

April 12, 1932.

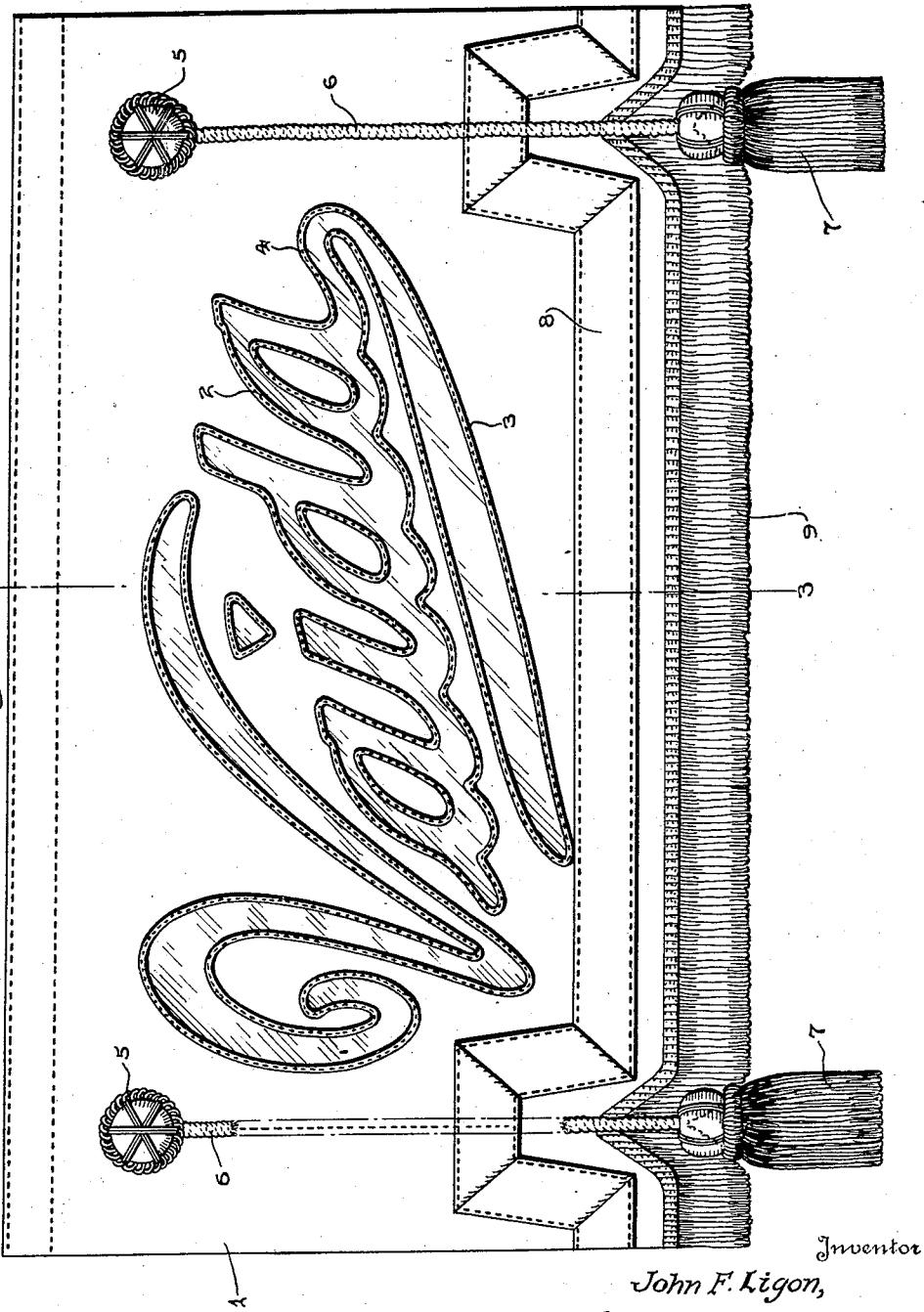
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1,853,984

VALANCE

Filed July 25, 1931. 2 Sheets-Sheet 1

Fig. 1. 3



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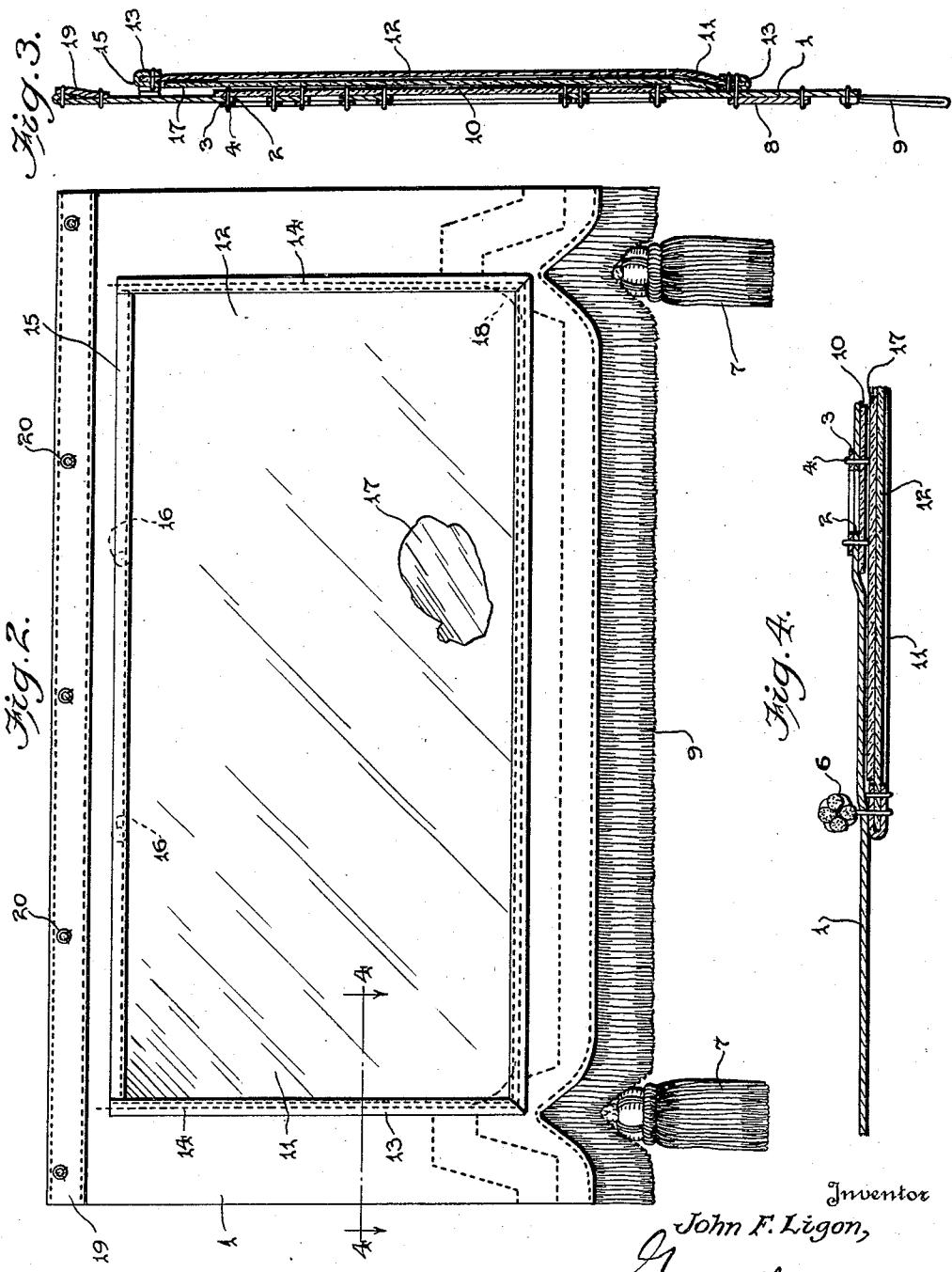
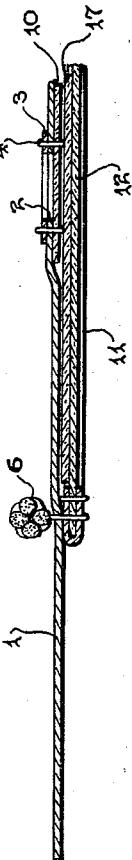


Fig. 4.



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## UNITED STATES PATENT OFFICE

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## VALANCE

Application filed July 25, 1931. Serial No. 553,168.

This invention relates to a valance.

Valances of the type to which my invention relates are made of suitable textile or other opaque material, and are placed in the interior of store windows or similar display cases and are hung at the upper part of such windows and extend downwardly over the upper portion of the glass of the window to provide an ornamental and artistic drape.

10 Ordinarily these valances are provided with designs, legends, names or advertising matter which is in the form of braid sewed to the valances, or in some instances printed directly on the valance.

15 The object of my invention is to provide a valance of textile or other opaque material having suitable advertising matter or names, etc., cut out from the body of the valance and providing not only an ornamental and artistic drape but also permitting various color schemes to be effected by means of interchangeable translucent strips or cards which are supported in the rear of the cut-out portion of the body of the valance.

20 Another object of the invention is to provide a valance which enables the window dresser to change the color scheme of the advertising matter thereof to conform to the color scheme of the window display, or desires of the user.

25 A further object of the invention is to provide an artistic valance serving not only to ornament or drape the upper portion of a store window or the like, but also enabling the advertising matter cut out therefrom to be displayed in a clear, distinct and attractive manner. In the day time, the sun passing through the cut-out advertising matter and the colored strip or card, produces in effect an illumination of the advertising matter, and at night the same effect is obtained by the artificial light in the interior of the show window or the like.

30 With the above and other objects in view, my invention consists in the construction and novel combination and arrangement of parts hereinafter described, illustrated in the accompanying drawings, and set forth in the claims hereto appended, it being understood that various changes in the form, propor-

tion and minor details of construction, within the scope of the claims, may be resorted to without departing from the spirit of the invention or sacrificing any of the advantages thereof.

35 In the accompanying drawings:

Figure 1 is a front elevation showing the valance of the present invention.

Fig. 2 is a rear elevation showing the pocket.

Fig. 3 is a vertical sectional view taken on the line 3-3 of Fig. 1.

Fig. 4 is a horizontal sectional view taken on line 4-4 of Fig. 2.

40 Referring more particularly to the drawings, the reference character 1 indicates the body or main portion of the valance, which is of any suitable opaque material, preferably a textile material, such as imitation suede, and which may be of any desired color and dimensions. This body portion of the valance is of a thin flexible character and has cut out therefrom suitable advertising matter or display openings 2. A tape 3, which may be of any kind, preferably tash tape, may be sewed, 45 as at 4, to the body of the valance, to outline the cut-out advertising matter therein. Usually this tape is of a contrasting color to the body of the valance and if used enables the advertising matter to be clearly defined 50 at its cut-out edges. The tape 3 more definitely outlines the cut-out advertising matter by providing an increased depth at the outline of the letters or other indicia constituting the advertising matter, thus presenting the advertising matter in relief against the body of the valance. The tape also acts as a binding at the edge of the cut-out portions and prevents raveling of the material.

55 The valance may be provided on the face thereof with suitable rosettes 5 and attaching cords 6 terminating in tassels 7. A suitable ornamental braid 8 may be disposed below the advertising matter and forming a lower border below which the usual fringe 9 is applied at the bottom edge of the valance strip. Any other suitable ornamentation may, of course, be provided.

60 A transparent backing 10 is positioned over the cut-out advertising matter on the

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5 rear side of the body portion of the valance, and is secured thereto by the stitching 4, which is the same stitching that secures the tape to the outline of the cut-out portions of the body of the valance. The backing 10 may, of course, be secured in any other desired manner.

10 On the rear side of the body of the valance there is provided a pocket 11 which is preferably composed of a sheet of transparent material 12 and which may be provided at its edges with a suitable binding 13. This transparent pocket 11 is secured at its sides and bottom to the rear side of the body of the valance, preferably by stitching 14, which stitching is concealed on the front of the valance by the rosette, cord and braid ornamentation 5, 6 and 8, respectively, referred to above. The upper end of the pocket, 15, is 15 open and unsecured to the rear side of the valance, except that in some instances it may be detachably secured by means of snap fasteners 16.

20 A translucent strip or card 17 of any desired color is adapted to be received by the pocket and it will, of course, be interposed between the transparent pocket and the main portion of the valance. The lower corners of the strip or card are rounded as at 18, which enables ready insertion of the strips into the pockets. It is to be understood that the translucent card is of such size as to permit its ready insertion into the transparent pocket and removal therefrom. This makes 25 possible the use of a large number of differently colored cards or strips, so as to obtain the desired color for the cut-out advertising matter of the valance, which will be arranged to conform to the color scheme of a window display. It will simply be necessary to remove one colored strip or card and replace it with a card or strip of a different color in order to obtain this result. In the event that through long service the colored translucent 30 strip or card should become faded by the sunlight or artificial light, it will be seen that a new colored strip may be readily inserted to replace the faded or worn strip.

35 At the rear side of the valance above the open upper end 15 of the pocket there is provided a top binding strip 19 to which are secured suitable attaching means such as small metal rings 20, thus enabling the valance to be hung in the upper portion of a 40 show window or the like.

45 As for the transparent and translucent materials referred to herein, I have found that the product known as Lumerith serves admirably for this purpose, in that it is highly flexible and is commercially fire proof. Lumerith is a material somewhat similar to celluloid and cellophane and possesses the desired qualities of both of these materials. Lumerith is obtainable in colorless transparent form and also in various colors.

50 The preferred embodiment of my invention has been described herein and shown as a valance for the decoration of the windows of stores or other commercial establishments, but it will be readily understood that the invention is adapted for any use wherein an ornamental drape of this character is desired, for instance in connection with awnings, window shades, door curtains, or similar articles.

55 What is claimed is:

1. A valance consisting of a strip of opaque material having cut-out advertising matter, a backing of transparent material in the rear of said cut-out advertising matter, a strip of transparent material secured to the rear side of said valance thereby forming a pocket, and a translucent strip adapted to be received in said pocket in the rear of said backing.

2. A valance consisting of a strip of thin flexible textile material having cut-out advertising matter, a backing of flexible transparent material secured to the rear side of said valance over said cut-out advertising matter, a strip of thin flexible transparent material also secured to the rear side of said valance thereby forming a pocket, and a thin flexible translucent strip adapted to be inserted in said pocket.

3. A valance consisting of a strip of thin flexible opaque material having cut-out advertising matter, a tape outlining said cut-out matter, a thin transparent strip of material secured to the rear side of said valance over said cut-out advertising matter, a transparent strip also secured to the rear side of said valance thereby forming a pocket, and a translucent strip adapted to be inserted in said pocket, said tape and thin transparent strip being stitched to the valance.

4. A valance consisting of a strip of thin flexible sheet material having cut-out advertising matter, a strip of thin flexible transparent material secured to the rear side of said sheet material thereby forming a pocket over the said cut-out matter, and a strip of thin flexible translucent material adapted to be inserted in said pocket.

5. A valance of opaque material provided with cut-out advertising matter, a backing of transparent material secured in the rear of said valance and positioned over said cut-out advertising matter, a strip of transparent material secured at its bottom and sides to the rear side of said valance thereby forming a pocket, and a translucent strip adapted to be inserted in said pocket.

6. A valance consisting of a strip of sheet material having cut-out advertising matter, a backing of transparent material secured to the rear side of said strip over the cut-out matter, a strip of flexible material secured to the rear side of said strip over said cut-out matter thereby forming a pocket, and a translucent strip adapted to be inserted in said pocket.

7. A valance, consisting of a thin, flexible, opaque sheet having light-transmitting openings therein corresponding to the outline of the matter to be displayed, a flexible trans-  
5 parent sheet secured to the rear side of the opaque sheet to form therewith a pocket which is open at a side, and a light-transmitting strip readily insertable in and removable from said pocket.

10 8. A valance, consisting of a thin, flexible, opaque sheet having portions cut therefrom to define matter to be displayed, a flexible transparent backing secured to the rear side of the opaque sheet and extending over the  
15 cut out portions thereof, and a flexible transparent sheet secured to the rear side of the opaque sheet to form therewith a pocket which is open at the side to admit of a strip being readily insertable in or removable from  
20 the pocket.

9. A valance, consisting of a thin, flexible, opaque sheet having portions cut therefrom to define matter to be displayed, a flexible transparent backing stitched at its outer  
25 edges and intermediate portions to the opaque sheet, the intermediate stitching being adjacent and conforming to the cut out portions of the opaque sheet, and a flexible transparent sheet secured to the rear side of  
30 the opaque sheet to form therewith a pocket which is open at a side to admit of a strip being readily insertable in or removable from the pocket.

35 In testimony whereof I have hereunto set  
my hand this 25th day of July, 1931.

JOHN F. LIGON.

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