30".

WALL BRACKET SIGN



Metal Covered Wood Moulding Frames

On the opposite page are illustrated several types of metal covered \diamond moulding frames, made to accommodate painted glass signs.

No. 1 is the standard open back Frame, using 1" half-round oxidized copper moulding.

No. 2 Frame has a solid or closed back and metal corner pieces. The closed back keeps moisture away from the back of the glass. The corner pieces, which may be used on either open or closed back frames, cover the mitres and make a stronger and better job.

No. 3 shows full size cross section of our stock 1" half-round oxidized copper moulding. This type of moulding is carried in stock also in $\frac{1}{2}$ " and $\frac{5}{8}$ " sizes for use on smaller frames. The $1\frac{1}{2}$ " and $1\frac{3}{4}$ " bevelled edge oxidized copper moulding, as shown in Fig. 4 and the 1" flat stainless steel moulding as shown in Fig. 5 are also carried in stock.

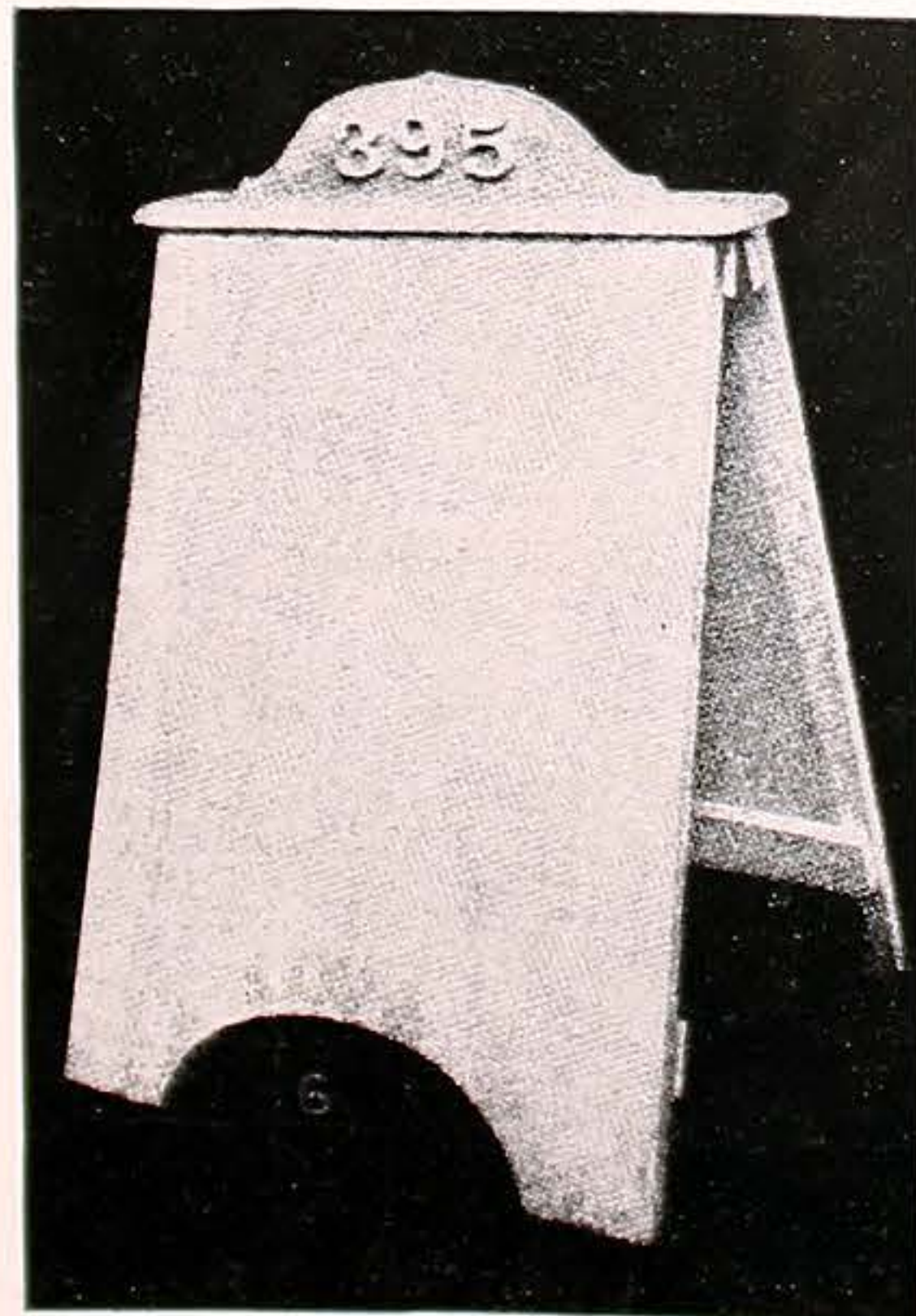
No. 4 is full size cross section of the $1\frac{3}{4}$ " bevelled edge oxidized copper moulding.

No. 5 is a full size cross section of the 1" flat stainless steel or polished aluminum moulding.

These frames are made to accommodate either $\frac{1}{4}$ " plate or $\frac{3}{16}$ " double strength glass. When ordering, please state which thickness of glass is to be used.

Metal covered moulding frames are made with the half-round, flat, or bevelled edge moulding, in oxidized copper, plain or black copper, polished aluminum, polished brass, and stainless steel.

SIDEWALK SIGNS



HOW TO DETERMINE GLASS SIZE

All frames are made with a $\frac{1}{4}$ " wide rabbet in which the glass is set.

To determine the glass size when the overall size of the frame is known, take the *inside* measurement of the frame and add $\frac{1}{2}$ " to each dimension.

For example, on a 12"x24" frame, using 1" moulding, the inside measurements would be 10"x22". Adding $\frac{1}{2}$ " to each dimension gives the exact glass size— $10\frac{1}{2}$ "x $22\frac{1}{2}$ ". We do not furnish glass with the frames.

\diamond SIDEWALK SIGNS • SWING SIGNS
BRACKET SIGNS

Signs such as are illustrated on this page are made according to the advertiser's own design and specifications. The few signs illustrated merely serve to indicate the many different types of signs which can be produced in wood.

Moulding Frames

types of metal covered
ed glass signs.

using 1" half-round oxidized

and metal corner pieces. The
back of the glass. The corner
closed back frames, cover the

stock 1" half-round oxidized
carried in stock also in 1/2"
1 1/2" and 1 3/4" bevelled edge
4 and the 1" flat stainless
carried in stock.

bevelled edge oxidized copper

flat stainless steel or polished

her 1/4" plate or 3/16" double
which thickness of glass is to

with the half-round, flat, or
plain or black copper, pol-
s steel.

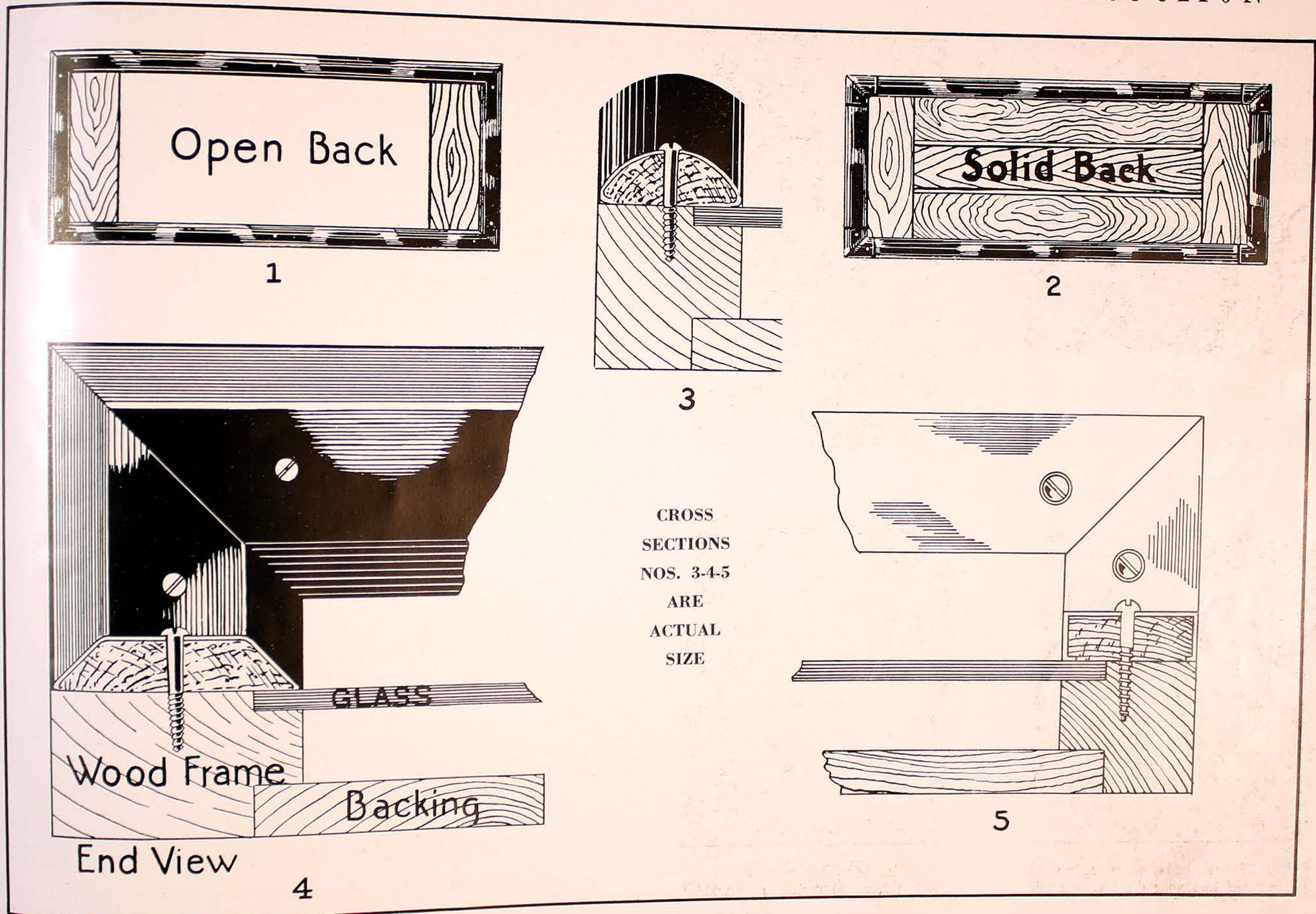
GLASS SIZE

in which the glass is set.
all size of the frame is known,
d add 1/2" to each dimension.
1" moulding, the inside meas-
each dimension gives the exact
glass with the frames.

SWING SIGNS

made according to the adver-
e few signs illustrated merely
of signs which can be produced

METAL COVERED WOOD MOULDING FRAME CONSTRUCTION



HAND CARVINGS AND TURNED WOOD POSTS



Carved figures, emblems, or trade marks, when incorporated into your display, will add greatly to its effectiveness. The carvings shown on this and

the adjoining page are only suggestions of the many and varied types which we have produced. Send us your sketch. We shall be glad to quote you,

Shown above at right are two of many types of turned posts used on sign boards. We are equipped to produce any special type of wood turning desired, in single pieces or in large quantities.

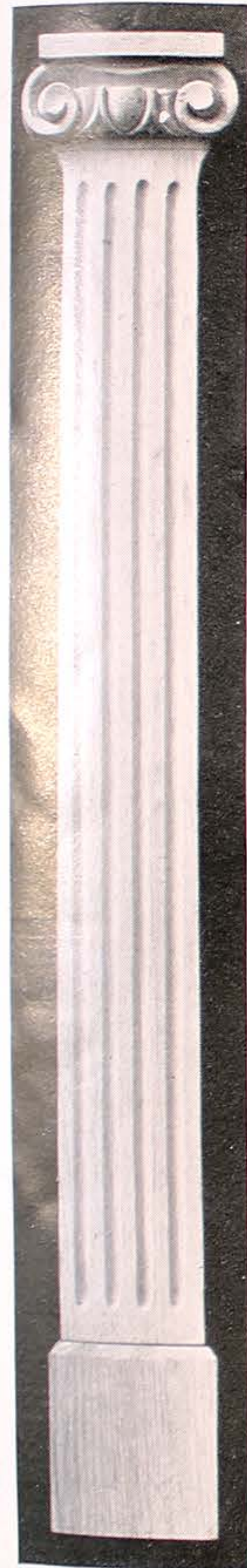


We have ex... all types of... quirements.

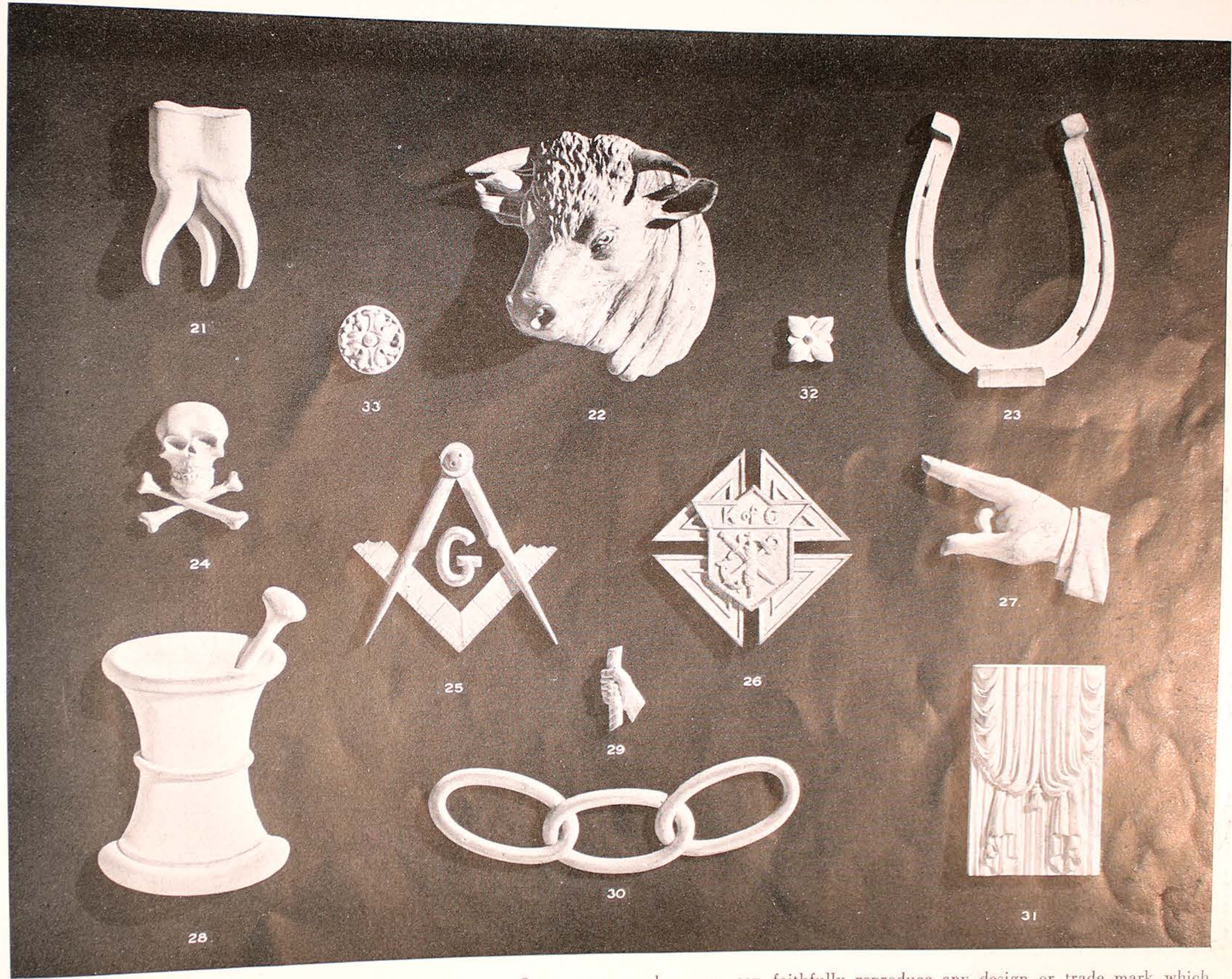
ORNAMENTAL AND ARCHITECTURAL WOOD CARVINGS



of many types of turned posts used
ped to produce any special type of
pieces or in large quantities.



We have excellent facilities for producing fluted columns, carved capitals and
all types of architectural pieces. We shall be glad to quote you on your re-
quirements.



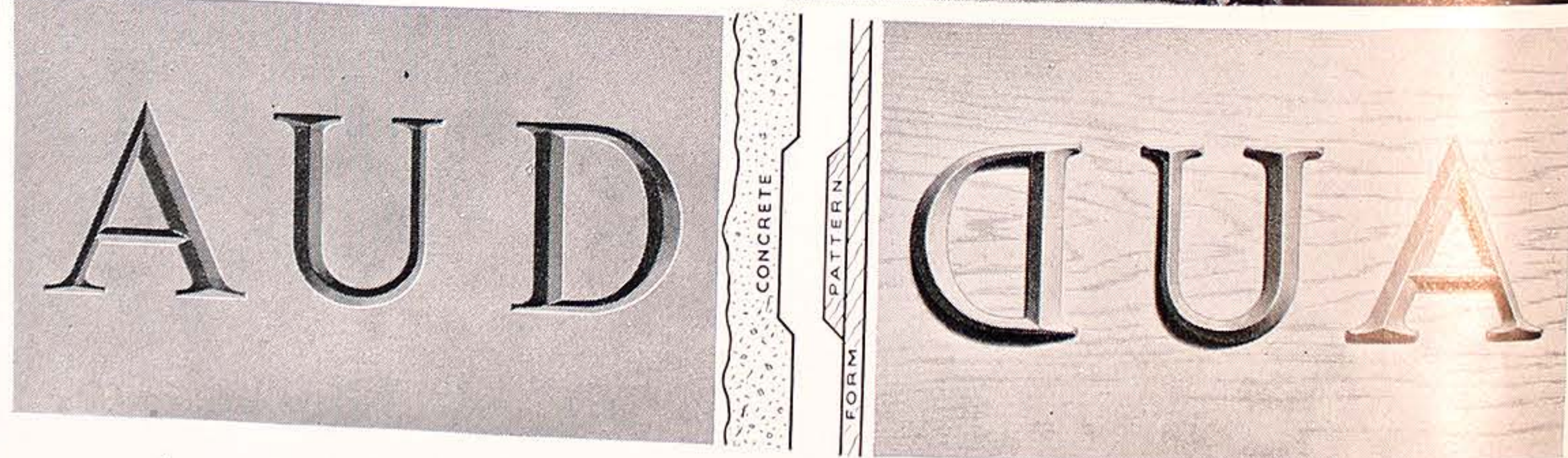
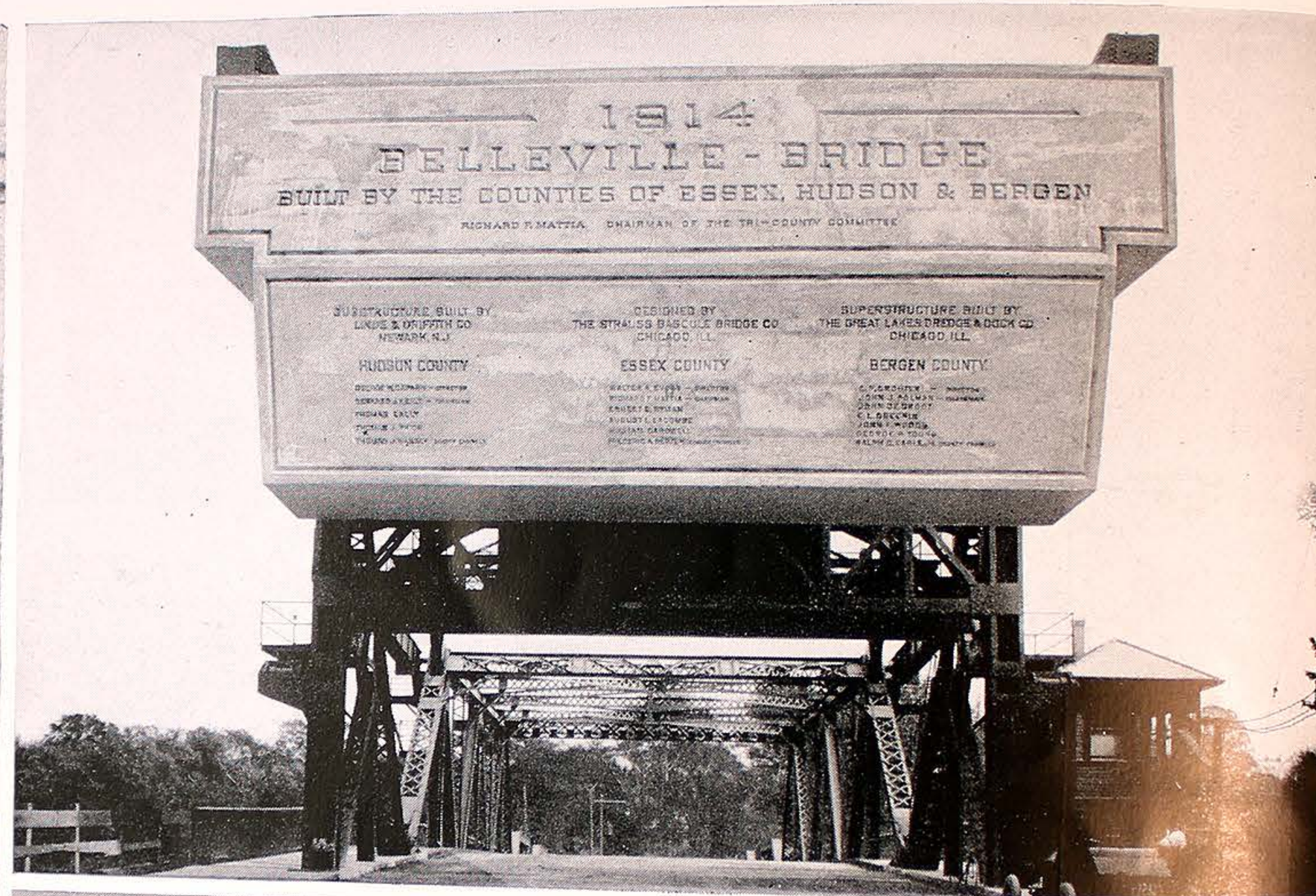
Our expert wood carvers can faithfully reproduce any design or trade mark which
you may require. There are no size limitations; we have made carvings as small as
1/2" and as large as 18 feet.

PATTERNS FOR CEMENT CASTING FORMS



PAGE 56

SPANJER BROTHERS



Letters Recessed in Concrete

Cross Section

Reverse Wood Patterns on Form

These examples show how lettering incised into concrete becomes a permanent advertisement, which must be a good one, or it were better omitted altogether. With Spanjer pattern letters, properly spaced and mounted to wood panels in our plant, you are assured that the completed sign will be a credit to all concerned.

When specifications call for letters to be incised into concrete, we recommend the use of Spanjer wood pattern letters. Letters can be made and spaced from your blueprints, or if desired, we can furnish the individual letters only, to be attached to forms at the job.

Guide TO BETTER SIGNS

CATALOG 41



Hand
patter
portra



CATALOG

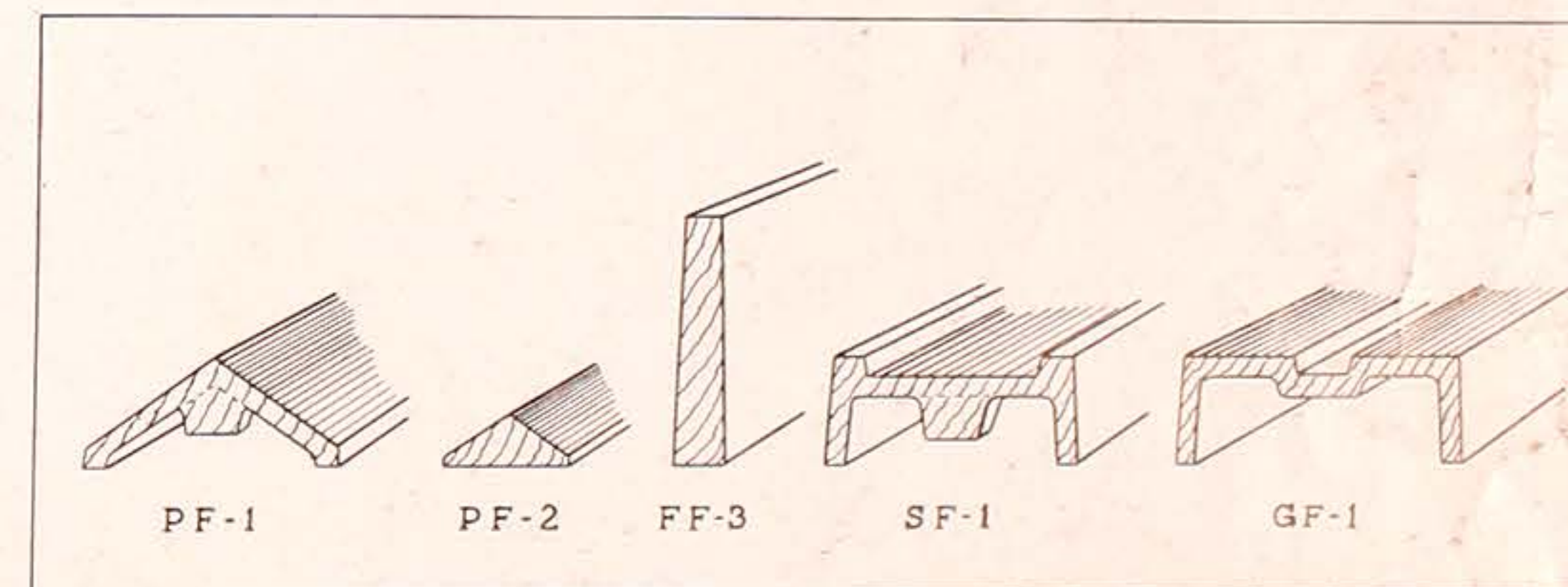
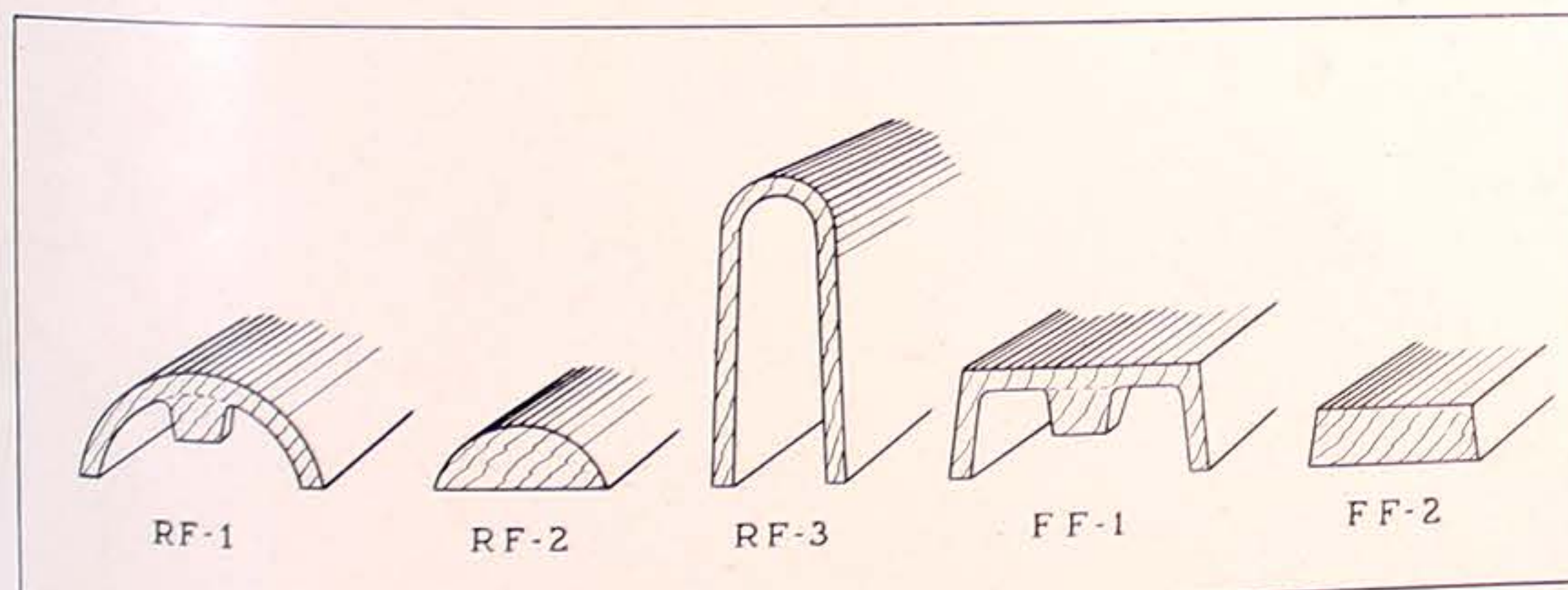
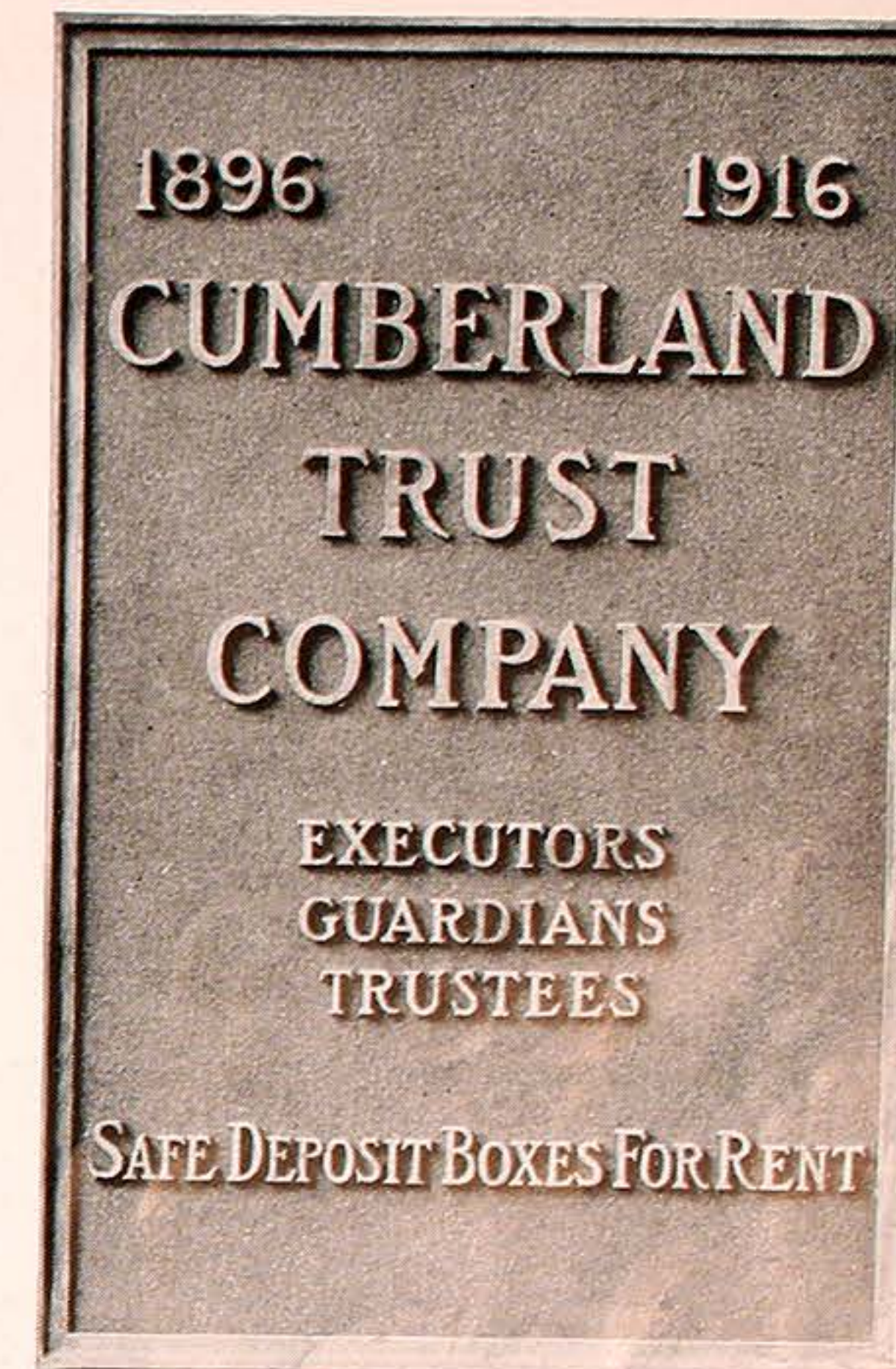
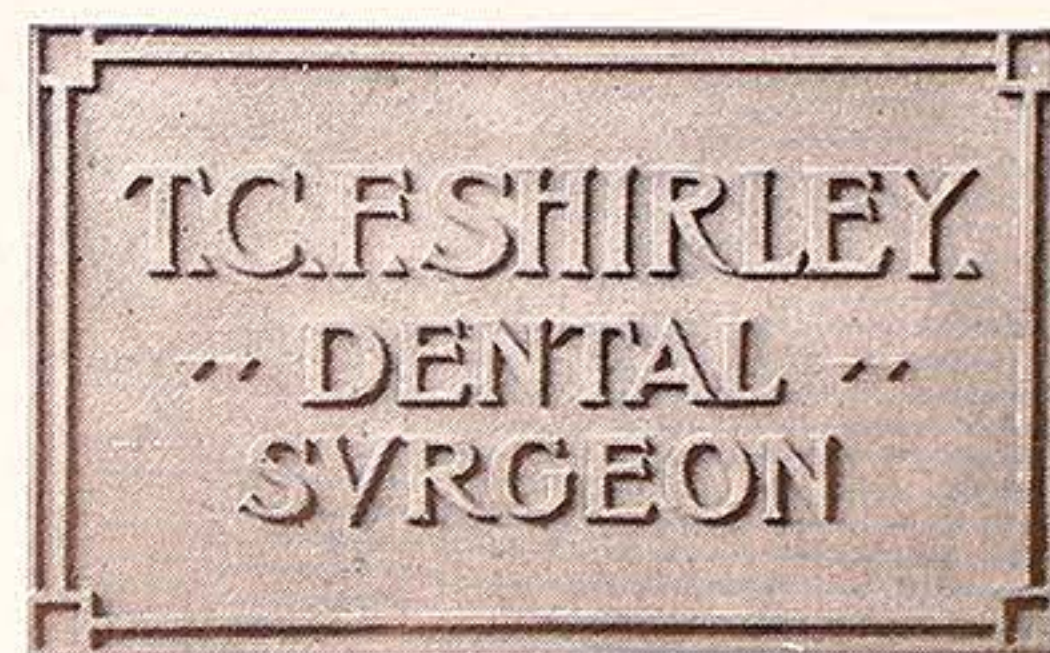
WOOD PATTERNS FOR METAL CASTINGS



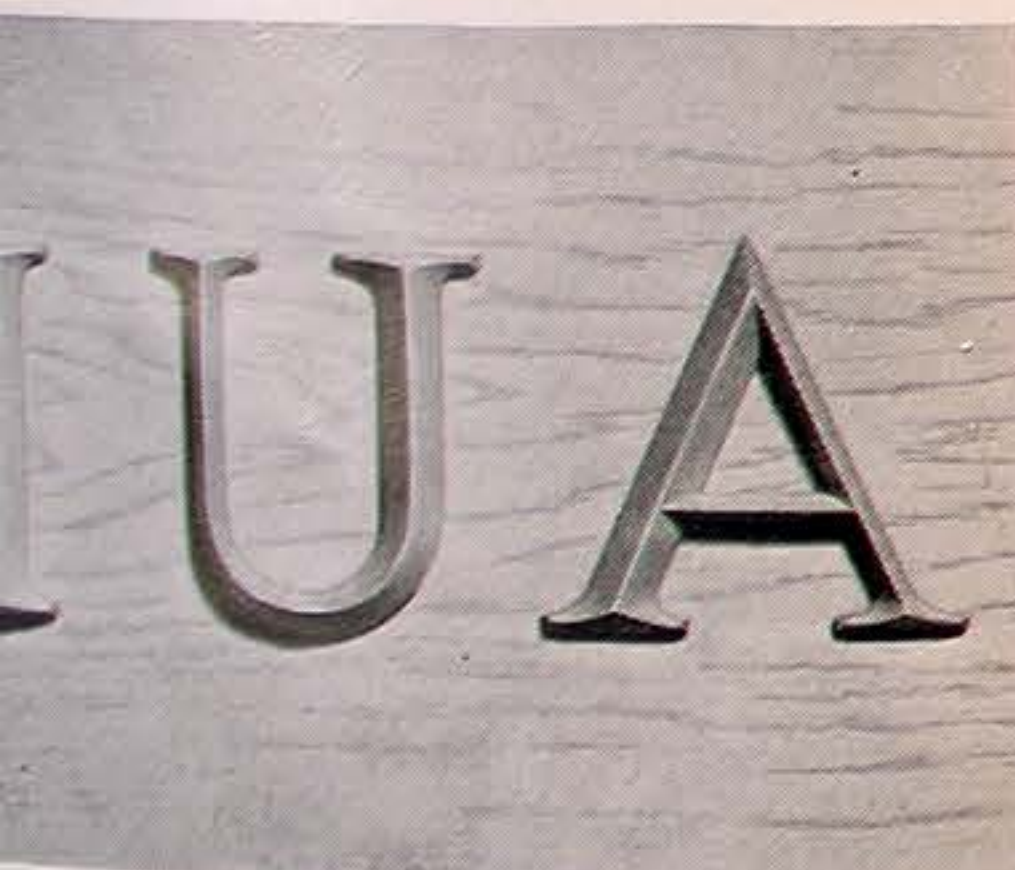
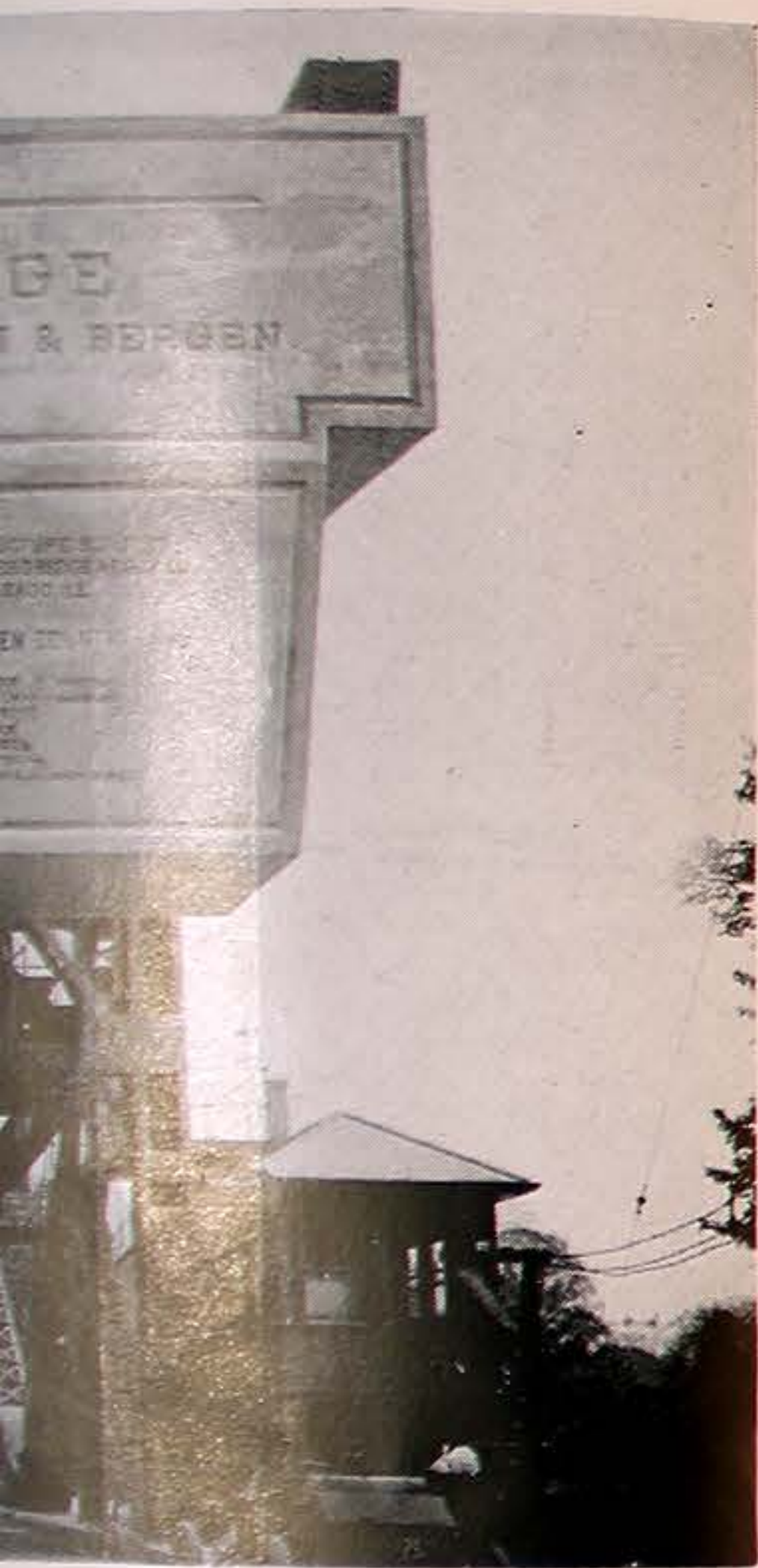
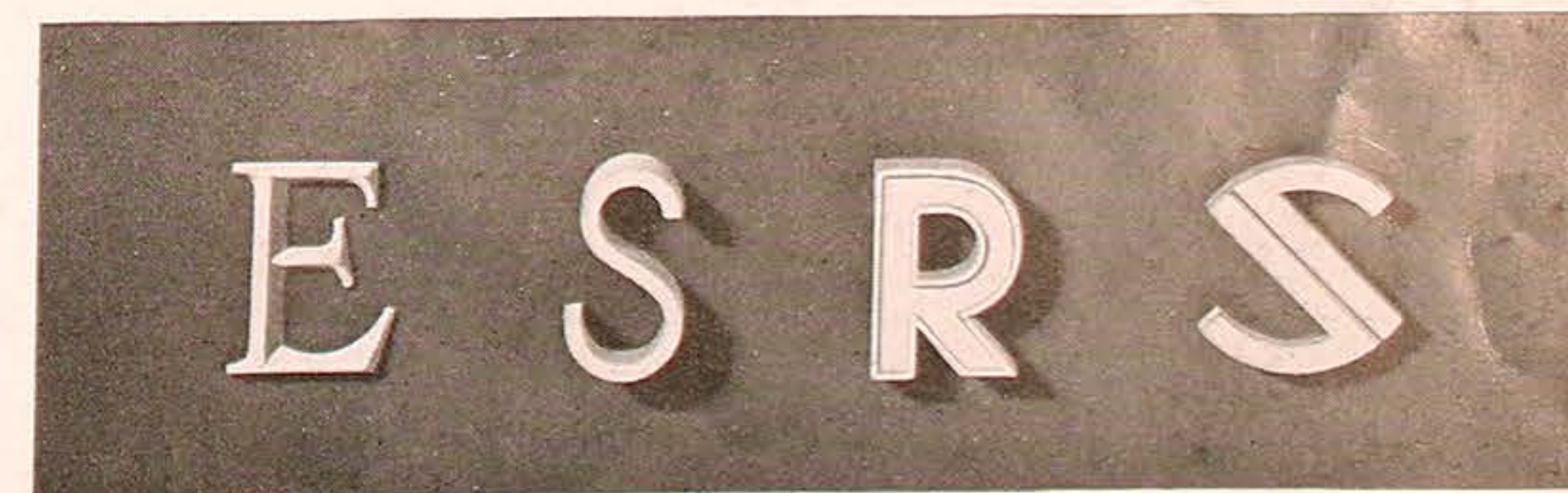
Hand carved wood casting pattern of Abraham Lincoln portrait, done in bas-relief.

The perfection of a casting depends primarily on the pattern from which it is made. Whether we make the castings for you or whether you cast them yourselves, it is to your advantage that the pattern be made by artists capable of putting the desired beauty and perfection into the face of the pattern. And it is equally important that the pattern be made by a craftsman thoroughly familiar with foundry practice. With Spanjer Bros. patterns you are assured of trouble-free moulds and clean-cut castings.

Whether the pattern be a delicately carved plaque as shown at the left, a tablet as shown at the right, or individual sign letters as shown below, it will be to your advantage to have it made by Spanjer Brothers' experienced pattern craftsmen.



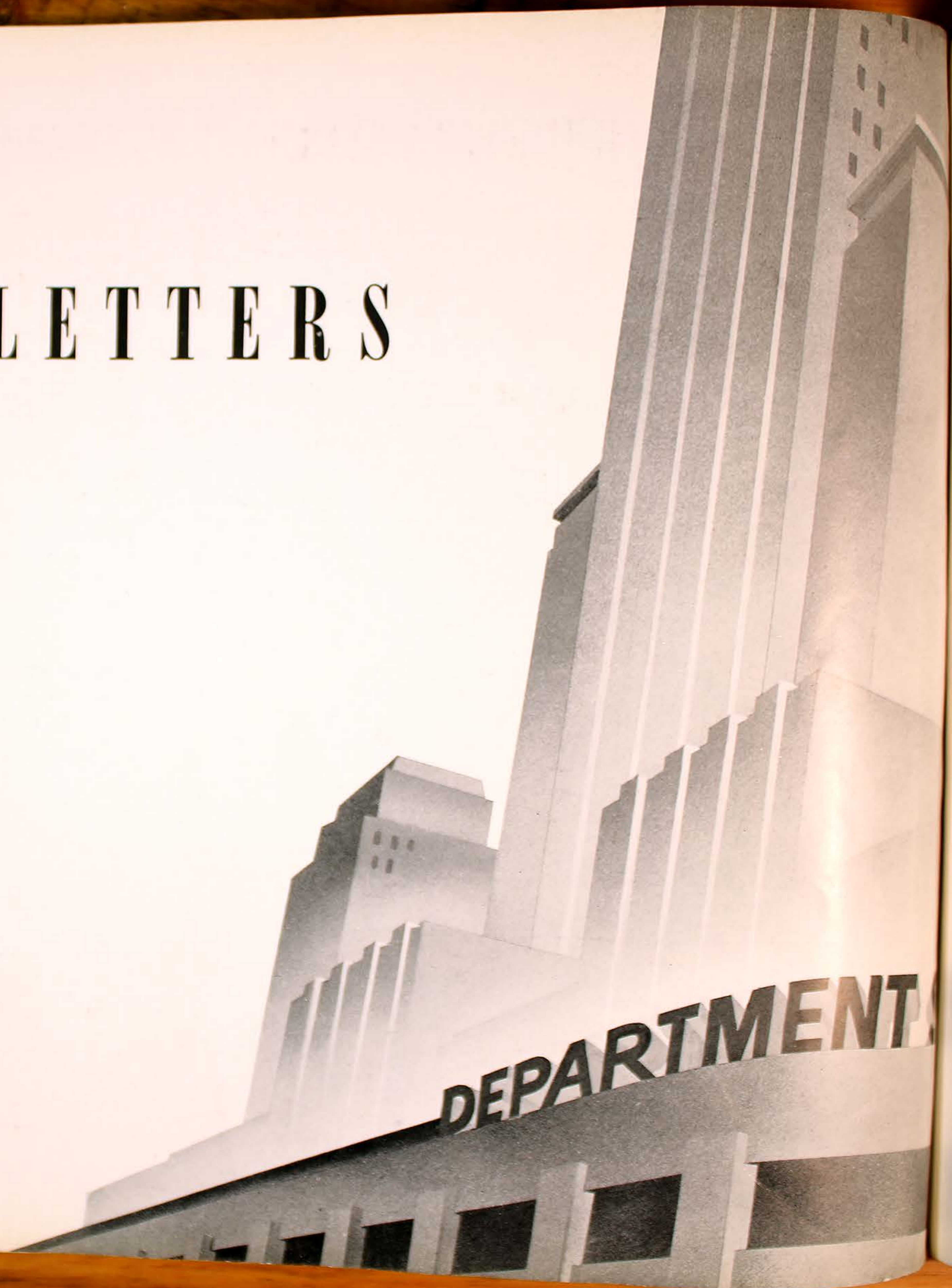
Illustrations at left and right show cross sections of the various face contours commonly used in producing metal letters. Below them are shown casting patterns in each of these contours. Patterns can be made in these or in any other face contour which may be desired.



Concrete becomes a permanent letter omitted altogether. With wood panels in our plant, credit to all concerned. into concrete, we recommend e made and spaced from your al letters only, to be attached

METAL LETTERS

- ALUMINUM
- ALUMILITE
- BRONZE
- BRASS
- CHROME
- PORCELAIN
- STAINLESS STEEL
- TERNEPLATE



BE

Spanjer wood l
advertisers from
perfection of w
organization wh
front, Spanjer m
metal letters ar
many years' exp

PATTERNS—
which we have
expert foundry
patterns which

CASTINGS—A
from pyrometer
ties enable the
of rejects. Few
Spanjer metal le
beautiful and m
nary letters.

MACHINING—
quality job. It is
caused by shrink

Our machining
our own engineer
craftsmen, and m
standard of quali

FINISHING—T
perfect finish you
by our engineers'
devising means a
methods enable u
lutely level finish
which, due to the
appear to be dent

Whether a high
expert polishers w
letters reflect crea
applied.

If the specificati
ance—insist that t

BETTER METAL LETTERS

Spanjer wood letters are accepted as a standard by architects, sign contractors, and advertisers from coast to coast. This enviable reputation has been attained through perfection of workmanship, symmetry of design, and the absolute dependability of the organization which produces them. When metal letters are specified for a modern store front, Spanjer metal letters meet the designer's most exacting requirements. Spanjer metal letters are made from the highest quality materials by skilled mechanics with many years' experience in the making of fine letters.

PATTERNS—Spanjer metal letters are cast from perfectly made master patterns, of which we have a complete file, embodying all the essential time saving features which expert foundry practice requires. Special letters are cast from carefully executed wood patterns which are made according to your own designs and specifications.

CASTINGS—All Spanjer castings are made of certified virgin ingot metals, poured from pyrometer controlled crucibles under expert supervision. Excellent foundry facilities enable the production of the highest quality castings with the lowest percentage of rejects. Fewer rejects mean less waste and lower costs. Consequently, users of Spanjer metal letters are assured of the best non-porous castings which take on more beautiful and more enduring finishes—at a lower cost than often is asked for ordinary letters.

MACHINING—Proper machining of castings is of vital importance in producing a quality job. It is through this process that the sometimes uncontrollable irregularities caused by shrinkage in castings are eliminated.

Our machining department is fully equipped with modern machinery designed by our own engineers to fill this specific need and manned by a staff of skilled artisans, craftsmen, and mechanics who take pride in turning out work in the Spanjer high standard of quality.

FINISHING—There are many years of experience and painstaking care behind the perfect finish you will find on any Spanjer metal letter. Our metal craftsmen, aided by our engineers' and metallurgists' scientific knowledge of metals, have succeeded in devising means and methods to produce the finest finishes obtainable. These superior methods enable us to produce, particularly on the flat faced type letters, and absolutely level finish comparable to polished plate glass. This is unlike ordinary letters which, due to the lack of these unusual facilities, have a warped or distorted look, or appear to be dented or buckled.

Whether a highly buffed mirror-like finish, or a rich satin lustre is desired, our expert polishers will deliver it with a more beautiful and a more lasting finish. Spanjer letters reflect credit to the designer and compliment the facade to which they are applied.

If the specifications call for an enduring sign of fine quality and superior appearance—insist that the letters be SPANJER MADE.

ALLOYS AND FINISHES

No. 12 ALLOY ALUMINUM SANDBLAST FINISH—No. 12 Aluminum Sandblasted letters are not to be used in their natural state but are intended for paint or enamel finishes. The castings are filed and ground smooth and later sandblasted to give the paint or enamel a good base for adhesion.

No. 43 ALLOY ALUMINUM POLISHED FINISH—No. 43 Aluminum polished letters are ready for installation and require no further treatment. The clean aluminum castings are ground perfectly level and the faces are polished and buffed to a high luster. If the letters are cleaned and polished at 30 day intervals the luster should last indefinitely. The edges are not polished but are filed and ground smooth.

No. 43 ALLOY ALUMINUM ALUMILITE FINISH—No. 43 Aluminum, Alumilite letters are identical to the polished letters except that an electrolytic oxide finish (called Alumilite) is applied. This finish is hard and glasslike in texture and will withstand the elements longer than any other finish if not scratched or dissolved by strong chemicals. The Alumilite process on No. 43 alloy castings has a tendency to slightly darken the metal surface. However, it is the most commonly used alloy for commercial purposes. An occasional washing will insure the life and brilliance of the finish.

No. 214 ALLOY ALUMINUM ALUMILITE FINISH—No. 214 Aluminum, Alumilite letters are identical to the No. 43 alloy aluminum Alumilite finish except that an absolutely pure aluminum is used for the castings. By the use of this No. 214 alloy, a brighter Alumilite finish is obtained. This finish closely resembles that of extruded and rolled aluminum moulding finishes used in the construction of store front trim.

No. 85-5-5-5 BRONZE POLISHED FINISH—Polished finish bronze letters are cast of an alloy composed of 85% copper, 5% lead, 5% tin and 5% zinc. The castings are filed, ground smooth and the faces polished and buffed to a high lustre. A coat of the very best exterior clear lacquer is applied at the plant. To preserve the finish the letters should be cleaned at 30 day intervals and relacquered as soon as the lacquer shows the first sign of disintegration.

No. 85-5-5-5 BRONZE SATIN FINISH—Satin finish bronze letters are identical to the polished finish letters except that a satin finish is applied. The satin finish surface has thin, parallel lines scratched on the metal by a wire brush or abrasives.

No. 85-5-5-5 BRONZE CHROME FINISH—Chrome plated bronze letters are identical to the polished finish letters except that they are chromium plated in either a bright or a satin finish. A heavy coat of nickel is applied over the bronze castings before the letters are chromium plated. To preserve the finish, the letters should be washed with soap and water at least once every 60 days.

STOCK CASTING PATTERNS—TABLES OF DIMENSIONS

We have in our pattern file complete alphabets of casting patterns in the styles and sizes listed on this page. These styles have been carefully chosen because of their legibility and conservatively modern character.

From Spanjer's library of authentically styled and carefully executed patterns, advertisers can select metal letters in a variety of finishes to fill almost any need. And, as there are no pattern charges involved, the cost of these letters is comparatively low.

These letters are intended for installation against masonry walls or other backgrounds and have tapped lugs on the backs to receive machine screws. The lug arrangement on Styles No. 101 and 105 is adaptable to horizontal bar mounting (Type FM-5). At a slight additional cost the letters may be adapted for base mounting (Type BM-4).

Fasteners are not included with the letters, but any of those shown on pages 72 and 73 can be furnished at a small additional cost when specified.

NO. 101 KABEL STYLE (FLAT FACE)

Height	Average Width	Width of Stroke	Depth or Thickness
2"	1 1/2"	1/4"	1/4"
3"	2"	1/2"	1/4"
4"	2 3/4"	1 1/16"	1/4"
5"	3 1/2"	1 3/16"	1/2"
6"	4"	7/8"	1/2"
8"	5"	1 1/4"	5/16"
10"	7"	1 9/16"	3/4"
12"	8"	1 11/16"	3/4"
14"	9"	1 7/8"	3/4"
16"	11"	2"	7/8"
18"	12"	2 1/4"	1"
20"	15"	2 9/16"	1 1/8"

NO. 102 SPURRED EGYPTIAN (ROUND FACE)

Height	Average Width	Width of Stroke	Depth or Thickness
5"	3 3/8"	1"	5/8"
6"	4"	1"	1 1/16"
8"	6"	1 1/4"	3/4"
10"	7"	1 9/16"	3/4"
12"	8"	2"	3/4"
14"	9"	2 1/4"	3/4"

NO. 103 SPURRED EGYPTIAN (FLAT FACE)

Height	Average Width	Width of Stroke	Depth or Thickness
5"	3 3/8"	1"	3/8"
6"	4"	1"	1/2"
8"	6"	1 1/4"	9/16"
10"	7"	1 9/16"	5/8"
12"	8"	1 11/16"	5/8"
14"	9"	2 1/2"	5/8"

NO. 104 ARCHITECTURAL STYLE (PRISMATIC FACE)

Height	Average Width	Width of Stroke	Depth or Thickness
3"	3"	9/16" & 5/16"	3/8"
4"	4"	5/8" & 3/8"	3/8"
5"	4 1/2"	1 1/16" & 3/8"	3/8"
6"	5"	7/8" & 1/2"	5/8"
8"	7"	1 11/16" & 5/8"	3/4"
10"	9"	1 3/8" & 7/8"	3/4"
12"	11 1/2"	1 1/2" & 1 3/16"	3/4"
14 1/2"	13 1/2"	1 7/8" & 1 1/16"	3/4"
15 1/2"	15"	2 1/16" & 1 3/16"	3/4"
18"	16 1/2"	2 5/8" & 1 5/16"	3/4"
20"	19"	2 3/8" & 1 5/16"	3/4"
24"	24"	2 13/16" & 1 1/16"	3/4"

NO. 105 RIBBON STYLE (FLAT FACE)

Height	Average Width	Width of Stroke	Depth or Thickness
2"	1 1/2"	1/8"	1/2"
2 1/2"	1 3/4"	3/16"	1/2"
3"	2"	3/16"	3/4"
4"	2 3/4"	1/4"	3/4"
5"	3 1/2"	1/4"	3/4"
6"	4"	1/4"	7/8"
8"	5"	5/16"	7/8"
10"	7"	3/8"	7/8"
12"	8"	3/8"	1 1/8"

NO. 107 ROMAN STYLE (ROUND FACE)

Height	Average Width	Width of Stroke	Depth or Thickness
4"	5"	1" & 3/8"	5/8"
6"	7 1/2"	1 1/2" & 1/2"	1 1/16"
8"	10"	2" & 1 1/16"	3/4"
10"	12"	2 7/16" & 1 1/16"	3/4"
12"	14"	2 3/4" & 1 3/16"	13/16"

NO. 108 BROADWAY STYLE (FLAT FACE)

Height	Average Width	Width of Stroke	Depth or Thickness
4"	4"	1 3/16" & 5/16"	7/16"
6"	6"	1 15/16" & 9/16"	9/16"
8"	8"	2 7/16" & 3/4"	5/8"
10"	10"	2 7/8" & 1 3/16"	13/16"
12"	12"	3 1/16" & 1 3/16"	13/16"
16"	16"	3 1/2" & 1 1/4"	1 1/16"



Alumilite excellent identifier Co. The those at either



Spanjer Ka are adaptable copy installation



SIONS

PRISMATIC FACE)

Depth or Thickness	Stroke
3/8"	3/8"
3/8"	3/8"
3/8"	3/8"
5/8"	3/4"
3/4"	3/4"
3/4"	3/4"
3/4"	3/4"
1 1/16"	3/4"
1 1/16"	3/4"
1 1/16"	3/4"
1 1/16"	3/4"
1 1/16"	3/4"
1 1/16"	3/4"

FLAT FACE)

Depth or Thickness	Stroke
1/2"	1/2"
1/2"	1/2"
3/4"	3/4"
3/4"	3/4"
3/4"	3/4"
7/8"	3/4"
7/8"	3/4"
1 1/16"	3/4"
1 1/8"	3/4"

ROUND FACE)

Depth or Thickness	Stroke
5/8"	5/8"
1 1/16"	5/8"
3/4"	5/8"
3/4"	5/8"
13/16"	5/8"

(FLAT FACE)

Depth or Thickness	Stroke
7/16"	7/16"
9/16"	9/16"
5/8"	5/8"
13/16"	5/8"
1 1/16"	5/8"
1 1/16"	5/8"

METAL LETTERS - NO. 101 KABEL STYLE

ALUMINUM

• ALUMILITE

Stock pattern sizes: 2", 3", 4", 5", 6", 8", 10", 12", 14", 16", 18", 20"

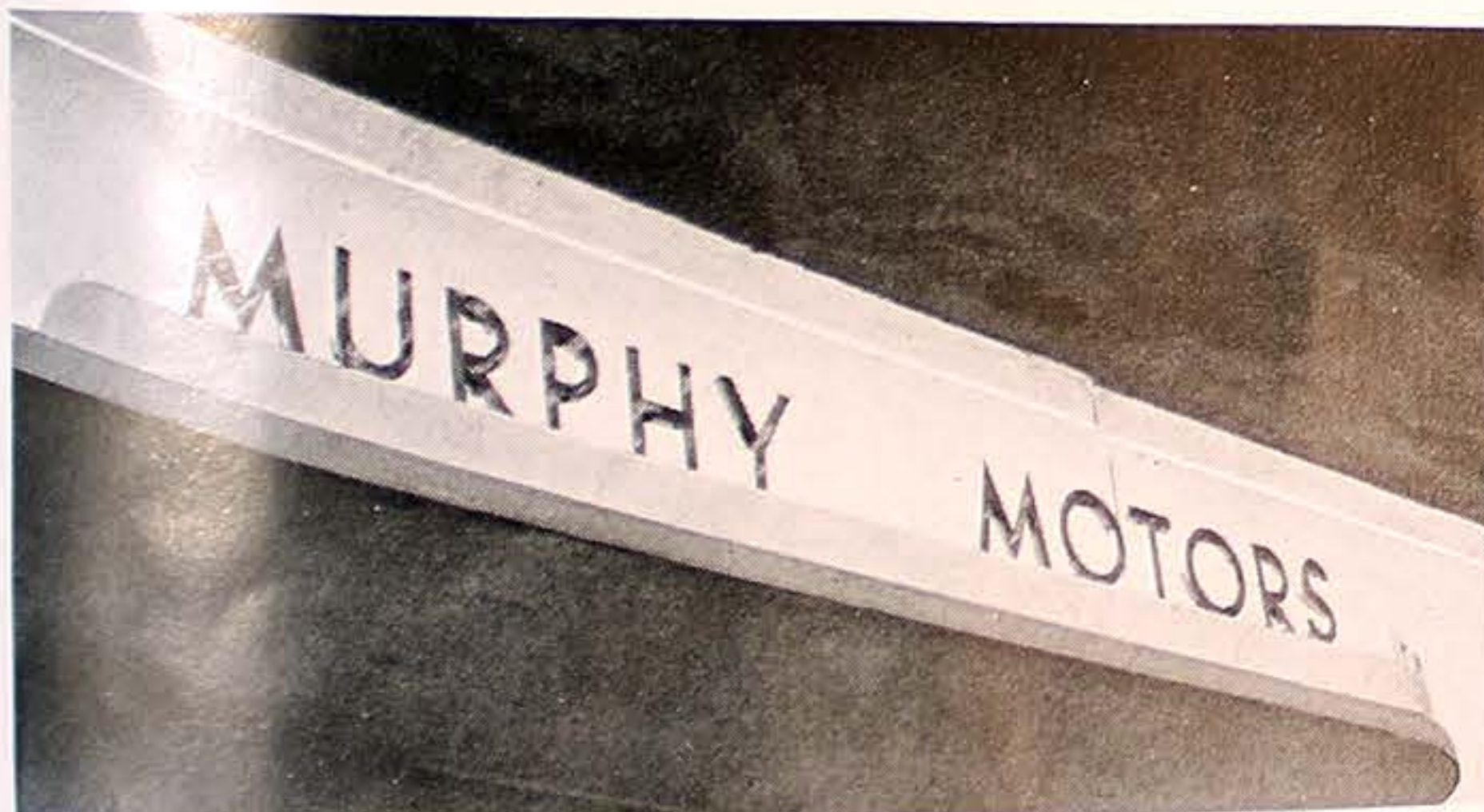
BRONZE

• CHROME



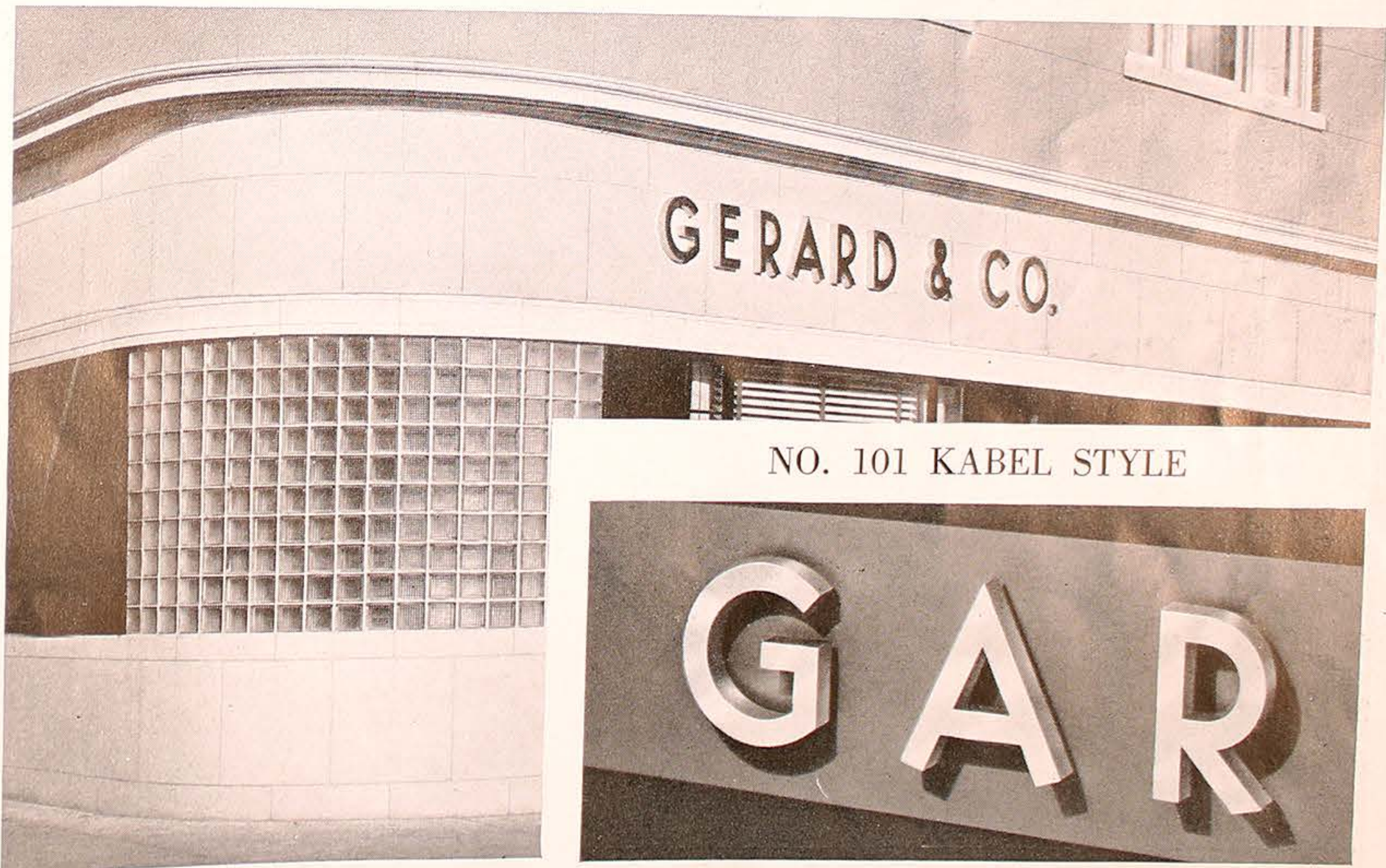
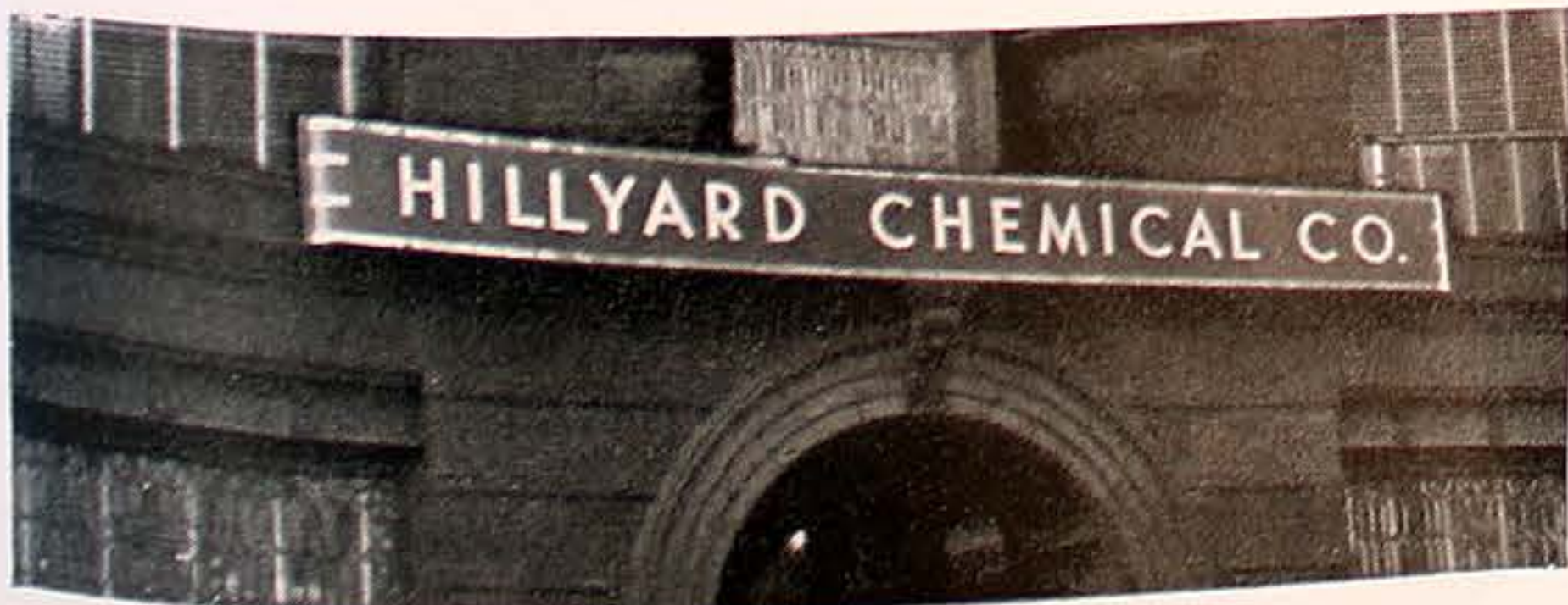
Alumilite cast aluminum letters in our No. 101 Kabel style serve as an excellent identification for the Indianapolis branch of the International Harvester Co. The letters on the facade over the central doorway are 18" high; those at either end are 16" high.

Below: Spanjer Kabel style letters mounted to precast stone trim of this modern store front. Letters are cast bronze, oxidized to a beautiful statuary bronze finish. They are mounted by fastening method PM-8 shown on page 71.



Spanjer Kabel letters are adaptable for canopy installations.

Polished aluminum letters 18" high applied to porcelain sign panel.



NO. 101 KABEL STYLE

NO. 102 EGYPTIAN STYLE

ALUMINUM

• ALUMILITE

Available from stock patterns in sizes of: 5", 6", 8", 10", 12", 14"

BRONZE

• CHROME

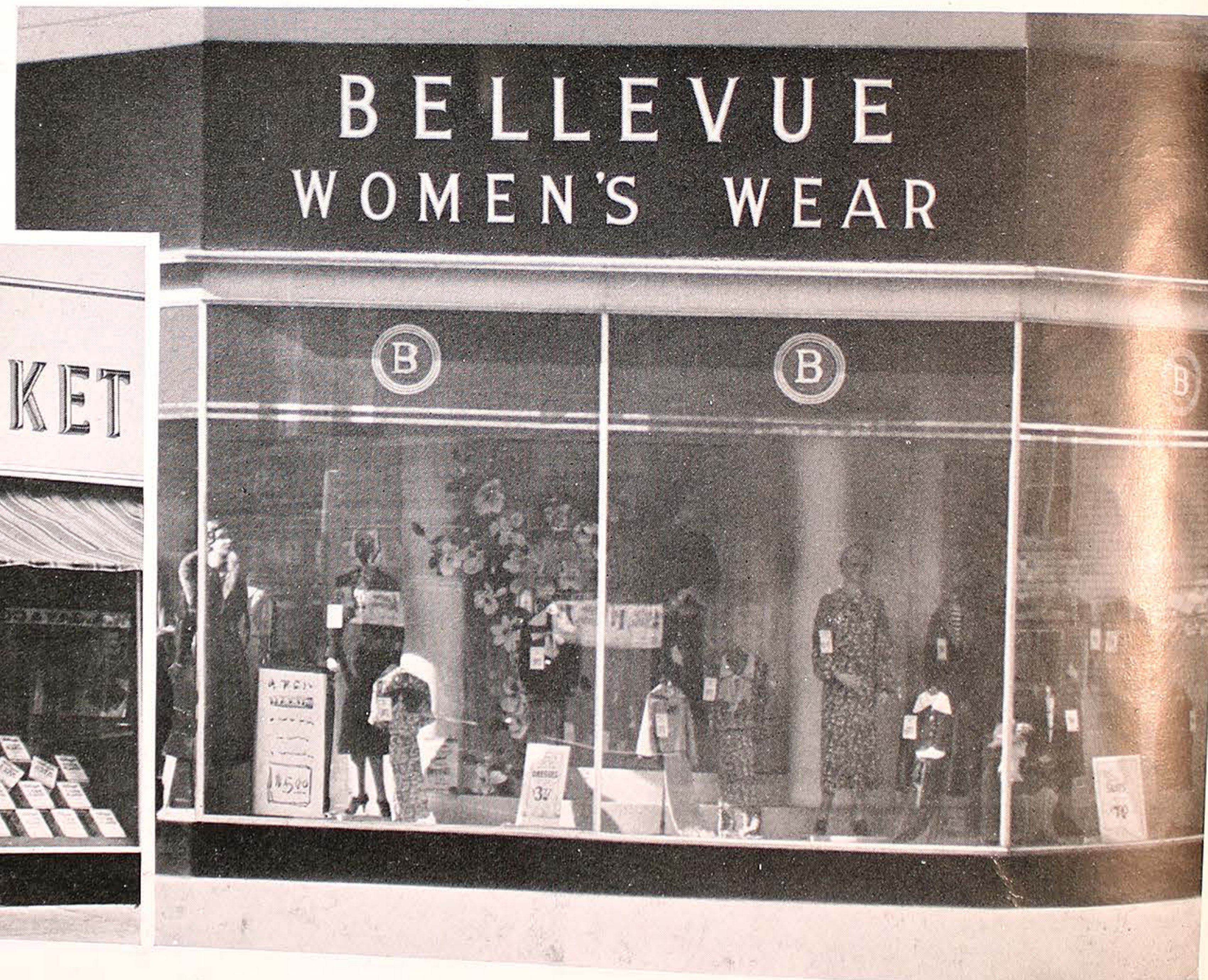
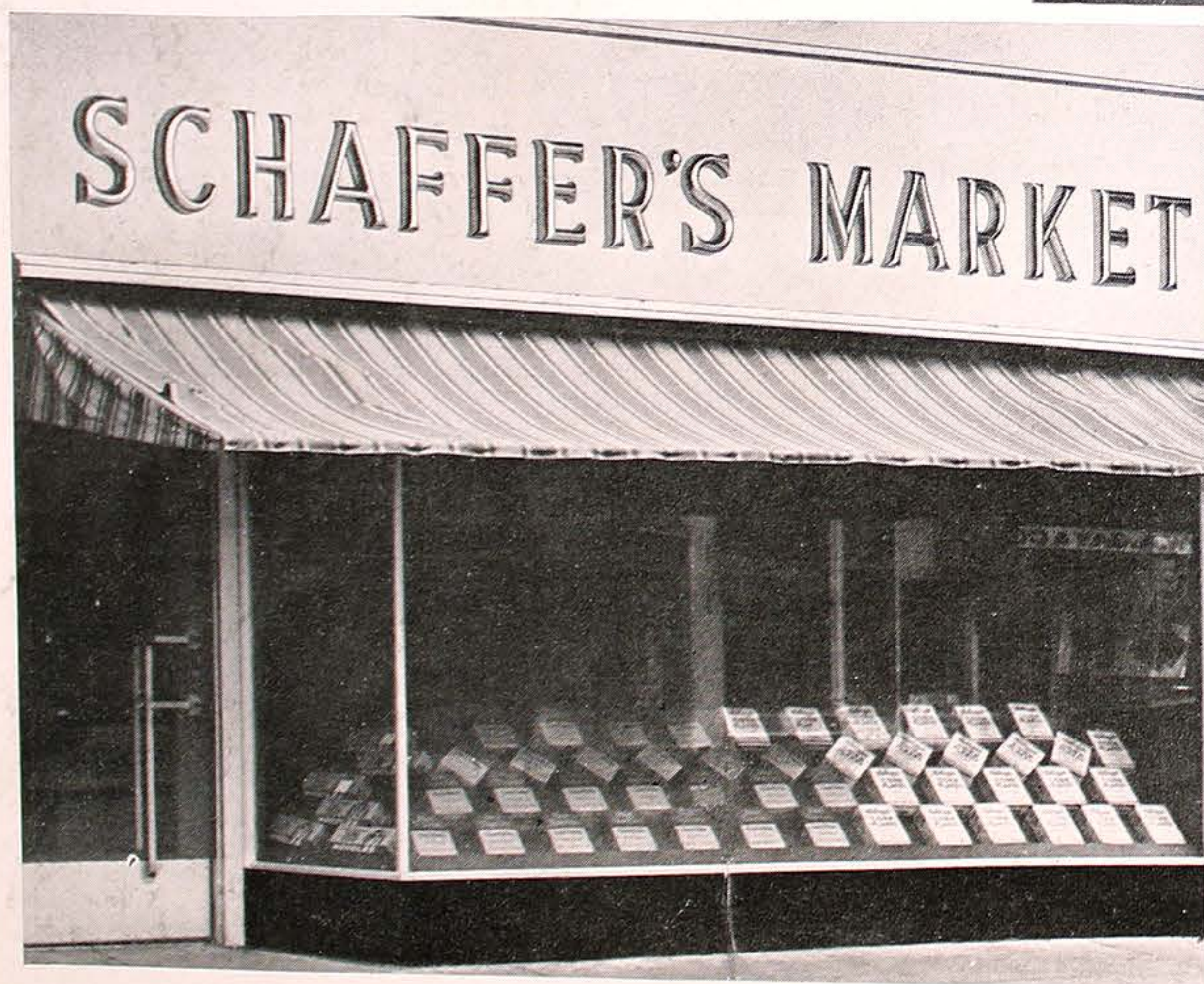


⇨ Cast bronze letters applied to porcelain sign panel.

NO. 102 EGYPTIAN STYLE

Alumilited aluminum letters, 12" and 8" high, applied to black cast granite facade of this modern front. ⇨

Whether they are polished bronze or polished aluminum, the natural brilliance of metal letters is greatly enhanced by the round face contour of No. 102 Egyptian letters. ⇨



ALUMIN



⇨ Polished high, create enamelled fi

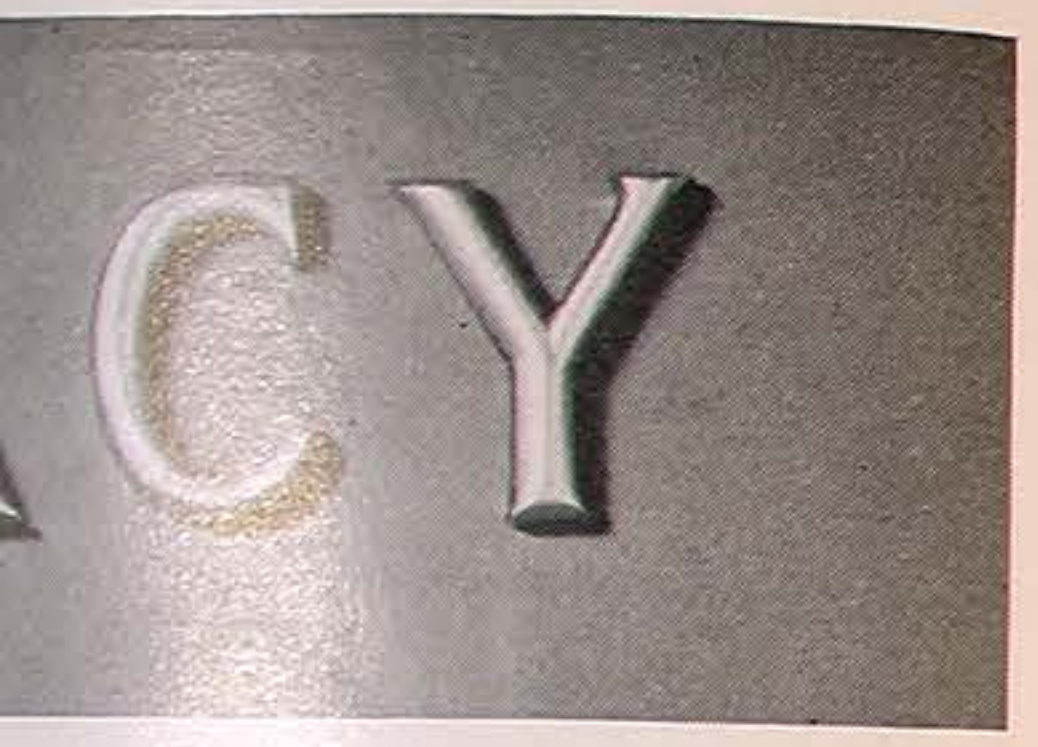
Methods of other facades

A conservati these 12" alu

⇨ masonite



ZE • CHROME



n panel.



METAL LETTERS — NO. 103 EGYPTIAN STYLE

ALUMINUM • ALUMILITE

Stock pattern sizes: 5", 6", 8", 10", 12", 14"

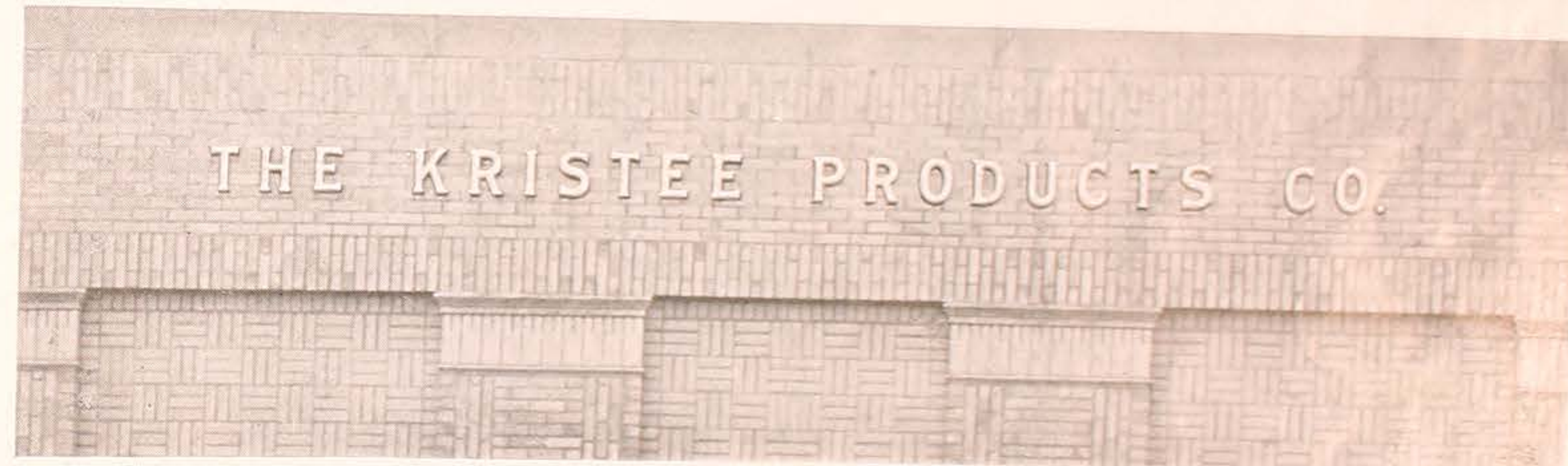
BRONZE • CHROME



⇨ Polished aluminum, No. 103 Egyptian letters, 10" and 8" high, create a brilliant and effective contrast on this black enamelled field.

Methods of installing metal letters to brick, masonry, and ⇨ other facades are illustrated on pages 70 and 71.

A conservative and distinctive identification is afforded by these 12" alumilite aluminum letters mounted to tempered ⇨ masonite sign panel.



NO. 103 EGYPTIAN STYLE

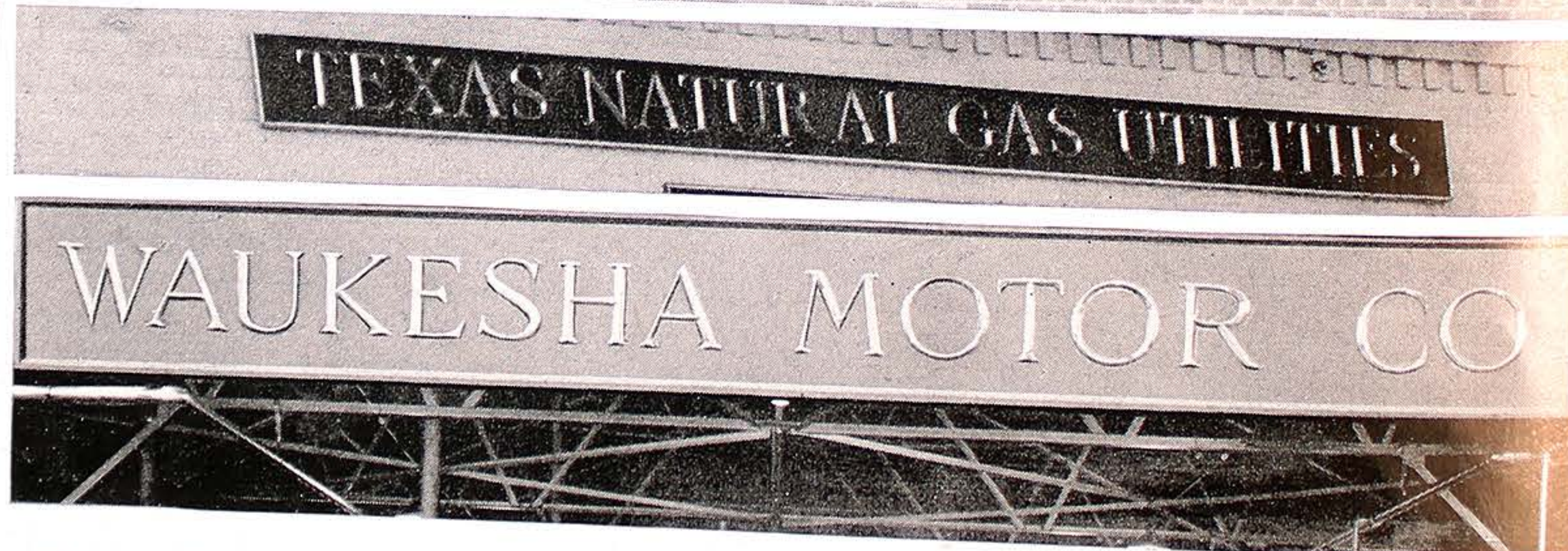
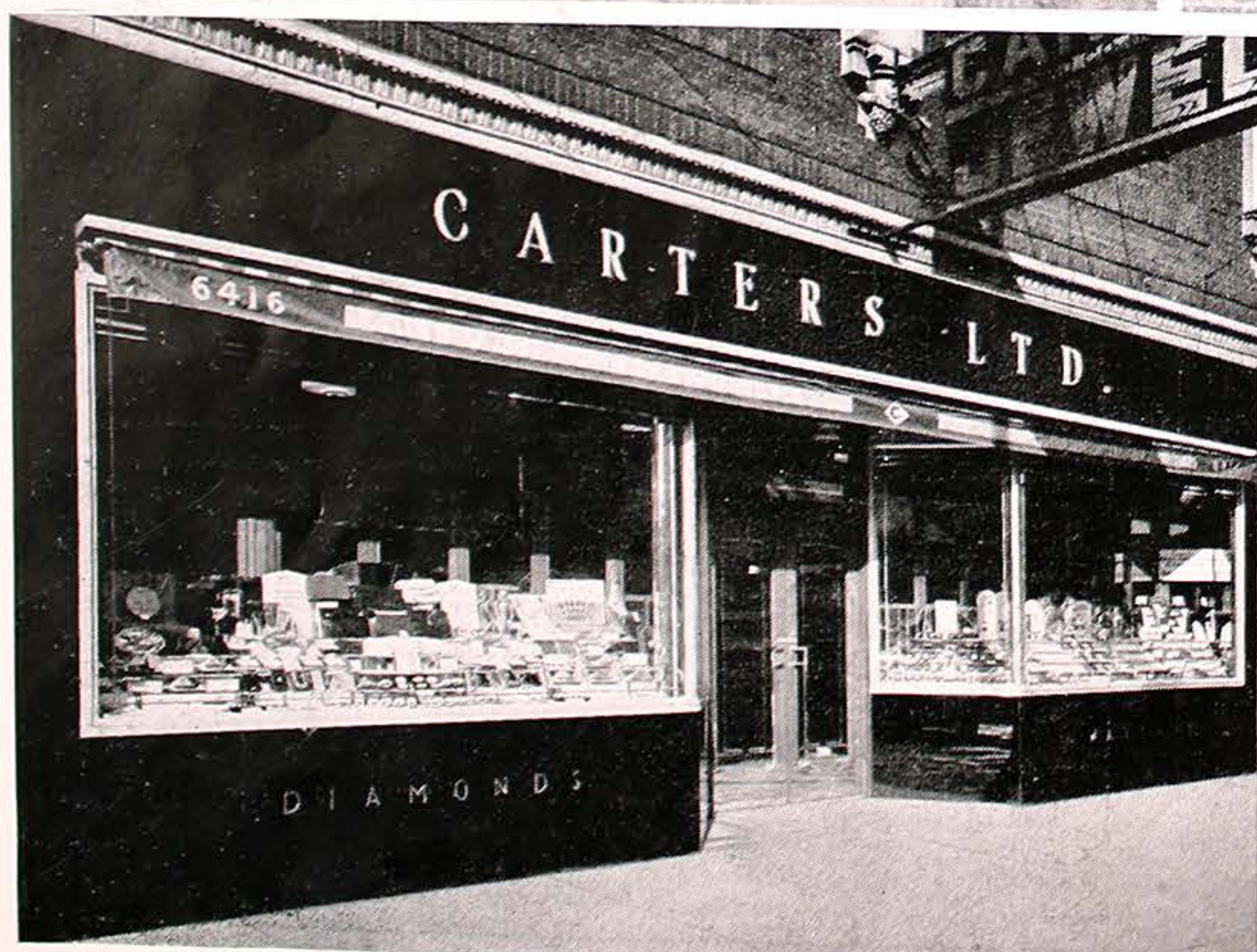
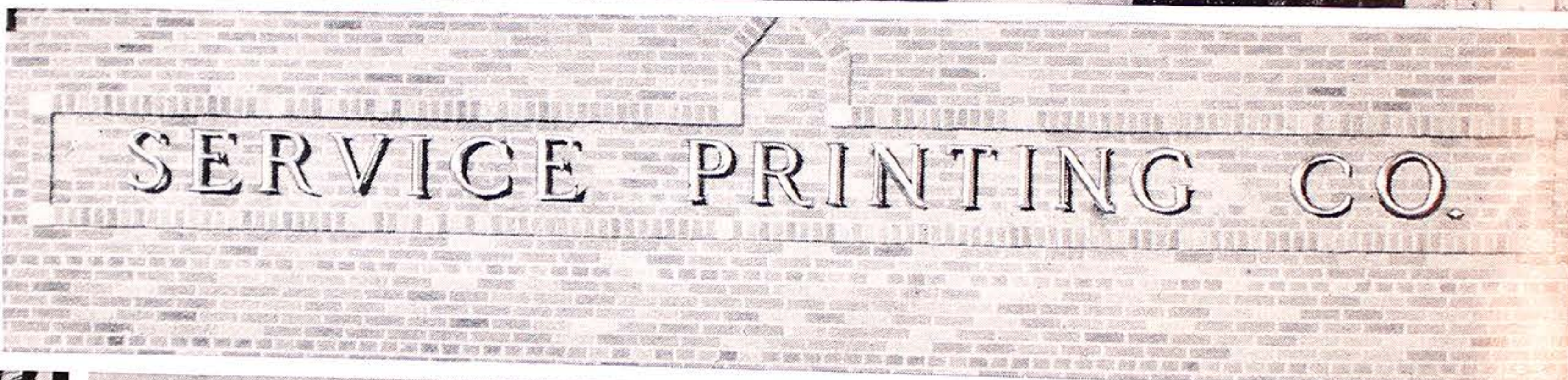
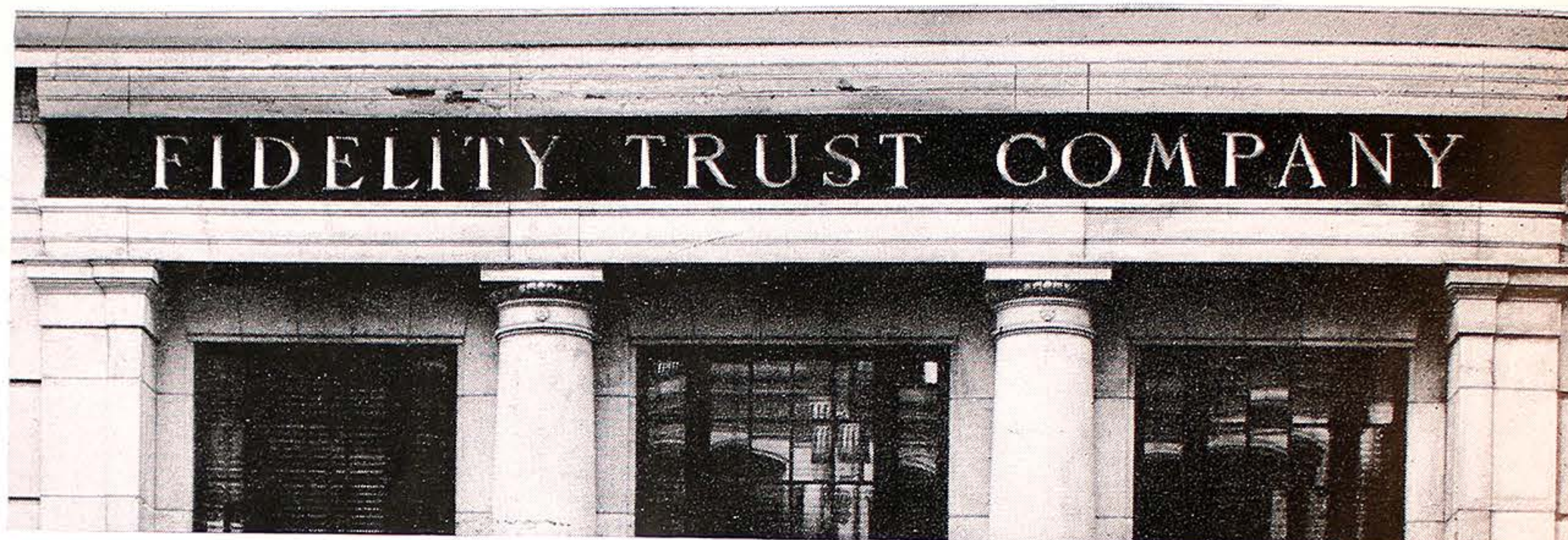


METAL LETTERS — NO. 104 ARCHITECTURAL STYLE

ALUMINUM • ALUMILITE Stock pattern sizes: 3", 4", 5", 6", 8", 10", 12", 14½", 15½", 18", 20", 24" BRONZE • CHROME



NO. 104 ARCHITECTURAL STYLE



Illustrated on this page are a few of the hundreds of signs for which we have furnished our No. 104 prismatic-faced Architectural letters. For years the accepted letter for use on the signs of financial institutions, the Architectural letter has come to be used also by other types of organizations which require a distinctive and dignified sign. Combining, as it does, distinguished beauty of design with exceptional attention value, this letter fully deserves its exceptional popularity.

ALUMINUM

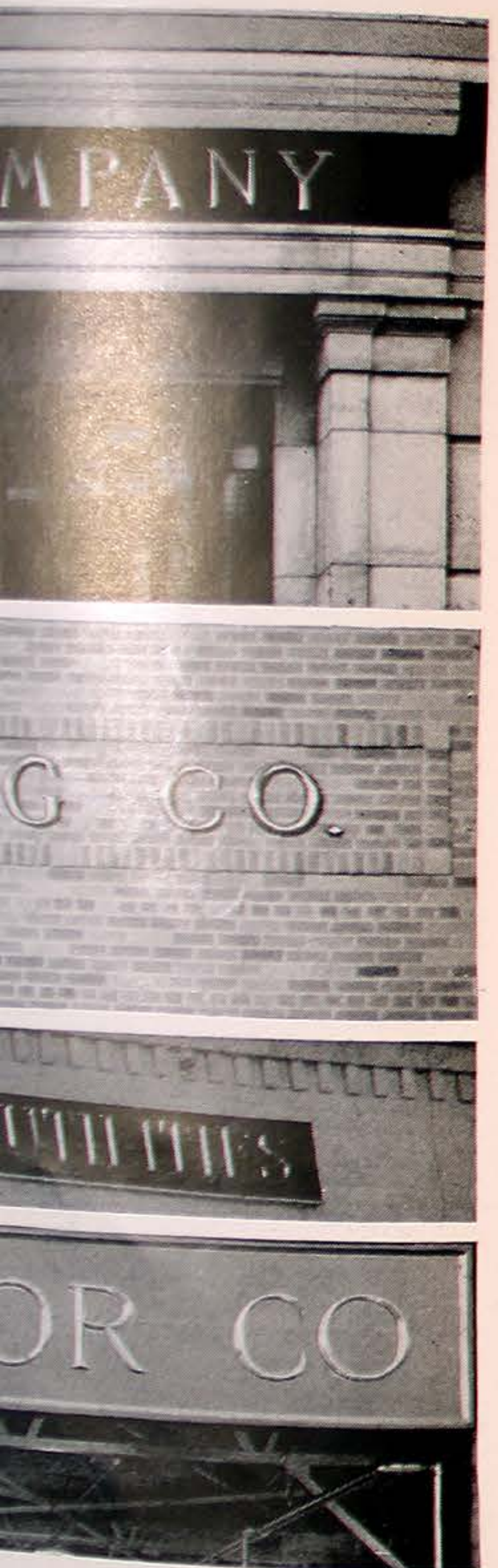


The combination makes a very attractive background



CATALOG

TYLE
E • CHROME



or which we have furnished
s the accepted letter for use
r has come to be used also
e and dignified sign. Com-
eptional attention value, this

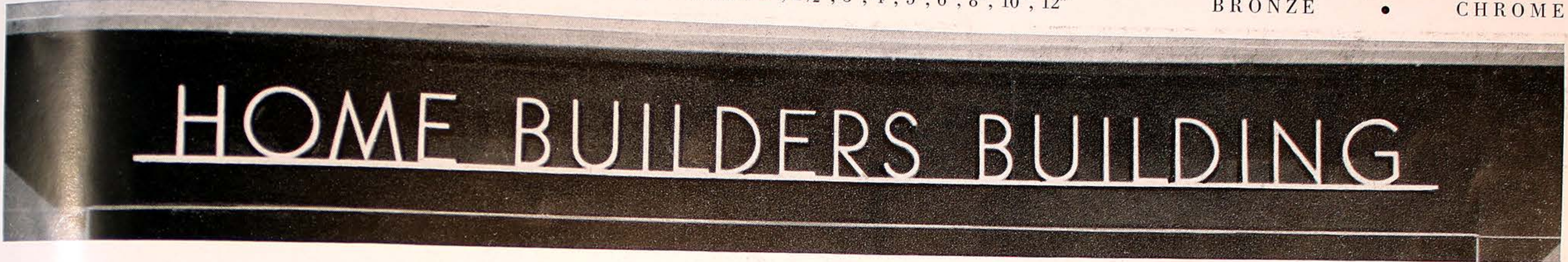
METAL LETTERS - NO. 105 RIBBON STYLE

ALUMINUM •

ALUMILITE

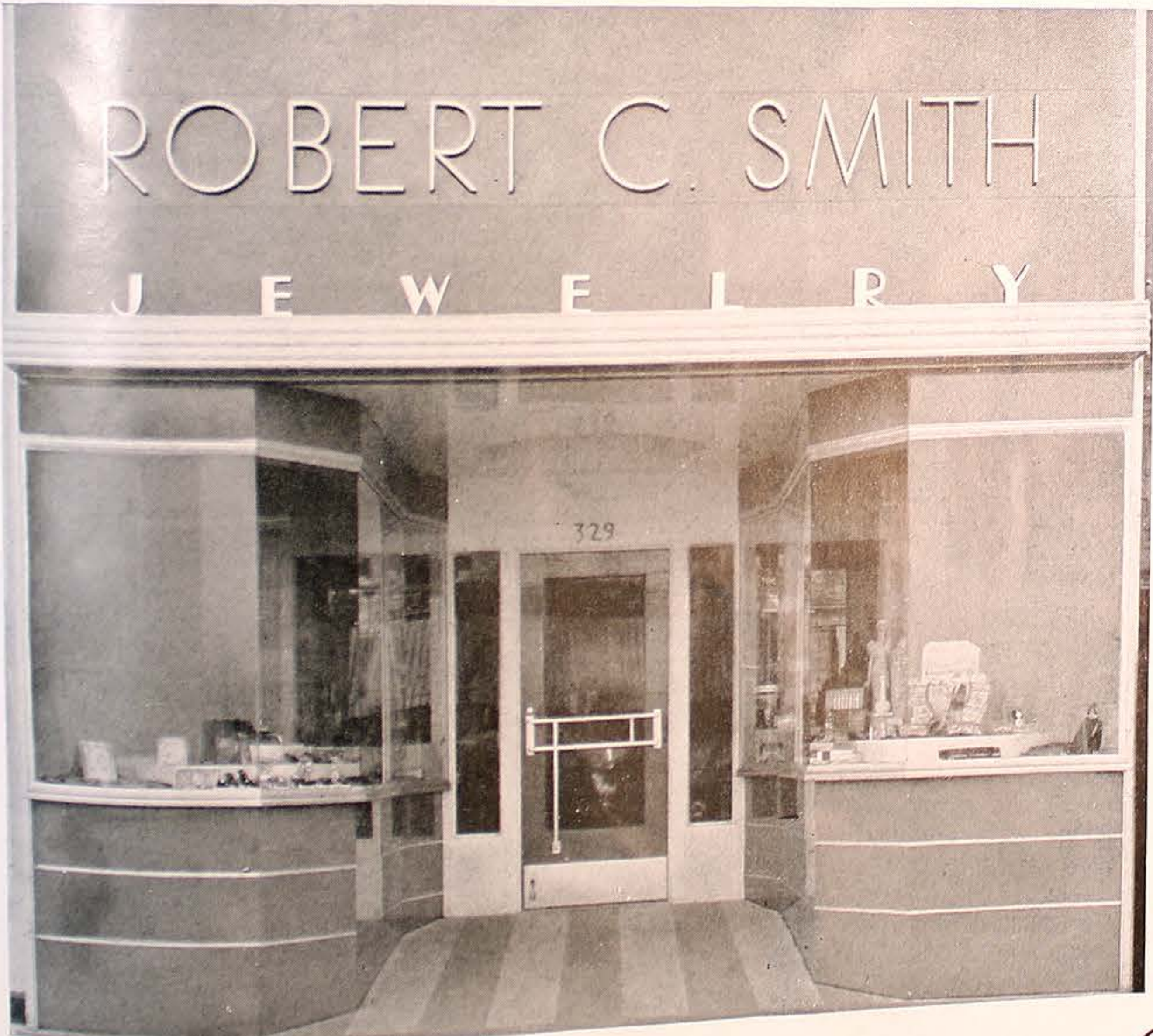
Stock pattern sizes: 2", 2½", 3", 4", 5", 6", 8", 10", 12"

BRONZE • CHROME

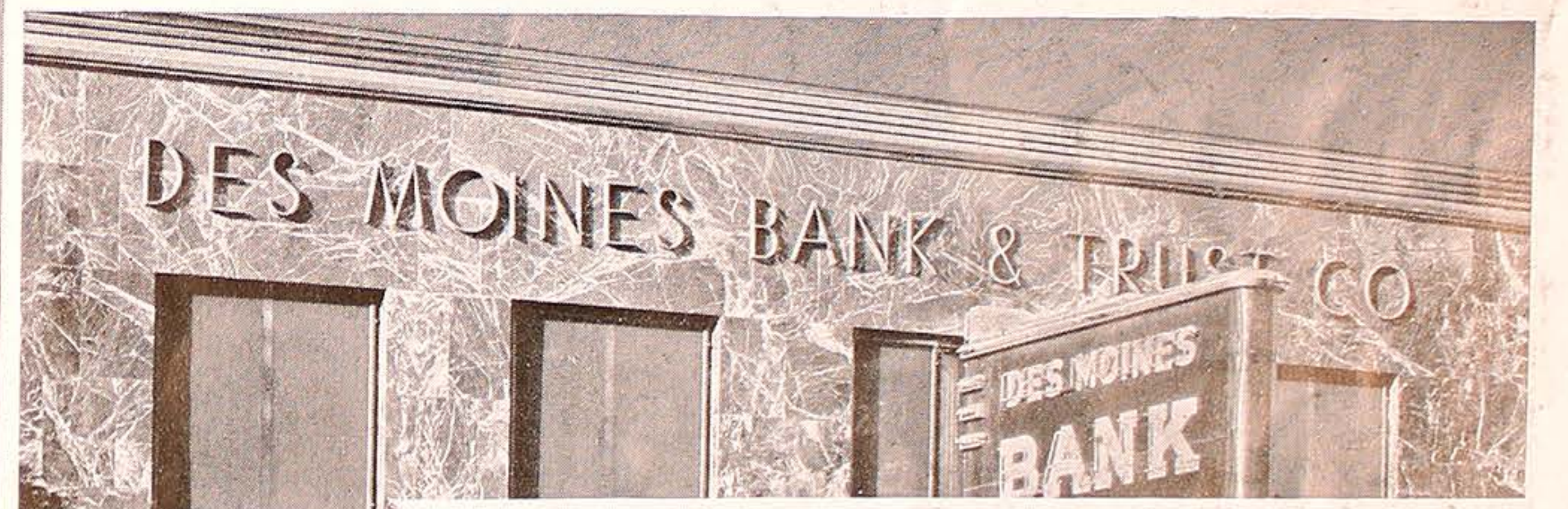


The combination of 12" Spanjer Ribbon style and 6" Spanjer Broadway style letters makes a very attractive and effective sign for this modern jewelry store. All letters are alumilited aluminum; the letters ROBERT C. SMITH are mounted flush against the background; the letters JEWELERS are mounted free-standing on the awning bar.

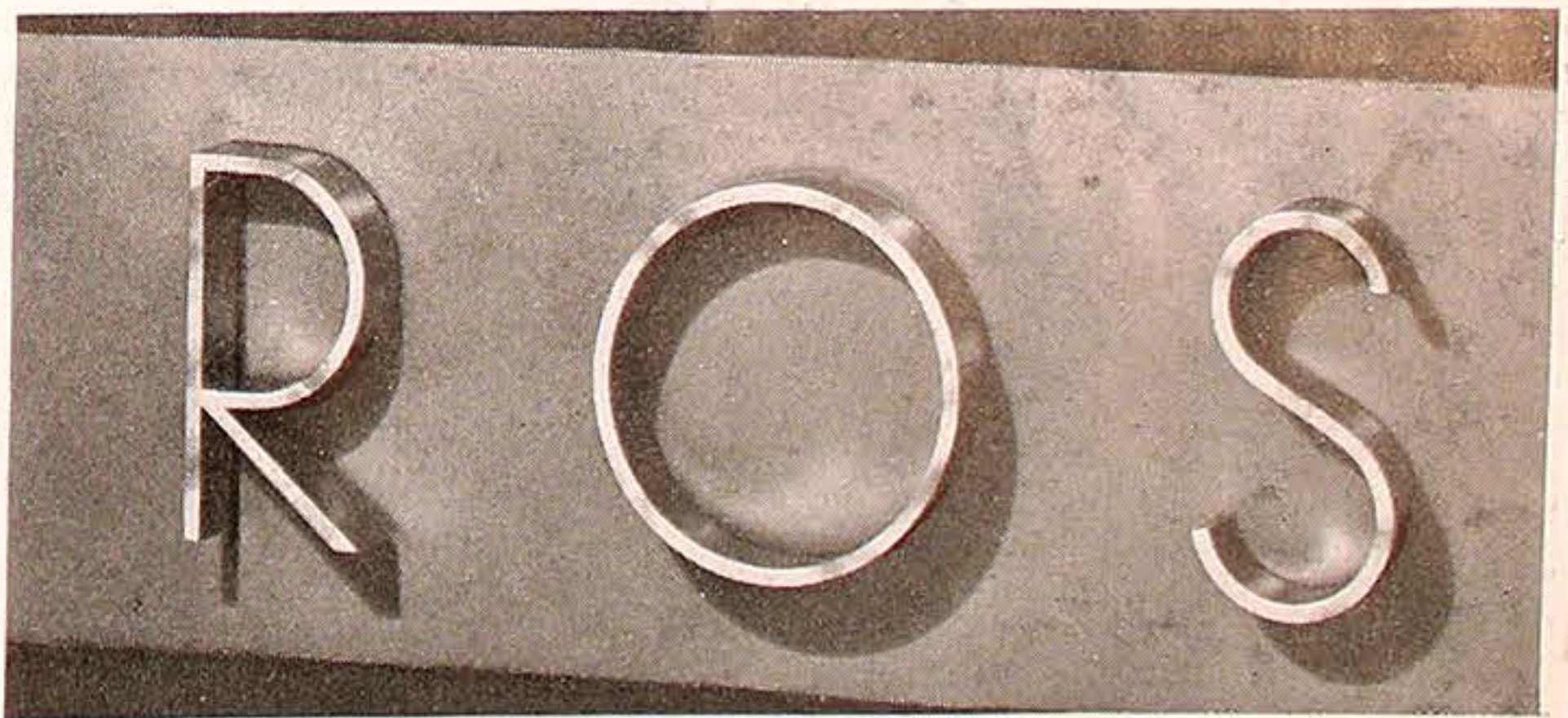
Illustration above shows polished face Ribbon style letters mounted to black carrara glass. The letters were attached to the horizontal aluminum base bar in our plant, assuring the builder that the letters are properly spaced, and reducing the number of holes which must be drilled in the glass.



Cast bronze, Ribbon style letters, combining dignity and beauty, serve as a distinctive permanent identification for this prominent Des Moines bank.



NO. 105 RIBBON STYLE



METAL LETTERS — NO. 107 ROMAN STYLE

ALUMINUM

• ALUMILITE

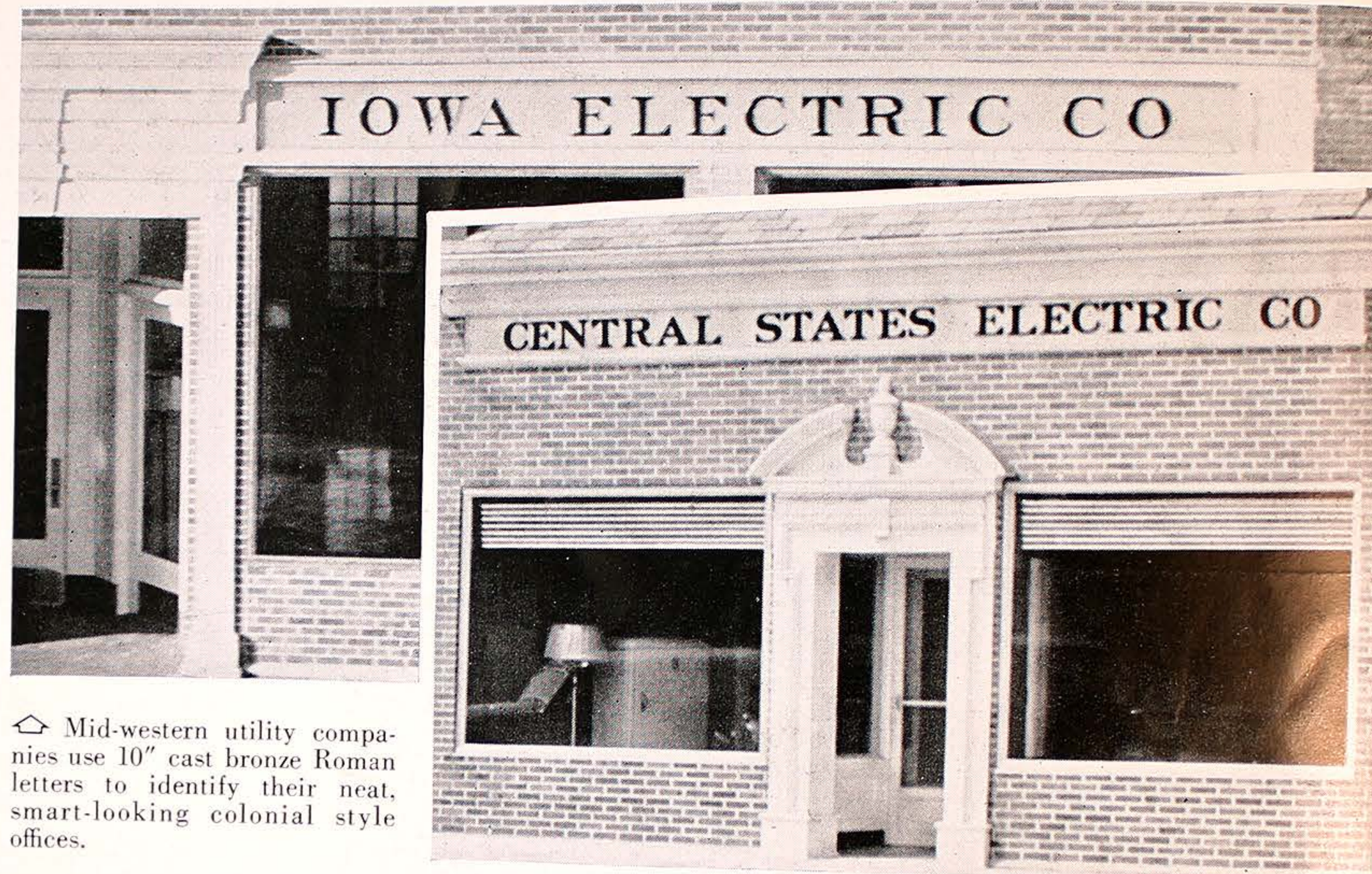
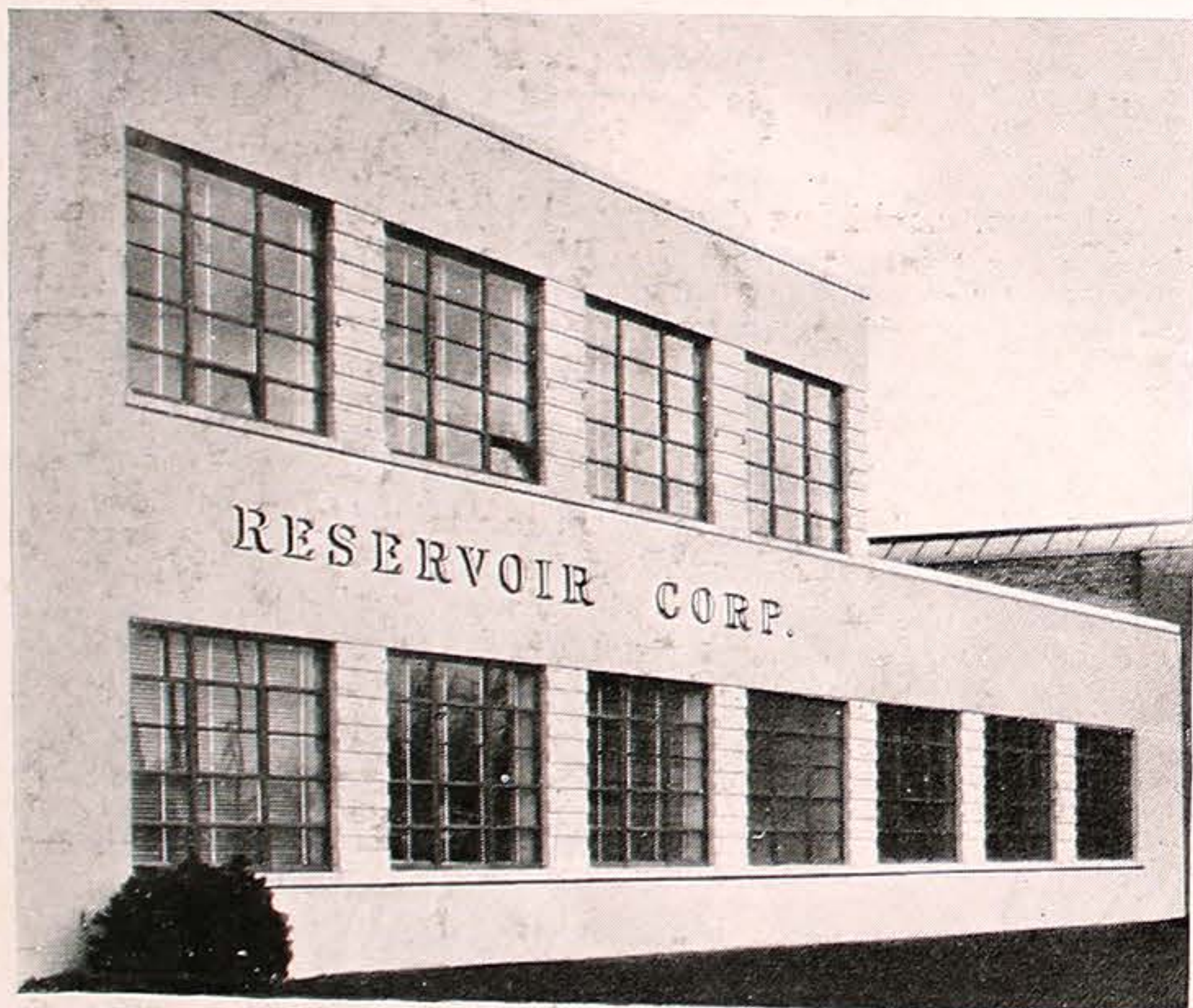
Stock pattern sizes: 4", 6", 8", 10", 12"

BRONZE

• CHROME



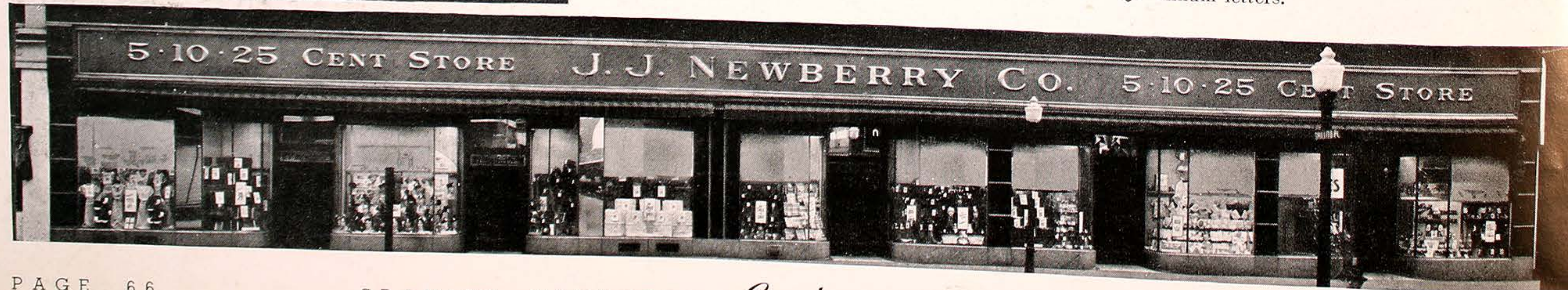
NO. 107 ROMAN STYLE



⊠ Mid-western utility companies use 10" cast bronze Roman letters to identify their neat, smart-looking colonial style offices.

⊠ Modern factory building at left employs 16" Roman style letters with polished bronze finish. Letters are projected 2" from brick background by means of brass extension irons.

J. J. Newberry Co. uses Roman Style, sandblasted cast aluminum letters 16" and 20" high, finished in gold leaf. We suggest that you consult with your paint manufacturer for the best procedure and materials to use when applying gold leaf to cast aluminum letters.



ALUMIN



METAL LETTERS - NO. 108 BROADWAY STYLE

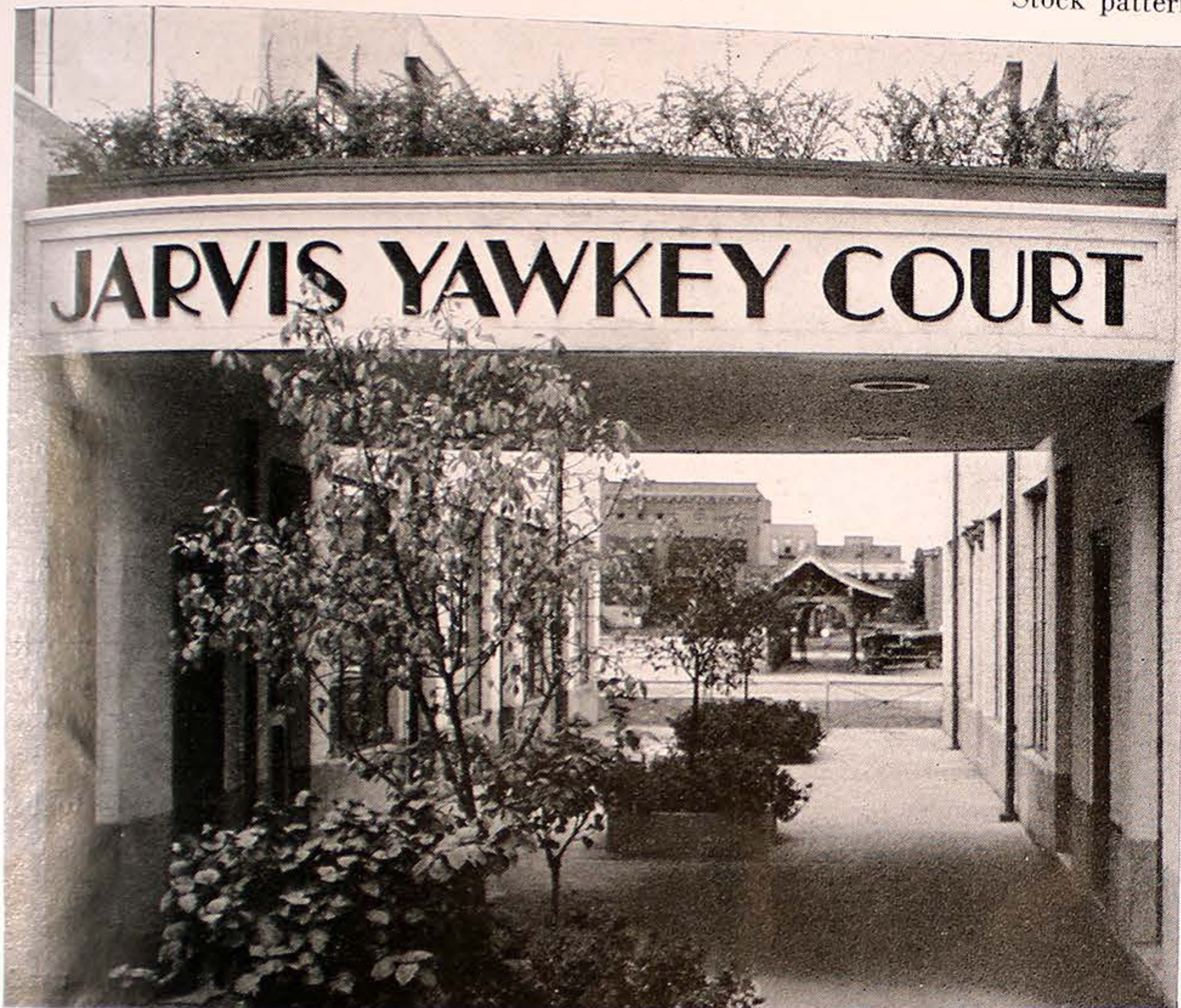
ALUMINUM

ALUMILITE

Stock pattern sizes: 4", 6", 8", 10", 12", 16"

BRONZE

CHROME

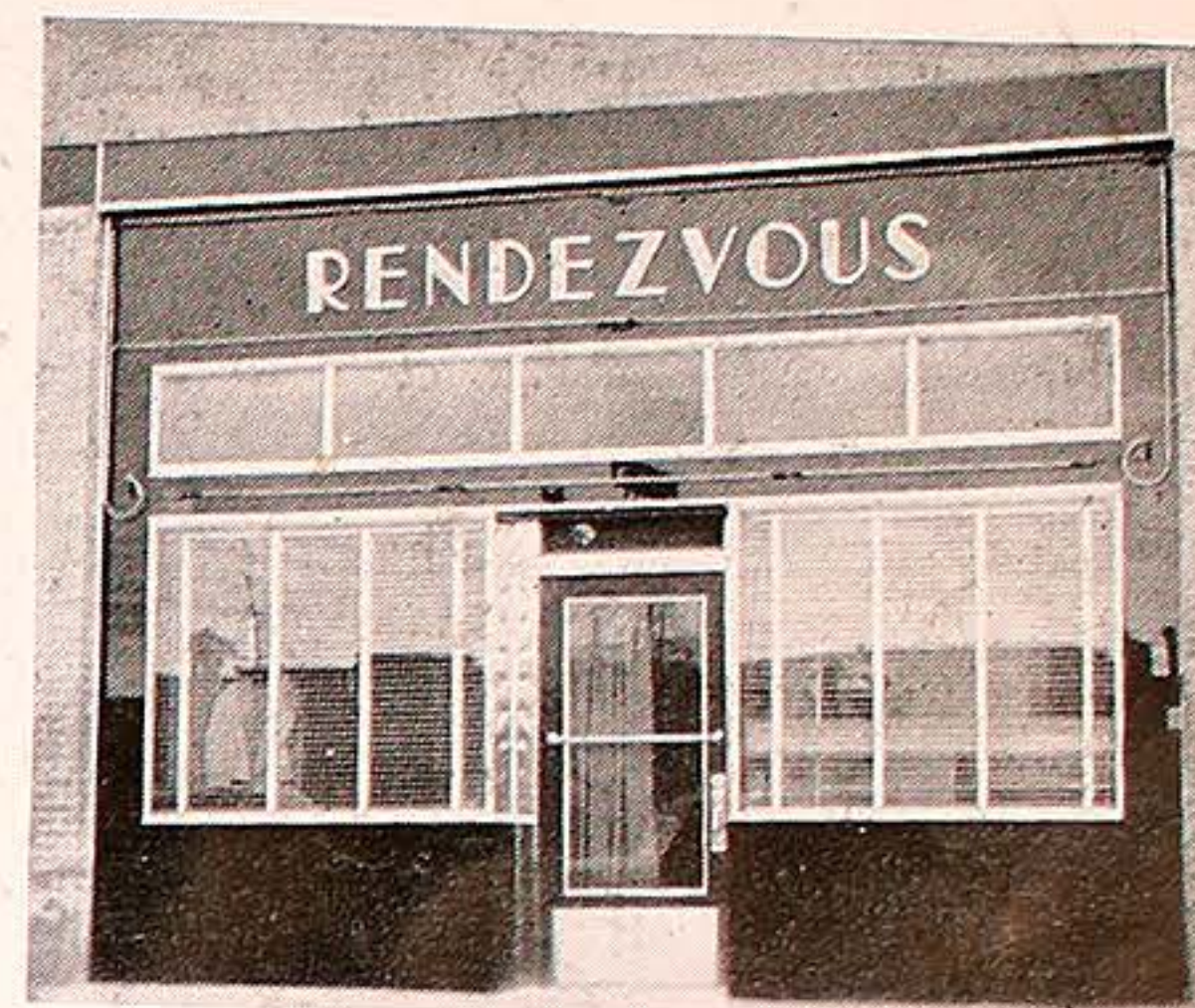


Cast aluminum letters, 12" high, finished in black synthetic enamel, mounted to wood constructed canopy. Fasteners used were those shown on Page 70, type FM-3. Spanjer cast aluminum letters add life and beauty to any sign.

Alumilited aluminum letters, 12" high, mounted to black carrara glass panel above this modern restaurant.

New York Dress Shop uses 12" Broadway style cast aluminum letters.

Alumilited aluminum letters 12" high, projected 3" from face of building by Spanjer brass extension irons.



NO. 108 BROADWAY STYLE



METAL LETTERS • CAST • FABRICATED • FORMED

SPECIAL DESIGN CAST LETTERS

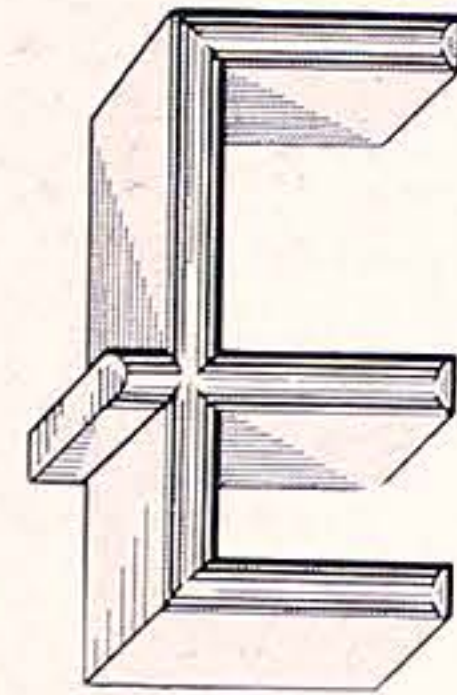


On the preceding pages we have shown a few illustrations of letters cast from our stock casting patterns. There is no limit, however, to the types and varieties of letters which can be cast from metal, and it is not intended that these stock patterns should fit every need.

When a special design, size, depth, or face contour on a letter is desired, Spanjer Bros. is equipped to produce it for you. The letters are detailed from the architect's blueprints by our own draftsmen. Our experienced pattern-makers make the pattern to your most exacting specifications, and the finished casting is carefully produced by our experienced metal craftsmen.

The illustration above shows a grooved face letter. The grooves often are painted in a contrasting color and many distinctive effects can be obtained in this way. The letter at the lower right is a deep, round faced Ribbon letter, which is often difficult to produce in any other manner than by casting.

In addition to the grooved and round faces, special cast letters can be made with flat, coved, prismatic or any other type of face contour which may be desired. These letters can be installed at the job by the methods shown on pages 72 and 73.



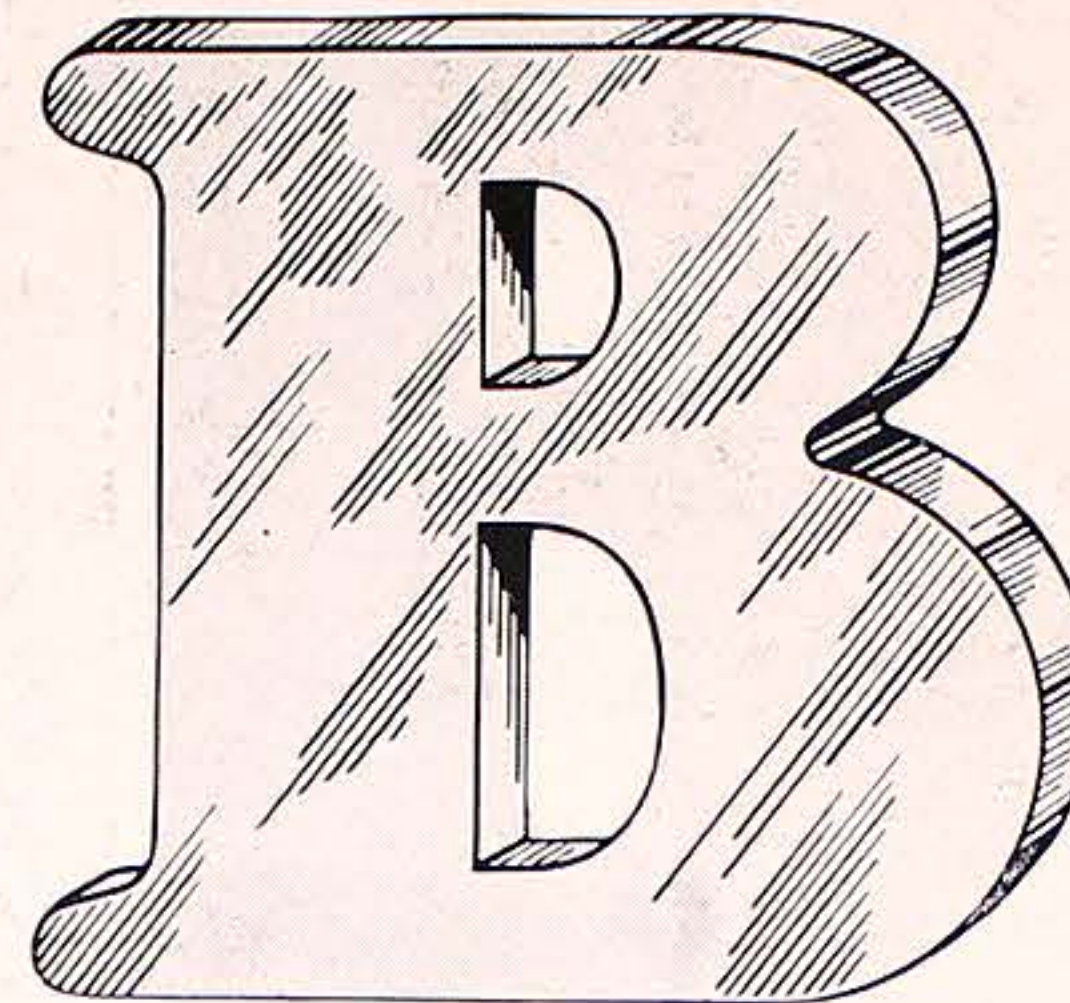
Cast letters are made of No. 12 alloy aluminum, sandblasted for painting; No. 43 and 214 alloy aluminum, for polished or alumilited finishes; bronze and brass for polished, satin, oxidized or chrome finishes; and of cast iron for painted or porcelain enamel finishes.



CUTOUT LETTERS

The illustration at the left shows an Old English style letter "B" cut from 2S½ hard aluminum sheet. Intricate letters of this type, as well as special scripts and individual logotypes are most economically made in this manner. The letters are cut out, and no casting patterns are required. In addition to aluminum, cutout metal letters are made of sheet brass and bronze in their natural finishes and of enamelling steel finished in vitreous enamel.

FABRICATED SHEET METAL LETTERS



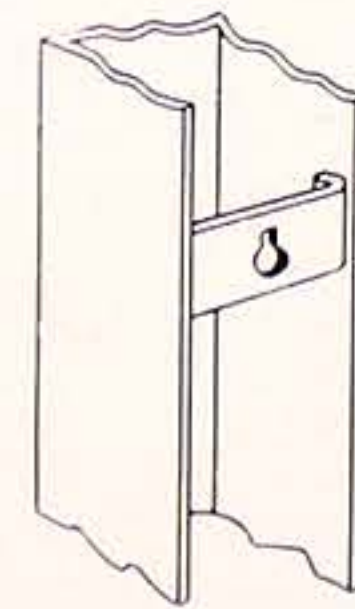
For very large letters, and for letters which are exceptionally deep, fabricated, or built-up sheet metal letters very often are used. This type of letter is lighter than a cast letter, and can be used where weight is a factor.

Fabricated sheet metal letters are made from stainless steel, acid dipped trim bronze, yellow brass, and lead coated terneplate. Stainless steel letters are made in a No. 4 satin finish, in gauges of from 20 to 24, depending on the size of the letters. Stainless steel requires very little attention, and an occasional washing is all that is required to keep the letters looking bright and new.

Sheet bronze and brass letters can be furnished in a variety of satin and oxidized finishes, in gauges of from 18 to 22. When the letters are shipped the finish is protected by a coat of the best grade exterior clear lacquer. To preserve this beautiful finish it is recommended that the letters be cleaned and waxed with a good grade wax polish about once a month and relacquered when the lacquer protecting the finish shows the first sign of disintegration.

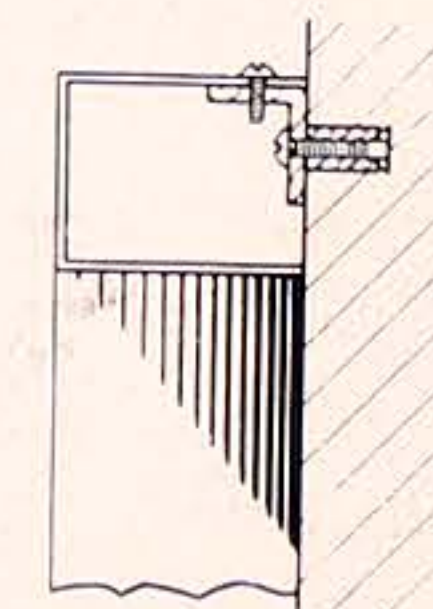
Lead coated terneplate in gauges from 18 to 22, is used for letters which are to be painted or sprayed in color.

FASTENING METHODS



Fabricated metal letters can be equipped with straps into which bolts are installed for permanent installation, employing any of the methods shown on pages 72 and 73.

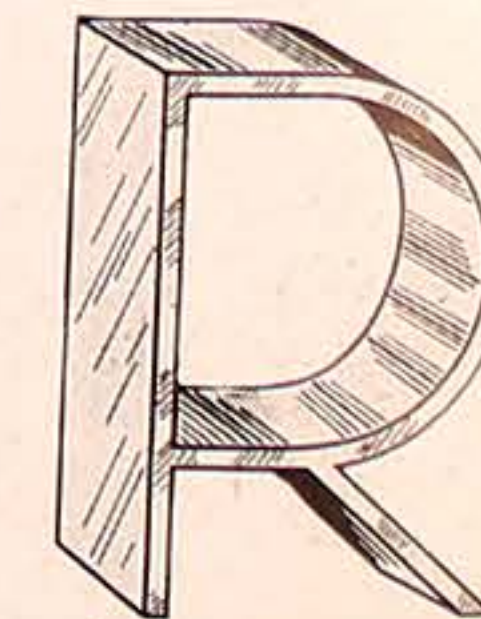
The key hole type straps serve the same purpose except that they permit removal of the letters without requiring the removal of the fasteners.



Angle clip fasteners used in the manner shown are another practical installation method for fabricated metal letters. In addition to these fastening methods and those shown on pages 72 and 73 we can incorporate any fastening device you may suggest. The experience of our engineering staff to develop erection facilities is a part of Spanjer Brothers service.

LETTERS FORMED FROM BAR STOCK

Deep Ribbon style letters as shown in the illustration at the right can be fabricated, or formed, from extruded bar stock. Such letters are made in alumilite aluminum and satin finish bronze or brass, with a ¼" or ⅜" face. Standard depths are 2", 2½", 3" and 4". A very modern and very effective sign treatment can be obtained through the use of letters of this type.



LETTERS IN SPECIAL DESIGNS—CAST AND FABRICATED



Special ribbon type letters on the Spanjer Building. Letters are 15" high, formed from 1/4x3" aluminum bar stock.



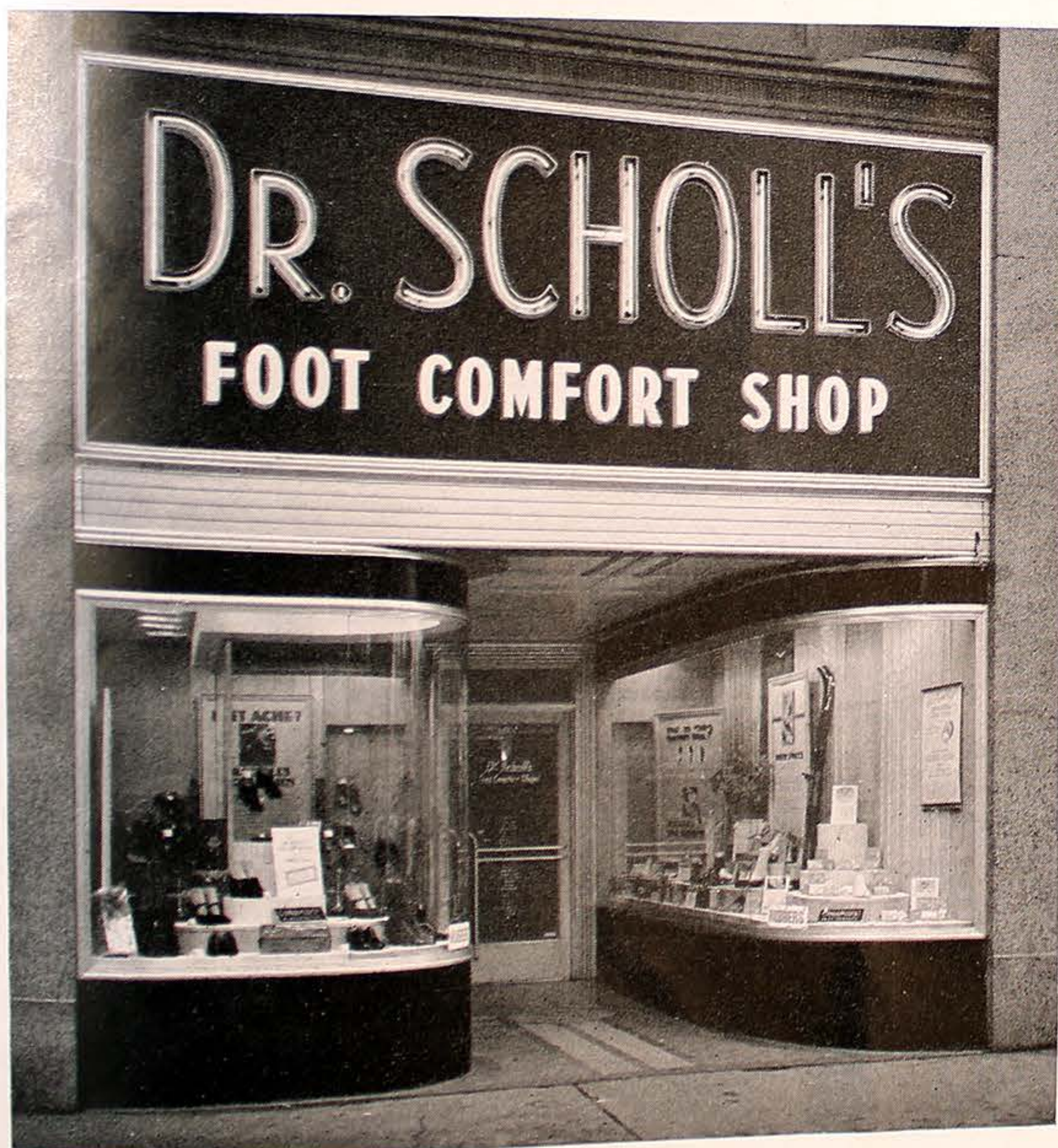
Empire National Bank letters on this large stick-out sign are made of cast aluminum; balance are bronze.



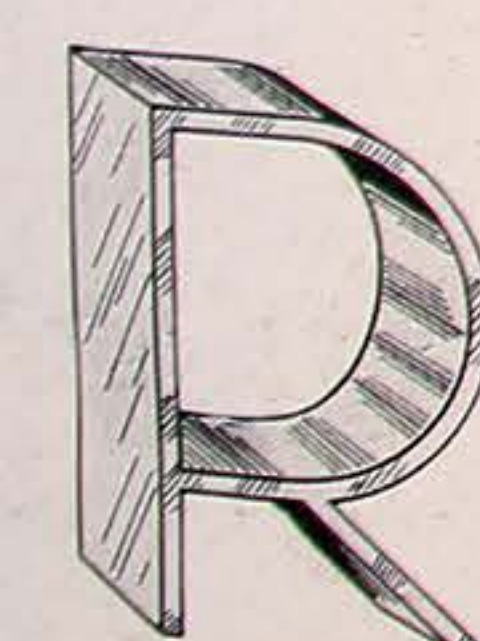
Dr. Scholl's store in Detroit, uses 36" cast aluminum letters channel faced for neon, and 10" cut-out aluminum letters, mounted to black carrara glass.

Fabricated sheet bronze letters from 17" to 5'6" high were used on Bond signs in Memphis. Letters TWO TROUSER SUITS are cast bronze, 16" high with round face.

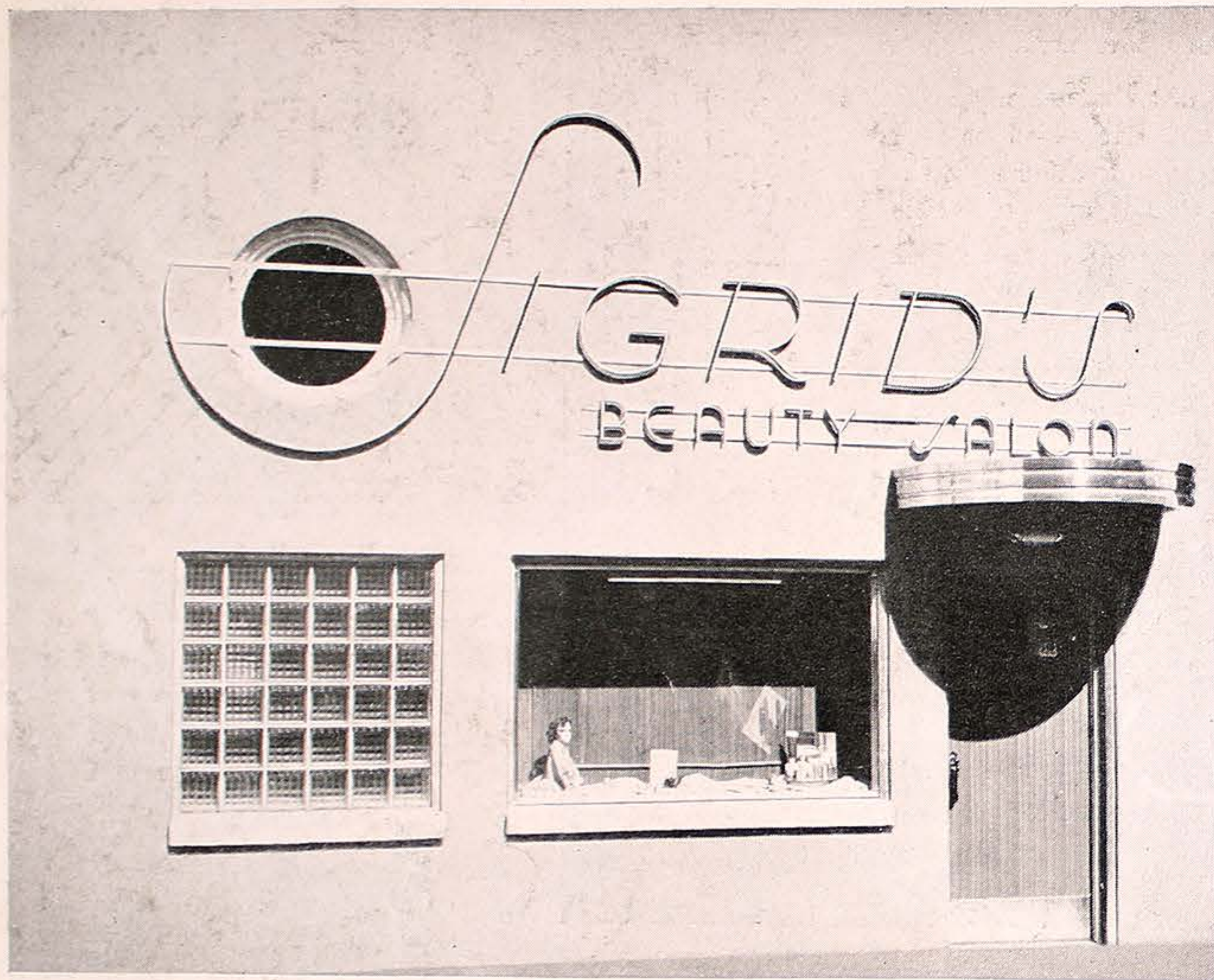
Balton & Sons, Contractors
Elias, Rothschild & Co., Inc.
Designers & Engineers



Letters which are
built-up sheet
This type of let-
and can be used
made from stain-
ize, yellow brass,
less steel letters
in gauges of from
the letters. Stain-
tion, and an occu-
quired to keep the
and oxidized fin-
ish is protected
beautiful finish it
grade wax polish
finish shows the
which are to be
p fasteners used
anner shown are
practical installa-
od for fabricated
ters. In addition
fastening methods
shown on pages
we can incorpo-
fastening device
suggest. The ex-
of our engineer-
to develop errec-
ities is a part of
Brothers service.



MODERN METAL LETTERS—CAST OR FORMED



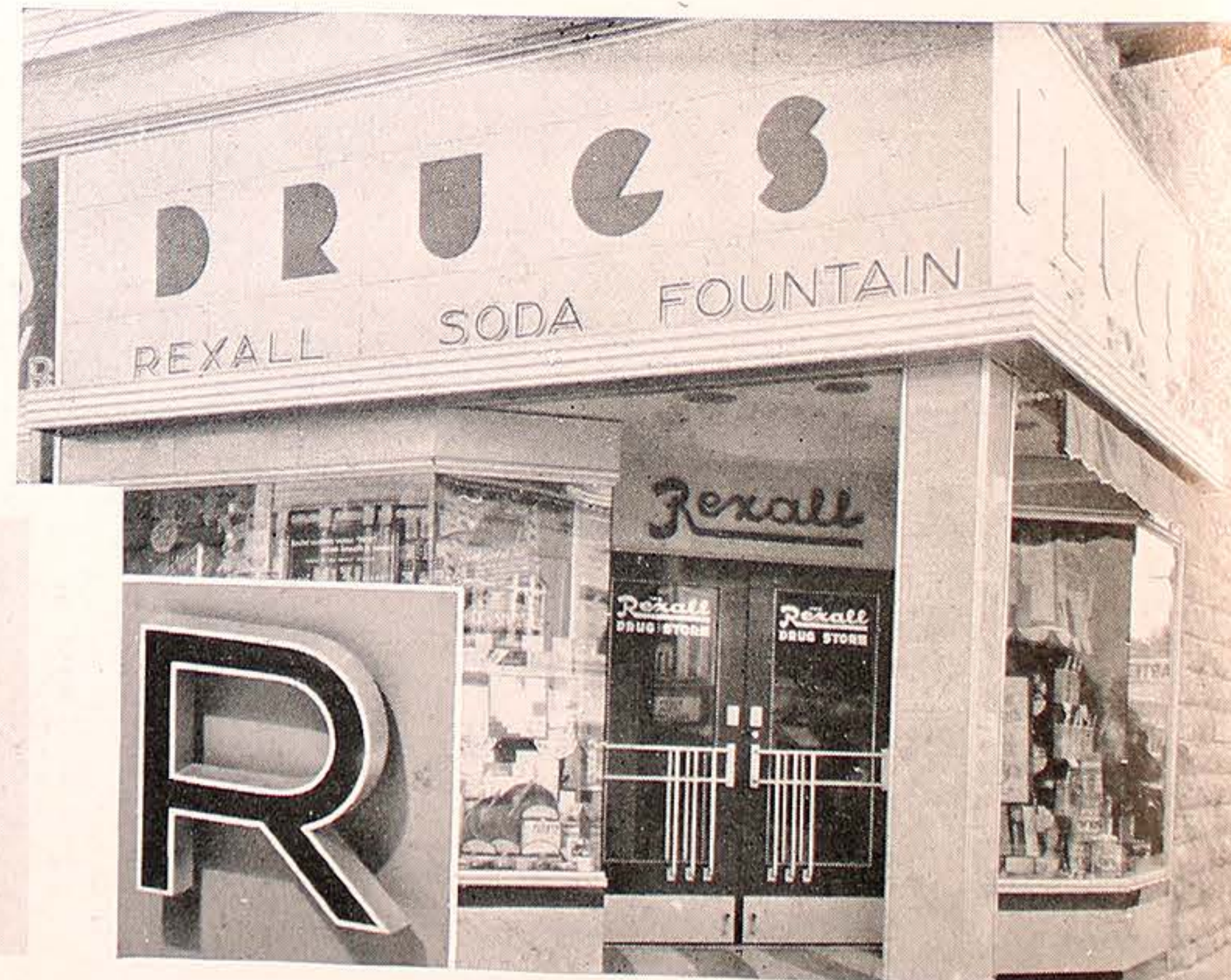
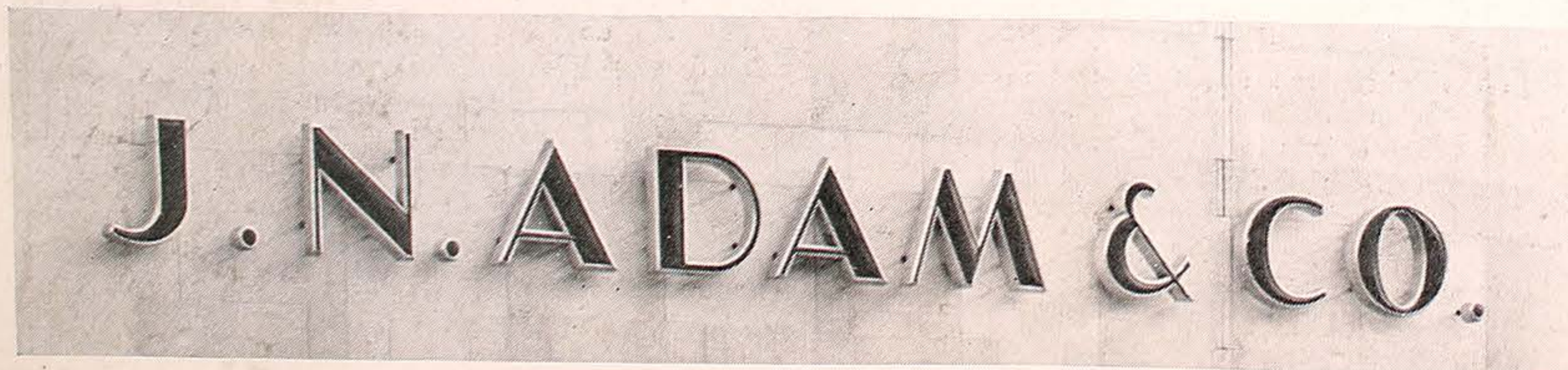
Spanjer letters in Juneau, Alaska. These letters were formed from 1/4"x1 1/2" alumilite aluminum bar stock. Large letter "S" is 6' 6" high; balance are 20" and 9".

Cast aluminum letters 36" high, 5" deep, with alumilite edges and round synthetic enameled faces mounted to building by means of extension irons.

Alumilite aluminum letters 6" high, mounted to extruded aluminum awning bar. Close-up at bottom shows recessed enameled face of these letters.



Alumilite aluminum letters 15" and 6" high mounted to aluminum base bar for easy installation. At night, letters are silhouetted in the illuminated opal glass panel.



METAL LETTERS BEAUTIFY MODERN BUILDINGS



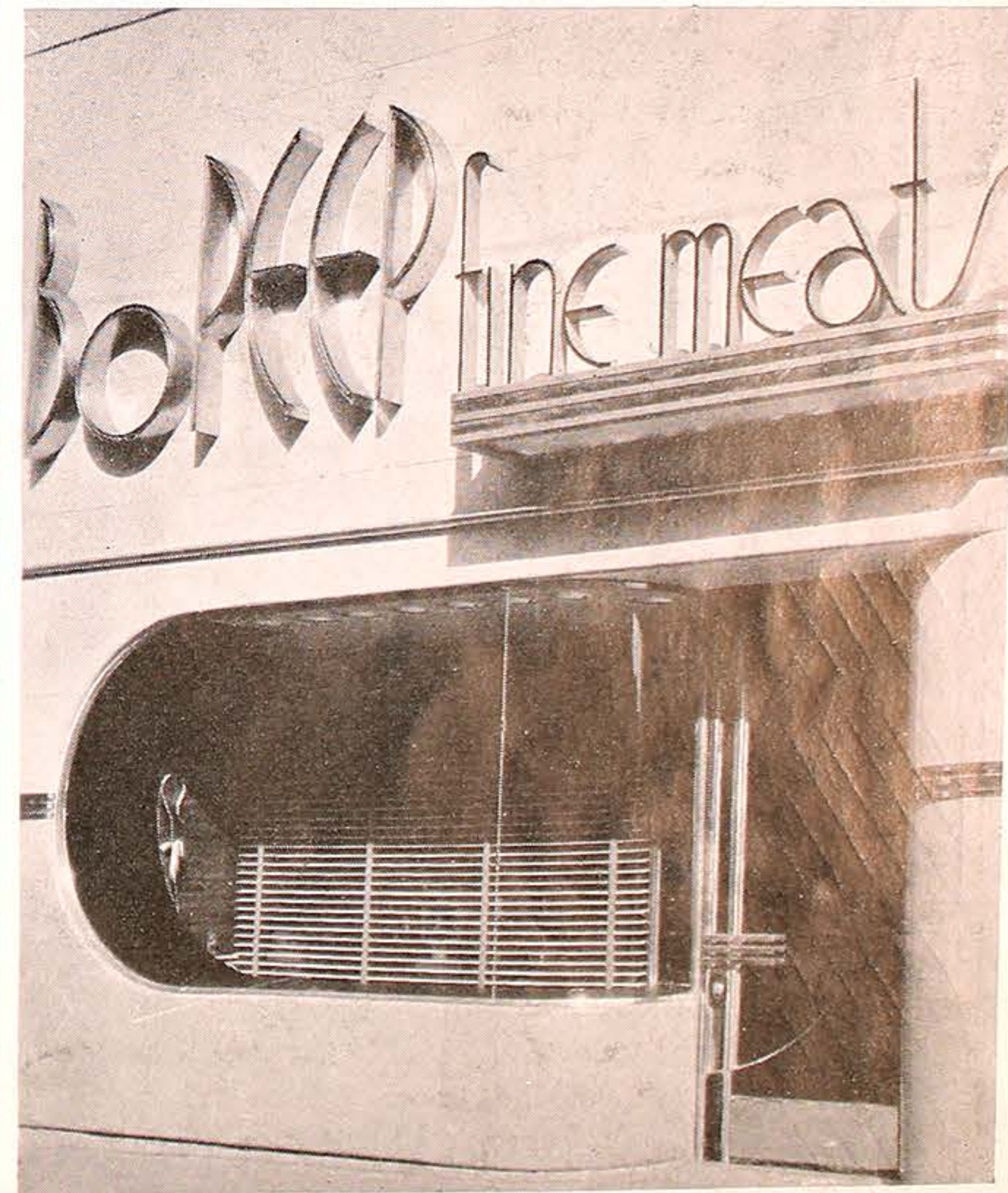
Special 12" Spanjer Kabel style letters, cast aluminum, alumilite, with recessed faces finished in black enamel.

Ribbon letters, 16" high, formed from 1/4x3" aluminum bar stock, and 8" cast letters grace this modern front.

An effective installation of special ribbon letters on modern store front.



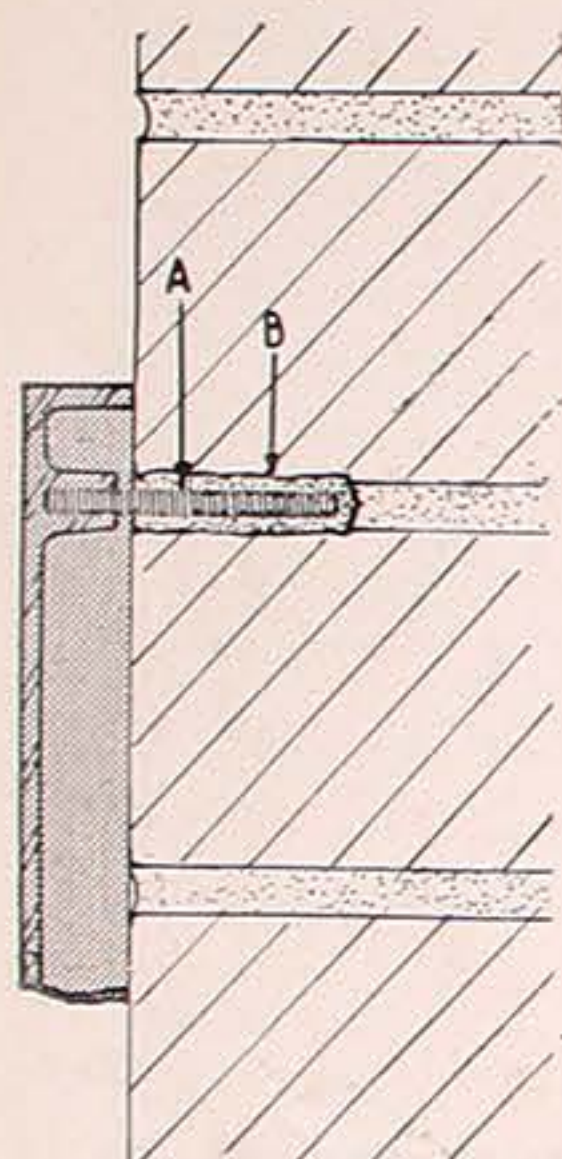
Black synthetic enameled letters mounted to glass brick.



FASTENING METHODS FOR METAL LETTERS

TYPE FM-1

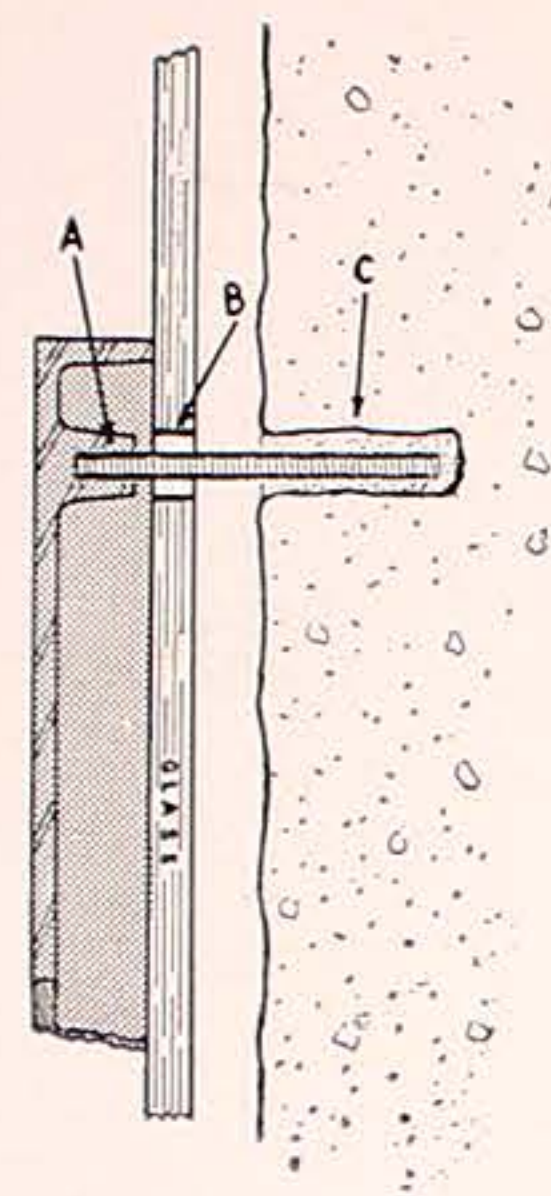
Flush Mounting to Masonry



Install brass studs (A) into tapped lugs on backs of letters. In corresponding positions, drill $\frac{3}{8}$ " diameter holes (B) 2" deep into masonry. Fill holes with No. 1 Smooth-on cement and press studs projecting from backs of letters into cement filled holes.

TYPE FM-2

Flush Mounting to Structural Glass



Install brass studs (A) into tapped lugs on backs of letters. Drill $\frac{1}{2}$ " diameter holes at corresponding positions in glass (B) and $\frac{3}{8}$ " diameter holes approximately 2" deep in masonry (C). Fill holes in masonry with No. 1 Smooth-on cement and press letters with projecting studs into place. So that Smooth-on cement may be inserted into holes in masonry, close up the space between glass and masonry by applying mastic cement around the holes before setting glass in place. It is advisable that holes in glass be drilled at the factory and that holes in masonry be drilled before glass is set.

TYPE FM-3

Friction Type Mounting to Wood Backgrounds Not Accessible from the Back.



Install studs (A) into tapped lugs on backs of letters. Drill holes into background with No. 13 drill in positions corresponding with studs (A) projecting from backs of letters. Place letter in position and, with equal pressure to prevent binding, force studs into holes already drilled in background.

TYPE BM-4

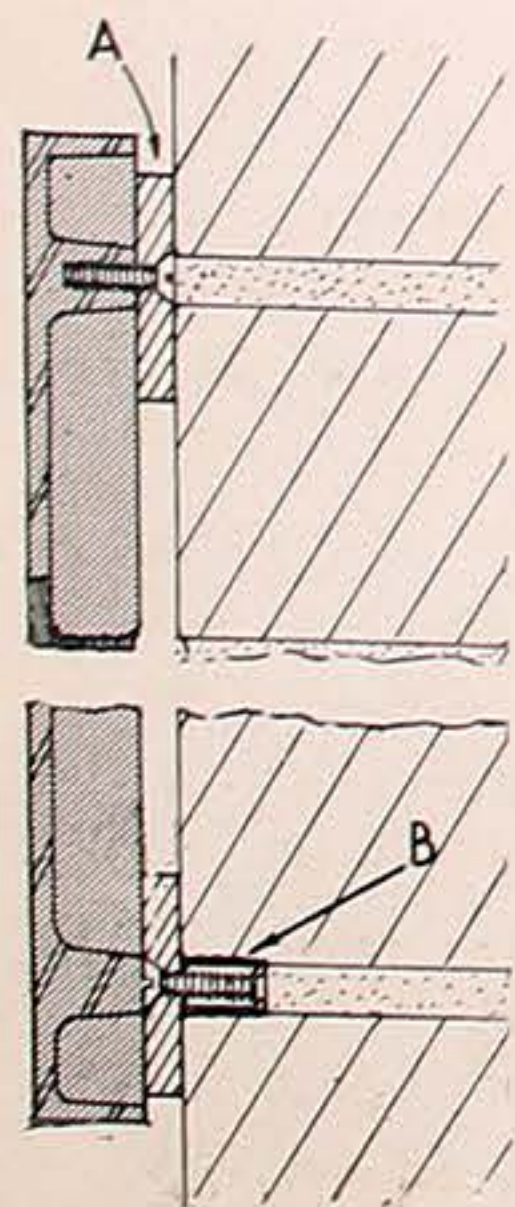
Metal Base Mounting



Letters for this type of mounting can be furnished with flat ground bottom edges having tapped holes, for a small additional cost. Lay-out and properly space letters on bench or floor. Mark, drill and countersink holes in metal base corresponding to positions of holes in bottom of letters and fasten with flat head brass machine screws.

TYPE FM-5

Horizontal Metal Bar Mounting to Masonry



Attach letters to metal bars (A) with flat head brass machine screws.

Place assembled sign against wall and indicate in spaces between letters positions for screw anchors (B) and screw holes in metal bars. Remove sign, drill $\frac{3}{8}$ " diameter holes $\frac{3}{4}$ " deep into masonry and $\frac{3}{16}$ " holes through metal bars at indicated positions. Expand screw anchors (B) into masonry holes and affix sign to wall with No. 10/24 flat head brass machine screws.

NOTE: Expansion bolts may be substituted for screw anchors.

LUGS AND FASTENERS

Lugs on our No. 101 Kabel and No. 105 Ribbon style are lined up for horizontal back bar mounting as shown in Type FM-5 at left. Lugs on other styles are not so arranged, but they may be re-arranged to fit any particular job at a small additional charge.

Lugs on cast letters made from special patterns may be placed in any desired positions if so noted on your specifications.

It is important that when ordering either special

or stock pattern letters you specify exactly how they are to be mounted.

The fastening methods shown on these pages are meant primarily for cast letters. Suggested fastening methods for fabricated sheet metal letters will be found on page 68.

Fasteners are not included with the letters but any of the fasteners shown on these pages can be furnished at a small additional cost. State type of background and tell us what type of fastener is desired.

FASTENING METHODS FOR METAL LETTERS

18 caps
12 Lower Case
8" General Home

TYPE BM-4

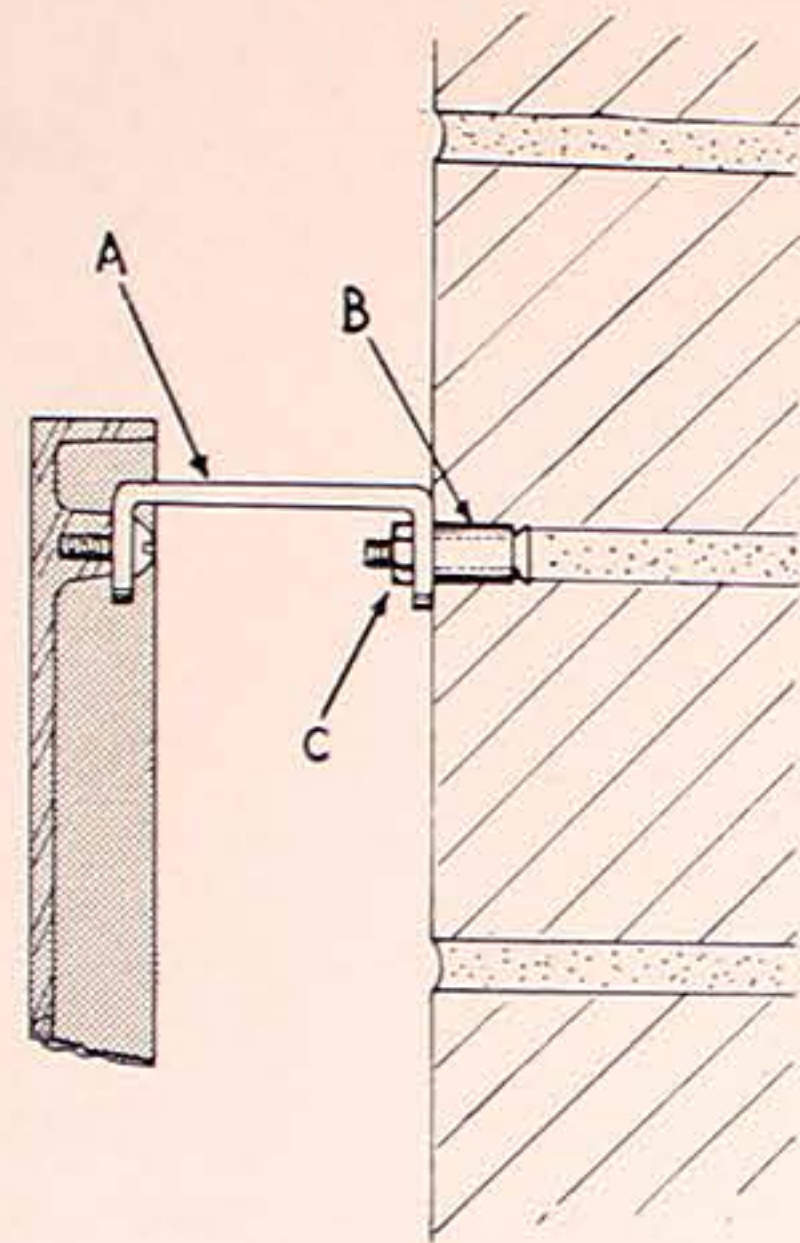
Base Mounting

Letters for this type of mounting can be furnished with flat ground bottom edges having tapped holes, for a small additional cost. Lay-out and properly space letters on bench or floor. Drill and countersink metal base corresponding to positions of bottom of letters with flat head machine screws.

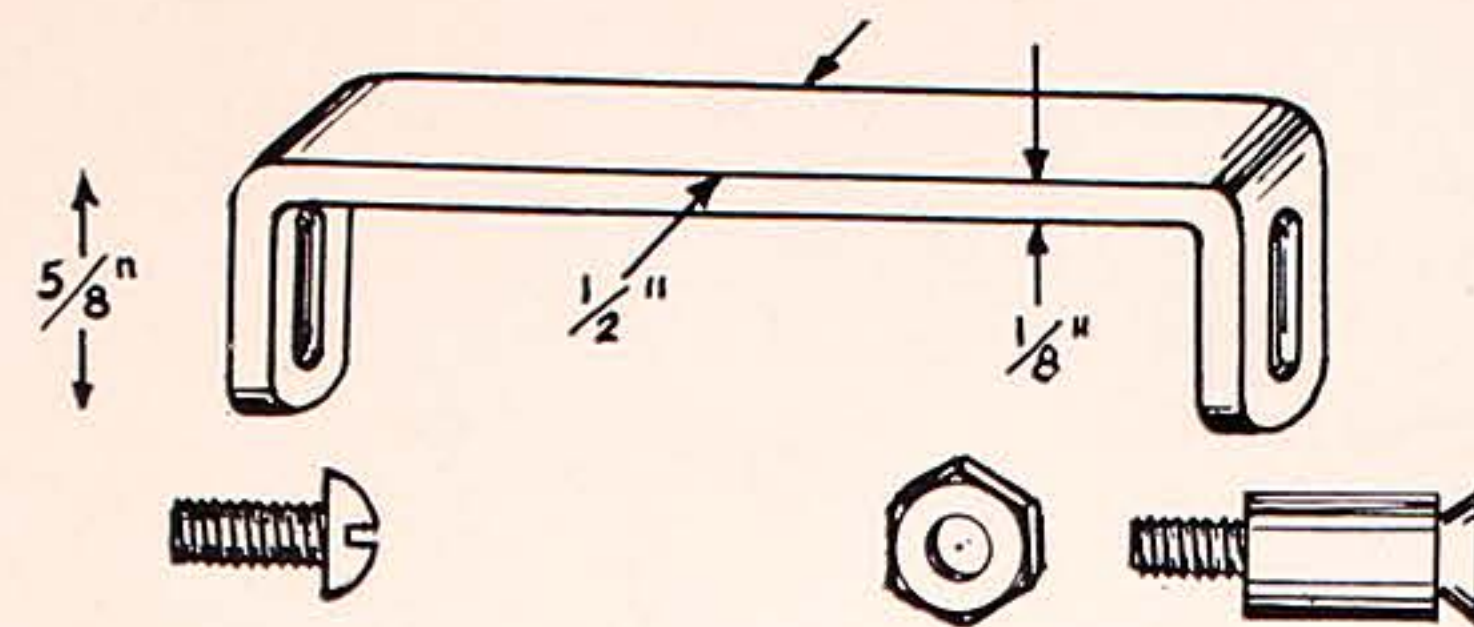
TYPE PM-6

Projected Mounting to Masonry.

Attach extension irons (A) to backs of letters. In corresponding positions, drill $\frac{3}{8}$ " diameter holes $\frac{3}{4}$ " deep into masonry and set expansion bolts (B). Place letter with attached extension irons over projecting studs of expansion bolts and fasten with nut (C).



EXTENSION IRONS



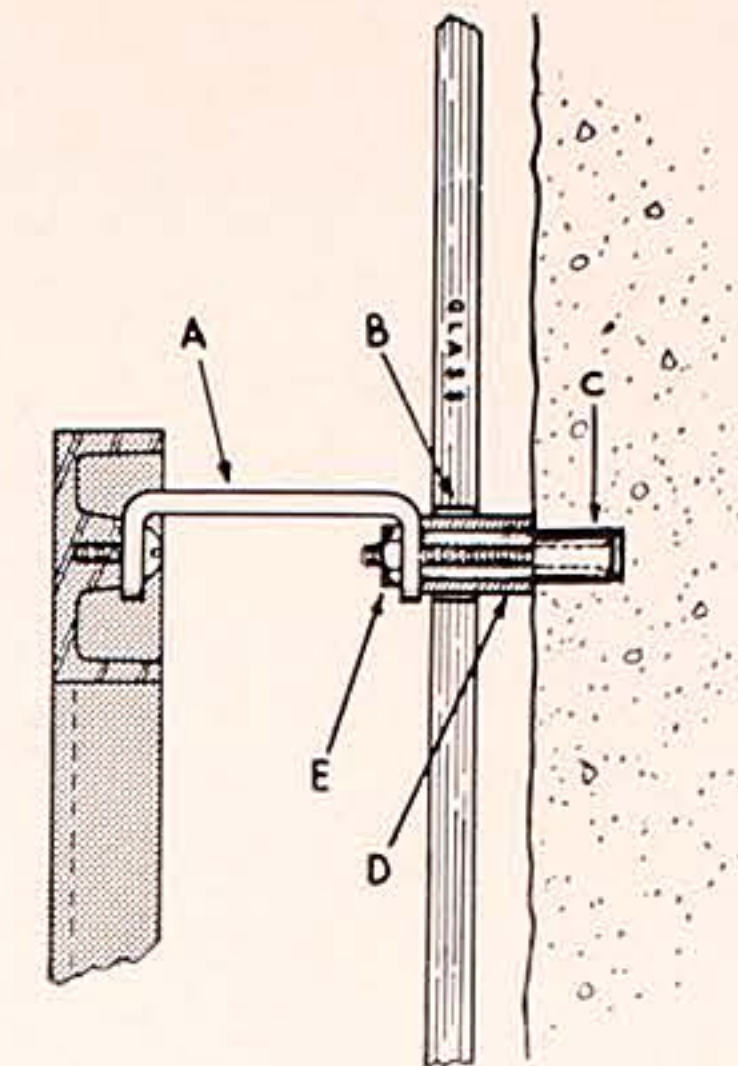
Close-up of stock extension iron. Note elongated holes at ends which permit adjustment and alignment when installing letters. Extension irons are carried in brass, cadmium plated, in sizes of 1", 1 1/2", 2", 2 1/2", 3", and in steel, cadmium plated, in sizes of 4", 5", 6". Expansion bolts for anchoring into background and round head brass machine screws for attaching irons to letters also can be furnished if desired.

TYPE PM-7

Projected Mounting to Structural Glass.

Attach extension irons (A) to backs of letters. Drill $\frac{1}{2}$ " diameter holes at corresponding positions in glass (B) and $\frac{3}{8}$ " diameter holes $\frac{3}{4}$ " deep in masonry into which expansion bolts (C) are set.

To prevent pressure against glass, place aluminum sleeves of sufficient length so that when forced against masonry they will project slightly beyond the face of glass. Place letter with attached extension irons over projecting studs of expansion bolts and fasten with nut (E). It is advisable that holes in glass be drilled at the factory, and that holes in masonry be drilled before glass is set.



drilled at the factory, and that holes in masonry be drilled before glass is set.

TEMPLETS

It is important that holes in the background be drilled in exactly the positions which will correspond with those of the studs projecting from the backs of the letters.

For this reason it is advisable to make a templet indicating the positions in which these holes are to be drilled.

The first step in making the templet is to lay out the letters on a piece of heavy paper of the proper length. The letters are then carefully and properly spaced and an outline is made around the letters with pencil. Studs are then installed into the backs of the letters and the letters are placed carefully over the pencil outlines.

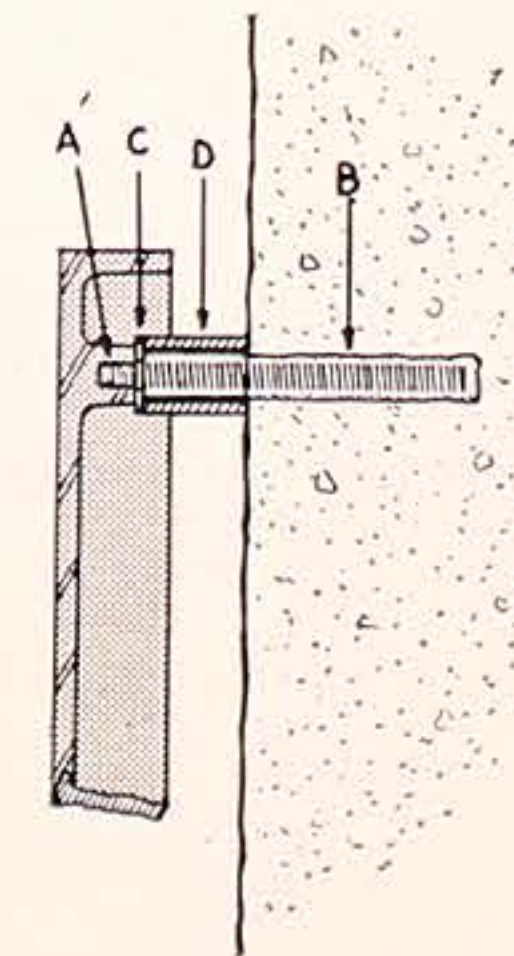
The position of the studs is then marked on the paper with pencil, or the letter is pressed down so that the studs leave an impression in the paper. These marks or impressions then indicate the exact spots in which the holes are to be drilled in the background.

The paper templet is taken to the job, placed in its proper position on the background, and the holes are drilled.

If desired, we can furnish a templet with the letters at a small additional charge.

TYPE PM-8

Projected Mounting to Masonry.



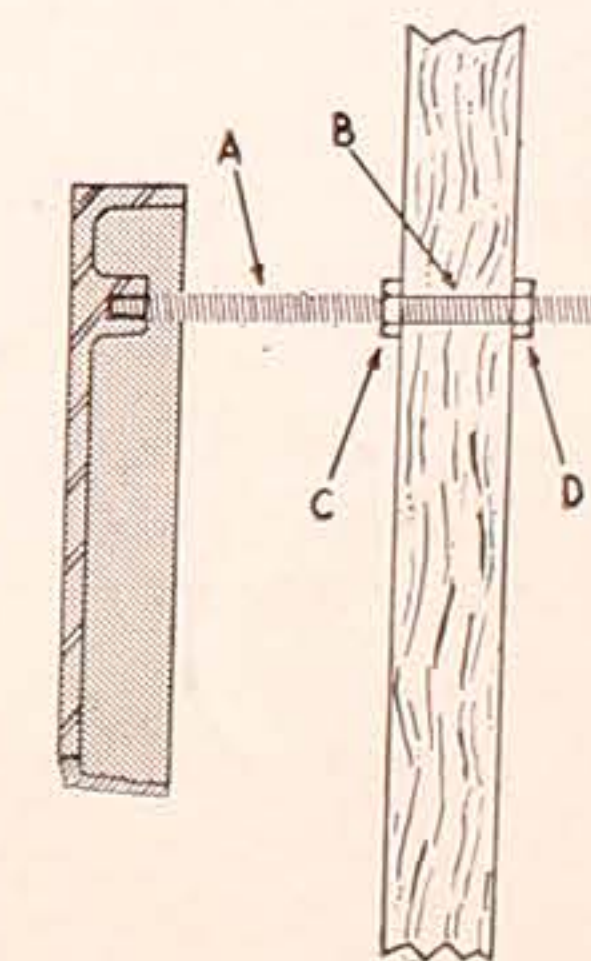
Install studs (A) into tapped lugs on backs of letters. In corresponding positions drill $\frac{3}{8}$ " diameter holes (B) 2" deep into masonry and fill with No. 1 Smooth-on cement.

Place washer (C) and aluminum sleeves (D) of desired length over studs.

Press letter with projecting studs into cement-filled holes.

TYPE PM-9

Projected Mounting to Backgrounds Accessible From the Back.



Install brass studs (A) in tapped lugs on backs of letters. Drill holes (B) in corresponding positions into background. Adjust nut (C) to desired position governing projection of letter. Insert studs (A) into holes (B) and fasten with nut (D).

desired position governing projection of letter. Insert studs (A) into holes (B) and fasten with nut (D).

RAISED METAL LETTERS FOR TRUCKS

The advertising message on your truck panels "gets around" throughout the entire community, and consequently the truck panel is one of the most valuable of advertising spaces. The truck panel is, in fact, a travelling bulletin, carrying its message wherever it goes. To make this space even more valuable—to utilize it to the greatest advantage—we recommend the use of RAISED LETTERS.

Raised Letters Are Attention-Compelling

Raised letter signs "Stand out." They are more easily, more quickly read; they can, in fact, be read at a glance. They COMPEL attention! The message in raised letters is read FIRST, and remembered LONGEST.

Raised Letters Are Modern

Glance over the next few pages. See the modern types of trucks on which raised letter signs are used! For the modern truck, use the modern sign—the raised letter sign.

Raised Letters Are Distinctive

A raised letter sign sets your truck apart—personalizes and individualizes it. Such a sign gives the stock car a smart, custom-built appearance. Very often, a simple raised letter sign is more effective than the most elaborate flat painted sign.

Raised Letter Signs Are Permanent

There is no limit to the life of raised letters. If they are kept clean and are polished occasionally, they will always look as bright and new as on the day they were applied. A painted sign requires re-painting; a raised letter sign lasts indefinitely. The operator of a fleet of over 100 trucks, on which raised letter signs are used, reports that some of his original sets of letters have been installed on as many as five different trucks.

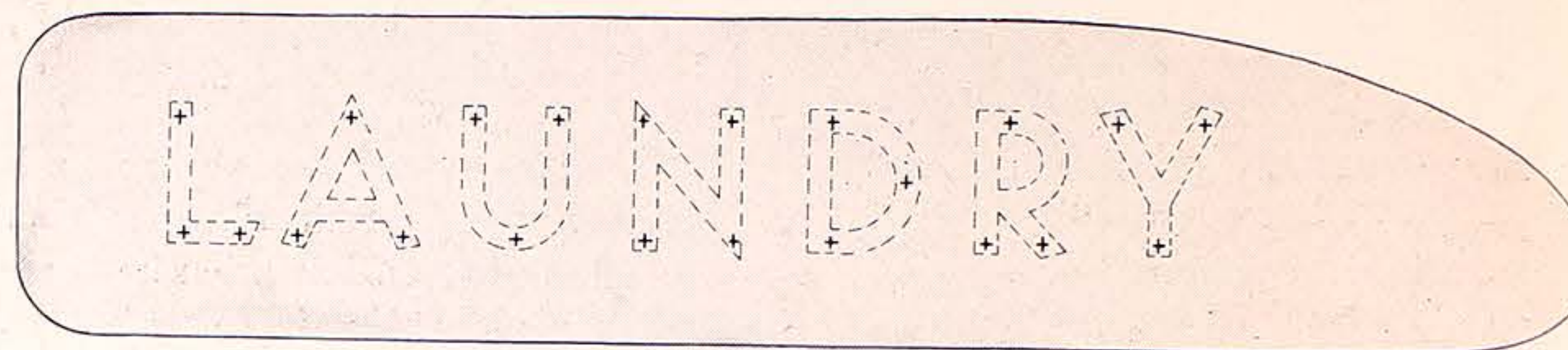
Raised Letters Are Economical

For all these reasons, raised letters are economical. They will outlive painted signs three to one, and they can be transferred from truck to truck. They give the advertiser the most effective sign possible—and at low cost.

Spanjer individuality of design and perfection of workmanship are available to the truck operator who wants to take advantage of the prestige and dignity that raised metal letters add to a smart-looking truck. "Perfection of Workmanship" is important, for truck letters are frequently subject to "close-up" scrutiny.

LETTERS ARE EASY TO INSTALL

Attaching individual metal letters to a truck panel is an easy task when an accurate templet is used. In preparing the templet a piece of heavy paper is placed against the truck panel and a rubbing of the shape of the panel is made. This shape may be cut out, the letters properly spaced out, and the outlines of the letters marked on it.



Typical paper templet



Studs are then placed in the lugs on the backs of the letters as shown in the illustration at the left; the letter is placed over the outlines on the templet, and the holes are marked in the manner described on the preceding page. The templet is then placed in position on the truck, and holes are drilled through the panel in the positions indicated. The studs projecting from the backs of the letters are then passed through the holes in the panel and the letters are fastened with lock washers and nuts from the inside, as shown in the illustration at right.



The above method is applicable to most commercially constructed truck panels. For custom made or insulated bodies, our experience in developing practical installation methods is at your disposal.

Fasteners and templets as described above can be furnished with the letters at a small cost. A rough sketch showing size and shape of panel and approximate layout of letters should be sent to us with the order.



Small letters can be cast or cut attached to a strip as shown.

Fastening letters of this type requires fewer holes in the panel. Special logotype style letters can be cut-out in this manner, making casting patterns unnecessary.



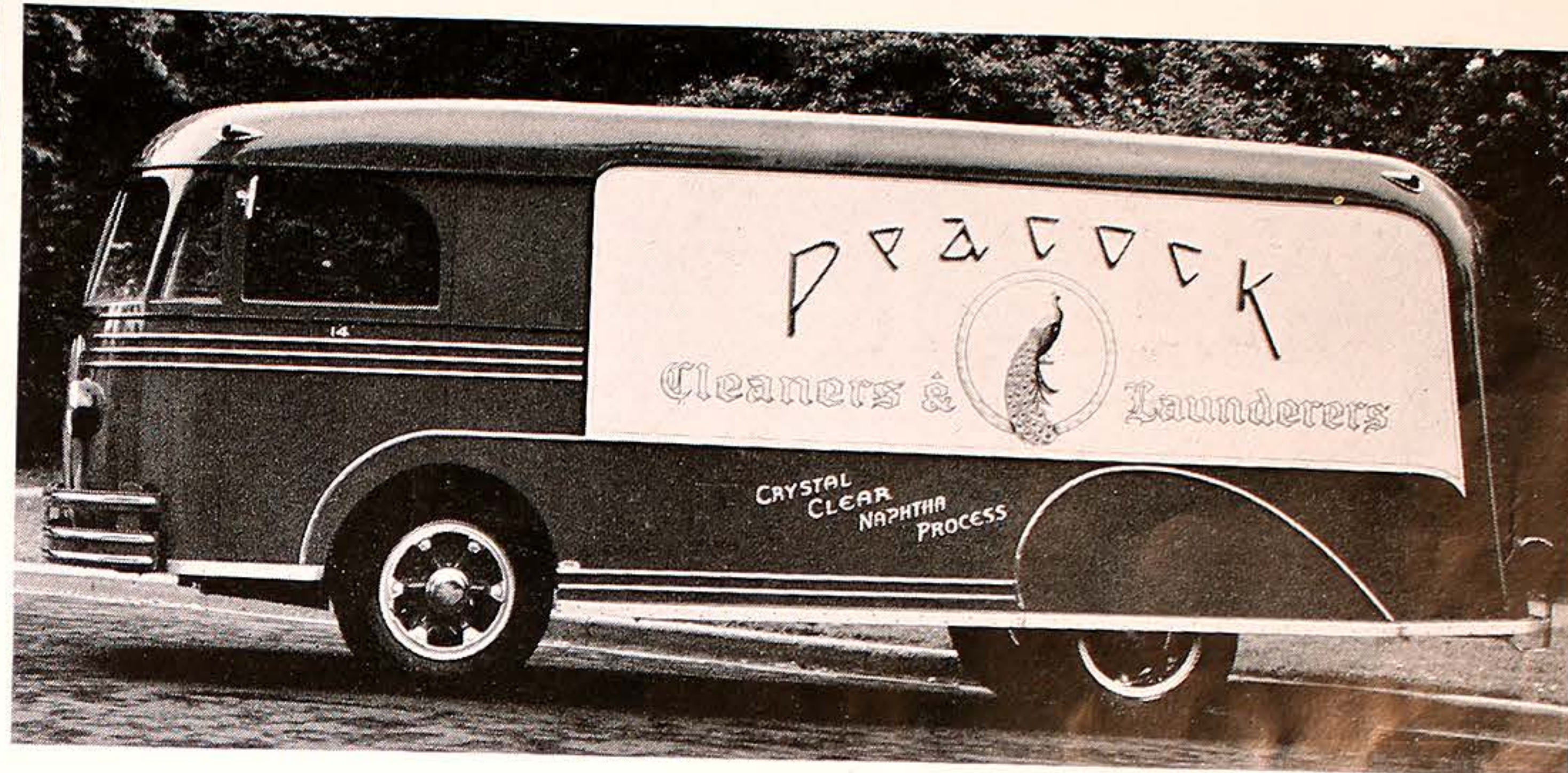
When individual turn to raised chrome plated.



METAL LETTERS MAKE EFFECTIVE TRUCK SIGNS



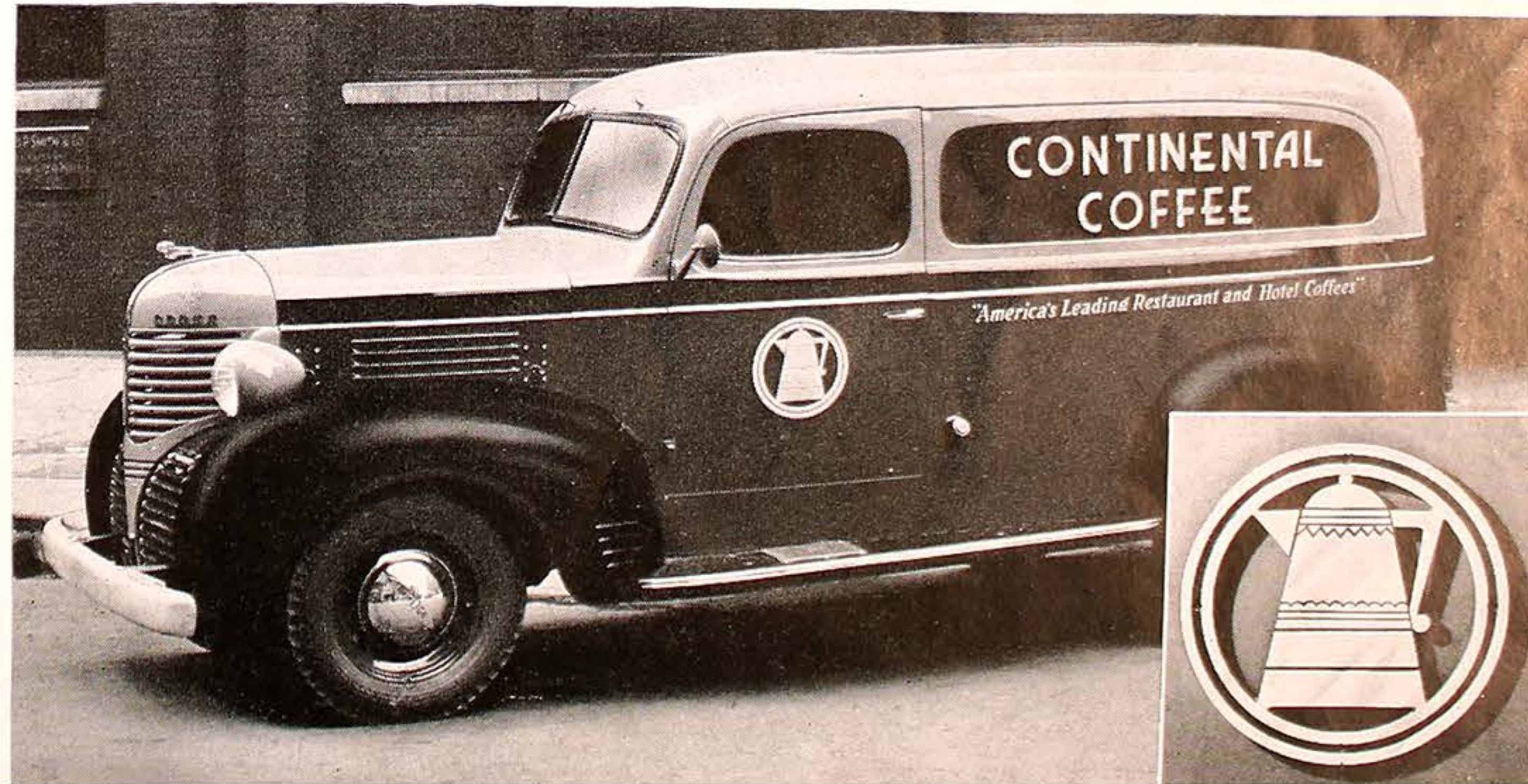
Emblems of cast aluminum make distinctive and lasting identifications for the trucks of progressive advertisers.



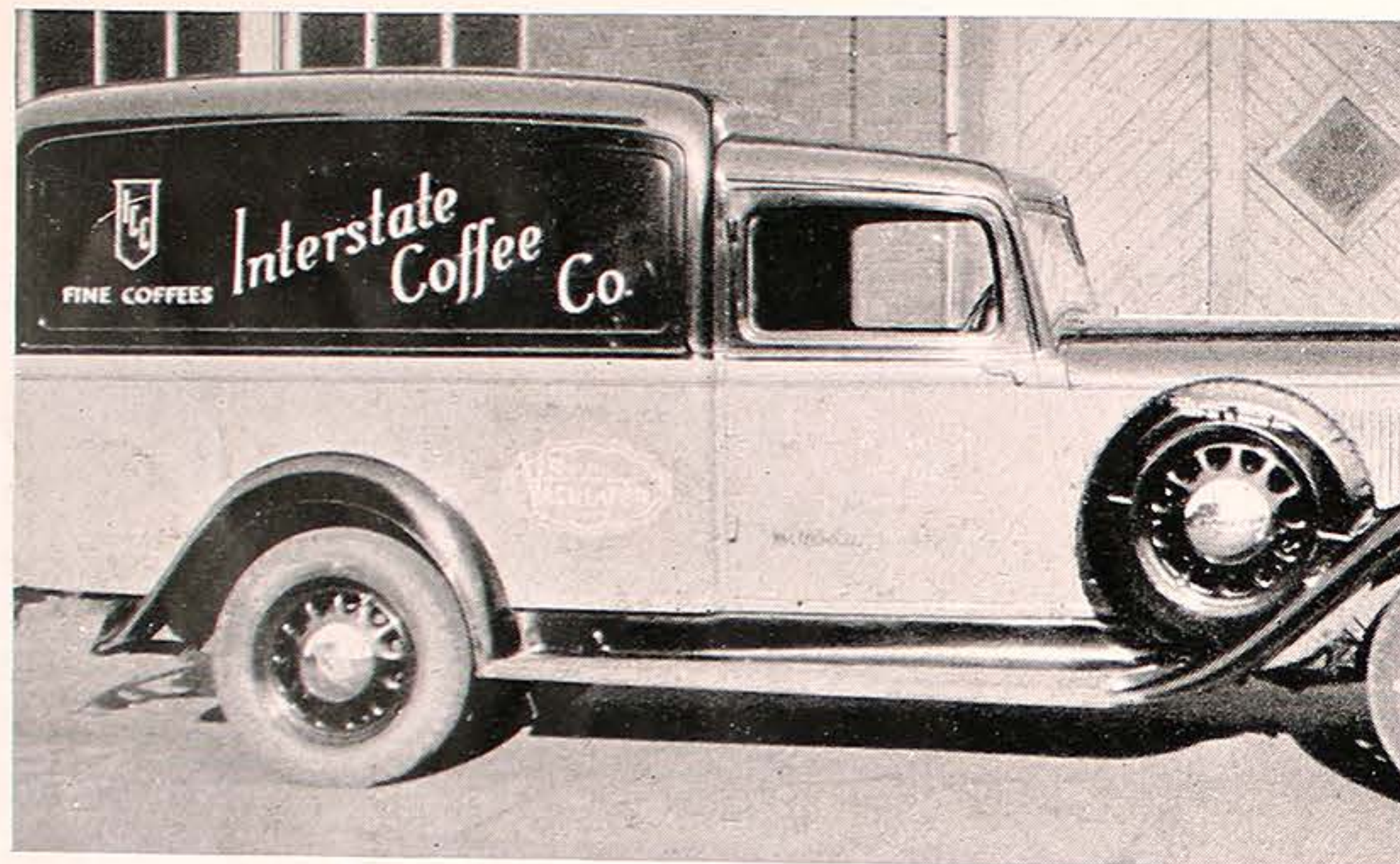
Round face chrome plated bronze letters enhance the beauty of this modern streamlined truck body.

When individuality and distinctiveness are desired, truck operators turn to raised metal letter signs. The letters shown are cast bronze, chrome plated, in Brown's individual logotype style.

More than 100 Continental trucks are equipped with Spanjer polished face cast aluminum letters and emblems. Many of the original sets have been re-installed on as many as five new units, proving the economy of this modern truck panel advertising.



SPANJER LETTERS FOR ALL TYPES OF TRUCKS

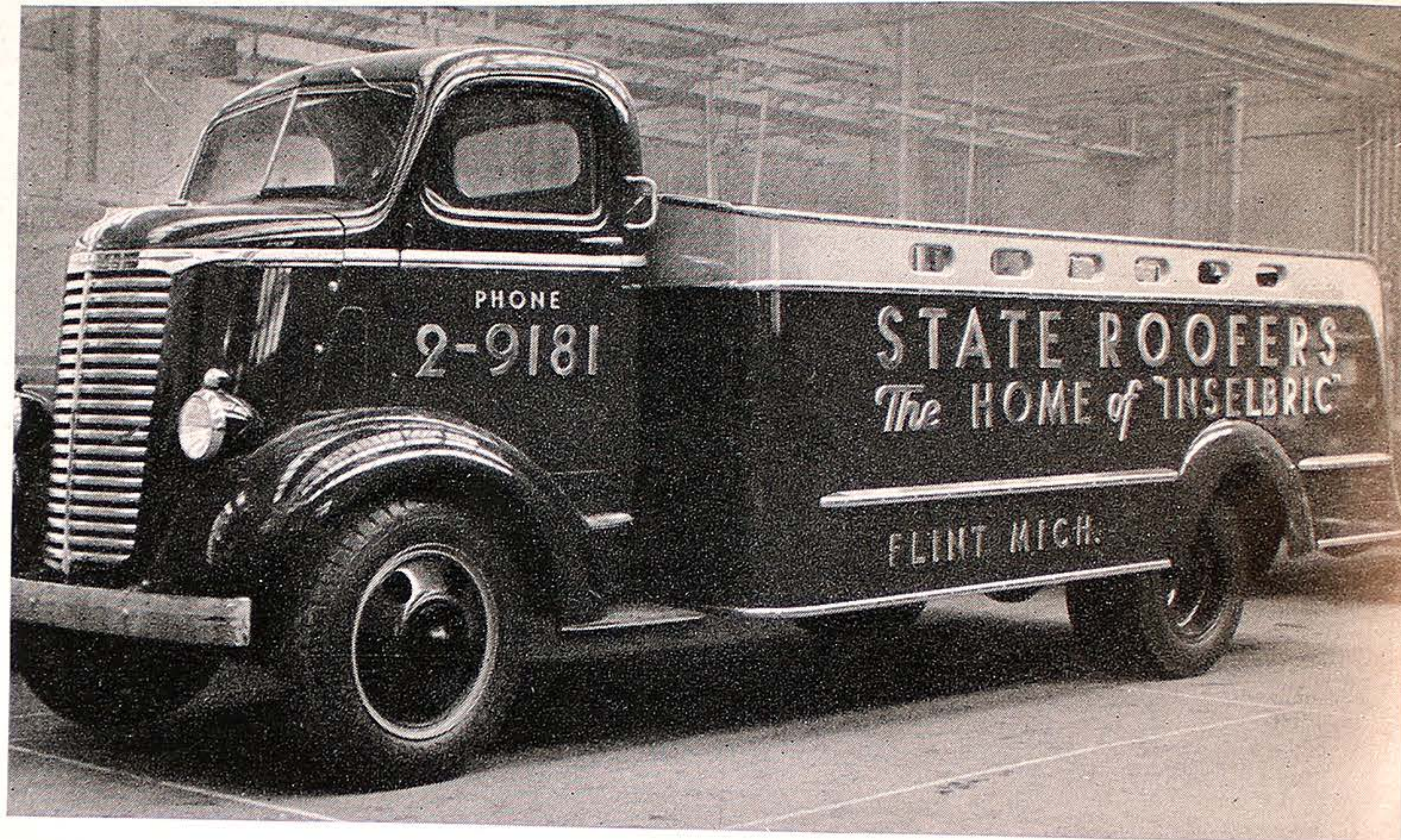


Round faced polished aluminum letters and special monograms add "punch" to truck identifications.

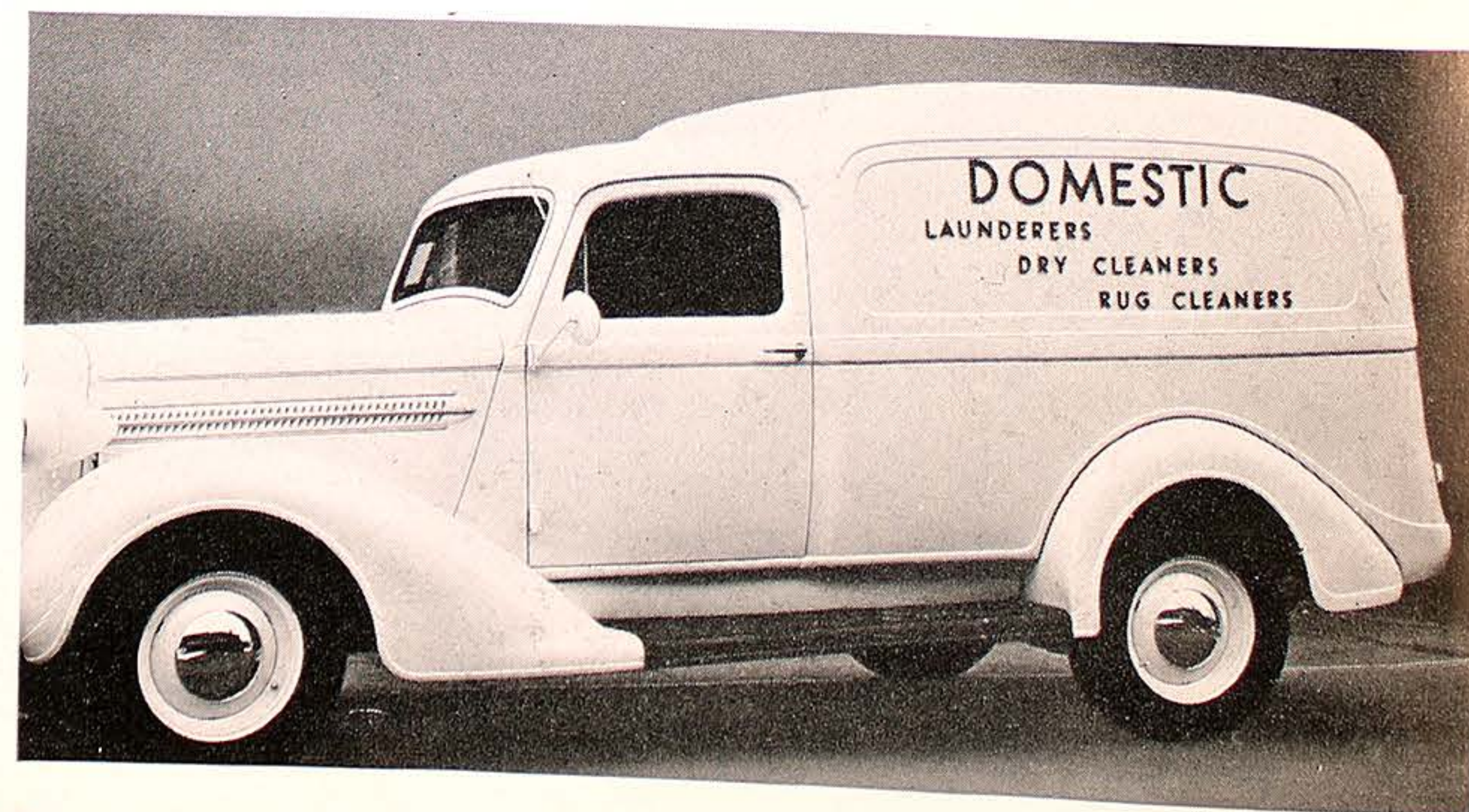
All the trucks of the Wright Coal fleet are equipped with raised metal letters. Twelve inch cast bronze letters are here shown mounted to trim, clean, aluminum body of this fifteen ton heavy duty giant.



PAGE 76



Spanjer cast aluminum letter signs make this modern streamlined heavy duty truck an attention-compelling traveling advertisement for "State Roofers." White, clean, and spotless is this truck; modern, clear-cut, and effective are its signs. Individual cast bronze letters, No. 101 Kabel style, are used.



Attention-compelling round faced especially-built true effectiveness of use of RAISED

Special design, letters make the



METAL LETTER SIGNS ATTRACT ATTENTION



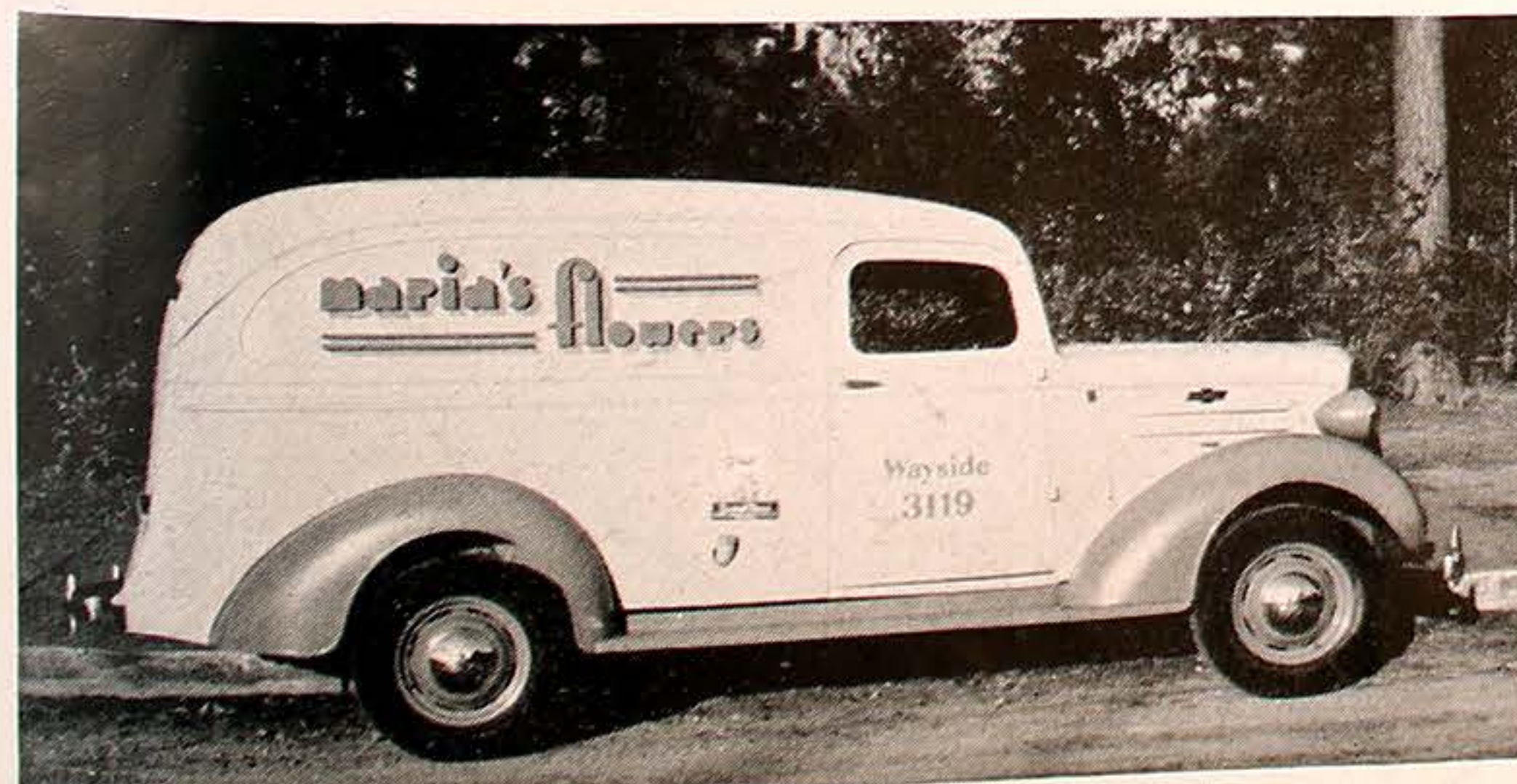
△ Triangle Coffee truck uses 6" polished aluminum Spanjer Kabel letters and special cast aluminum plaques.



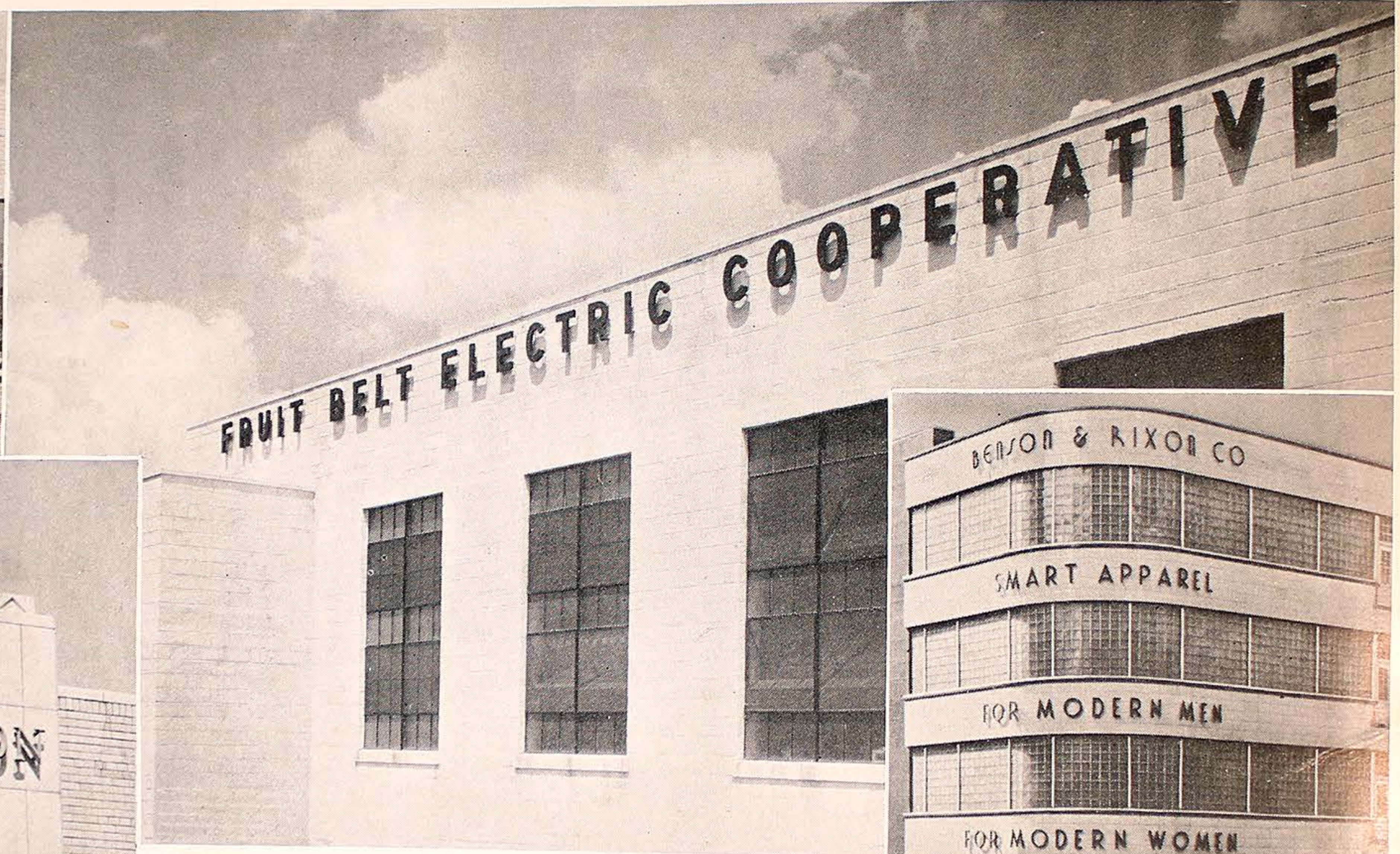
△ Special design chrome plated bronze letters mounted to bundle rack on top, effectively advertise this modern laundry.

Attention-compelling GINSBERGS letters 20" high, round faced chromium plated bronze, on this large specially-built truck, carry their message all over Iowa. The effectiveness of this message is greatly enhanced by the use of RAISED LETTERS.

Special design, synthetic enameled, cast aluminum letters make this truck truly distinctive and individual.



CAST TYMSTONE LETTERS



⌠ Courtesy, Otto Gratzol Signs, Inc.

Tymstone is a cast synthetic stone which has been used for many years in the building industry for window and door sills, copings, and spandrels; only recently have its possibilities in the field of raised letters been realized.

Tymstone is strong, light, and durable. Its weight of 72 lbs. per cubic foot is but half that of concrete and only slightly more than that of aluminum. Tymstone is remarkably weather resistant; pieces without paint or sealer have been unaffected by the weather after more than 10 years of constant exposure.

The letters are made in a natural ivory, and in an oxidized green. The material is an excellent paint base, and is treated similar to wood for painting, enamelling or gold leafing.

SPANJER BROTHERS, INC.
CHICAGO