

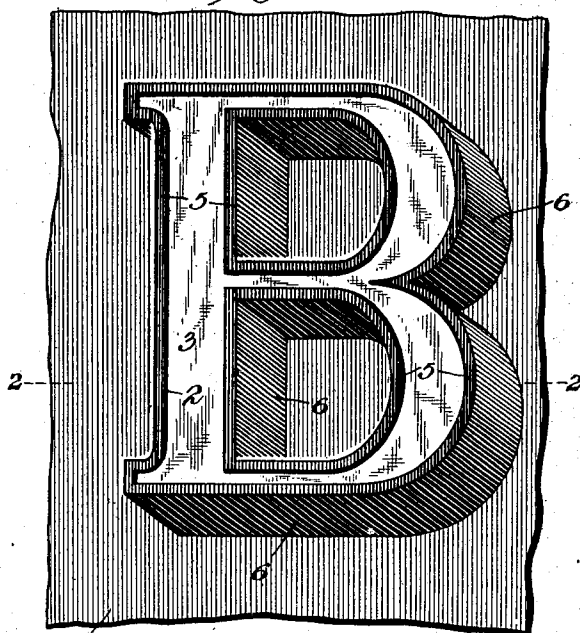
No. 751,307.

PATENTED FEB. 2, 1904.

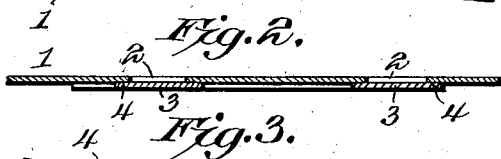
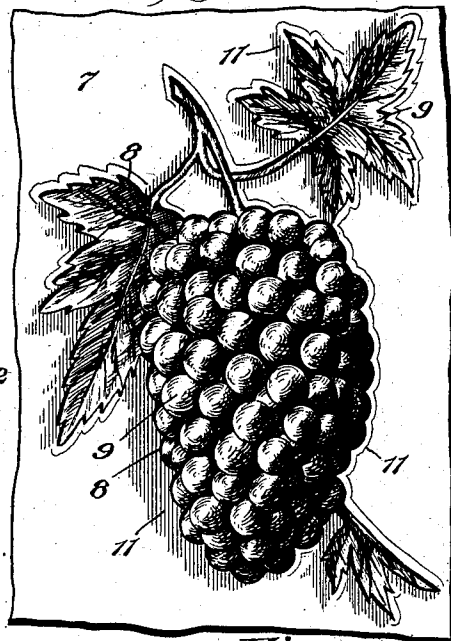
R. G. LAKE.  
WINDOW SHADE SIGN.  
APPLICATION FILED DEC. 26, 1902.

NO MODEL.

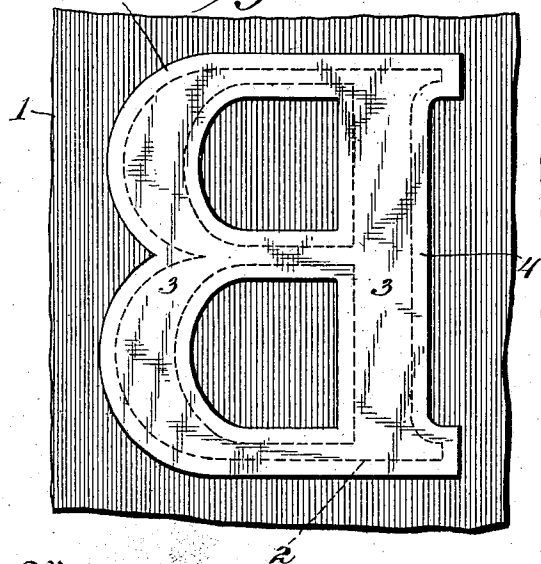
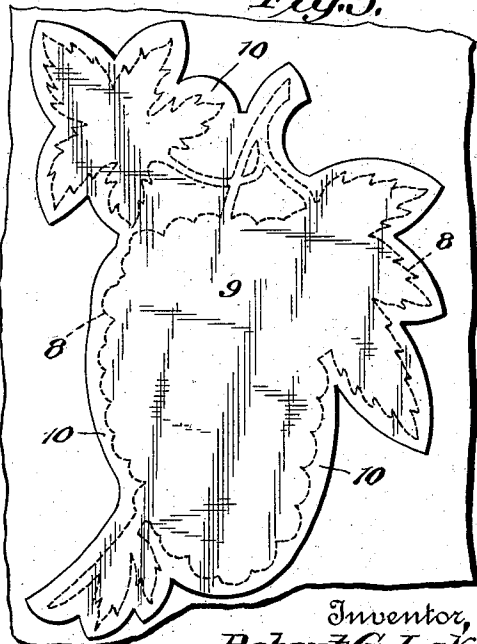
*Fig. 1.*



*Fig. 4.*



*Fig. 5.*



Witnesses  
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# UNITED STATES PATENT OFFICE.

ROBERT GOODWIN LAKE, OF CORONA, NEW YORK.

## WINDOW-SHADE SIGN.

**SPECIFICATION** forming part of Letters Patent No. 751,307, dated February 2, 1904.

Application filed December 26, 1902. Serial No. 136,663. (No model.)

*To all whom it may concern:*

Be it known that I, ROBERT GOODWIN LAKE, a citizen of the United States, residing at Corona, in the county of Queens and State of New York, have invented a new and useful Window-Shade Sign, of which the following is a specification.

The invention relates to improvements in signs.

The object of the present invention is to improve the construction of signs for advertising and other purposes and to provide a simple, inexpensive, and efficient one designed, primarily, for use in show-windows, at store-doors, and similar places where the light for illuminating the interior of the store may be utilized for illuminating the sign at night, and thereby obviate the necessity of employing special gas-jets or electric lights for the sign.

A further object of the invention is to provide a sign of this character which will be efficient both in daylight and at night and which will enable bold, attractive, and highly-ornamental advertising or other sign characters to be displayed.

Another object of the invention is to enable rich and handsome signs of great durability to be readily constructed at a very low cost.

With these and other objects in view the invention consists in the novel construction and arrangement of parts hereinafter fully described, illustrated in the accompanying drawings, and particularly pointed out in the claims hereto appended, it being understood that changes in the form, proportion, and minor details of construction within the scope of the claims may be made without departing from the spirit or sacrificing any of the advantages of the invention.

In the drawings, Figure 1 is an elevation of a portion of a window-sign provided with a letter constructed in accordance with this invention. Fig. 2 is a horizontal sectional view of the same on the line 2 2 of Fig. 1. Fig. 3 is a reverse plan view. Fig. 4 is an elevation showing an ornamental figure. Fig. 5 is a rear elevation of the same.

sponding parts in all the figures of the drawings.

1 designates a piece of substantially opaque or semi-opaque window-shade cloth or similar material having cut therein an opening 2 of the form of the letter **B**, as clearly illustrated in Fig. 1 of the drawings; but any other sign character, symbol, emblem, device, or representation, ornamental or otherwise, may be substituted for the letter-opening 2, and although the sign is designed, primarily, for window-shade curtains for use at show-windows, doors, and the like for utilizing the light for illuminating the interior of a store or other place, yet it will be readily understood that the sign may be employed in various other places for advertising and other purposes. The opening or aperture of the opaque body portion of the sign is covered by a piece 3 of transparent or translucent material, such as tracing-linen, celluloid, mica, or similar material, which will permit the passage of rays of light to a greater or less extent to produce a sign character clearly distinguishable from the opaque or semi-opaque body portion of the sign. The transparent or translucent piece 3 is of the same form as the aperture of the body portion of the sign and is slightly larger than the same to provide overlapping marginal portions 4, which are cemented or otherwise secured to the rear face of the body portion of the sign.

In order to conceal the overlapping marginal portion of the transparent or translucent material, the body portion of the sign is provided on its exterior with an ornamental shade-border 5, conforming to the configuration of the overlapped marginal edge of the transparent or translucent material and covering the same. This will prevent the difference in the appearance of the body portion of the sign which might result when such body portion is constructed of semi-opaque material, and if the overlapping attached edge of the piece 3 were not concealed in this manner a darkened border differing in appearance from the rest of the body portion might result.

The letters, figures, and similar characters of the sign are designed to be shaded by painting the exterior of the body portion of the

Like numerals of reference designate corre-

sign, as shown at 6, and such letters or figures may be of any form, as will be readily understood, and the transparent or translucent material may be either plain white or it may be ornamented or tinted, if desired.

In Fig. 4 of the drawings is illustrated a portion of the body 7 of a sign having an ornamental opening 8 of the form of a bunch of grapes and leaves, and a piece 9 of transparent or translucent material of the form of the said opening 8 is cemented to the back of the body portion of the sign. This piece of transparent or translucent material is of the same configuration as the opening 8, but slightly larger than the same to provide overlapping marginal edges 10 for attachment to the body portion of the sign. The transparent or translucent material is painted or otherwise ornamented to represent the grapes and leaves, and a shade-border 11 is painted or otherwise applied to the exterior of the opening or aperture of the body portion of the sign for the purpose before explained of concealing or preventing the cemented edges of the transparent or translucent material from affecting the appearance of the body portion of the sign.

When the transparent or translucent material is constructed of tracing-linen, it is flexible like the window-shade cloth, and the window-shade sign may be rolled up out of the way or adjusted, as desired.

It will be seen that the illuminated sign is effective both in daylight and at night, that it will enable a bold, attractive, and highly-ornamental sign of great durability to be cheaply constructed, and that it is adapted for use in show-windows and at doors and is capable of utilizing the light of the interior of the store for illuminating and of thereby dispensing with special gas-jets and electric lights

and similar devices usually employed for this purpose. Furthermore, it will be clear that the first cost of the sign is the only expense and that by means of it an illuminated sign may be maintained without additional expense.

What is claimed is—

1. A sign comprising a flexible body portion of substantially opaque material provided with a sign-character aperture, and a piece of translucent or transparent material of the same form as the aperture covering the same and extended beyond the edges of the aperture to provide overlapping edges, said overlapping edges being secured to the body of the sign, and the said sign being provided with a shade-border for concealing the attached edges or the effect thereof, substantially as described.

2. A sign comprising a flexible substantially opaque body portion provided with a sign-character opening, and a piece of ornamented translucent or transparent material of the same form as the opening, arranged at the rear face of the body portion of the sign and extended beyond the edges of the opening to provide marginal overlapping edges for attachment to the body portion of the sign, said body portion being provided with exterior shade-border extending around the opening and covering the overlapped marginal edges to conceal the effect thereof, substantially as described.

In testimony that I claim the foregoing as my own I have hereto affixed my signature in the presence of two witnesses.

ROBERT GOODWIN LAKE.

Witnesses:

H. W. GROSSMYER,  
D. P. SMYTH.