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 carload 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 hurrlying 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 23 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.

SHIPEMENTS
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 1/4", 3/16", 1/2", 1/4", 1/2", 1/3", 1/16", 1/8", 1/16", 3/16", 1/4", 5/32", 3/16", 5/32". Letters up to 1/4" are made of kiln dried Northern white pine; thicker letters are made of California redwood. Unless otherwise specified, letters from 5/16" to 1/2" high are made 3/16" thick. Smaller letters are made proportionally 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 56 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 letters 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 a 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.
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 Spanier Bros. plant in Newark, in 1897. The picture at the upper left shows these 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 Spanier 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.

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.

Spanier Brothers Newark Plant in 1897.
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.
"5 AND 10" USES ROUND FACED WOOD LETTERS

Close-up of typical full round face 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.

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

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.
ROUND FACED LETTERS ARE MOST EFFECTIVE

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.

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.
PRISMATIC WOOD LETTERS ON MARBLE FACADE

Wood letters, finished in gold leaf, were chosen by the architect for use on this beautiful verdigris-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 stems. The large free-standing letters on the cornice are 20" high, 3 ½" thick, special Kahlil 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.

Wm. Senevic, Architect
STOCK EGYPTIAN LETTERS

CONDENSED ONCE  |  CONDENSED TWICE

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TABLE OF AVERAGE WIDTHS

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REGULAR WIDTH

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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, 1/8", thick No. 1 3/8 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 1/8", 3/32", 1/32", 1/16", 1/8", 1/8", 1/8", 1/8", 1/32", 1/32", 1/32", 1/32", in the No. 1 face contour shown, or in any of the other face contours shown on page 21.
# Stock Roman Letters

## Table of Average Widths

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## 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 3½", with the No. 1 ½" round face. The Regular width letters are carried in stock in sizes from 4" to 15"; the condensed and extended from 4½" to 12½".

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 ½", ⅝", ⅞", 1⅛", 1⅜", 1⅝", 1⅞", 2½", 3½", in the No. 1 face contour, 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 3/8 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 3/8 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 3/8 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 1/2”, 3/8”, 1/2”, 5/8”, 1 1/4”, 1 1/2”, 1 3/4”, 3/4”, 1 1/2”, 2”, 2 1/2”, 3”, 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 3/8 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 drawings furnished by the customer, or drawn by us at a small additional charge.

The various styles of letters illustrated on this page are made in thicknesses of 1/2”, 1/3”, 1/2”, 2/3”, 2 1/2”, 3” in the No. 10 round face shown, or in the other face contours shown on page 21.
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 1/8", 5/32", 1/16", 13/64", 1/32", 1/64", 25/64", 3/32", in the No. 1, 2/3 round 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.

EXTENDED REGULAR CONDENSED ONCE CONDENSED TWICE

CATALOG 41 SPANIER BROTHERS Guide TO BETTER SIGNS PAGE 15
**LOWER CASE • TEXT STYLE • OLD ENGLISH**

**Lower Case Roman**

**Lower Case Egyptian**

**Text Style Lettering**

**536 Old English 536**

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.

These letters are made in thicknesses of $\frac{1}{2}''$, $\frac{5}{8}''$, $\frac{1}{2}''$, $\frac{3}{8}''$, $\frac{3}{16}''$, $\frac{1}{16}''$, $\frac{5}{64}''$, $\frac{3}{32}''$, $\frac{5}{64}''$, in the 2/3 round 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.
SCRIPT LETTERS FOR DISTINCTIVE SIGNS

The Even Stroke Script

On Slant or Straight

263 Modern Stub 263

Trafton Script

Letters illustrated on this page are made in thicknesses of \( \frac{1}{4} \), \( \frac{3}{8} \), \( \frac{1}{2} \), \( \frac{5}{8} \), \( \frac{3}{4} \), \( 1 \), \( 1 \frac{1}{8} \), \( 1 \frac{1}{4} \), \( 1 \frac{1}{2} \), \( 2 \), \( 3 \frac{1}{2} \), 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.

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FRENCH ROMAN

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.

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

2 RUSTIC LETTERS

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.
EFFECTIVE SIGNS MADE WITH STOCK LETTERS

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 ½ 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 ½ 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 ½ 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 34.

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

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 21/4” thick in the standard 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.

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 trade-mark are 13/16” thick with standard 2/3 round faces and are applied to 3/8” wood panels. The flat faced letters reading EUCLID and DRUGS are 18” high and 28” thick. The balance are 7” high and 13/16” thick.

Courtesy Electrical Products Consolidated

Courtesy Suburban, Inc.
LETTERS FOR PERMANENT OR TEMPORARY SIGNS

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 23/4" 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.

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—in 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.
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.

By reproducing logotypes or trademarks 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 3' high; all are 3/4" thick. For added effectiveness as a day and night sign, the letters are protected away from the indirectly illuminated panel by means of extension rods described on page 27.
WOOD LETTERS FOR MODERN STORE FRONTS

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 he 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.
PAINTING 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 gild 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
Flash mounting to backgrounds accessible from the back.
Depending on the size of the letters, holes in backgrounds should be drilled $\frac{1}{8}$ to $\frac{3}{16}$ 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
Flash 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 $\frac{3}{8}$" long No. 6 brass screws (C). Drilling screw holes in edges of letters will prevent splitting.

TYPE FW-3
Flash mounting to wood backgrounds. Drive 1", or for larger letters 1½" long, No. 18 brads or finishing nails into lower edge of letter at 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 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
Flash mounting to structural glass. Install brass studs (B) into backs of letters. Drill $\frac{3}{4}$" diameter holes at corresponding positions in glass (A) and $\frac{3}{8}$" diameter holes approximately 2" deep in masonry (C). Fill press stud with projecting studs into place. Holes in masonry, closed 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 the glass is set.

TYPE FW-6
Flash 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 stud projecting from backs of letters into cement-titled holes. Studs can be purchased separately or can be furnished installed in the letters for a small additional cost.
FASTENING METHODS FOR WOOD LETTERS

TYPE PW-7
Projected Mounting for Backgrounds Accessible from the Back.

- Install brass studs (A) into back of letter.
- 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 PW-8
Projected Mounting to Backgrounds.

- Attach extension PIs (A) to backs of letters with No. 8 round head brass wood screws.
- In corresponding positions, drill 1/4" diameter holes 3/4" deep into masonry and set expansion bolts (B).
- Place letter with attached extension iron 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 PW-9
Projected Mounting to Structural Glass.

- Attach extension PIs (A) to backs of letters with No. 8 round head brass wood screws. Drill 1/2" diameter holes at corresponding positions in glass (B) and 3/4" diameter holes 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 iron 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 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 CW-11
Horizontal Metal Channel Mounting to Masonry.

- After they have been well painted, 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 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 PIs carried in stock in sizes of 1", 11/2", 2", 21/2", 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.
KABEL DESIGN

THE HUXLEY GOTHIC

RIBBON STYLE

EXOTIC DESIGN

The letters illustrated on this page are made in thicknesses of 3/4", 5/8", 7/8", 1", 7/16", 11/16", 11/8", 1 1/8", 1 1/4", 2 1/4", 3 1/8", 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.

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

<table>
<thead>
<tr>
<th>HEIGHT</th>
<th>WIDTH</th>
<th>THICKNESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 1/2&quot;</td>
<td>1&quot;</td>
<td>5/16&quot;</td>
</tr>
<tr>
<td>2&quot;</td>
<td>1 1/2&quot;</td>
<td>1/2&quot;</td>
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<tr>
<td>3&quot;</td>
<td>2 1/2&quot;</td>
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<td>3 1/2&quot;</td>
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<td>4 1/2&quot;</td>
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<td>10&quot;</td>
<td>7 1/2&quot;</td>
<td>11/32&quot;</td>
</tr>
<tr>
<td>12&quot;</td>
<td>8 1/2&quot;</td>
<td>11/32&quot;</td>
</tr>
</tbody>
</table>

Letters shown on this page are made from stock patterns in sizes from 1 1/2" to 24", larger letters can be made from full sized drawings furnished by customer, or drawn by us at a slight additional charge.
MODERN FLAT FACED WOOD LETTER STYLES

THE EDEN DESIGN

BARNUM STYLE

BROADWAY

MODERNE

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 1/2", 3/8", 1/2", 5/8", 3/4", 11/4", 1 1/4", 3/2", and 3 1/2", 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

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.

The letters illustrated on this page are made in thicknesses of 3/4", 7/8", 1", 1 1/2", 1 3/4", 1 5/8", 1 7/8", 2" and 2 1/4", in the No. 4 flat face shown, or in any of the other face contours shown on page 21.

When ordering, please mention Catalog No.: give page number, size, style, thickness of letters, also size and type of background to which they are to be mounted.
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.
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. 4—Feldman & Carne Shoe Shop, Koenigsberg & Weisfeld, Architects.
No. 5—Zion's Cooperative Mercantile Institute, Salt Lake City, Utah, C. E. Swanson & Associates, Designers.
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 Huskey 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. 2 and 3—C. E. Swanson & Associates, Designers.
Nos. 1 and 4—Sebel & Drielsma, Architects.
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. J. du Pont de Nemours & Co. Retail Paint Store, Canton, Ohio.
No. 3—Sears, Roebuck Co. Retail Store, Buffalo, N. Y.
No. 5—W. T. Grant Co., Buffalo, N. Y. Alfred S. Arrschauer, Architect,
Raymond Loewy, Industrial Designer, Ezra Stoller, Photographer.
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

CLOTHES

20" BROADWAY STYLE

SHOES

LEONARD

REFRIGERATORS

SLANTED FACE BROADWAY STYLE

CLOTHING

TAVERN

RIBBON STYLE

EXOTIC STYLE

Chromaloid faced letters are made of plywood to which a 30/100 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 faced letters are made in sizes from 1½" to 2½" 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.
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 phosphorites. . . . Cutlon 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.
WOOD LETTERS FOR INTERIOR DISPLAYS

BASE MOUNTING

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.

STRIP LETTERS

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

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.

HATS

COATS

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.

PAGE 38 SPANIER BROTHERS Guide TO BETTER SIGNS CATALOG 42
ROUND FACED LETTERS


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.

SHADOW LETTERS

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

The unretouched photographs show day and night views of roadway bulletins employing Scotchlite letters. Scotchlite letters can be furnished in 1/8" or 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 3/4" to 3 1/4".
RAISED WOOD LETTERS FOR OUTDOOR DISPLAYS

The most attractive bulletins you see—those that catch the eye in passing and can be read at a glance—are usually made with raised wood letters.

On the following pages are illustrated several modern bulletins using raised wood letters.

At night, when all other signs are dark, the name of the Brown Hotel stands out alone—catching the eye of every motorist entering town. The reflector buttons attract attention by night—the raised letters by day. Certain 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 1¼" 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 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, 1¼" 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. Robbark Co. Raised wood letters studded with reflector buttons assure the bank of 24-hour-a-day service from this sign.

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.
RAISED LETTERS—EFFECTIVE DAY AND NIGHT

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 5’6” high; the lower case are 3’9”. The letters “of Chicago” are 3’0” and 2’4”. All are 1’4” 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

BUILDING WITH CHICAGO SINCE 1863
The First National Bank of Chicago
DEARBORN, MONROE AND CLARK STREETS

Located on a landscaped plot of ground on Chicago's famous Michigan Ave., this beautiful modern display maintains a daily average circulation of over 100,000. 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 gilt leafed wood letters 30", 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.

FIRST NATIONAL BANK & TRUST COMPANY
of Tulsa

Every letter on this beautiful bulletin is made of wood—from the 6" letter "FIRST" to the 7" letter "Member." Notice how they STAND OUT! The large letters are 1%" 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.

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.

CATALOG 41  SPANJER BROTHERS  Guide TO BETTER SIGNS  PAGE 45
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 bulletins for BERGNER’S in 24” raised wood letters. Certainly this is a much better job than raised wood letters.
RAISED LETTER DISPLAYS COMMAND ATTENTION

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 bulletin!

Eight of these billboards 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.

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 beveled 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 outfits have found miniature bulletin boards a valuable aid in presenting sketches to their clients.

Miniature bulletin boards can be finished in the same colors as your regular signs. Homemade signs can be made to match any special color of the design from your own blueprints.

Poster panels (No. 4) are carried in stock in 10½” x 23½” size.
MINIATURE BULLETINS FOR SALES PROMOTION

RAISED LETTERS
MAKE THE MOST ATTRACTIVE
BULLETIN BOARDS
SPANJER BROS.
Chicago
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 to order in any special design from your own blueprints.

Poster panels (No. 4) are carried in stock in 16½” 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

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 $\frac{3}{4}'' \times 2''$ 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, 2½" or 2" mesh is sometimes used.

SIGN BOARDS

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 16"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.
SPANJER SIGN BOARD CONSTRUCTION

WHITE PINE SIGN BOARDS

GROUNDS

1. No. 9 wire, 3" mesh, and smaller signs, 2½" or 2" mesh is

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Metal Covered Wood Moulding Frames

On the opposite page are illustrated several types of metal covered 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 1/2" and 3/4" sizes for use on smaller frames. The 1 1/2" and 1 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 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 1/4" plate or 3/8" 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.

HOW TO DETERMINE GLASS SIZE

All frames are made with a 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 1/2" to each dimension.

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

◊ 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 in wood,
Metal Covered Wood Moulding Frame Construction

1. Open Back
2. Solid Back
3. Cross Sections
4. End View
5. Actual Size

Glass Size

Glass size is in which the glass is set. The actual size of the frame is known by adding &frac12;" to each dimension. The &frac1" moulding, the inside measurement, gives the exact size of the glass with the frames.

Swing Signs

These are made according to the advertised size of the signs illustrated merely to indicate signs which can be produced.
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.

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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 requirements.

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 1/8" and as large as 18 feet.
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 blueprints, or if desired, we can furnish the individual letters only, to be attached to forms at the job.
W O O D  P A T T E R N S  F O R  M E T A L  C A S T I N G S

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.

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

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.
METAL LETTERS

- ALUMINUM
- ALUMILITE
- BRONZE
- BRASS
- CHROME
- PORCELAIN
- STAINLESS STEEL
- TERNEPLATE
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
organization which produces them. When metal letters are specified for a modern store
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 facili-
ties 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 ordi-
nary 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 abso-
lutely 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 appear-
ance—insist that the letters be SPANJER MADE.

ALLOYS AND FINISHES

No. 12 ALLOY ALUMINUM SANDBLAST FINISH—No. 12 Aluminum Sand-
blasted letters are not to be used in their natural state but are intended for paint or
enameled 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, Alu-
milite letters are identical to the polished letters except that an electro-de 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, Alu-
milite 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
of an alloy composed of 85% copper, 5% lead, 5% tin and 5% zinc. The cast-
ings are filed, ground smooth and the faces polished and buffed to a high luster.
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 relaquered 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 legs on the backs to receive machine screws. The lig 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)

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PAGE 60 SPANJER BROTHERS Guide TO BETTER SIGNS CATALOG 41
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.

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

Spanjer Kabel letters are adaptable for canopy installations.
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.

Cast bronze letters applied to porcelain sign panel.

SCHAEFFER'S MARKET

BELLEVUE WOMEN'S WEAR
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.
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.
METAL LETTERS – NO. 105 RIBBON STYLE

ALUMINUM . ALUMILITE Stock pattern sizes: 2", 2¼", 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 aluminized 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, ensuring 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.

5-10-25 Cent Store J. J. NEWBERRY CO. 5-10-25 Cent Store
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 canopies. Fasteners used were those shown on Page 70, type FM-3. Spanier 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 Spanier brass extension brackets.

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 patterns 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 faceted 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 anodized finishes; bronze and brass for polished, satin, oxidized or chrome finishes; and of cast iron for painted or porcelain enamelled finishes.

FASTENING METHODS

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 fastening facilities is a part of Spanjer Brothers service.

Letterns 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 aluminum and satin finish bronze or brass, with a 1/4” or 1/8” 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.

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.
LETTERS IN SPECIAL DESIGNS—CAST AND FABRICATED

Special ribbon type letters on the Spanjer Building. Letters are 15" high, formed from 1/4 x 3" 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 56" high were used on Bond signs in Memphis. Letters TWO TROUSER SUITS are cast bronze, 16" high with round face.

Rutten & Sons, Contractors
Elia, Rothchild & Co., Inc.
Designers & Engineers
MODERN METAL LETTERS—CAST OR FORMED

 бюдем красоты. Это буквы были изготовлены из 21/8" х 11/2" алюминиевой сплавной ленты. Большой буквы "S" в 6" 6" высок; остальные буквы 20" и 9".

Прожекторные буквы 36" высок, 5" глубок, с алюминиевыми краями и круглыми синтетическими эмалированными фасами, установленными на здание с помощью электропривода. Буквы 6" высок, установленные на экструдированную алюминиевую козырёк. Закрепленная внизу показывает увеличенный вид эмалированной поверхности этих букв.
METAL LETTERS BEAUTIFY MODERN BUILDINGS

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

Ribbon letters, 16" high, formed from 5/8" aluminum bar stock, and 8" cast letters grace this modern front.

An effective installation of special ribbon letters on modern storefront.

Black synthetic enameled letters mounted to glass brick.
FASTENING METHODS FOR METAL LETTERS

TYPE FM-1
Flash Mounting to Masonry

1. Install brass studs (A) into tapped lugs on backs of letters. Drill 1/2" diameter holes at corresponding positions in glass (B) and 5/8" diameter holes approximately 2" deep in masonry (C).
2. Fill holes in masonry with No. 1 Smooth-on cement and press lugs of backs of letters into cement filled holes.

TYPE FM-2
Flash Mounting to Structural Glass

1. Install brass studs (A) into tapped lugs on backs of letters. Drill 1/2" diameter holes at corresponding positions in glass (B) and 5/8" diameter holes approximately 2" deep in masonry (C).
2. Fill holes in masonry with No. 1 Smooth-on cement and press lugs 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.

1. 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

1. 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.

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, 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 purchased at a small additional cost. State type of background and tell us what type of fastener is desired.

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It is important which will come first in your order.

For this reason which comes first.

The first step in paper the paper is on a surface in the background, the background.

The position of the paper on the paper is the background, the background.

If desired, we
FASTENING METHODS FOR METAL LETTERS

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. Layout and properly space letters on bench or floor, 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 iron (A) to backs of letters. In corresponding positions, drill 3/8" diameter holes 3/4" deep into masonry and set expansion bolts (B). Place letter with attached extension iron 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. Expansion iron is carried in brass, cadmium plated, in sizes of 1", 1 1/8", 2", 2 1/4", 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 iron to letters also can be furnished if desired.

TYPE PM-7
Projected Mounting to Structural Glass.

Attach extension iron (A) to backs of letters. Drill 3/8" diameter holes at corresponding positions in glass (B) and 3/8" diameter holes 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 iron over projecting studs of expansion bolts and fasten with nut (D). It is advisable that holes in glass be 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. Stubs are then installed into the backs of the letters and the letters are placed carefully over the pencil outlines.

The position of the stubs is then marked on the paper with pencil, or the letter is pressed down so that the stubs 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 3/8" diameter holes (B) 2" deep into masonry and fill with No. 1 Smooth-on cement.

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).
RAISED METAL LETTERS FOR TRUCKS

LETTERS ARE EASY TO INSTALL

Attaching individual metal letters to a truck panel is an easy task when an accurate template is used. In preparing the template 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.

![Template Illustration]

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 repainting; 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.

Spanier 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.
METAL LETTERS MAKE EFFECTIVE TRUCK SIGNS

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

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.

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

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.

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.

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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.

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CAST TYMSTONE LETTERS

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, enameling or gold leafing.