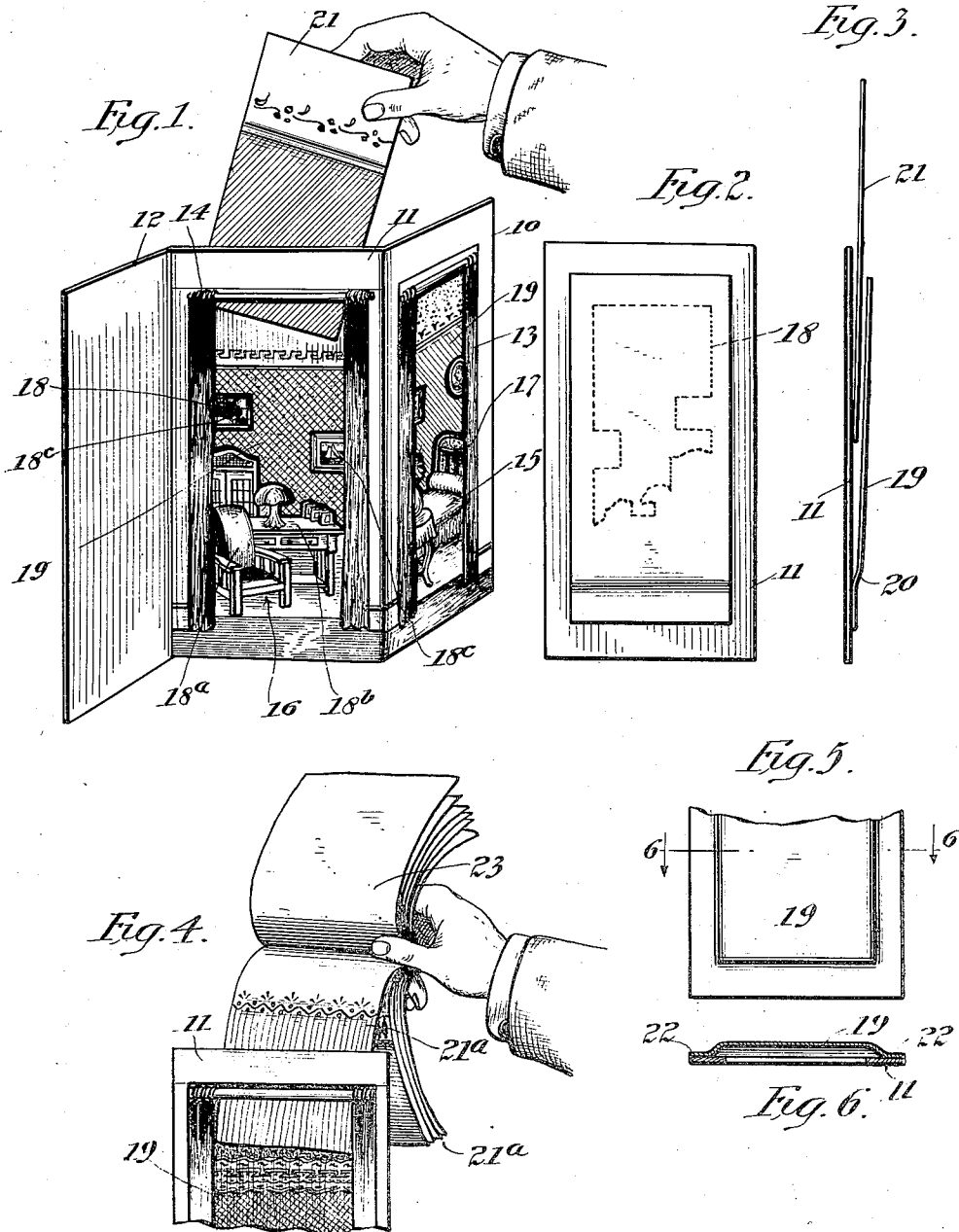


C. T. FAIRBANKS.
ADVERTISING DEVICE.
APPLICATION FILED OCT. 23, 1916.

1,246,076.

Patented Nov. 13, 1917.



Witness
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UNITED STATES PATENT OFFICE.

CLARENCE T. FAIRBANKS, OF CHICAGO, ILLINOIS.

ADVERTISING DEVICE.

1,246,076.

Specification of Letters Patent.

Patented Nov. 13, 1917.

Application filed October 23, 1916. Serial No. 127,249.

To all whom it may concern:

Be it known that I, CLARENCE T. FAIRBANKS, a citizen of the United States, residing at Chicago, in the county of Cook and State of Illinois, have invented new and useful Improvements in Advertising Devices, of which the following is a full, clear, concise, and exact description, reference being had to the accompanying drawing, forming a part of this specification.

My invention relates to an advertising device for the exhibition of paints, calcimines and the like.

One of the objects of my invention is to provide an improved device of this character in which the effect to be obtained by the use of different wall coatings in a room can be realistically displayed, which will be simple in construction and effective in use.

In the drawings, in which I have shown several embodiments of my invention—

Figure 1 is a perspective view of a folder showing a sheet about to be inserted;

Fig. 2 is a rear elevation of part of the folder shown in Fig. 1;

Fig. 3, is a side elevation of the part shown in Fig. 2;

Fig. 4 is a perspective view showing the sheets to be inserted bound in book form;

Fig. 5 is a fragmentary view showing another form of the positioning sheet; and

Fig. 6 is a section on the line 6—6 of Fig. 5.

Referring to the drawings in detail, in Fig. 1 is shown a folder embodying my invention. This folder comprises three leaves, 10, 11 and 12, respectively. Each of the leaves 10 and 11 is provided with a pictorial representation of a door or similar opening through the wall of a room 13 and 14, respectively, and also with a pictorial representation of room furnishings 15 and 16, respectively, seen through the doors 13 and 14. Each leaf 10 and 11 is also provided with an irregularly shaped opening 17 and 18, respectively, the outline of which is determined by the outline of the representations of the room furnishings and door.

As an example of the room furnishings, the leaf 11 shows a chair 18^a, a table 18^b, and picture 18^c.

At the back of each of the leaves 10 and 11 a leaf 19 is secured at its lower edge 20 in position to cover the openings 17 and 18, respectively. The front face of each leaf 19 is coated with a material suitable for a wall

coating, such as calcimine, paint, or the like. The back face of leaf 19 may be printed with type matter thus making the back of the device useful as well as the front when used as the page of a folder or circular. Other layers or sheets 21 having one face coated with calcimine or the like of a different shade or pattern from the coating on the leaves 19 may be inserted between the leaves 19 and 11 and between the leaves 19 and 10.

In this manner, very realistic representations of the appearance of a furnished room with various shades and patterns of wall coatings may be obtained. The leaf 19 is secured at 20 in such position as to properly position the lower end of the sheet 21 so that this sheet will cover the opening 18. If desired, the side edges also of the sheet 19 may be secured to the sheet 11, as indicated at 22 in Figs. 5 and 6, to still further position the inserted sheet 21. Also, if desired, a number of sheets 21^a having coatings of different shades and patterns may be bound together to form a book 23 (Fig. 4), any one of the leaves of which can be inserted between the sheets 19 and 11.

Having thus described my invention, what I claim as new and desire to secure by Letters Patent is—

1. In a device of the character described, a sheet provided with a pictorial representation of room furnishings and having an opening therethrough the edges of which are determined by said pictorial representations, a second sheet having a portion secured to the back of said first sheet in such position that said second sheet will cover said opening, that part of the second sheet which covers the opening being provided with wall coating material, and a third sheet also provided with a wall coating material of a size and shape to be inserted between said other sheets and positioned thereby so as to cover said opening.

2. In a device of the class described, a sheet provided with a pictorial representation of a door into a room and a pictorial representation of room furnishings visible through said door and having an opening therethrough the edges of which are determined by said pictorial representations, and a second sheet provided with a wall coating material of a size and shape to cover said opening.

3. In a device of the character described, a sheet provided with a pictorial representa-

- tion of room furnishings and having an opening therethrough the edges of which are determined by said pictorial representations, a second sheet secured to said first sheet to cover said opening and form a pocket, and a third sheet provided with a wall coating material of the size and shape to be inserted in said pocket and positioned thereby to cover said opening.
- 10 4. In a device of the character described, a sheet provided with a pictorial representation of room furnishings and having an opening therethrough the edges of which are determined by said pictorial representations, and a second sheet of a size and shape to cover said opening, provided with a wall coating material.
5. In a device of the character described, a sheet provided with a pictorial representation of room furnishings and having an opening therethrough the edges of which are determined by said pictorial representations, and a second sheet of a size and shape to cover said opening, provided with a surface-representing material.
- In witness whereof, I have hereunto subscribed my name.
- CLARENCE T. FAIRBANKS.