

No. 757,549.

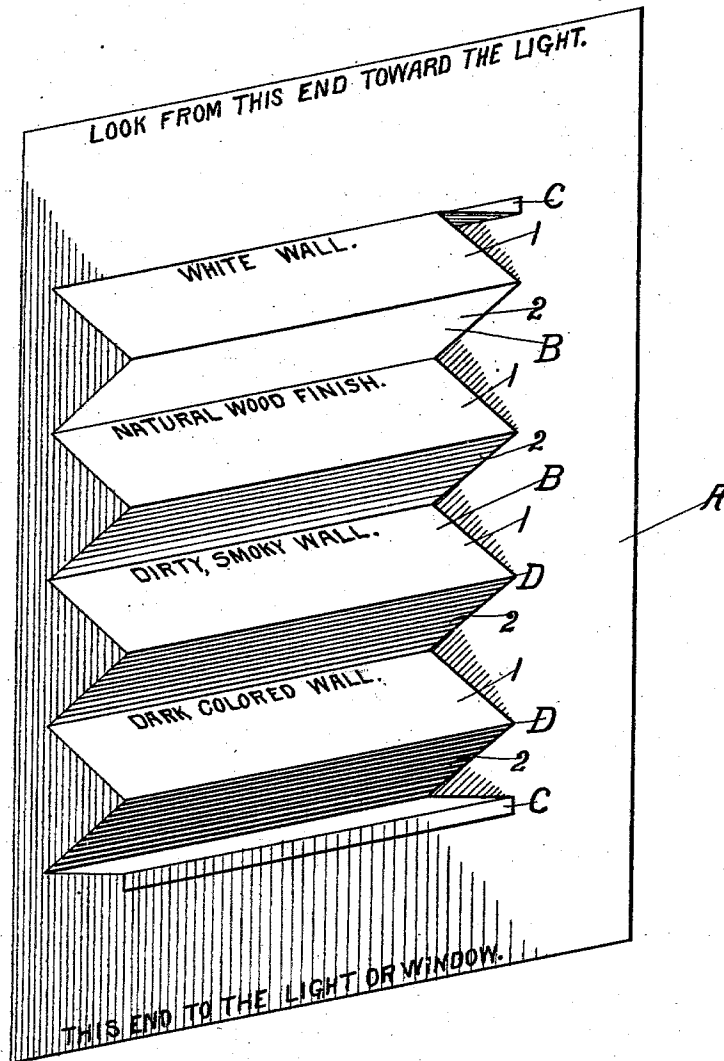
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J. F. GOULD.

DEVICE OR MEANS FOR ADVERTISING AND EXHIBITING
PAINTS, WALL FINISHES, OR THE LIKE.

APPLICATION FILED JAN. 18, 1904.

NO MODEL.



WITNESSES:

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DEVICE OR MEANS FOR ADVERTISING AND EXHIBITING PAINTS, WALL-FINISHES, OR THE LIKE.

SPECIFICATION forming part of Letters Patent No. 757,549, dated April 19, 1904.

Application filed January 16, 1904. Serial No. 189,257. (No model.)

To all whom it may concern:

Be it known that I, JOHN F. GOULD, a citizen of the United States, and a resident of Port Richmond, county of Richmond, city
5 and State of New York, have invented a new and useful Improvement in Devices or Means for Advertising and Exhibiting Paints, Wall-Finishes, or the Like, of which the following is a full, clear, and exact description, reference
10 being had to the accompanying drawing, which shows an isometric and perspective view of the invention.

The purpose of this invention is to provide a means or device whereby the advantages of
15 white or at least light-colored wall paints or finishes as compared with darker or dirty, smoky, and grime-covered walls may be brought to the attention of observers in an effective and pronounced manner, the advantages referred to being the marked increase
20 in the light within the room the walls of which are white or at least light in color as compared with one in which the walls are of a darker hue or dingy and dirty.

25 In the drawing, A represents a suitable base for the support of the device. It is preferably made of cardboard, but may be of wood or any other suitable material.

B is a piece of suitable paper, preferably of
30 a good stiff quality, which is folded in a series of plaits, as shown. The two ends of the folded paper, as at C C, may be turned at right angles, forming a little flap at each end whereby the folded paper may be attached to
35 the base-piece A. It is not necessary, however, that the folded strip should be attached to the base at any other place, although for the sake of confining the plaits and spacing them more evenly there may be additional
40 points of attachment by fastening devices made at the bottoms of the creases, as at D D.

There should be suitable indications on the base-piece A or in some conspicuous place
45 upon the device that the left or right hand end, as the case may be, is to be presented toward the light, as indicated by the words

"This end to the light or window," and at the opposite end there should appear the instructions "Look from this end toward the light."

In the example shown all of the surfaces of the plaits which face to the right—that is, those marked 2 2 2—are left plain or white in color. The opposed surfaces of the adjoining plaits—in other words, those marked 1 1 1—are represented as finished or coated with differently-colored material, indicated by the wording thereon—that is to say, the one at the extreme right presents a white or at least a
50 light-colored wall or surface, presumably the finish or paint which the advertiser sells. The next one to the left is coated or finished in such manner as to resemble natural-wood finish—that is, the light-yellow or light-brown color simulating oak or similar natural-wood
55 finish. The one next to the left is colored in such manner as to resemble a dirty smoky grime-covered wall, and the next one is colored brown to simulate a still darker surface or wall.
60

When the device prepared with the opposed surfaces of the plaits as above suggested is placed with the left-hand end to the light as directed and is viewed from the opposite end looking toward the light, it will very surprisingly and effectively appear how greatly the
75 light-rays are absorbed by the darker wall-surfaces as compared with the lighter ones—that is to say, the surface 2, which is opposite the right-hand surface 1—in other words, that which has a white or light-colored finish
80 will be practically as light as the surface 1 itself; but when the other surfaces 2 2 2, extending to the left, are viewed, it will be seen that as the surfaces against which the light strikes—that is, the surfaces 1 1 1—
85 increase in darkness or somberness of color the light-rays are absorbed to an astonishing degree, so much so that practically eighty per cent. of the light-rays are absorbed by the darkest surface, sixty per cent. by the dirty grime-covered
90 surface, and forty per cent. by the natural-

wood-finish surface. In this way the advantages of a white or at least light-colored wall-finish are very effectively and in an amusing and attractive manner brought to the attention of the observer.

I wish it to be understood that the example illustrated in the drawing and described above is one form only of many in which the invention may be carried into effect. There may be a greater or less number of plaits, and they may be supported otherwise than by the base-piece A, to which the plaits, as illustrated, are attached. Indeed, it is not essential that there be any base-piece or distending device, because the plaits colored, as above stated, may be simply closed upon one another and extended by hand when it is desired to inspect them. All that is essential is that there shall be suitable material, such as the paper referred to, so folded that its parts shall assume an angular relation to one another, and that the surfaces which face one way shall be white, or at least, light-colored, and those facing the other way variously colored in darker or more somber colors or tints, as described. Also, obviously, the series of differently colored or tinted surfaces may be arranged in any order and may be used to show the relative value of similarly-colored tints of the same hue.

I call attention to the fact that although I refer to this invention as a device for advertising paints and the like it applies equally well to calcimine wall finishes and washes of all kinds. The device may also be readily so arranged during its construction that it may be folded for convenient transportation and transmission through the mails, care being had in its construction that the opening and closing of the folder shall not disturb or interfere with the arrangement or relationship of the angularly-arranged surfaces.

I claim—

1. A paint-exhibiting device embodying suitable material arranged in such manner as to afford opposed surfaces at an angle to each other, one of which surfaces is colored and adapted to reflect upon the other which is left white.

2. A paint-exhibiting device embodying suitable material arranged in such manner as to afford a series of opposed surfaces at angles relative to each other, the surfaces which are adapted to reflect upon the others being finished in successively lighter or darker shades or colors, the others being left white.

3. A paint-exhibiting device embodying a piece of paper folded into plaits in such manner that one of the surfaces of each plait reflects against the adjacent surface of the adjoining plait, said reflecting-surfaces being colored successively in lighter or darker shades or colors, the opposed surfaces being left white.

4. A paint-exhibiting device embodying a piece of paper folded into plaits in such manner that one of the surfaces of each plait reflects against the adjacent surface of the adjoining plait, said reflecting-surfaces being successively colored in lighter or darker shades or colors, the opposed surfaces being left white, the said folded or plaited paper being suitably attached to a base sheet or board, whereby the plaits may be suitably extended.

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

JOHN F. GOULD.

Witnesses:

E. A. MUNNS,
H. W. PEARSON.