H. W. PEARSON.

ADVERTISING DEVICE ESPECIALLY ADAPTED FOR THE EXHIBITION OF PAINTS, CALCIMINES, AND SIMILAR MANUFACTURES.

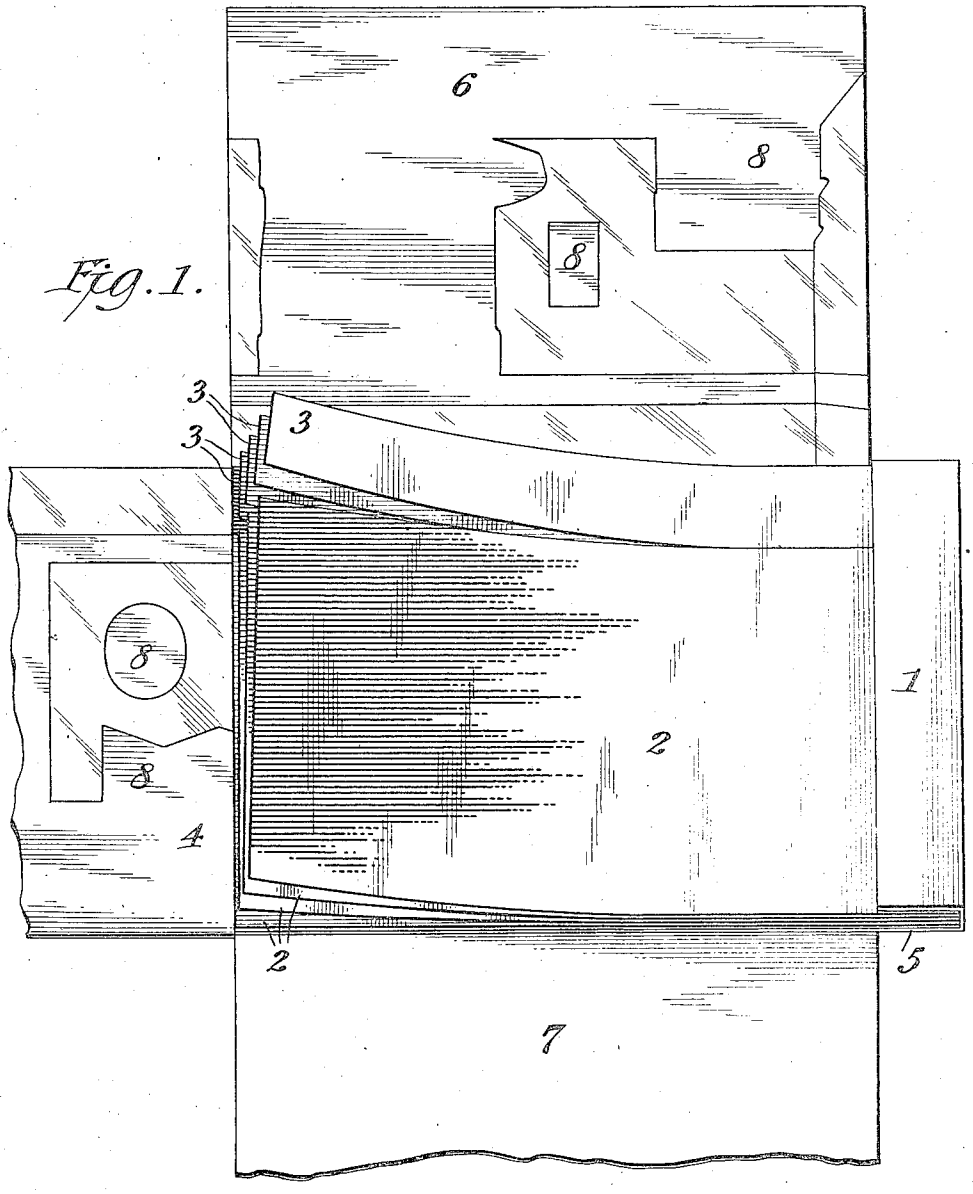
APPLICATION FILED JUNE 14, 1913.

1,111,320.

Patented Sept. 22, 1914.

2 SHEETS—SHEET 1.

Fig. 1.



Witnesses:
A. R. Appleman
F. M. Dunbach

Inventor.
Hugh. W. Pearson.
By his Attorneys Phillips & Abbott.

H. W. PEARSON.

ADVERTISING DEVICE ESPECIALLY ADAPTED FOR THE EXHIBITION OF PAINTS, CALCIMINES, AND SIMILAR MANUFACTURES.

APPLICATION FILED JUNE 14, 1913.

1,111,320. Patented Sept. 22, 1914.

2 SHEETS—SHEET 2.

Fig. 2.

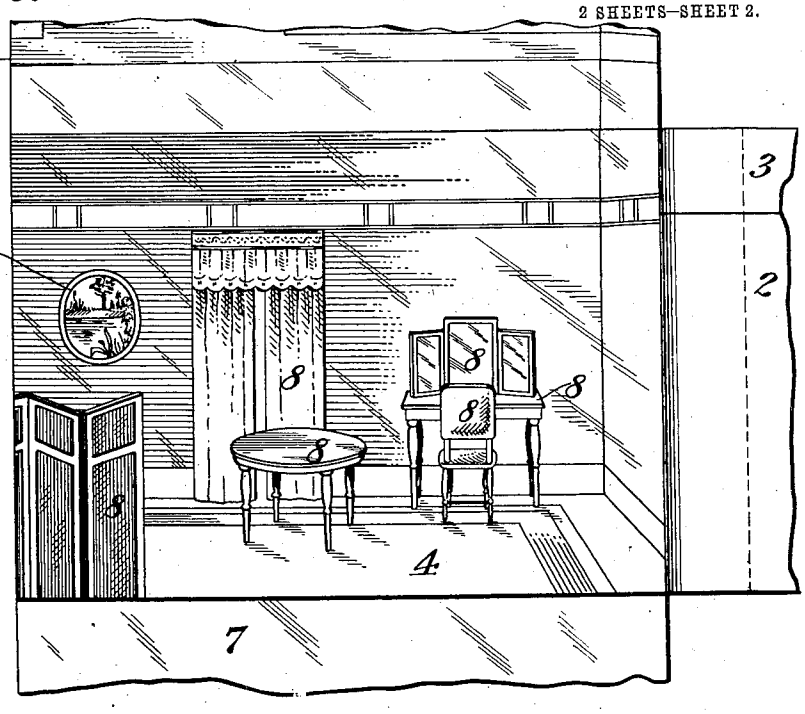
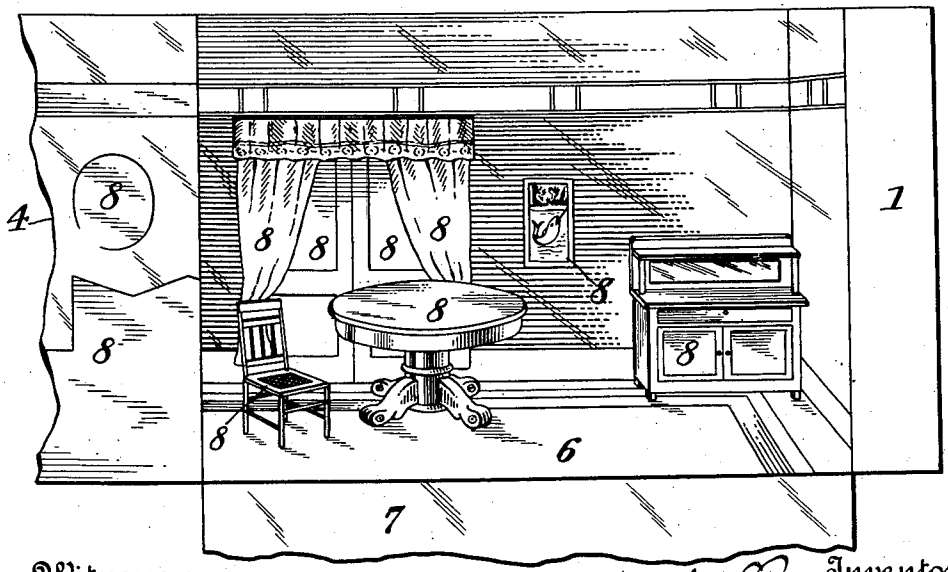


Fig. 3.



Witnesses:
A. R. Appleman
F. M. Dousback

Inventor,
Hugh W. Pearson.
By his Attorney
Phillips Abbott.

UNITED STATES PATENT OFFICE.

HUGH W. PEARSON, OF NEW YORK, N. Y.

ADVERTISING DEVICE ESPECIALLY ADAPTED FOR THE EXHIBITION OF PAINTS, CALCIMINES, AND SIMILAR MANUFACTURES.

1,111,320. Specification of Letters Patent. Patented Sept. 22, 1914.

Application filed June 14, 1913. Serial No. 773,582.

To all whom it may concern:

Be it known that I, HUGH W. PEARSON, a citizen of the United States, and a resident of New Brighton, Staten Island, borough and county of Richmond, city and State of New York, have invented a new and useful Improvement in Advertising Devices Especially Adapted for the Exhibition of Paints, Calcimines, and Similar Manufactures.

Generally described, the invention consists in a series of leaves or sheets similar to the leaves of a book, suitably bound at one edge, each of the leaves being coated on one side with the actual paint, calcimine, or other material to be exhibited. These leaves are preferably made in two parts, so that one part which is ordinarily the larger, may represent the side wall or walls of a room, and the smaller part the frieze or dado, as the case may be, of the room. Each leaf, or divided leaf, if the same be made in two parts, is coated with a different color or tint of the paint or calcimine. The device is provided with an ordinary back or cover upon what may be called its rear side, which may be opaque and serve merely as a protection for the structure and as a support for the transparent covers about to be described. This back is attached to the binding of the book in any suitable manner and to its edges other than the edge which is connected to the binding with the leaves, are attached one or more covers made of transparent material, such as sheet celluloid, insoluble gelatin, or, if preferred, glass. There may be one such cover, or if preferred, two or three, one attached to the opaque back at the edge which is opposite the binding, or if two or three transparent covers are employed, then one will be attached to the edge of the back which is opposite the binding and the others at the side or sides thereof. Upon the face of these transparent covers, in other words, upon the side which is presented uppermost when they are folded inwardly over the leaves of the book, appropriate figures or designs are produced, either by being pasted thereto or printed or otherwise applied thereon, which shall simulate the furniture, decorations or other furnishings of an apartment of some sort, as, for instance, a bedroom, a diningroom, hall or parlor, as the case may be, and all the surface of these transparent covers which surrounds these emblems or members being transparent, will of course permit the underlying colored leaves of the book to be plainly seen through them. Thus an optical effect will be given of an apartment the walls of which are colored in the same color as those produced upon the leaves of the book and this color may be changed and the optical effect correspondingly changed by turning outwardly the successive leaves of the book, thus presenting a succession of different colors and if desired selection of colors may be made by turning out the larger parts of certain of the divided leaves and the narrower or smaller parts of other differently colored leaves. In this way a great variety of color schemes or combinations can be readily exhibited to a purchaser or to a decorator so that a pleasing selection can be made and the leaves being numbered to correspond with the factory numbers of the colors with which they are coated, an order for the desired colors can be readily arrived at in a manner well known.

The invention has a great advantage in that all of the transparent covers are so arranged that they are adapted to be folded inwardly over the leaves and also over one another so that during transportation the structure may be readily inclosed in any suitable envelop, occupying little space and being easily transported in the pocket or otherwise of the salesman, dealer or craftsman. The transparent covers are made somewhat smaller than the outer boundaries of the book or structure so as to allow for the binding of the leaves and their outward turning without conflicting with the inward and outward folding of the transparent covers.

Referring now to the drawings, Figure 1 is a plan view of the structure showing three transparent covers, all of them folded outwardly, so that the back side of them only is seen. It also shows the divided leaves and their binding at the right hand side. Fig. 2 is an elevation showing the two lateral covers, partly broken away and folded outwardly and the end cover folded inwardly so that its face or upper surface when in use is exposed to view, showing room furnishings simulating those of a dressing room. Fig. 3 is an elevation showing the end cover and the lower side cover as folded outwardly, exposing their rear

sides, the upper side cover being folded inwardly over the divided leaves, thus presenting its upper or face view and disclosing room furnishings illustrative of a diningroom.

In the drawings, 1 represents the binding of the book, 2 the leaves, 3 the smaller part of the divided leaves which simulate the frieze of the room or apartment, 4 the transparent cover which is foldably attached to the edge of the back or cover 5 which is opposite the binding 1, 6 the upper side cover and 7 the lower side cover. They are respectively hinged to the sides of the back or cover 5 and it will be noted that their width is such that they do not project over the binding 1 of the book.

In Figs. 2 and 3 the elements or figures representing the furniture are shown at 8, 8, etc. They simulate tables, chairs, screen, mirror, portières, pictures, sideboard, etc. Other figures may of course be added to or substituted for those shown. It will of course be noted that when the transparent covers are folded outwardly, these room furnishings appear as mere obstructions to the transparency of the cover, as illustrated in the drawings, and that the furniture or decorations which they simulate are not distinguishable until the covers are folded inwardly so that their face side is properly presented to view.

From what has been already stated, the operation is obvious. The user of the device, whether he be a decorator, salesman or customer desiring to get a color scheme for a bedroom or diningroom or whatever other apartment may be illustrated upon the transparent covers, examines the colors or tints that are produced in the actual wall covering goods made by the manufacturer and produced upon the leaves of the book, making such selection, both of the larger parts of the leaves which simulate the side walls of the apartment, and also such of the narrower or smaller parts of the leaves which simulate the frieze, as he may desire, making such combination of them as he prefers. The other discarded leaves he turns outwardly or to the right as shown in the drawings, so that they are out of the way, folded over the binding of the structure. The appropriate transparent cover, *i. e.*, the one that represents the apartment he wishes, is then folded inwardly over the divided leaves which are allowed to retain their normal position in the book and thus a realistic and accurate optical impression is given of the effect that will be produced when the paint, calcamine or other finish or coloring material is applied to the walls of the apartment in question.

Obviously it is not necessary that the leaves be divided into two parts. They may be single leaves simulating a continuous side wall or they may be divided into more than two parts, simulating the ceiling, frieze, side wall, dado, and floor, if desired. Such excessive division of the leaves, however, is not ordinarily desired.

I prefer that the back or rear book cover should not be hinged or pivoted to the binding, on the contrary, that it shall be a relatively stiff board or backing not intended to be flexed or hinged to the binding. This, however, is immaterial. It may be so made if preferred. The transparent covers, on the other hand, should be hinged to the back cover by suitable flexible material, such as linen, leather or equivalent substance, so as to permit convenient outward and inward folding of them.

I claim:

1. In a device of the class stated, a back, a series of leaves coated with different colors or shades of the material to be exhibited, and bound at one edge to one edge of the back, transparent covers hinged to the edges of the back other than at which the leaves are bound, each cover being smaller than the back and adapted to be folded inwardly over the leaves and each provided on its face with different simulations of room furnishings.

2. In a device of the class stated, a back, a series of divided leaves coated with different colors or shades of the material to be exhibited and bound at one edge to one edge of the back, transparent covers hinged to the edges of the back other than that at which the leaves are bound, each cover being smaller than the back and adapted to be folded inwardly over the leaves and each provided on its face with different simulations of room furnishings.

3. In a device of the class stated, a rigid back, a series of leaves coated with different colors or shades of the material to be exhibited and bound at one edge to the back, and a continuous transparent cover smaller than the back hinged to it at an edge other than that at which the leaves are bound and bearing simulations of room furnishings.

In testimony whereof I have signed my name to this specification in the presence of two subscribing witnesses.

HUGH W. PEARSON.

Witnesses:
H. E. SULLIVAN,
M. P. BROWN.