



April
Mr. R. J. Hill
35 Manor Road
Paignton

**CHANGEABLE
SIGN SPECIALISTS**

STRANSIGN

**NEON, ELECTRIC LAMP
& OTHER TYPES**

**STRAND & INTERCHANGEABLE SIGNS, LTD.
24 & 28, Floral Street
Covent Garden, W.C.2**



STRANSIGN



FOREWORD

THE application of ELECTRIC ILLUMINATION to ADVERTISING has created the most forceful MODE in the HISTORY of PUBLICITY.

ILLUMINATED PUBLICITY consists to-day of NEON SIGN AND DISPLAY, ELECTRIC LAMP SIGNS, ELECTRIC FLOODLIGHTING, ELECTRIC WINDOW, FASCIA, or BOX SIGNS, ETC., ETC.

We are SPECIALISTS in ILLUMINATED PUBLICITY Productions.

The following are our chief manufactures :—

NEON SIGNS AND DISPLAYS. Comprising glass tubes of various diameters filled with NEON and other rare gases which by a high voltage electrical current discharge within are brilliantly but artistically illuminated in colours at low running cost. These tubes can be fashioned in any type of lettering or device.

ELECTRIC LAMP SIGNS AND ORNAMENTAL BORDERS. Comprising metal or wood backgrounds on which are mounted, in receptacles, electric lamps in outline of Lettering or Device, which may be ANIMATED by FLASHERS if required. Lettering can be made of a type to form

INTERCHANGEABLE SIGNS

enabling a change of text at any time without any appreciable addition to the original cost.

FLOODLIGHTING. Publicity for the particular PROFESSIONAL or TRADE interest involved is in the case of an artistically architected building often best served by this method of ILLUMINATED ADVERTISING, with or without lettered Signs. Our special designs of FLOOD LANTERNS described herein can be embodied in any up-to-date scheme.

ILLUMINATED BOX SIGNS, FASCIAS or INTERIOR SIGNS need no special description, but are a section of our Products, where artistry in design is a dual consideration with quality of material and workmanship in manufacture.

Illustrations and Descriptions of our Products are contained herein, but prices are not listed owing to difference of dimensions and Text of Lettering, etc., of every Sign required.

SEND US PARTICULARS OF YOUR REQUIREMENTS and we will SUBMIT SUITABLE SCHEMES WITH QUOTATIONS.



STRANSIGN





STRAND & INTERCHANGEABLE SIGNS LTD.

TELEPHONE:
TEMPLE BAR
7464

24 & 28, FLORAL STREET, COVENT GARDEN,
LONDON, W.C.2.

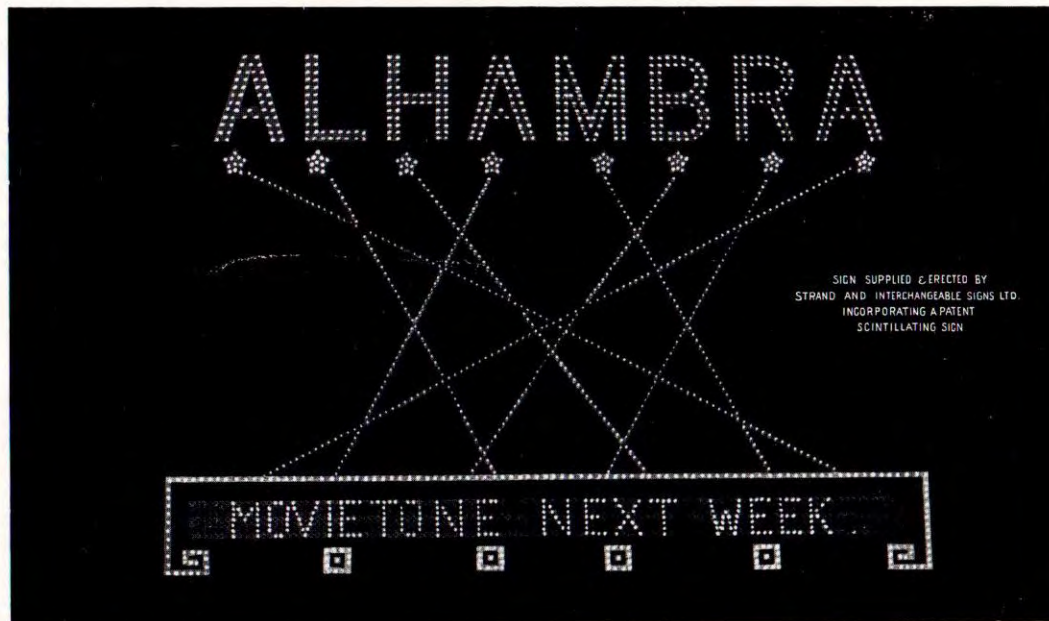
TELEGRAMS:
SINEERECTA
RAND, LONDON



ALHAMBRA THEATRE,
LEICESTER SQUARE,
LONDON.

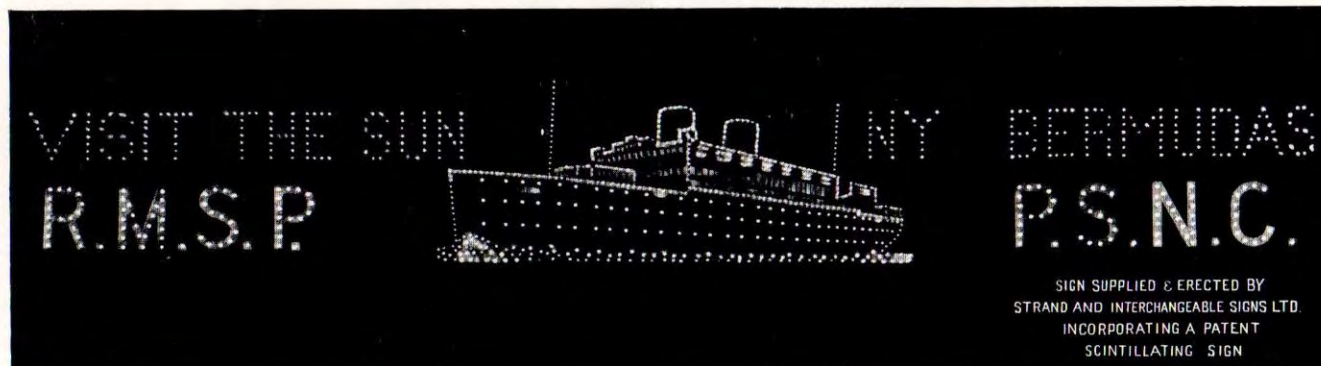
This Sign consists of a number of "comets" or fast travelling streaks of light, rising and bursting into stars, simultaneously with which the respective 6 ft. letters ALHAMBRA flash on.

In conjunction with the above a patent scintillating (running word) sign, surrounded by an illuminated artistic border, is utilized by the management to give the fullest publicity to the programmes in brilliant travelling letters of light.



ROYAL MAIL LINE,
AMERICA HOUSE,
COCKSPUR ST.,
LONDON, S.W.

The lower illustration shows a Sign consisting of a replica of the Royal Mail, M.V. "ASTURIAS," reproduced in Sign Lamps, with illuminated glazed sections, animated sea, etc. This is combined with trough lettering R.M.S.P., P.S.N.C. and a patent "Scintillating" (running word) Sign, used to broadcast slogans to attract passenger traffic for the Lines, the messages being easily read across Trafalgar Square.



ACTUAL NIGHT PHOTOS OF TWO ANIMATED "STRANSIGN" ELECTRICAL DISPLAYS.



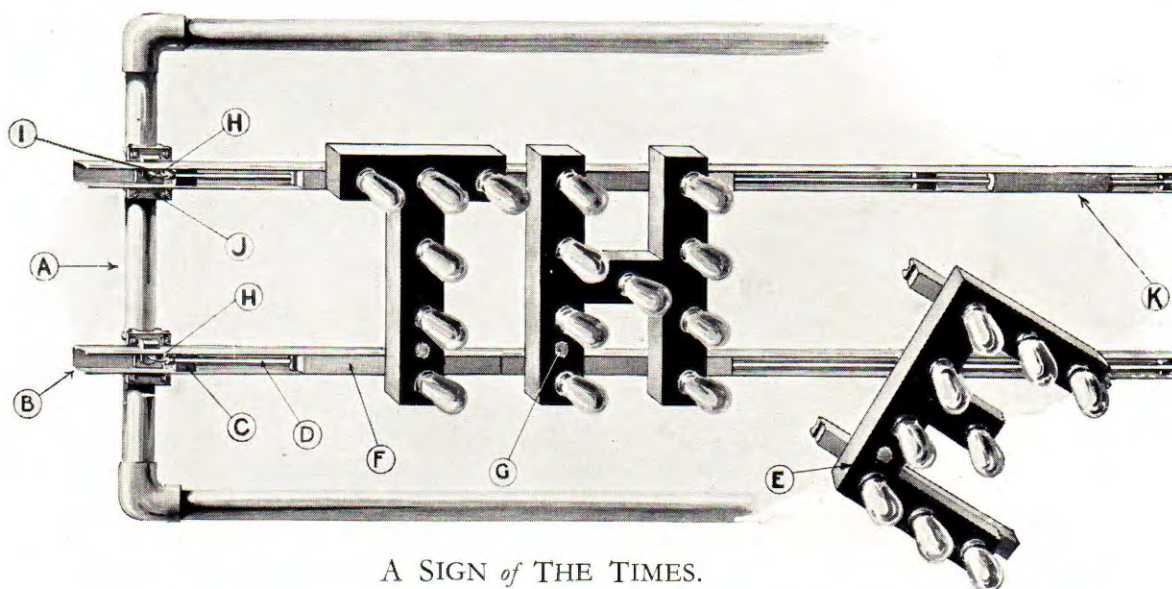
STRANSIGN



Interchangeable Electric Signs

Busbar Type

PATENT No. 218550/23



A SIGN of THE TIMES.

A.—Conduit to take main wiring, which can be fitted with tee pieces to connect conduit running to supply. **B.**—Special section steel channel containing busbar conductors. **C.**—Vitreous porcelain insulators, spaced at one foot (approx.) intervals to take busbar. **D.**—Busbar of high conductivity copper. **E.**—Showing letter out of steel channels. Note absence of any loose wires or fittings. **F.**—Interlocking bars, mounted on letters, which automatically provide correct spacing. Spring contacts to busbar fitted to the back of these. **G.**—Cartridge fuse controlling lamps in letter. **H.**—Electric cable connection to busbar. **I.**—Brass bush in conduit. **J.**—Malleable iron Clamp backplate. **K.**—Wood fillets for weather protection.

Method of Operation.—The letters are just pushed into position as needed, spacing bars (see K) being inserted where no letters are required.

Lamp Outline Letters for Theatre, Cinema or other Publicity.

The above diagrammatic illustration portrays the extreme simplicity of the INTERCHANGEABILITY of this Sign, as often as required, with inexperienced labour.

A study of the descriptive notes, given above, will show that the Fireproof, Weatherproof, and Electrical Insulation characteristics of this Sign are at a maximum.

The illustration shows a standard Wood Block letter, but Channel-section Metal, or Sign letters of any construction or type can be adapted to the INTERCHANGEABLE principle.

The INTERCHANGEABLE Electric Sign is particularly suitable for adoption by Cinemas or Theatres, where a brilliant announcement of the feature being presented can be changed as often as desired.

The cost of an INTERCHANGEABLE Electric Sign compares favourably with poster or banner displays, as in addition to being more compelling and dignified, the Interchange and Running Costs are at a Minimum.

Apply for terms—on cash or easy HIRE-PURCHASE basis.

STRAND & INTERCHANGEABLE SIGNS LTD.

TEMPLE BAR
7464 4 LINES

24&28, FLORAL STREET, COVENT GARDEN,

LONDON. W.C.2.

TELEGRAMS.
SINEERECTA
RAND LONDON



STRANSIGN



Interchangeable Electric Signs

Lamp - Outlined : Monogram Type

(SEECOL PATENT No. 230874)

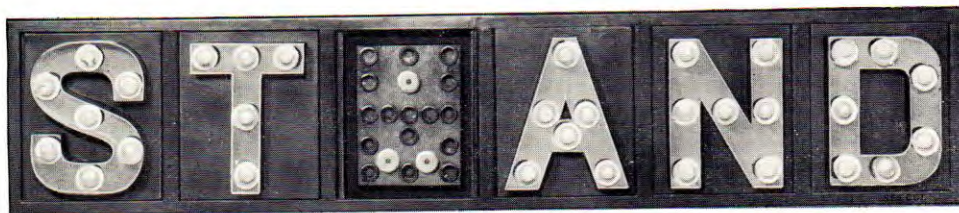
Inexpensive. Efficient.
Durable.

The illustration shows at a glance the extreme simplicity of a change of lettering.



It pays to instal an
Interchangeable
STRANSIGN

A different letter is obtained by simply sliding in another stencil.



Made in three sizes : 10", 18" and 24" high.

INTERCHANGEABLE

Signs are constructed of Lead-Coated Sheet Steel.

The lampholder groups are well insulated and protected.

Can be operated by "Speller" motor-driven Flasher if desired.

Prices and other particulars on application.

Sale or Hire Purchase.

STRAND & INTERCHANGEABLE SIGNS LTD.

TEMPLE BAR
7464 4 LINES

**24&28. FLORAL STREET, COVENT GARDEN,
LONDON. W.C.2.**

TELEGRAMS.
SINEERECTA
RAND LONDON



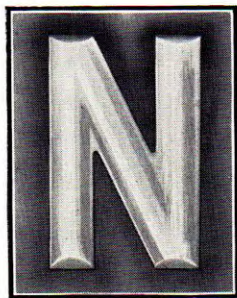
STRANSIGN



Interchangeable Translucent Letters

(MOULDED ACETATE—UNBREAKABLE)

SUITABLE FOR CANOPIES, FASCIAS, BOX SIGNS



THE "OPALOID" LETTER.

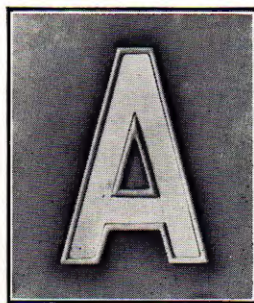
THE introduction of the new moulded acetate raised or embossed

TRANSLUCENT LETTERS

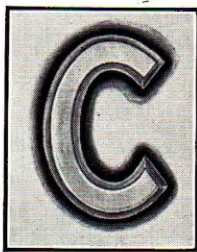
has now made Interchangeable Illuminated Signs a commercial proposition.

Letters hitherto made of glass were a source of continual irritation owing to last moment breakage, and expense of replacement.

The new Letters are unaffected by weather conditions. They are also more brilliant than glass and the colour range is a wide one.



THE "NEONOID" LETTER.



THE "HALOID" LETTER.



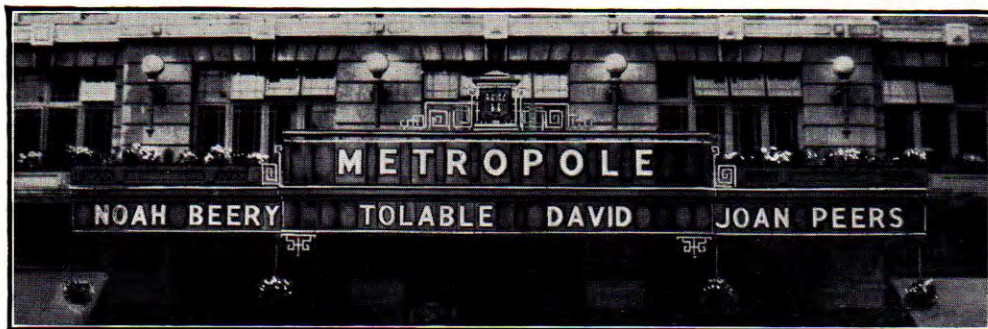
THE "OPALOID" (Fancy) LETTER.

Standard Types are :

The "OPALOID" Letter. Inexpensive. Bold Outline. Good Day Effect.

The "NEONOID" Letter. Double Outline—any Colour. A remarkable simulation of a Neon Sign at considerably less cost.

The "HALOID" Letter. An Artistic Letter having an Opaque Front and Sloping Translucent Sides, throwing a Halo effect on the background.



STRANSIGN "OPALOID" LETTERS SUPPLIED TO THE METROPOLE, DUBLIN.

STRAND & INTERCHANGEABLE SIGNS LTD.

TEMPLE BAR
7464 4 LINES

**24&28, FLORAL STREET, COVENT GARDEN,
LONDON. W.C.2.**

TELEGRAMS.
SINEERECTA
RAND LONDON



STRANSIGN



Patent Moulded Acetate Letters.

PRICE LIST.

Letter Height	Opaloid Letters only	Opaloid Letters and Stencils	Neonoid Letters only with Centres	Neonoid Letters and Stencils	Blanks	Half Blanks
3"	1/9	3/6	2/9	4/6	1/6	1/-
4"	2/3	4/6	3/3	5/6	1/6	1/-
6"	3/-	6/3	4/-	7/9	2/-	1/6
8"	4/-	8/-	5/-	9/6	2/9	2/-
9"	5/-	9/6	7/-	11/6	3/3	2/3
10"	6/-	12/-	8/-	14/-	4/-	2/6
12"	8/-	16/-	10/-	18/-	5/3	3/3
15"	12/-	23/-	14/-	25/-	6/6	4/3
18"	16/6	30/-	19/-	33/6	7/6	5/-
24"	26/-	42/-	32/-	48/-	8/6	5/6

(Small Marks and Symbols Half Letter Rate)

COLOURS :—WHITE, RED, BLUE, GREEN and YELLOW.
METAL STENCILS AND BLANKS ARE FINISHED SPRAYED
CELLULOSE BRONZE, OR ANY DESIRED COLOUR.

PRICES OF HALOID, FANCY OR SCRIPT LETTERS ON
APPLICATION. (STATING TEXT REQUIRED).

STRAND & INTERCHANGEABLE SIGNS LTD.
TEMPLE BAR 7464 4 LINES **24&28. FLORAL STREET, COVENT GARDEN,** TELEGRAMS. SINEBRECTA RAND LONDON
LONDON. W.C.2.



STRANSIGN



Electric Sign Letters

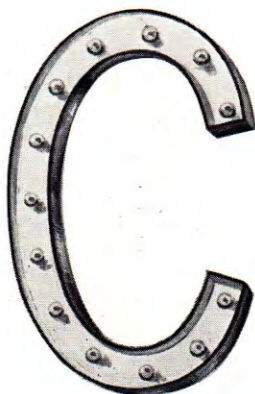
of Every Description

FITTED with E.S. or B.C. SIGN
TYPE CHINA HOLDERS
and Wired with Double
Rubber Cables with
Connections Bitumened.

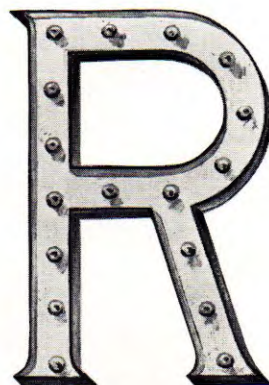
Each Letter (unless otherwise
specified) is fitted with Sheet Metal
Backing for extra protection against
weather.

All Letters fitted with either Hanging Clips
or Angle Wall Plates.

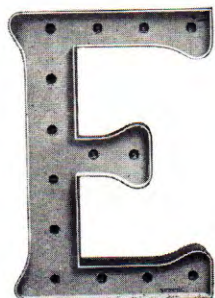
Wrot Iron Rail Frames supplied if required.



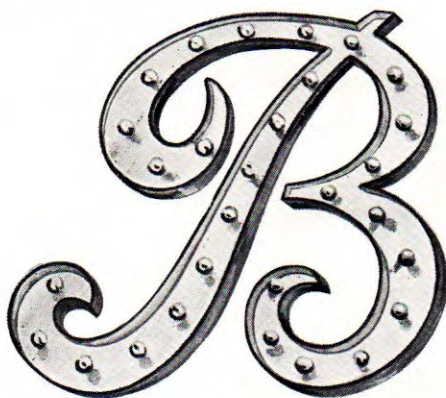
Steel Trough.
PLAIN BLOCK TYPE.



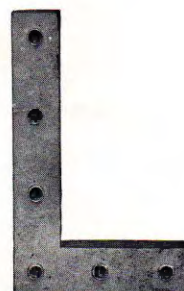
Steel Trough.
ROMAN TYPE.



Steel Trough.
BLOCK TYPE WITH
ROUND CORNERS.



Steel Trough.
SCRIPT TYPE.



Wood Letter.
PLAIN BLOCK TYPE.

*Designs and Estimates
submitted Free of Charge
for*

PERMANENT SIGNS,
EMBRACING LETTERS or FIGURES of Any Type,
EMBLEMS, TRADE MARKS, MONOGRAMS,
BORDERS, &c.

Outlined with Still or Flashing Electric Lamps.

STRAND & INTERCHANGEABLE SIGNS LTD.

TEMPLE BAR
7464 4 LINES

**24 & 28, FLORAL STREET, COVENT GARDEN,
LONDON. W.C.2.**

TELEGRAMS.
SINEER ECTA
RAND LONDON



STRANSIGN



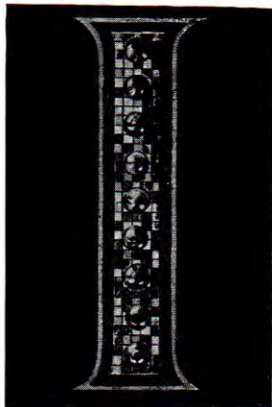
Further Types of Fancy Sign Letters and Borders

The "DAYANITE"
Letter

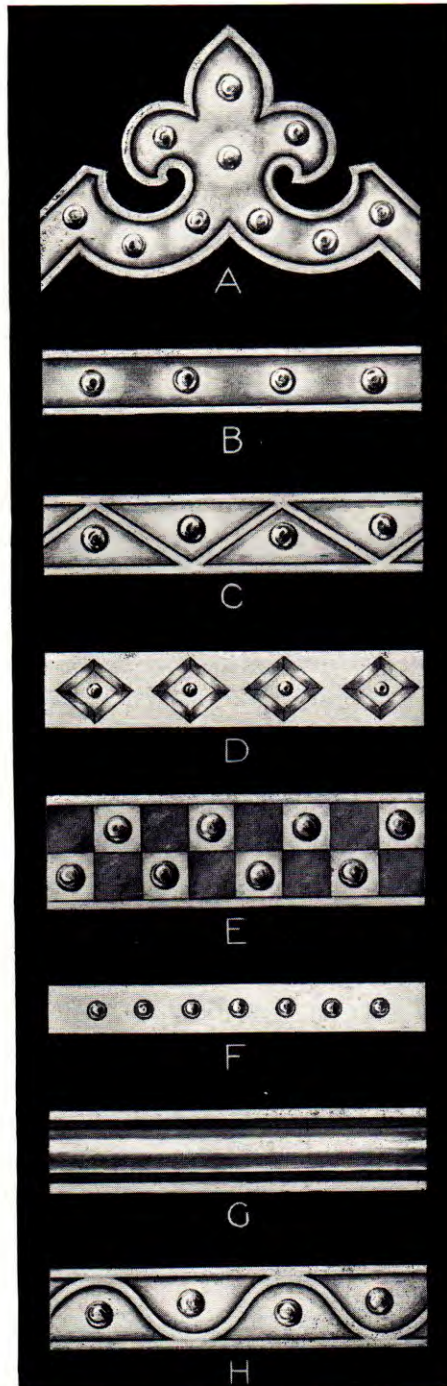


Lamps fitted in sheet metal trough behind domed plate front, giving a bright coloured illuminated outline of the letter. Metal front and flanged edges, finished in gold leaf or enamel.

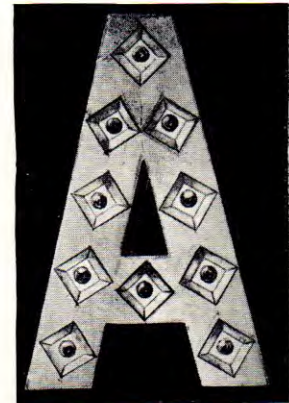
The "DAYANITE
DE LUXE"
Letter



As above, but with front plate studded with mirror glass mosaic giving a brilliant day effect.

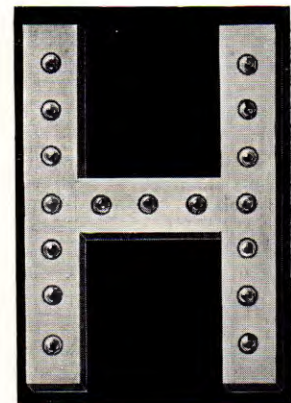


The "DIAMOND"
Letter



Lamps fitted in cone diamond recesses on the face of sheet steel letter. Front finished in gold leaf or enamel.

THE "GARRICK"
Letter



Lamps semi-recessed in plain sheet metal, front of letter finished in gilt or enamel as desired. Good daylight effect with neat figuration at night.

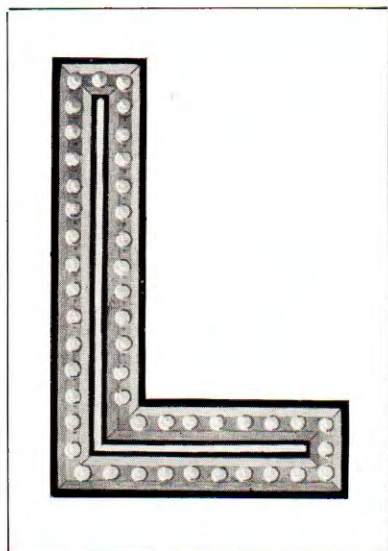
A.—FANCY CORNER or PEDIMENT. B.—Flanged "Trough" section Border. C.—Flanged Divided "Trough" section Border. D.—"DIAMOND" with small bulb lamps in separate recesses. E.—"PAVILION" with honeycomb recesses. F.—"GARRICK," small bulbs, semi-recessed on flat front. G.—"DAYANITE" concealed lamps, gilt or enamel fronts. H.—"REGAL" divided "Trough" section.



STRANSIGN



New Effects In Neon Sign Letters

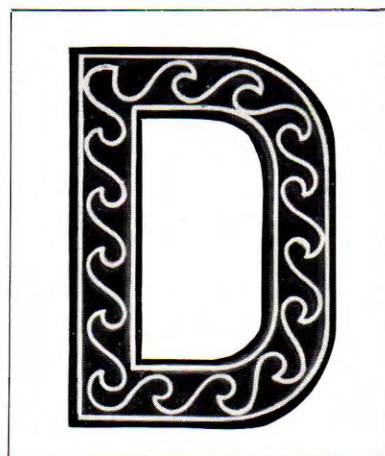


LAMP OUTLINED NEON SIGN LETTER
WITH METAL TROUGHED BACKGROUND

THE Sign Letters illustrated give a slight indication of the many possible effects obtainable with the modern "STRANSIGN NEON" Tubes. Lamp outlined letters, such as that shown are made in all sizes from 24" high, with any desired number of rows of lamps, and single or double outline neon. As the lamps are recessed into the trough backing a clearly defined outline is obtained, so that the sign is easily read from any angle of vision. A number of flashing effects are obtainable and the lamps may be of any desired colour, with the advantage that changes of colour may be readily made at any subsequent time.

THE "STRANSIGN NEON" Letter having a filigree centre is wonderfully effective and many colour combinations are possible—the outlines and centres may be flashed separately, increasing the attractiveness of the sign.

We should be pleased to submit designs and quotations for any sign you may be contemplating upon receipt of particulars of your requirements.



NEON LETTER WITH FILIGREE
CENTRE IN CONTRASTING COLOUR.

STRAND & INTERCHANGEABLE SIGNS LTD.
 TEMPLE BAR 24&28. FLORAL STREET, COVENT GARDEN, LONDON. W. C. 2.
 7484 4 LINES
 TELEGRAMS. SINEERECTA
 RAND LONDON



STRANSIGN



Neon Box Signs

SUITABLE FOR CONNECTING TO ANY ORDINARY LAMP SOCKET ON A.C. SUPPLY.



THE use of NEON GAS LUMINOUS TUBES in the construction of ELECTRIC SIGNS is acknowledged to produce one of the most striking, artistic, and economical forms of ELECTRIC DISPLAY.

The ease with which the Neon Tube can be shaped to form letters or effective designs brings this type of ELECTRIC ILLUMINATION into an entirely new field, where its peculiar properties are fully utilised in the production of

THE STRANSIGN
NEON BOX SIGN



LIGHT in weight and solid in construction, this Sign can be employed for many purposes, and is of particular merit where portability is essential.

The Unit principle on which these Signs are constructed, allowing extreme ease of cleaning and complete portability, recommends their use on every occasion where a Box Sign is required, the connection being effected to any A.C. supply by simply plugging into a lamp socket.

Any difficulties generally associated with the larger displays, such as choosing suitable positions for transformers, etc., are completely obviated, and these Signs can be used for Interior Window Displays, Directional Notices, etc., as well as for exterior purposes, with

EASE AND SAFETY

THE "STRANSIGN" Neon Box Sign is absolutely self-contained and fool proof, all High Tension apparatus being enclosed in the metal casing, while the Neon Tubes are further protected by a glass panel.

First quality material only is used in the manufacture of these Signs, which cost but a fraction more than the familiar Lamp Box Sign, the small difference being more than balanced by the considerable and continuous saving in electric current consumption.



STRAND & INTERCHANGEABLE SIGNS LTD.

TEMPLE BAR
7464 4 LINES

24 & 28, FLORAL STREET, COVENT GARDEN,
LONDON. W.C.2.

TELEGRAMS.
SINEERECTA
RAND LONDON



STRANSIGN



Neon Box Signs

PRICE LIST.

STANDARD SINGLE SIDED SIGNS.

Size of Case 27 ins. x 9 ins.

3	LETTER SIGN	..	..	..
4	" "	..	..	..
5	" "	..	..	..
6	" "	..	..	..
7	" "	..	..	..

FOR INTERIOR USE

6	15	0
7	5	0
7	15	0
8	9	0
9	0	0

FOR EXTERIOR USE

8	0	0
8	10	0
9	0	0
9	14	0
10	5	0

Size of Case 33 ins. x 9 ins.

8	LETTER SIGN	..	..	..
9	" "	..	..	..
10	" "	..	..	..

9	10	0
10	10	0
11	10	0

11	0	0
12	0	0
13	0	0

DOUBLE SIDED SIGNS.

Size of Case 27 ins. x 9 ins.

4	LETTER SIGN	..	..	..
5	" "	..	..	..
6	" "	..	..	..
7	" "	..	..	..

13	15	0
13	15	0
14	5	0
15	0	0

15	0	0
15	0	0
15	10	0
16	5	0

Size of Case 33 ins. x 9 ins.

8	LETTER SIGN	..	..	..
9	" "	..	..	..
10	" "	..	..	..

16	10	0
18	0	0
19	0	0

18	0	0
19	10	0
20	10	0

SCRIPT LETTERS 10% EXTRA.

SPECIAL SIZES AND DESIGNS quoted for on APPLICATION, also for ROTARY CONVERTERS, required for D.C. Supply.

STRAND & INTERCHANGEABLE SIGNS LTD.		
TEMPLE BAR 7484 4 LINES	24&28. FLORAL STREET, COVENT GARDEN, LONDON. W.C.2.	TELEGRAMS. SINEERECTA RAND LONDON



STRANSIGN



The "Stransign" Neon Interchangeable Sign

(PROV. PATENT NO. 7025/32)

THE advantage of being able to announce **TITLES OF PLAYS, ARTISTS' NAMES**, etc., in an illuminated display, and yet effect a quick change, if desired, has been generally recognised and appreciated by Proprietors and Managers of Theatres, Cinemas, Amusement Parks, etc.

The recent application of this principle to Neon tubes solving the hitherto difficult problem of constructing a changeable sign employing a high voltage illuminant has been successfully accomplished in the new

"STRANSIGN" INTERCHANGEABLE NEON SIGN which offers all the advantages of Neon Illumination and its intensely penetrating light with the unique advantage of **INTERCHANGEABILITY**.

The chief feature of this particular sign, apart from the Neon Display, is the ease with which each letter can be changed with **ABSOLUTE SAFETY**

by the operator, and further, any degree of skill is quite unnecessary.

This protection is afforded by the combination of a specially designed safety switch and ingenious method of closing the metal cabinet containing the letters.

The breaking of the Low Tension circuit, followed by the removal of the controlling part of the switch before it is possible to change a stencil, obviates any risk of the current being accidentally switched on during the operation of changing the letters.

Adequate protection is given to the Neon Letters by mounting each in a metal trough on the face of the stencil with the connecting leads at the back.



Apart from the advantage of the Interchangeable feature of the sign, the greatest care and attention has been given to the electrical details, and by constructing each letter as an independent unit, with its own High Tension equipment enclosed in the cabinet, and employing a very accurate method for balancing the transformers, **NEON LETTERS OF EQUAL INTENSITY** are ensured.

Stransign Combination NEON & ELECTRIC LAMP Signs

THE Neon Sign is now so popular that it would seem hardly possible that any improvements could be effected, but even a good thing may become monotonous. One can readily visualise the effect of a thoroughfare in which ordinary Neon Signs are ranged on both sides. The result would be that none of these signs would be sufficiently striking to attract the observer, and much of their advertising value would be lost. The Neon-Lamp Combination Sign gives just that touch of individuality which is needed in an up-to-date sign.

By employing lines of lamps, in various colours, in combination with the Neon tubes a large variety of flashing colour effects is possible.

FLASHING AND
COLOUR
CHANGING
EFFECTS OBTAIN-
ABLE WHICH
HAVE BEEN
HITHERTO IM-
POSSIBLE IN THE
STANDARD TYPE
OF
NEON SIGN



ACTUAL PHOTOGRAPH OF NEON-LAMP COMBINATION SIGN INSTALLED AT THE "GRANADA" WALTHAMSTOW, FOR BERNSTEIN THEATRES LTD., SHOWING NEON ONLY ALIGHT.



ACTUAL PHOTOGRAPH OF THE SAME SIGN SHOWING NEON OUTLINE WITH LAMPED OUTLINES ALIGHT.

OTHER COMBINATIONS ARE OBTAINABLE—LAMPED OUTLINES ALONE, SHOWING BLACK CENTRE, OUTLINES FLASHING LINE BY LINE, ETC.

DESIGNS AND
QUOTATIONS
WILL BE GLADLY
PREPARED UPON
RECEIPT OF
PARTICULARS
OF YOUR
REQUIREMENTS.



TELEPHONE:
TEMPLE BAR
7464

STRAND & INTERCHANGEABLE SIGNS LTD.

24 & 28, FLORAL STREET, COVENT GARDEN,
LONDON, W.C.2.

TELEGRAMS:
SINEERECTA
RAND, LONDON





STRANSIGN



Outdoor Electric Box Signs

HIGH - CLASS

MODERATE PRICE

Constructed throughout of the very Best Materials and Workmanship

THE "TORVAL"

ILLUMINATED SIGN (B.S. No. 3.) Bracket No. 1 B.

The Cheapest design of Box Sign made, although simple in outline, is fitted with attractive "Duplex" glass panels, lettered and coloured as desired. Constructed of rustless sheet metal, well fitted and jointed, well ventilated but waterproof. Interior fitted with lampholders, and door for access; finished exterior in any colour, complete with hanging bracket and stay. Made in any size as required.



A STRANSIGN
NEVER CEASES
WORKING

THE "ESTATE"

ILLUMINATED SIGN (B.S. No. 9.) Bracket No. 3 B.

This unique and attractive design is suggested for Builders, Contractors, House Agents, &c. The glazing is "Duplex," which gives well defined and permanent lettering; this and the background can be done in any colour. Well and strongly made of rustless sheet metal, well ventilated but rainproof; fitted with lampholders, and door for access. Complete with strong tubular bracket and stays.



A STRANSIGN
PERFECT TASTE!
PERFECT FINISH!

STRAND & INTERCHANGEABLE SIGNS LTD.

TEMPLE BAR
7464 4 LINES

**24 & 28, FLORAL STREET, COVENT GARDEN,
LONDON. W.C.2.**

TELEGRAMS:
SINEERECTA
RAND LONDON



STRANSIGN



Outdoor Electric Box Signs

HIGH-CLASS

MODERATE PRICE

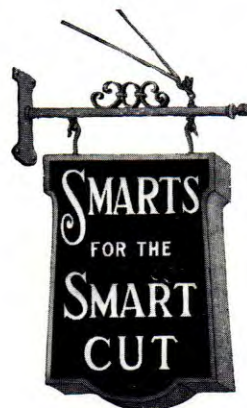
Constructed throughout of the Best Materials and Workmanship

THE "BERKELEY"

Illuminated Sign

B.S. No. 14. Bracket No. 7 B.

An artistic design of pleasing appearance but, nevertheless, strongly and efficiently constructed of non-rusting metal. The glass panels in this design are of maximum area for bold lettering. Suitable for any class of business. The bracket is of suitable design but can be made more or less elaborate as desired. Fitted internally with lampholders and door for access. Exterior finished any colour enamel or bronzing.



LET A STRANSIGN
BE YOUR EFFICIENT,
SILENT SALESMAN

THE "ARCADE"

Illuminated Sign

B.S. No. 17. Bracket No. 5 B.

Here is shown another distinctive design, admirably suited for Ladies' Shops, &c. Neat in appearance, with panels suitable for fancy lettering which can be worked in any colour. Rainproof, well ventilated and strong in construction, non-rusting metal case, suitable iron bracket and chain supports, and lampholders fitted.



SAY IT WITH
A
STRANSIGN!

If there is nothing to suit your particular requirements, write to us for Special Design.

STRAND & INTERCHANGEABLE SIGNS LTD.

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7464 4 LINES

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TELEGRAMS.
SINEERECTA
RAND LONDON



STRANSIGN



Outdoor Electric Box Signs

HIGH - CLASS

MODERATE PRICE

Constructed throughout of the Best Materials and Workmanship

THE "WALLASEY"

Illuminated Sign

B.S. No. 31.

This illustration shows an artistic Box Sign and bracket all in one, the latter having good fixing surface. Constructed of rustless sheet steel, finished in any colour desired, lamp-holders fitted inside with door for access.

"Duplex" glass panels suitable for large and distinctive notice, such as CAFE, BUFFET, &c. Ribbon and reed moulding can be fitted around panels at slight additional cost.



A STRANSIGN—
A
SIGN OF SUCCESS

THE "EDGWARE"

Illuminated Sign

B.S. No. 37. Bracket No. 12 B.

Another example of artistry mainly carried out in the wrought iron bracket and fancy lettering of the duplex panels, suitable for long wording and for any class of store, &c. Box constructed of rustless metal, finished as desired, adequately fitted with lampholders, and door for access to same.

Any of these Box Signs can be fitted with Thermic on and off flashers.



A STRANSIGN
COMPELS
ATTENTION

STRAND & INTERCHANGEABLE SIGNS LTD.

TEMPLE BAR
7464 4 LINES

**24 & 28, FLORAL STREET, COVENT GARDEN,
LONDON. W.C.2.**

TELEGRAMS.
SINEERECTA
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STRANSIGN



Outdoor Electric Box Signs

HIGH - CLASS

MODERATE PRICE

Constructed throughout of the Best Materials and Workmanship

The "MORDEN"

Illuminated Sign

B.S. No. 19. Bracket No. 2 B.

This design is an excellent example of the 2-in-1 type of Illuminated Sign, giving individuality to each section, which can be controlled either together or separately. Lettering by stencil or on "Duplex" glass, as desired. This or any sign can be fitted with On - and - Off Flashers.



The "ONSLOW"

Illuminated Sign

B.S. No. 23.

This particular design introduces originality, with features and ornamentation not embodied in the average sign. Suitable for fixing where space is limited. Constructed of rustless steel sheet and "Duplex" glass panels, the whole written and finished in any desired colourings.



*If there is nothing to suit you in the foregoing, write us for
Special Design to suit your requirements*

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STRANSIGN



The "EVENLITE" Box Sign.

(PROV. PATENT 9014/29)

A SIMPLE AND INGENIOUS METHOD OF LIGHT DEFLECTION FROM ORDINARY TYPE LAMPS PLACED ON TOP, OR AT THE SIDES OF THE PAINTED GLASS PANELS, WHICH ARE BENT TO A CALCULATED CURVE TO ENSURE AN EVEN ILLUMINATION WITHOUT SPOTTINESS, AT A SAVING OF 50% CURRENT CONSUMPTION.



The "WELCOME"

No. ES 40.
BRACKET 7B.

A pleasing design incorporating the "EVENLITE" Method.
Suitable for exteriors of Hotels, Inns, Cafes, etc.



THESE
SIGNS CAN
BE FITTED
WITH
FLASHERS

"DIRECTIONAL"

Box Sign No. E550.

Very superior to the Standard Type.

Supplied single or double sided—Writing as desired—Constructed of heavy Gauge L. C. sheet steel, with or without copper mouldings—Special designs embracing the "EVENLITE" patent method will be gladly prepared upon receipt of full particulars as to size, lettering, etc.



"THE CHIC"

No. ES 42.

An artistic design embodying the "EVENLITE" method with flambeau shaped bulbs as added attraction.

Suitable for Windows or Shop Interiors, Cafes, Restaurants, Fashion Salons, etc.



"THE COMMERCIAL"

No. ES 48.

A neat but attractive design of "EVENLITE" sign suitable for departmental stores, etc.

As supplied to W. Whiteley and Selfridges, Ltd.

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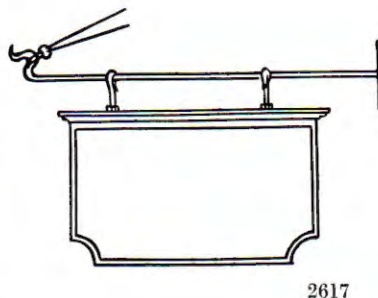
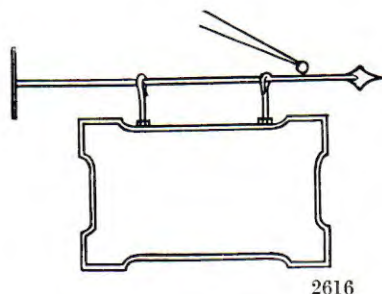
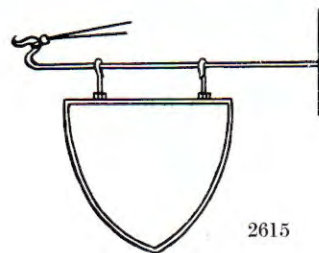
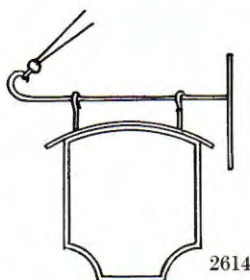
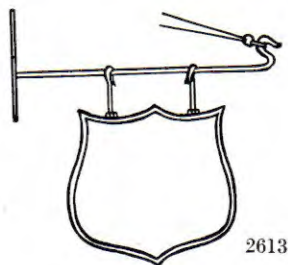
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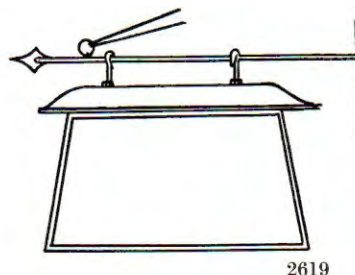
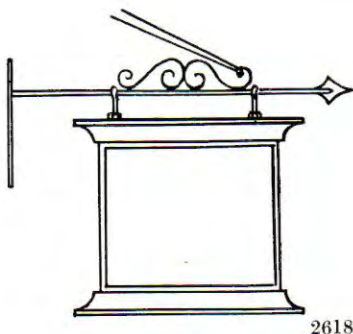
STRANSIGN



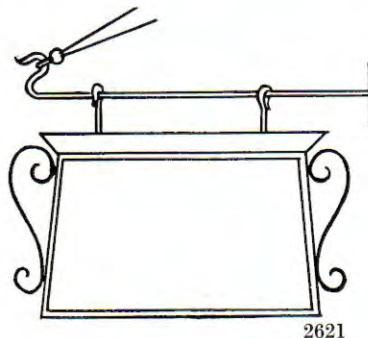
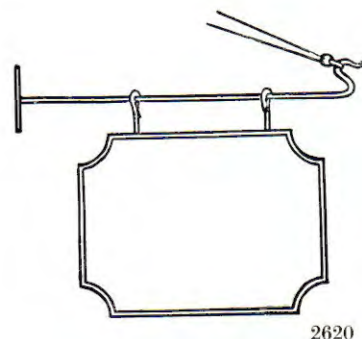
Box Signs



A FURTHER SELECTION OF PATTERNS ANY OF WHICH, WITH SUITABLE LETTERING WOULD MAKE AN EFFECTIVE AND DISTINCTIVE SIGN.



SPECIAL DESIGNS CAN BE SUBMITTED EMBODYING FEATURES APPERTAINING TO PARTICULAR BUSINESSES OR PROFESSIONS.



WE WOULD BE PLEASED TO QUOTE TO ARCHITECTS DESIGNS.

QUOTATIONS SENT ON RECEIPT OF PARTICULARS OF SIZE AND REQUIRED LETTERING.



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STRANSIGN



Show Case and Window Reflector Signs

ILLUMINATED SHOP-WINDOW SIGNS ARE SPECIALLY DESIGNED TO HARMONIZE WITH THE WHOLE SCHEME OF SHOP-WINDOW FITTING, AND ARE AN INVALUABLE ADDITION TO AN ATTRACTIVE WINDOW DISPLAY.

THE "POPULAR" Reflector

A standard bronze finished Window Sign, in any desired length. Pierced front, with ribbon and reed moulding and light scroll-work ornamentation, backed with flat opal glass, mirrored glass or dead-white reflector-holders, fitted every 12 inches. Complete with ceiling hooks, plates and suspension chains.

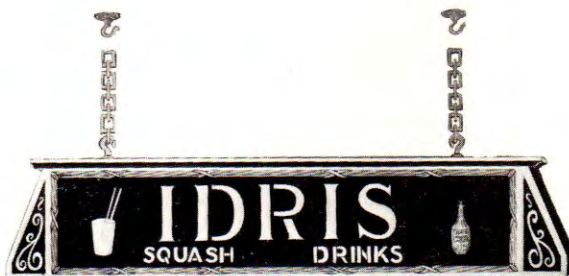


W.S. No. 12.

THE "ATHENIAN" Reflector

Another pattern of Window Sign on bolder and more solid lines; can be constructed of heavy sheet copper or rustless steel, with solid or stamped mouldings, finished in Georgian bronze or as desired. Stencilled front backed with opal (lamp-holders fitted every 12 inches) and mirrored glass or matt white reflector at back (lamp-holders fitted every 12 inches). Complete with square-link chain and ceiling plate hooks.

Light your window effectively and advertise with the same lamps. Please state the approx. depth of window (front to back) and length of Sign required



W.S. No. 18.

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STRANSIGN



Electric Directional Notice Signs



D.S. 130
18" x 10"



D.S. 140
12" x 8"



D.S. 120
20" x 18"

THESE DIRECTIONAL SIGNS ARE STRONGLY CONSTRUCTED OF RUSTLESS METAL—FINISHED BLACK OR BRONZE CELLULOSE ENAMEL, WHITE INTERIORS, FRONTS FITTED WITH LETTERED GLASS, OR METAL STENCILS BACKED WHITE OPAL.



D.S. 110
16" x 9"

WHICH WAY ?
SAVE YOUR ATTENDANTS' TIME GIVING
INCESSANT VERBAL
DIRECTIONS.



D.S. 150
18" x 10"

INTERNALITE SIGNS

These distinctive Signs are in universal use. The lettering is engraved on Plate Glass with concealed lighting on edges.



Made in all finishes.

PRICES may be had on application STATING SIZE AND LETTERING REQUIRED.

TYPE D. CIRCULAR TUBE.

Length: 6", 11", 18", 22"
Depth: Up to 12".



STRANSIGN



“Stransign” *Outdoor Flood Lanterns*

For Illuminating the Exterior of Buildings, Advertising Hoardings, Posters, etc.

500-Watt size Standard Gas-filled Lamp.

CIRCULAR PATTERN No. 38

Constructed in Copper, well ventilated and weatherproof. Fitted with Sectional Patent Domed Glass Reflector giving

EXTRAORDINARY BRILLIANCE

Dome Glass Watertight Front.

PRICE, with Clear Strip Circular Glass Screen

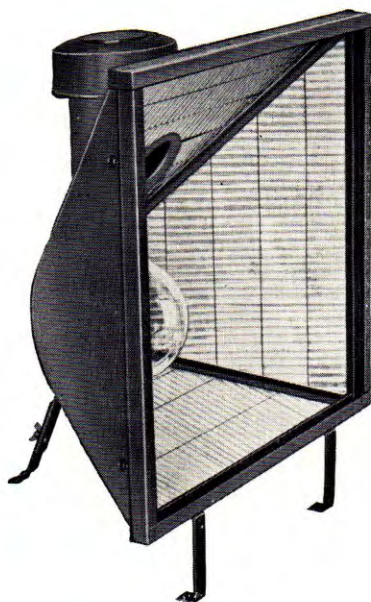
£6 0 0 each

(exclusive of Lamp or Cable)

Coloured Glass Strips per set, extra **5/6**



Diameter 13"



22"

1000-Watt size Projector type Gas-filled Lamp.

CIRCULAR PATTERN No. 46

Constructed in Spun Copper, efficiently ventilated and weatherproof. Fitted with "SUNRAY" Glass Reflector, with centre hole. Heat-resisting Domed Glass Front.

PRICE (exclusive of Lamp)

£8 2 6 each



Diameter 18"

SQUARE PATTERN No. 48

Constructed in lead-coated Steel with fluted Mirror Reflector. Efficiently ventilated and weatherproof. To take 1000-Watt Standard Pattern Gas-filled Lamp.

PRICE (exclusive of Lamp) .. **£6 0 0** each

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