

SIGN  
DEPARTMENT

RAWSON & EVANS

.... MANUFACTURERS OF ....

DECORATIVE  
GLASS

CHIPPED, GROUND  
EMBOSSSED, ENAMELED, Etc.

In All Varieties

460 West Broadway  
NEW YORK

151 AND 153 W. WASHINGTON ST.  
CHICAGO

CORRESPONDENCE  
SOLICITED ❧ ❧ ❧

ESTIMATES  
GIVEN ❧ ❧

SUGGESTIONS MADE

DESIGNS ❧ ❧  
FURNISHED

IDEAS ❧ ❧ ❧  
ELABORATED

*THE HENRY FRANCIS du PONT*  
*WINTERTHUR MUSEUM*  
*LIBRARIES*

∞  
Gift of

Mr. Charles B. Simmons

# RAWSON & EVANS

.....MANUFACTURERS OF.....

## Chipped, Ground, Enameled and Embossed Glass

IN ALL VARIETIES

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SPECIAL ATTENTION GIVEN TO THE HIGHEST GRADE OF  
ORNAMENTAL CHIPPING AND SIGN WORK


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151-153 W. Washington St.  
CHICAGO, ILL.

The  
Desplaines  
Press  
P. F. Pettibone & Co.  
Chicago

460 West Broadway  
NEW YORK CITY

## EXPLANATORY



IN connection with our Ornamental Glass business, we have developed the most perfect and satisfactory Glass Signs ever introduced, mainly, but not wholly, made in chipped glass. This glass is produced by actually fracturing the surface of ordinary glass, producing a surface of broken crystal, interspersed with a running tracery of delicate and graceful lines that is at once the most attractive and brilliant of any known style of glass decoration. When silvered or gilded, it is more beautiful than any form of wrought silver or gold.

In order to emphasize the work, colored letters (usually black, dark green, blue or maroon) are used on a background of chipped silver or gold; or chipped silver or gold letters are used on a background of similar colors, the contrasting effect of either being very striking.

The signs are adapted for use on exterior of buildings or for advertising purposes in quantities alike.

We do not furnish free samples of advertising signs, but for parties contemplating purchase of quantities alike, we get up sample signs, merely charging the price we would ask for the same by the hundred, and leaving the purchaser free from any obligation to order more unless he desires to do so.

The work is intentionally varied to an extent which precludes any possibility of fixing uniform prices, but every job is separately estimated and price governed simply by cost of material and labor involved.

While making a specialty of Chipped Glass Signs, and recommending them wherever a high grade of work is desired, we wish to say that we do not limit our work to this class, but are prepared to furnish any kind of Glass Signs, Sand Blast, Embossed, Etched, etc., either in colored or white glass, plain or silvered, of the best quality in any quantity.

# ...Chipped Glass Signs are the BEST Signs...



WE FIRST INTRODUCED THEM

We Patented our Process in the United States, Canada,  
England, France, Germany, Belgium, Austro-Hungary

They are the Most Brilliant

They are the Most Attractive

They are Seen Farther

They are Read Easier



They are Enduring

They are as Good at Night as by Day

They Bear Closer Inspection

They are More Easily Cleaned



## They are Better than Any Other Signs on Earth





01

Photographic Reproduction of Chipped Glass Single Process Life Size



0900

OUR FACTORY, 151 AND 153 WEST WASHINGTON STREET, CHICAGO





0901

OUR STORE AT 460 WEST BROADWAY, NEW YORK CITY





0902

INTERIOR OF OUR SHOW ROOM, 460 WEST BROADWAY, NEW YORK CITY



0903

### VIEW OF OUR EXHIBIT IN THE WORLD'S COLUMBIAN EXPOSITION

It was generally conceded that we made the most elaborate and ornate display of plain and ornamental chipped work, both clear and under silver, shown in the World's Fair.

Also a very unique and artistic display of Sand Blast, Etched and Embossed Work, while our exhibit of Chipped Glass Signs not only excelled any other of similar character, but also all other signs of any description whatever, shown in the Exposition.

We received highest AWARDS COVERING EVERY POINT OF OUR EXHIBIT, without exception. See opposite page.







0906

A SUCCESSFUL DRUG STORE, 263 BROADWAY, NEW YORK CITY  
 Showing Overhead and Column Signs in Chipped and Silvered Plate Glass





0907

PLATE GLASS SIGNS, CLARK AND MADISON STREETS, CHICAGO.

Covering more than 400 sq. ft., made entirely of beveled plate glass, highly ornamented, making the most brilliant and extensive display in the country.



0908

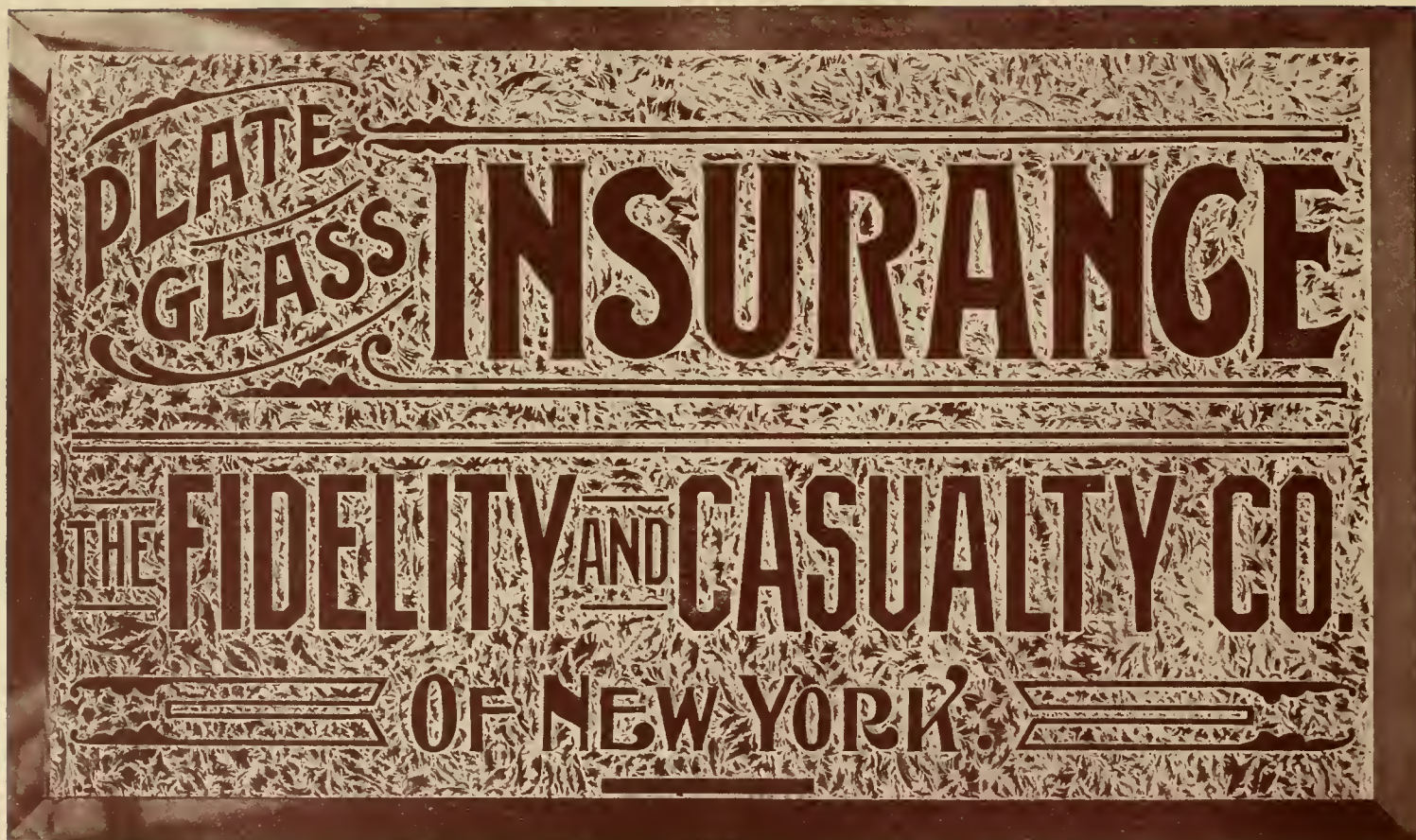
1442 BROADWAY, NEW YORK CITY—Chipped Plate Window-Base Signs



0912

579 BROADWAY, NEW YORK CITY—All Signs Chipped Plate Glass





0925

Plate glass signs may be insured against breakage, in responsible plate glass insurance companies, if desired.



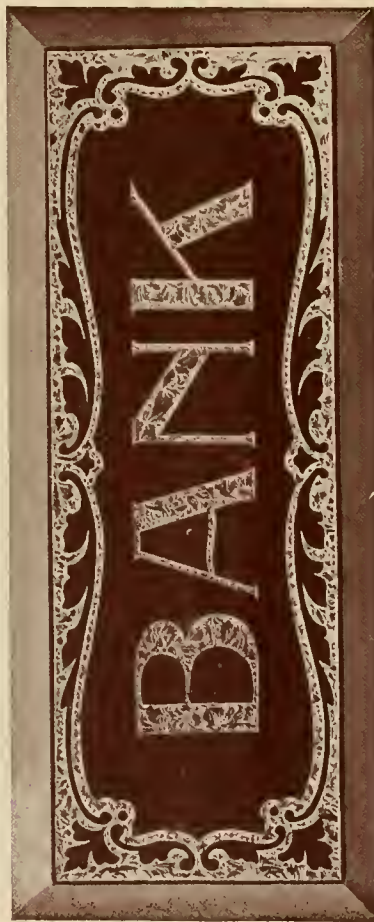


0932

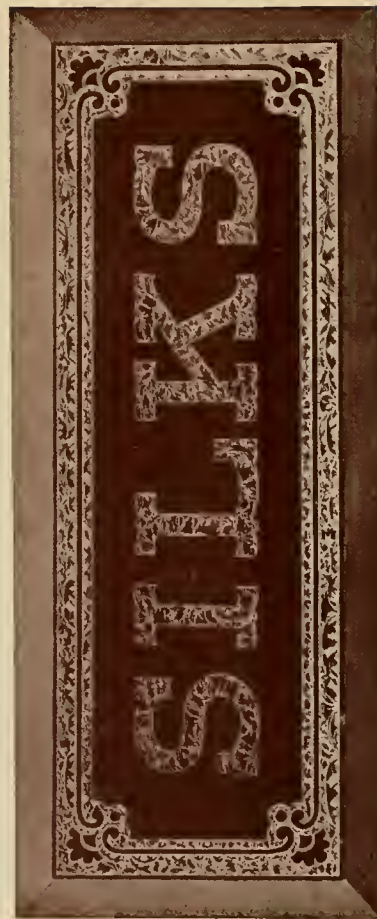
Framed D. T. Chipped Glass Sign



0926



0927



0928

Chipped Silver or Gold Letters on Color Panel





0929



0930

Colored Letters on Chipped Silver

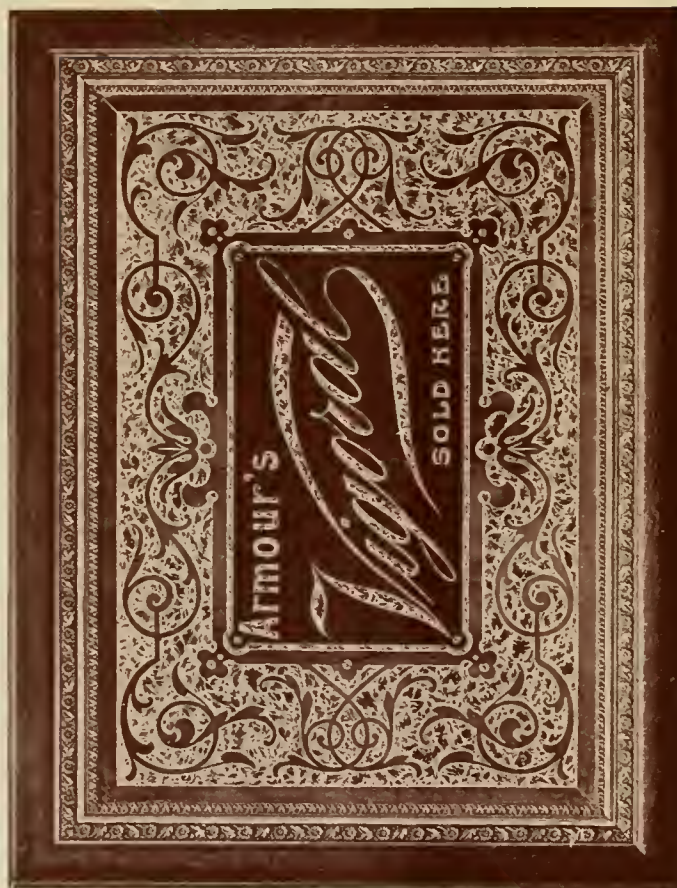


0931



0934

Chipped Gold on Black; made on Special Heavy Plate



0985



0936

Chipped Silver, with Embossed Ends





0937



0938

Hand Painted Portrait in Chipped Glass Sign

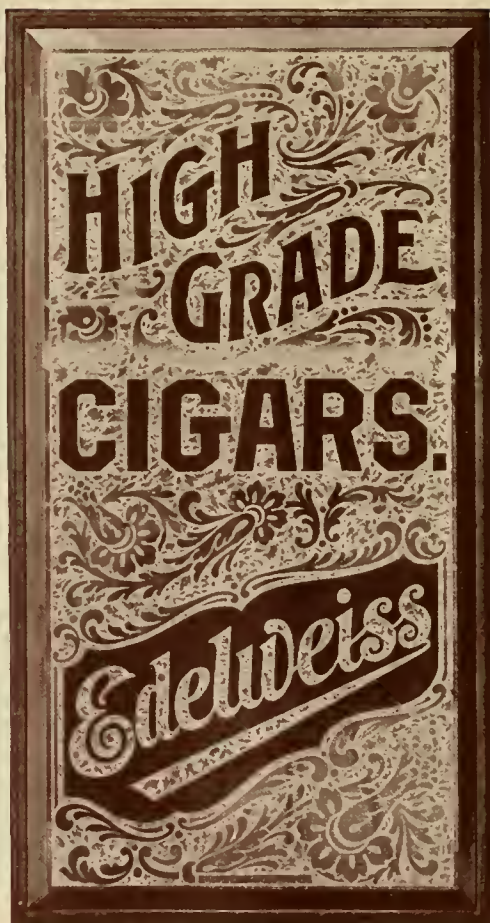


0939



0940

Chipped Plate Sign  
Trade Mark Etched



0941



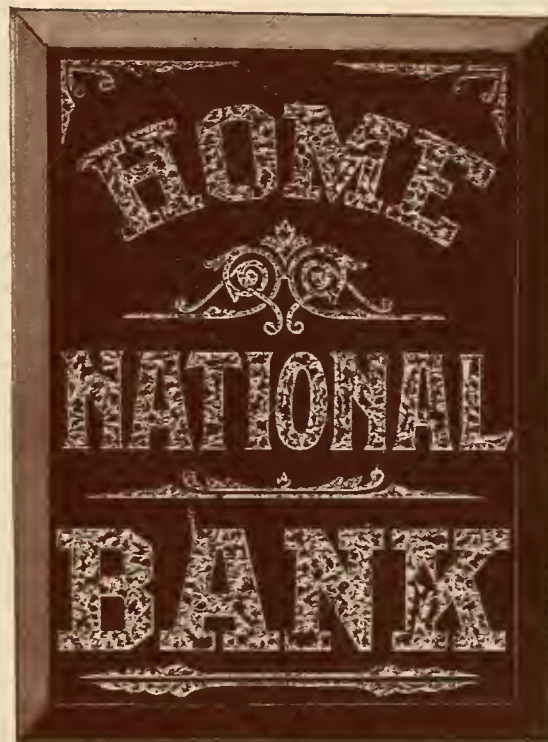
0942

Photo from Building



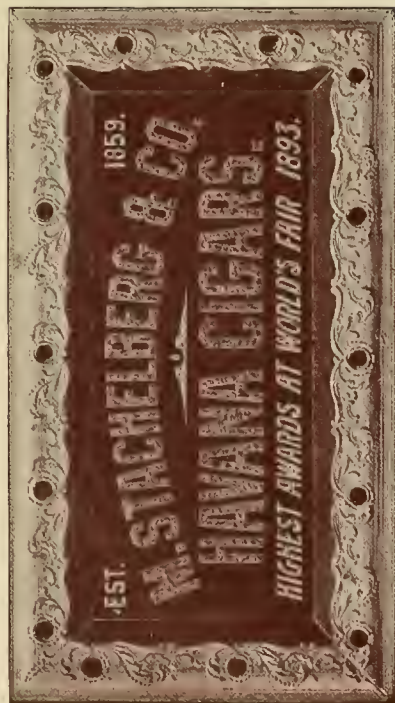
0943

Elaborate Chipped Sign  
Photo from building, much reduced.



0944





0945



0946

Elaborate Chipped and Embossed Work



0947





0948

Richly Ornamented Acid and Chipped Work, much reduced



0949



0950



0951

## Chipped Silver Sign

With profuse acid ornamentation ; about 6 ft. by 4. Photographed from building.



0952



0953



0954



0955



0956

Script Sign in Chipped Gold



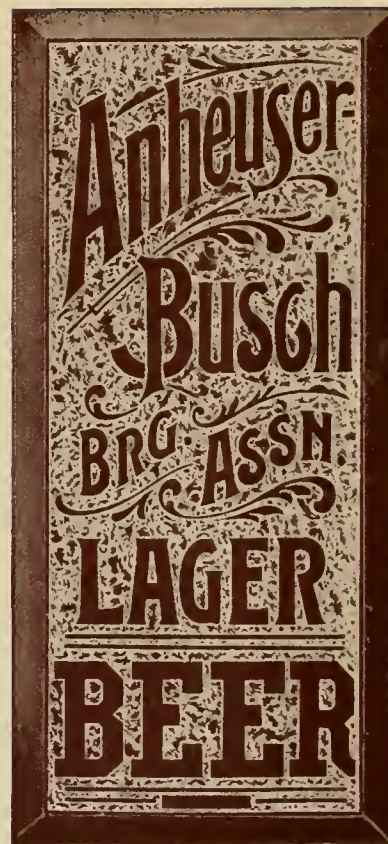


0957

Photographed from Building



0958

Chipped Silver, with Etched  
Trade Mark

0959



0960



0961

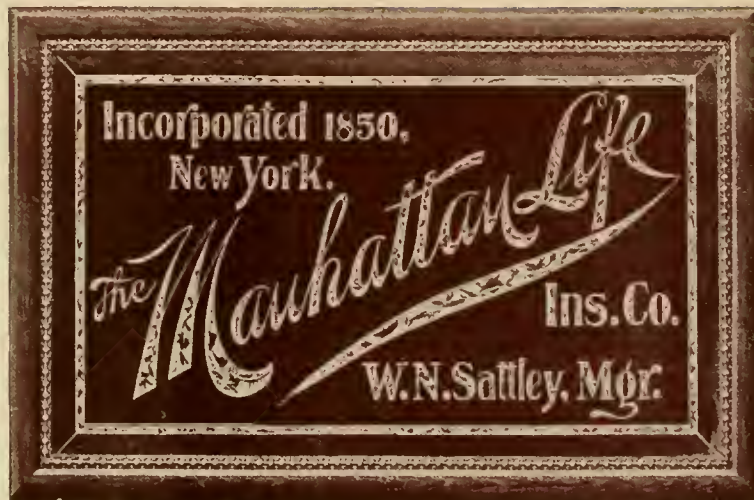
Framed Cigar Signs; Glass about 24 x 12





0962

Chipped Gold on Black



0963



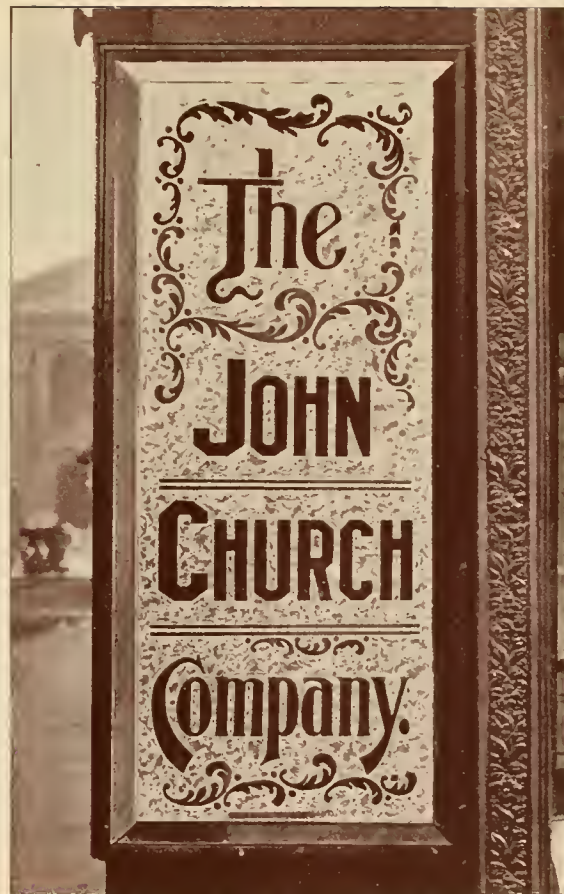
0964





0965

Chipped Silver and Gold on Blue

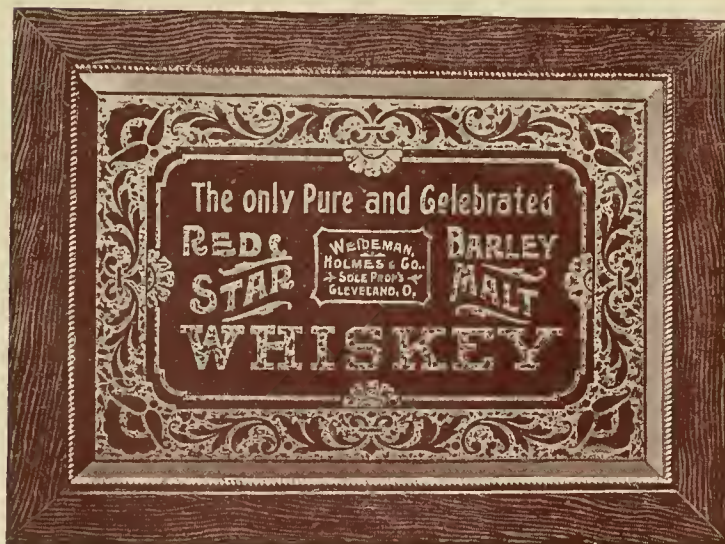


0966

Photographed from Building after two years' exposure to weather

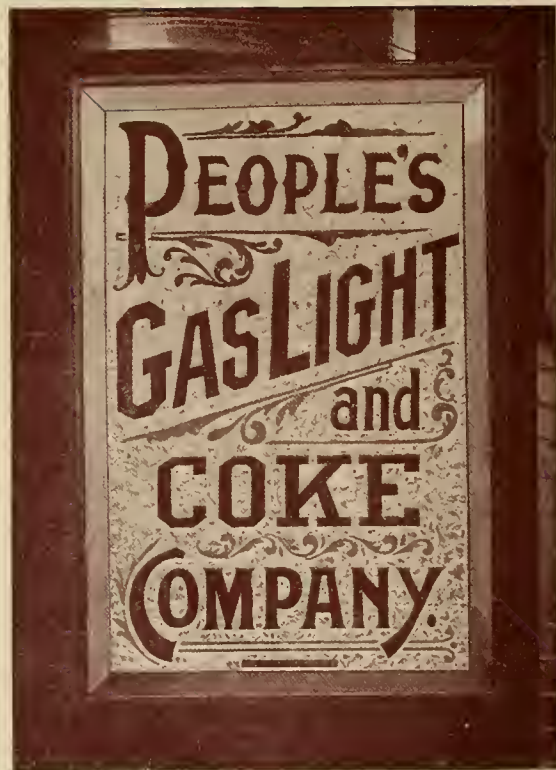


0967



0968

Chipped Silver Border and Letters, Maroon Center



0969

Photographed from Building



0974



0975





0976

At Washington and Dearborn Sts., Chicago



0977

Chipped Letters, Label in Center

## COLORED GLASS SIGNS

WHILE lacking tone and brilliancy of the chipped glass signs, which are our specialty, are yet in some respects unexcelled by any other class of sign work. They are absolutely unfading, and, with proper care, will last a lifetime. They are the most conspicuous of illuminated signs for night use, while at the same time satisfactory for day purposes.

The fact that they are equally conspicuous from either side renders each sign in a measure available as two signs when hung so that they are seen from opposite directions. They are also inexpensive, especially if ordered in considerable quantities alike.



0978

White Letters on Ruby Flashed and Reverse

ADVERTISEMENTS  
FOR  
THE DAILY NEWS  
FORWARDED  
BY TELEPHONE.

0979

Blue Flashed Sign, White Surface

## CRYSTALLINE GOLD LETTERS

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THESE letters are exceptionally fine for use on show windows, both on account of their beauty and brilliancy, and for the fact that as they have a full adhesion to the glass on which they are placed, and also expand and contract to the same degree, they do not come off, as is the case with metallic letters, which generally adhere only at the rim, and the expansion of which being unequal to that of glass, naturally forces them off. These letters differ from any other glass letters previously placed on the market in the fact that they are cut out in full outline, while most letters heretofore used were either made up of molded glass not nearly as brilliant, or, when made from polished glass, what should be the open spaces in such letters as D, O, R, etc., were not cut out at all, but left as clear glass. The letters, being chipped before being gilded, have all of the brilliancy of fractured gold, and stand out with more conspicuousness than any other class of window letters. The fact that the gold used is absolutely protected by the glass on both sides of it, renders it far more permanent than any other form of gold letters. The use on exterior of windows is of great advantage, as they are then read at any angle, while letters on the interior are not.







Style P

Style Q

Style R

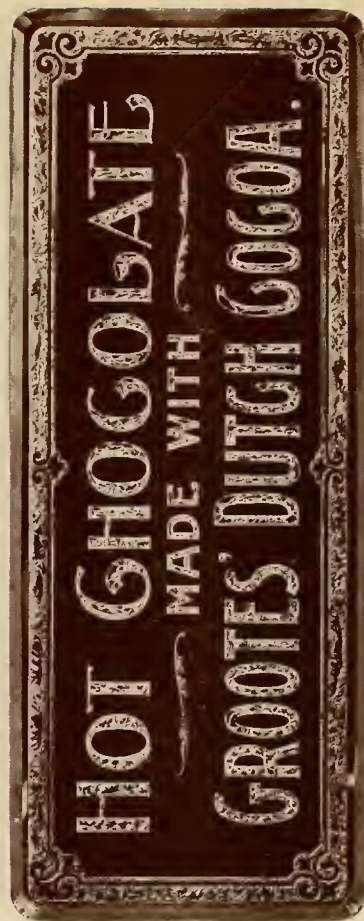
Style S

Price per letter, 50c. per inch.



0980

Black Centers, Silver Margins, Chipped Silver Letters



0981



0982



0983

Blue Flashed Sand Blast Sign, Letters in Color



0348



0349

Ruby Letter Signs on White Chipped Surface

(Also made in other colors)

THE above signs are made by cutting away the surface of colored (flashed) glass, and chipping the exposed surface, thus leaving the letters in color standing out on a white crystalline ground-work. They are especially adapted for use over cashier's windows and like positions, and for such uses are unexcelled. The labor and difficulty involved, however, are such as to preclude their use for advertising signs covering any considerable amount of lettering.





0985

Mirror, with Chipped Letters and Etched Trade Mark



0986

Chipped Plate Sign, with Clock in Center



0987

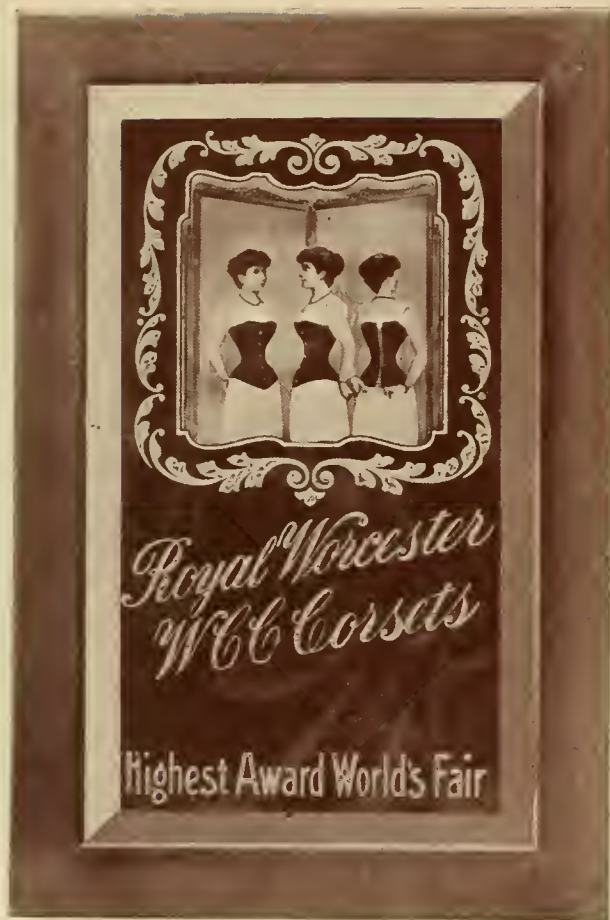


0988

Feathers and trade mark in photo-aluminum process.

## MIRROR SIGN

Showing effect of Chipped letters on clear Mirror surface, with picture in Photo-Aluminum process, harmonizing more perfectly with mirror than any other known method.



0989 Mirror Sign



0990



0991



## GOOD MERCHANTS

classify disbursements as "MERCHANDISE," "LABOR," "INSURANCE,"  
"EXPENSE," "FIXTURES," "INVESTMENT," "STOCK," etc.

## DON'T CLASSIFY SIGNS WRONG

They are not "expense ;"

They are an "investment."

They are the best kind of investment,

Because they pay the biggest dividends,  
And keep on paying dividends.

They are not only advertisements ;

They are the **BEST** of advertising,

Because most **ENDURING** ;  
Because in the right location



They attract the buyer's attention when he is at  
your door ;

**NOT** when he is a thousand miles away.

As they are the first thing to attract the attention of the visitor, it is of the utmost importance that they should be the most attractive thing about your place.

They become identified with the personality of the concern.

It is important that they should fitly represent  
it and carry the impress of . . . .  
**HIGH CHARACTER.**

