

G. W. Hawes, Pictorial Card Advertiser.

No. 120,260.

Patented Oct. 24, 1871.

Fig: 1

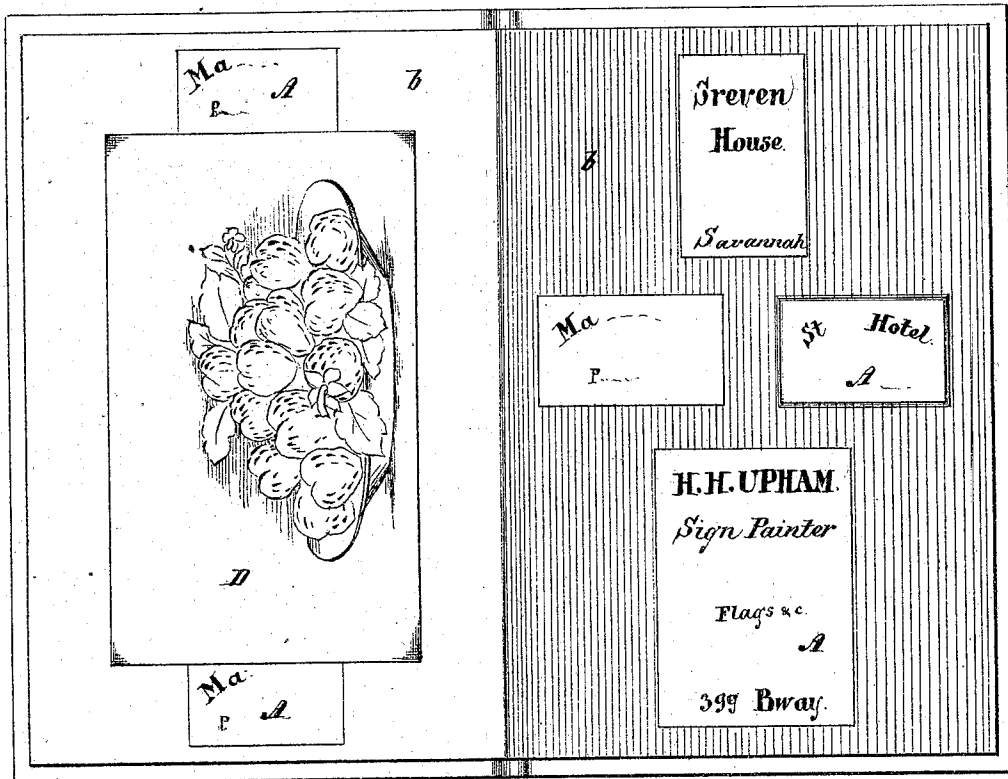


Fig: 3

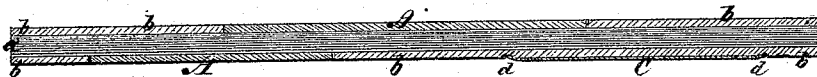
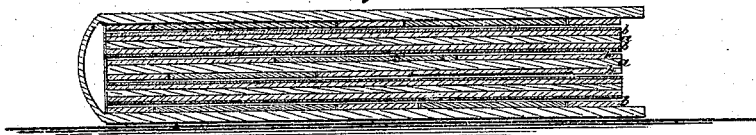


Fig: 2



Witnesses:

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UNITED STATES PATENT OFFICE.

GEORGE W. HAWES, OF NEW YORK, N. Y.

IMPROVEMENT IN ADVERTISING-ALBUMS.

Specification forming part of Letters Patent No. 120,260, dated October 24, 1871.

To all whom it may concern:

Be it known that I, GEORGE W. HAWES, of the city of New York, in the county and State of New York, have invented a new and useful Improvement in Pictorial Card-Advertiser; and I do hereby declare that the following is a full, clear, and exact description thereof, which will enable others skilled in the art to make and use the same, reference being had to the accompanying drawing forming part of this specification.

This invention relates to improvements in the pictorial books used for advertising by fastening bills, cards, &c., upon the leaves, in connection with pictures interspersed throughout the books to make them interesting, the said books being placed in conspicuous places, as in the cabins of steamboats, reading-rooms, hotels, and other much-frequented places. The said invention consists in having the cards, bills, or other advertisements that are attached let into the leaves; or, when placed on the surface, having the edges let into grooves in the surfaces of the leaves, so as to prevent injury, by the jutting-edges, to the pictures on the opposite leaves; also, to admit of leaves shutting in close together, as they would without the said cards, which they cannot do if the cards are applied upon the surface, as heretofore.

Figure 1 is a plan view of the improved pictorial card-advertiser, the book being open. Fig. 2 is a cross-section of the book when closed, and Fig. 3 is an enlarged section of one of the leaves.

The leaves are to be made of three sheets or plies of thick and, preferably, soft paper, pasted or otherwise caused to adhere to each other, as indicated in Figs. 2 and 3, wherein *a* represents the inner sheet, and *b* the outer ones. The said sheets are not to be so securely pasted together but that the outer ones or parts thereof may be removed; and when a business-card, *A*, is to be fixed in the book, a piece of the same size is cut out of the sheet or ply *b* of a leaf and removed and the card put in its place and pasted or otherwise fastened, so that its surface will be flush with the surface of *b*, or at any rate not higher;

but it may be lower without being objectionable. This is done, as before stated, so that the cards will not press upon the surfaces of the pictures unduly and thereby injure them when the book is closed; also, so that the book will close just as completely when filled with cards as before, and not be swelled out by an increased thickness between the covers, as would be the case when pasted on the surface of the leaves. I propose in some cases, however, not to cut out pieces of the sheets *a* to make room for the article to be applied; for instance, in case of the application of hand-bills printed on very thin paper, which would not materially increase the thickness of the sheet; but in such cases I make a crease in the soft sheet *b* for the edge of the hand-bill with a paper-knife or other like instrument, and turn its edge down into the crease, as indicated at *d*, so that the edges will not come in contact with and scratch the pictures; but where the hand-bill does come in contact with the picture near its edge, the surface will be slightly curved, so as not to present a roughened or jagged part, as the edge would be if laid on flat, whereby it cannot do any injury to the pictures. *C* represents a hand-bill of thin paper attached in this way; *D* represents a picture, such as commonly contained in these books. These pictures, being printed on thin paper, may be pasted on the surface of the soft sheets *b* of the leaves in the same way the hand-bills are, and cards may be inserted in the margins around them. The covers of the book will have one sheet of the thick soft paper *b* pasted on the insides for the cards to be inserted, the said cards being pasted on the covers when the pieces of the sheets *b* are removed.

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

The method of applying cards or hand-bills to pictorial advertising-books, substantially as above described.

Witnesses:

G. W. HAWES.

ALEX. C. ROBERTSON,
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