



12 modern store front ideas in color!

This folder contains 12 new and different designs of stores and store fronts, showing in finished colorful form, suggested uses of TruLite Letters and Panels.

All of the designs are made available to you to help you convey ideas by means of better pictorial presentation to your clients.

TruLite Letters — both the all-porcelain type and the stainless steel with color porcelain inlay — are available in any style, size or color combinations you require.

TruLite panels are likewise made to your specifications. They are recommended as backgrounds for: (1) double-faced stick-out signs; (2) single-faced flush building signs; (3) curb boxes for free-standing letters; (4) backgrounds for letters on building fronts, marquees and the like.

TruLite Porcelain Panels are especially recommended for all work where the porcelain enamel carries brush copy or design, either by itself or in combination with raised TruLite Letters; (2) where color combinations with TruLite Letters are expected to match; (3) where colorfast brilliance must withstand all kinds of weather; (4) where ease of cleaning and ability to stay clean longer is important; (5) where lifetime service and fireproof installation is required.

Illumination of TruLite Letters is accomplished by the use of either neon or bulb lighting, for either direct or silhouette effect. Kindly supply full size patterns when ordering TruLite Letters to be used with illumination.

Prices for TruLite Letters and Panels are standard. For submitting estimate figures to prospective clients, on TruLite Letters & Panels, kindly refer to price lists. If you prefer, the company will estimate cost for you, provided you furnish plans and details from which to figure prices.

**W. A. Barrows Porcelain Enamel Co.
Langdon Road & Penn. R. R. - - Cincinnati, Ohio**



W. A. BARROWS PORCELAIN ENAMEL CO.
Langdon Rd. & Penn. R. R.,
Cincinnati, Ohio

15-M (ENAMELED LETTERS and SIGNS)
15-H-2 (PORCELAIN ENAMELED STEEL)

A. I. A. File Nos.



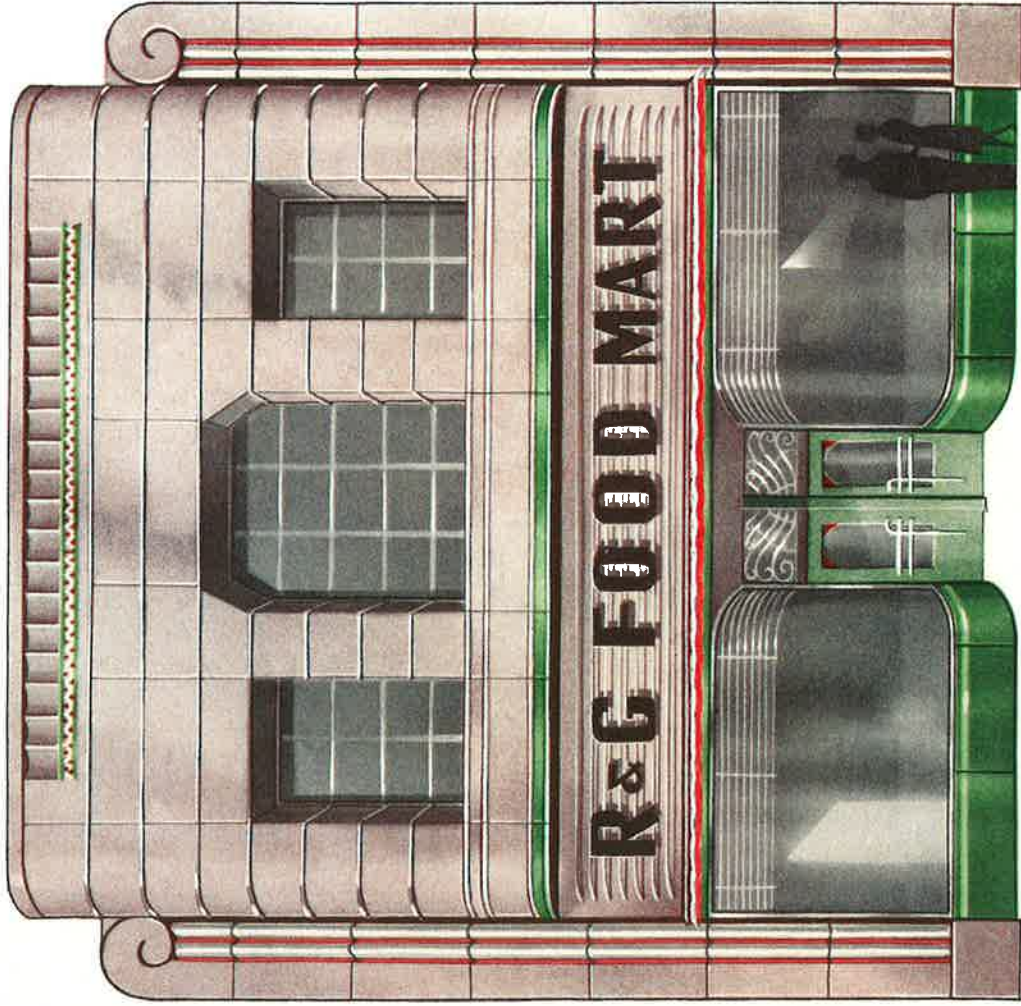
DESIGN SUGGESTION FOR PORCELAIN ENAMELED STORE FRONT

PREPARED IN CO-OPERATION WITH ARCHITECTS



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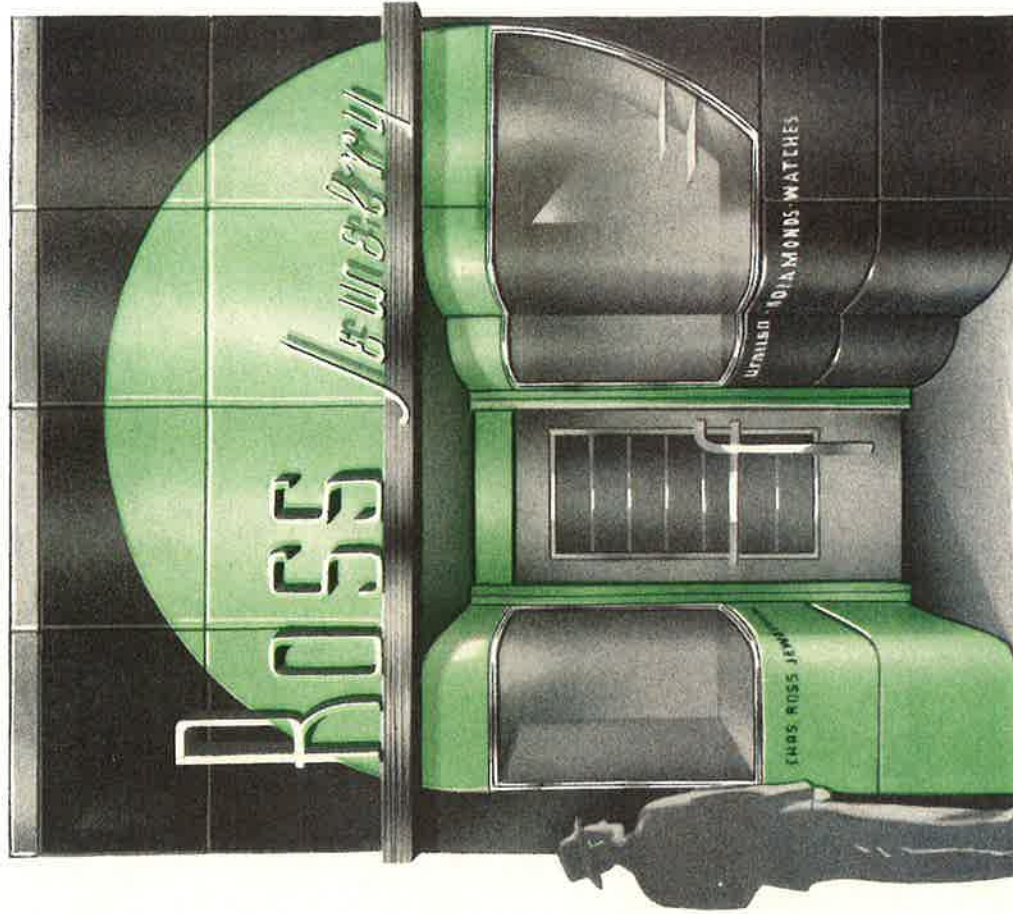
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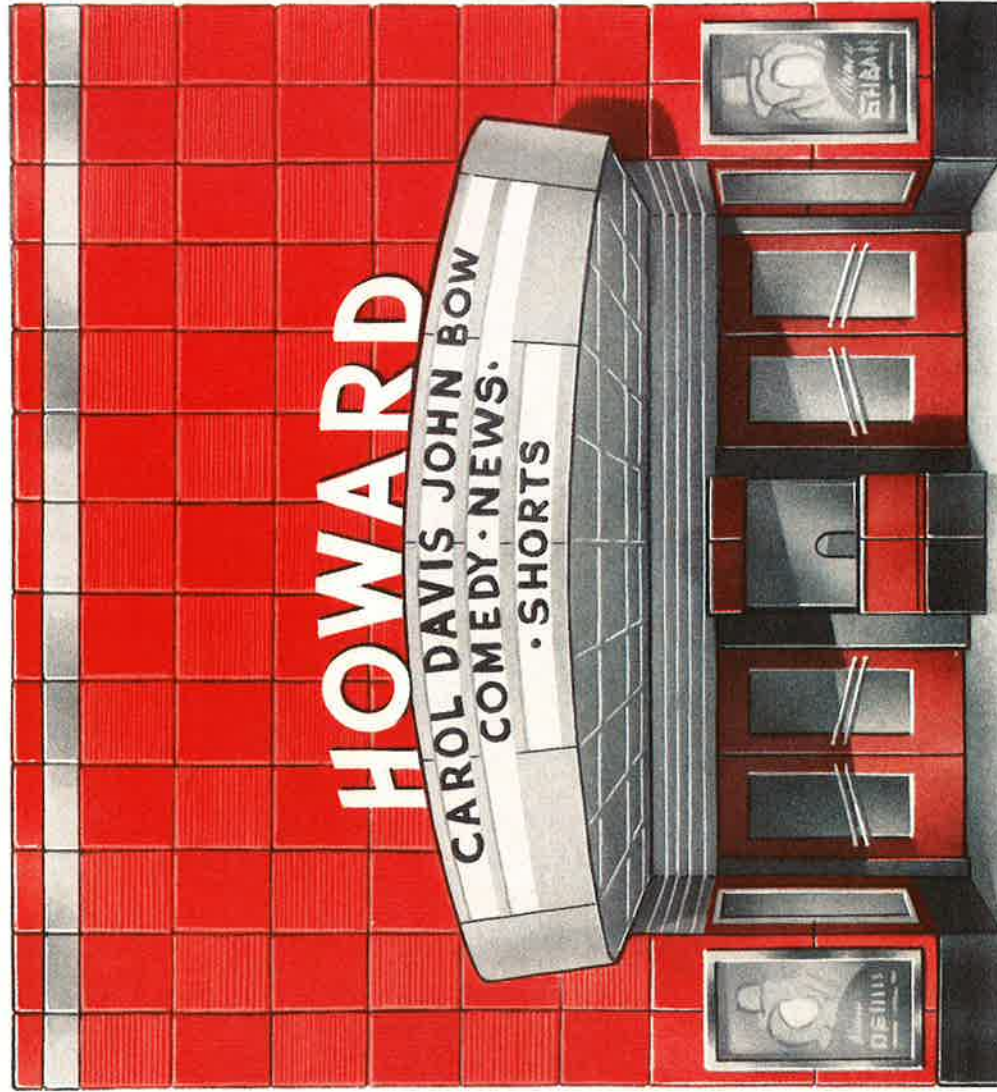
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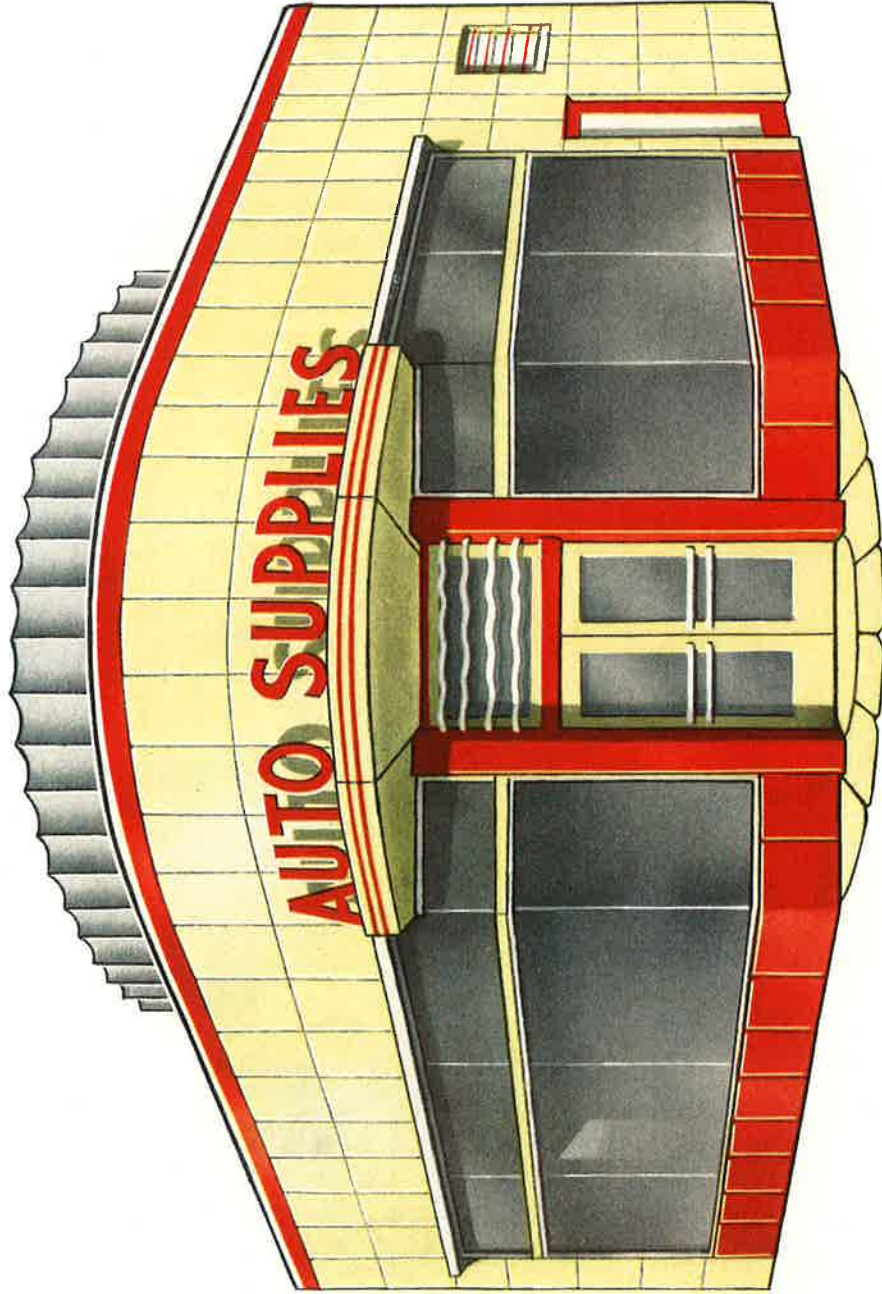
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PORCELAIN



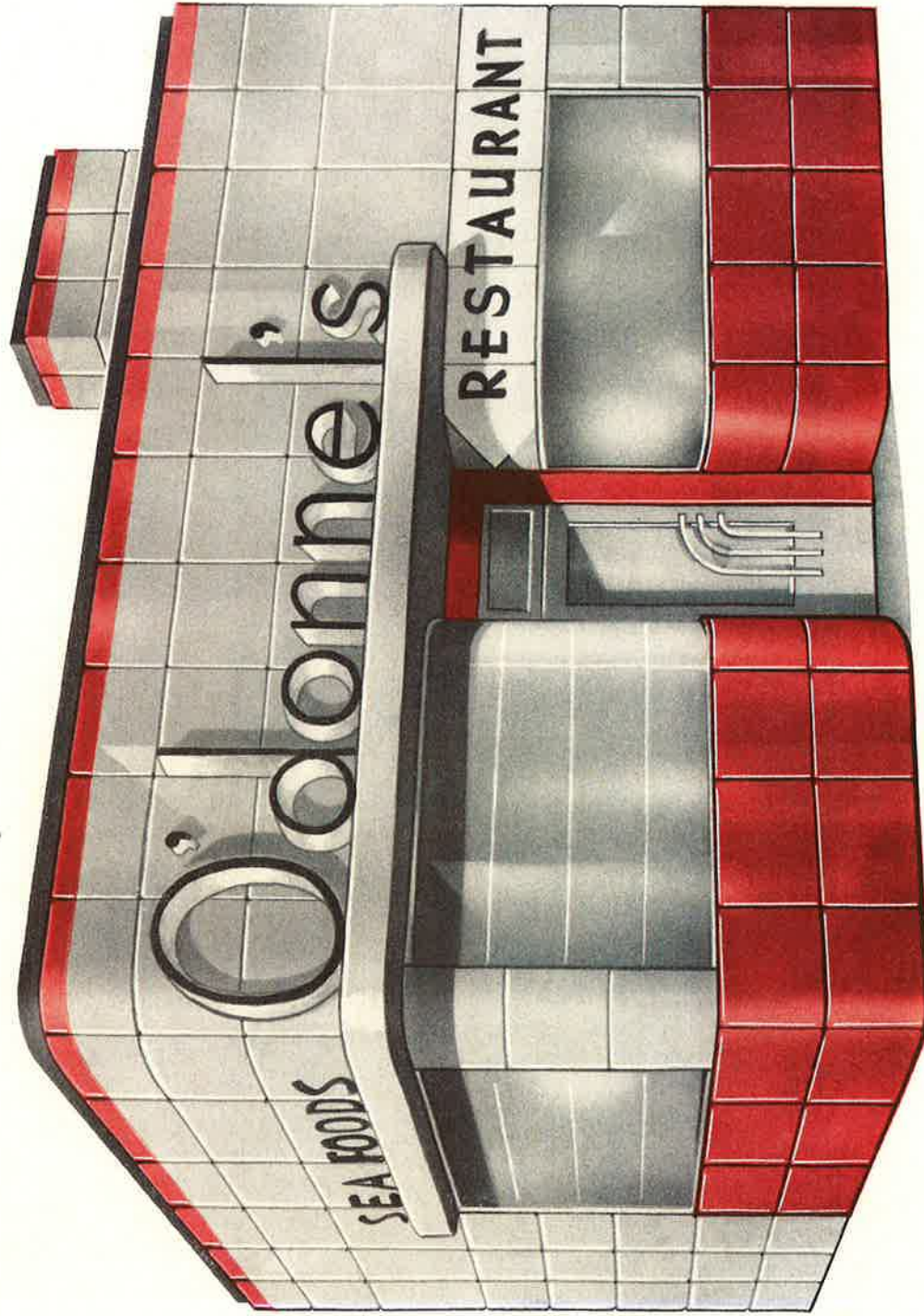
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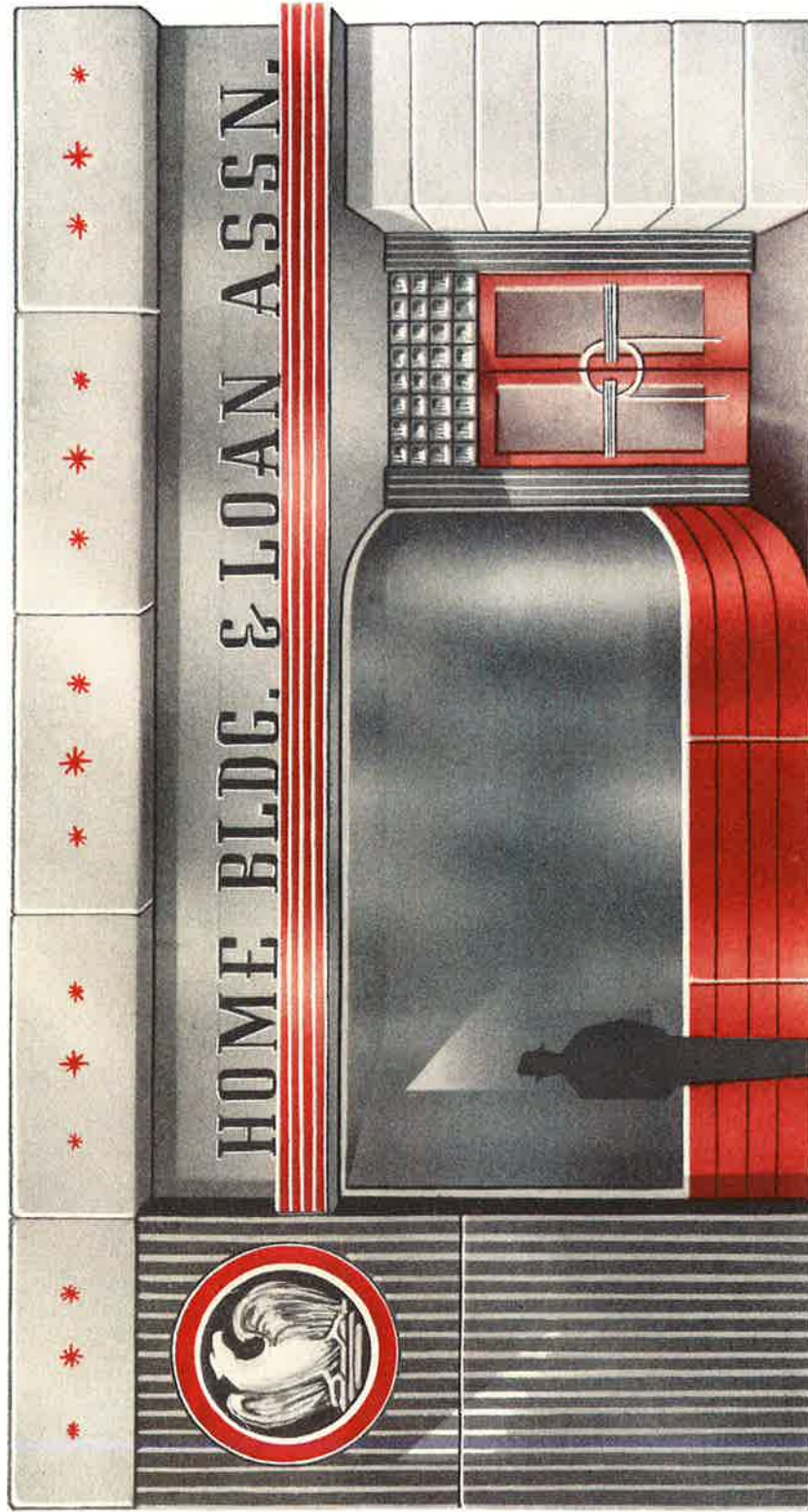
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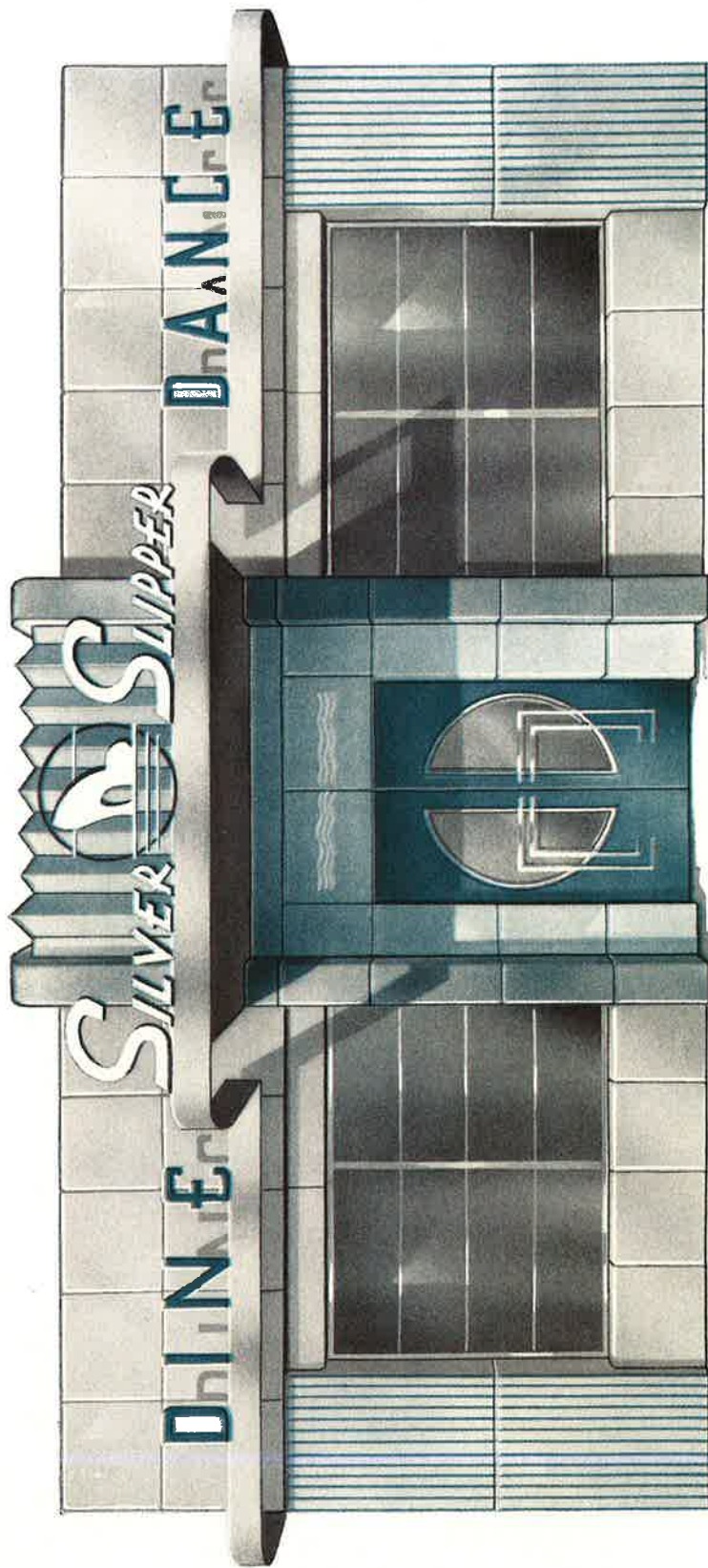
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LETTERS and SIGNS)
15-H-2 (PORCELAIN
ENAMELED STEEL)

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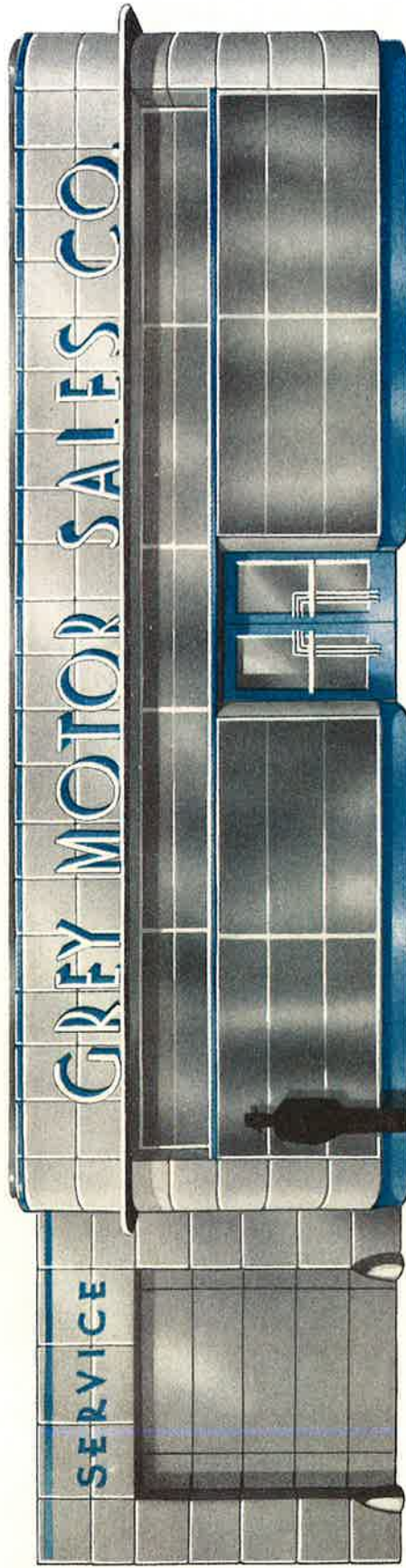
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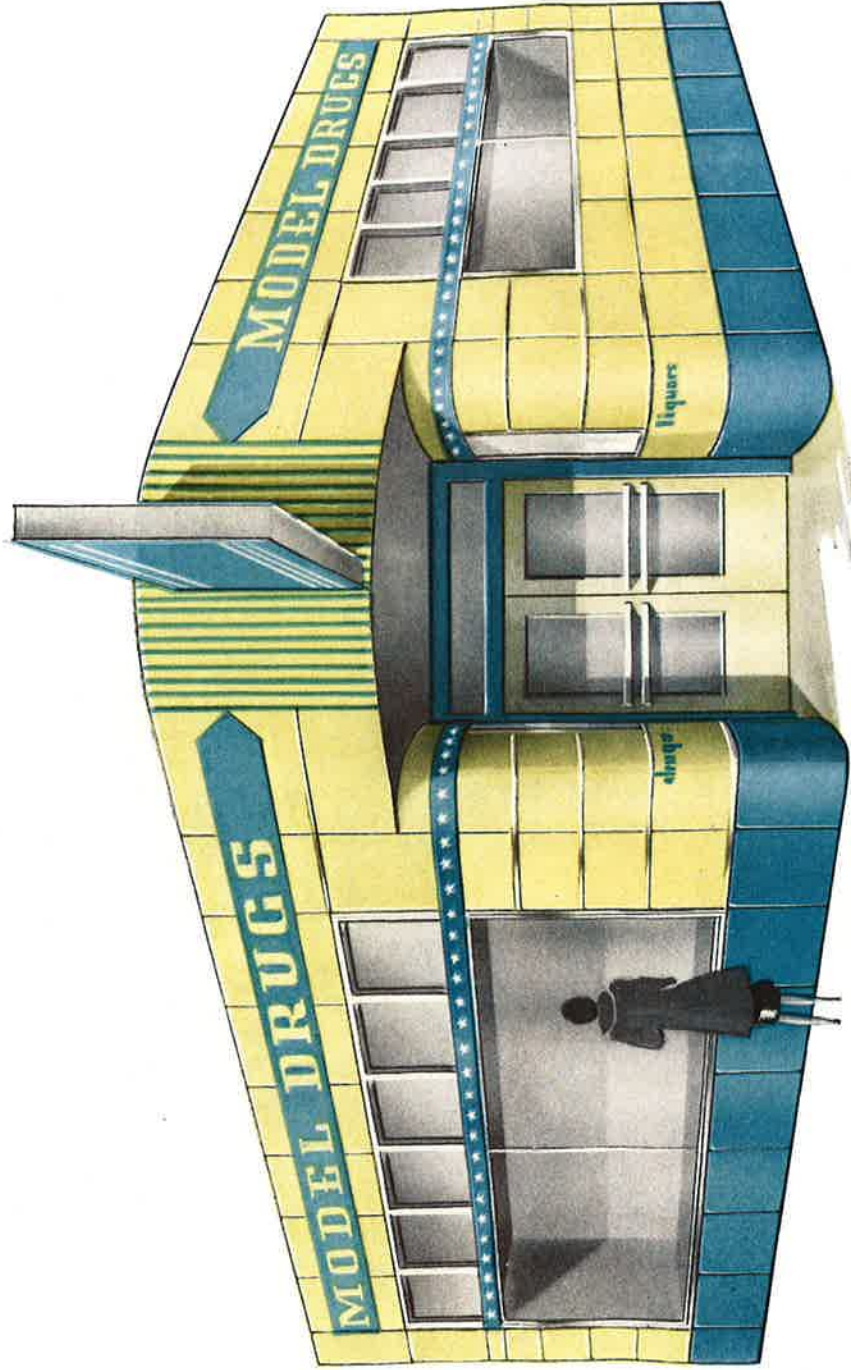
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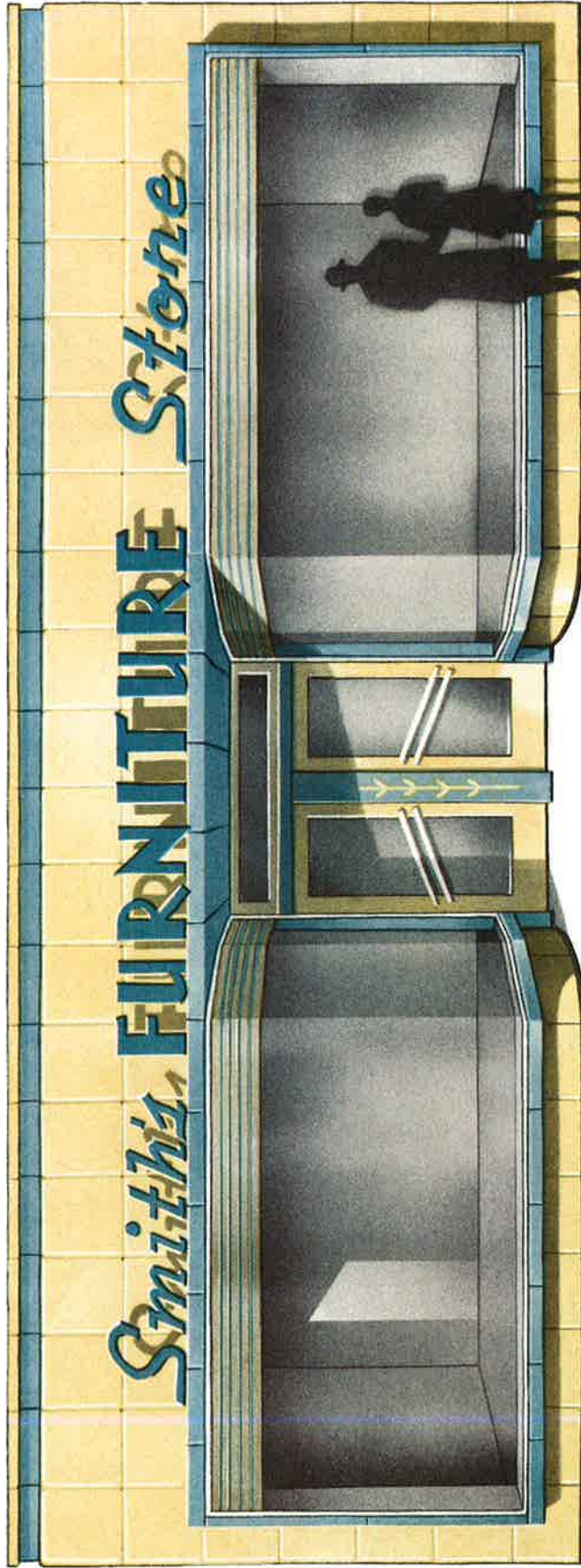
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A Chart of Your Money's Worth

15 Points of Comparison for Sign Letters

NOTE: The answers herein are based upon our opinion of average products installed in the ordinary manner, and may be in certain cases too general for particular products or special installation.

	Cast Aluminum	Sheet Aluminum	All Stainless Steel	Cast Bronze	Sheet Bronze	Wood	Painted Metal	Painted Cast Stone	Barrows Tru-Lite All-Percelain	Barrows Tru-Lite Stainless Steel Inlaid
1. Do they give lifetime service?	✓	✓	✓	✓	✓			✓	✓	✓
2. Are they immune to fire damage?	✓	✓	✓	✓	✓		✓	✓	✓	✓
3. Are they available in color combinations? <small>(Face one color, sides another)</small>						✓	✓	✓	✓	✓
4. Are they colorfast?			✓						✓	✓
5. Is their beauty and legibility enhanced by permanent high reflectance?									✓	✓
6. Are they impervious to sun, rain, sleet, snow and hail?	✓	✓	✓	✓	✓				✓	✓
7. Are they free from danger of finish peeling?	✓	✓	✓	✓	✓				✓	✓
8. Are they stainproof?	?	?	✓	?	?				✓	✓
9. Are they easily cleaned?			✓			?	?	?	✓	✓
10. Do they stay clean longer?			✓						✓	✓
11. Are they impervious to smoke, soot and traffic fumes?			✓						✓	✓
12. Can they readily be adapted to various kinds of lighting?		✓	✓		✓		✓		✓	✓
13. Do they have maximum readability?						?	?	?	✓	✓
14. Are they easily adapted to special designs?		✓	?		✓	✓	✓		✓	✓
15. Are they made of modern materials, meeting modern requirements?	✓	✓	✓						✓	✓
Percentages → <small>Answers marked with a ? figured at one-half value</small>	36 ² / ₃ %	50%	76 ² / ₃ %	30%	43 ¹ / ₃ %	20%	33 ¹ / ₃ %	26 ² / ₃ %	100%	100%

remember: "Barrows Letters Look Better"