

Keystone Car Destination Signs

offer marked advantages in installation, operation and appearance.

The mechanism wastes practically no space, occupying less than one inch at the end.

The rollers are driven directly by chains and sprockets, and are under constant, uniform, adjustable tension.

Curtains and rollers can be readily removed by loosening one thumb-screw. This makes it easy to clean the glass front or change the curtain.

Curtains are printed on one piece of cloth. As there are no seams, the edges do not need to be bound with copper. This avoids the extra thickness at the ends, which makes other signs sag and wrinkle.

The Keystone patented printing method, which permits the use of a varnish paint, gives a deeper, more lasting background than the printer's ink commonly used.

Keystone signs are made in three styles:

Steel Frame Signs

for use in boxes or other receptacles.

Steel Box Signs

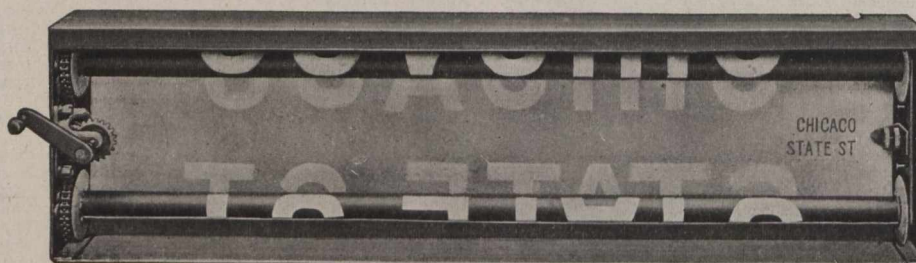
with glass fronts set in rubber gaskets, and with glass backs or steel backs with lamp sockets. Provided with lugs if desired.

Hood Signs

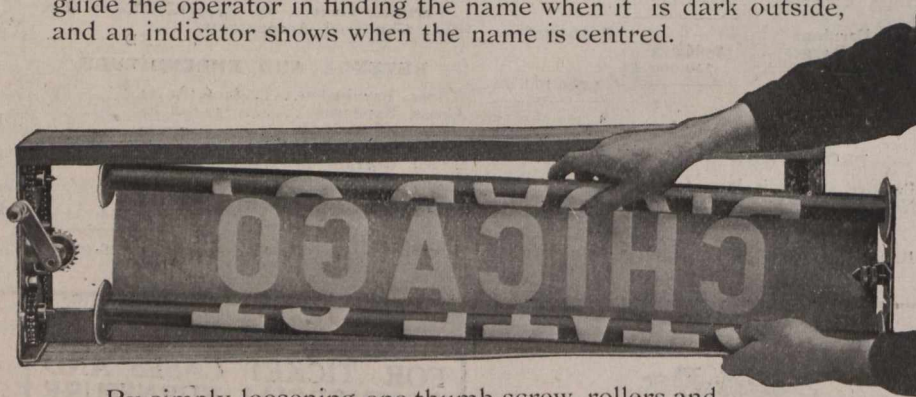
in substantial steel boxes, weatherproof, with lamp sockets, reflection and ventilation provided for.



Seen from the street, Keystone Signs excel in sharp contrast between the solid black background and the pure white letters, and in the smooth tautness of the fabric. The guides at the back, explained below, enable the operator to centre the names exactly.



This back view shows the small space occupied by the turning mechanism. The adjustable tension is provided by a brake bearing on the right ends of the roller. The names shown in small print guide the operator in finding the name when it is dark outside, and an indicator shows when the name is centred.



By simply loosening one thumb-screw, rollers and curtain can be removed as illustrated.

Manufactured by

ELECTRIC SERVICE SUPPLIES COMPANY

Philadelphia

New York

Chicago

Canadian Distributors

JOHN MILLEN & SON, LIMITED

Montreal

Toronto

Winnipeg

Vancouver

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