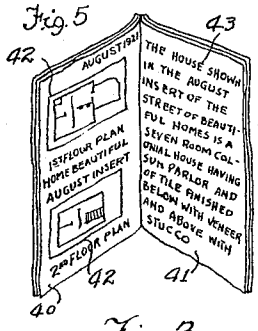
Sept. 30 , 1924. 1,510,194

W. A. RADFORD

BOOK

Filed March 14 . 1921

Fig. 5



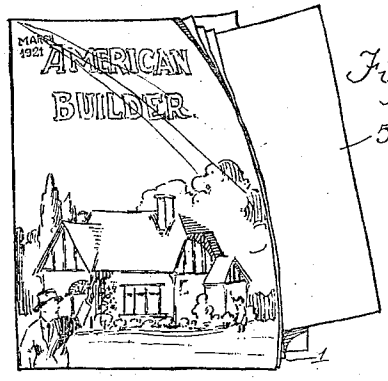
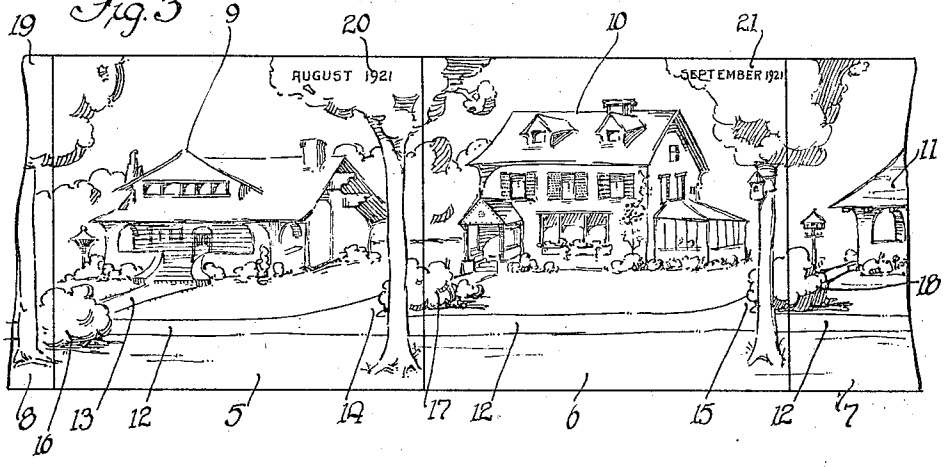




Fig. 1




Fig. 2

Fig. 3



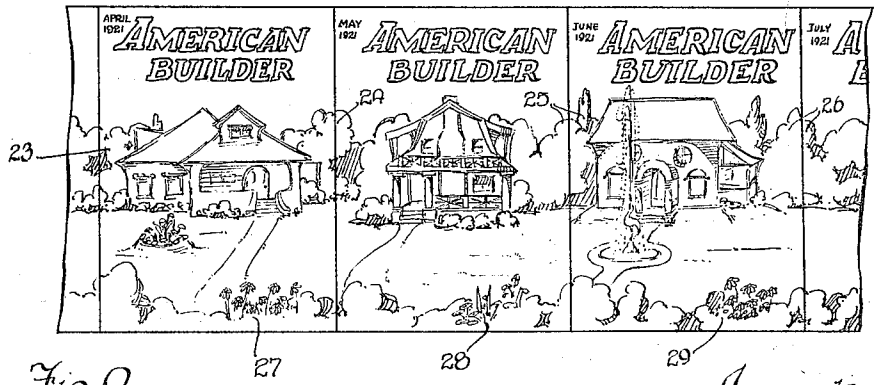




Fig. 4

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Att'ys

Patented Sept. 30, 1924. 1,510,194

# UNITED STATES PATENT OFFICE.

WILLIAM A. RADFORD, OF CHICAGO, ILLINOIS.

## BOOK.

Application filed March 14, 1921. Serial No. 452,045.

*To all whom it may concern:*

Be it known that I, WILLIAM A. RADFORD, a citizen of the United States, residing at Chicago, in the county of Cook and State of Illinois, have invented a certain new and useful Improvement in Books, of which the following is a full, clear, concise, and exact description, reference being had to the accompanying drawings, forming a part of this specification.

My invention relates to books.

In publishing a periodical, such as, for instance, the "American Builder," it is customary to give illustrations, floor plans, and a written description of buildings, such, for instance, as houses. The illustration of the house, if made on the regular size of page which it is convenient to employ for magazines and periodicals, will be too small for practical purposes to give an adequate idea of what the house will be like when finished. The floor plans may very well be shown on a small scale, since they give the proportions and arrangements without being depended upon to give the style of the house.

The architect or builder who wishes to retain the illustrations of the different styles of houses illustrated, requires that the illustrations be so produced as to be readily accessible for reference, and inspection by a prospective customer. I have conceived the idea of publishing with each issue of the periodical, an illustration, floor plans, and a complete description of one particular house. The illustration is a perspective view in the nature of an art poster, showing the house in a natural setting of trees and other vegetation, and arranging the successive illustrations which appear in successive issues of the publication so that they may be readily joined into a panorama which will simulate, for instance, a residence street. From this panorama of illustrations, the one who intends to erect a house may choose the style which appeals to him. Since the publication is of a commercial character and carries advertising matter along with the substantive or reading matter, it is naturally desirable, from the stand-point of the advertiser, to keep each issue of the periodical intact, and continuously effective.

This I accomplish by the above described method of making up the periodical, namely, by having the art insert of one unit of the panorama removable from the issue to be mounted adjacent similar sheets of other issues to form a comprehensive group of articles or constructions, as, for instance, houses, from which a selection may be made.

In order more fully to understand the character of the house, reference must be had to the floor plans and the description, and these are contained in the corresponding issue of the publication. Therefore, these various issues of the publication will be referred to, and thus the advertising matter will remain active a relatively long time after the issuance of the particular number.

I do not intend to limit the invention to an insert, since a page, if it is of sufficient size, may be employed. For instance, the cover itself may be of the character referred to, and may be removable to form a panorama.

In order to acquaint those skilled in the art with the manner of constructing and using my invention, I shall now describe a particular embodiment of the same in connection with the accompanying drawings, which form a part of the present specification.

I am aware that the present invention contains certain improvements in the manner of making up the individual views, and joining the same, which will be more fully referred to and pointed out in the appended claims.

In the drawings:

Figure 1 is a side elevational view of a number of the American Builder, a monthly publication which consists of a number of leaves with single covers, and an art insert;

Figure 2 is a top plan view illustrating the magazine or book partly open to show the placing of the art insert;

Figure 3 is a fragmental front view of the panorama formed by the conjoint use of the art inserts of successive numbers;

Figure 4 is a similar view of a panorama formed by the conjoint use of cover sheets of successive issues of the magazine illustrated in Figure 1; and

Figure 5 illustrates the magazine or book open to show the plan layout and description bearing pages in the body thereof.

The magazine which I have shown comprises a group of leaves or pages 2 provided with a binder, a back cover 3 and a front cover 4.

I provide a printed or lithographed sheet of a size considerably larger than the size of the pages of the magazine 1, and fold

this sheet so that it may be slipped or inserted between two particular pages of the magazine, which two pages relate to the written description of the house or other article illustrated in the large sheet 5. The individual sheet 5 is adapted to be mounted adjacent other sheets, such as 6, 7 and 8, to form a panoramic scene. The individual articles illustrated on the successive sheets have a congruous relation to each other in the panoramic group scene which they form. In this case, these pictorial illustrations, such as 9, 10 and 11 illustrate individual houses, all of a certain proportion and general style suitable to be arranged in the panoramic group scene. The house 9 is shown in perspective so as to give an idea of the three dimensions involved. A walk 12 runs along the row of houses thus formed, and each house has a diagonal individual walk 13, 14, 15, leading to the common walk 12.

Since the main walk 12 on the street is common to all the houses, and is pictured as lying parallel to the lower edge of the sheets, it is immaterial whether the trimming of the individual sheets, such as 5, 6, 7, and 8, is accurate or not, as the adjacent edges of the walk will join, and will not show any lack of accurate registry.

The diagonal walks, such as 13, 14 and 15 would immediately show if the trimming of the edges of the sheets were not absolutely in conformity with the original lay-out, since the edges would appear above or below the adjacent edges of the walk as continued on another sheet.

To mask this joint, I provide vegetation of an unobstrusive character, such as the bushes 16, 17 and 18, at the point where the walk intersects the edges of the sheets. In this way, the minor inaccuracies in trimming the edges of the sheets can not be noticed, and considerable latitude in such trimming is permissible.

In order further to hide or mask the joint between the contiguous sheets, I provide pictorial representations of trees, such as shown at 19, 20 and 21, and also a background of vegetation, so that inaccurate trimming of the sheets does not appear noticeable. The trees 20 appear to be planted on the curbing, and give the street a realistic appearance.

Each issue of the magazine 1 carries an art insert illustrating the house, and the adjacent pages 40 and 41 (Figure 5) between which the art insert appears, carry floor plans 42 and a written description 43 of the house, illustrated in the art insert. The architect or other subscriber mounts successive art inserts, as shown in the panoramic group. The customer or client will select one or more of the houses in the group for further investigation, and thereupon the corresponding issue of the magazine will be referred to for the floor plans and written description. In this way, the advertising matter is again brought into active use.

In Figure 4 I have illustrated the manner in which a cover page may be employed. In this case the house ilustrated on the cover will be described further in the body of the magazine, and arrangement of the covers as shown in Figure 4 provides the panoramic group scene, and causes reference to the particular issue of the magazine for a detailed description and floor plans of the houses illustrated.

In this case, individual houses are illustrated on the cover sheets, and the joining lines between the individual sheets are masked by a back-ground of vegetation, such as shown at 23, 24 and 25. In this case, the foreground is also masked by the shrubbery or flowers, 27, 28 and 29, to give continuity to the design or panoramic scene.

I do not intend to be limited to the precise details shown and described.

I claim:

1. The combination with the successive issues of a publication of a series of printed sheets forming parts of said successive issues, said sheets bearing pictorial representations of houses of different styles and being adapted to be joined edge to edge to form a continuous panoramic view, the individual houses being represented on a scale and style congruous to each other, the publication containing a sheet having a plan lay-out of the house pictorially represented on the individual sheet forming a part thereof, said individual pictorial representation bearing sheets bearing on the fore ground parts of a walk or street to simulate a continuous panoramic view, the edges of said sheets bearing pictorial representations to mask the joining of the sheets, and each sheet having reference means to the issue of the publication in which it was originally contained.

2. The combination with the successive issues of a publication of individual sheets successively forming parts of said successive issues, said sheets bearing pictorial representations of parts of a panoramic view and having registering representation along their lateral edges co-extensive with the pictorial representation for forming a continuous panorama, the publication containing a written description of the pictorial representation on the individual sheet forming a part thereof, and each sheet having reference means to the issue of the publication in which it was originally contained.

3. In combination with the successive issues of a publication of individual sheets successively forming parts of said successive issues, said sheets bearing pictorial rep-

resentations of parts of a panoramic view and having registering representations along their lateral edges co-extensive with the pictorial representation forming a continuous panorama, the publication containing a written description and plan layout of the pictorial representation on the individual sheet forming a part thereof, and each sheet having reference means to the issue of the publication in which is was originally contained.

4. The combination with the successive issues of a publication containing pictorial representations of parts of a panoramic view, said pictorial representations having registering representations along their lateral edges co-extensive for forming a continuous panorama, of sheets in the body of the publication containing matter pertaining to the pictorial representation forming a part thereof, and each of said first pictorial representations having reference means to the issue of the publication with which it was originally contained.

In witness whereof, I hereunto subscribe my name, this 12th day of March, A. D., 1921.

WILLIAM A. RADFORD.