

H. W. PEARSON.
EXHIBITING AND ADVERTISING DEVICE.
APPLICATION FILED DEC. 10, 1910.

989,406.

Patented Apr. 11, 1911.

2 SHEETS-SHEET 1.

Fig. 1

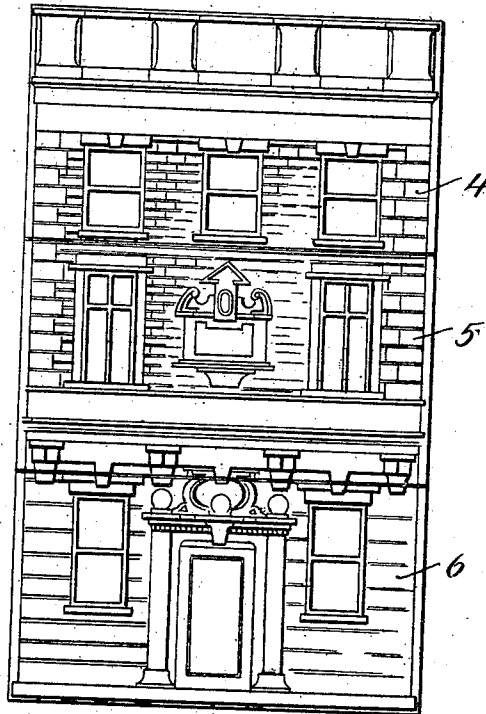


Fig. 2

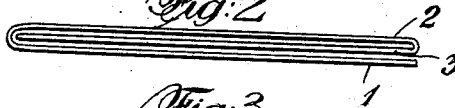


Fig. 3

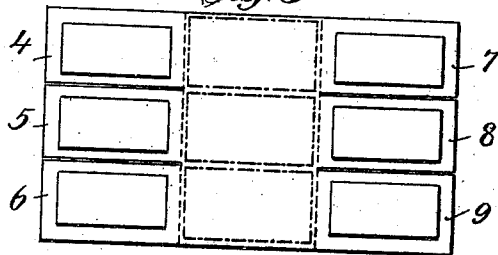
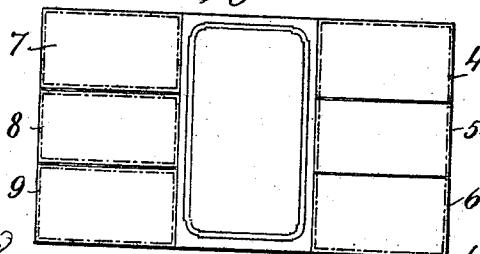


Fig. 4



Witnesses
Max P. A. Doring
F. M. Dousback

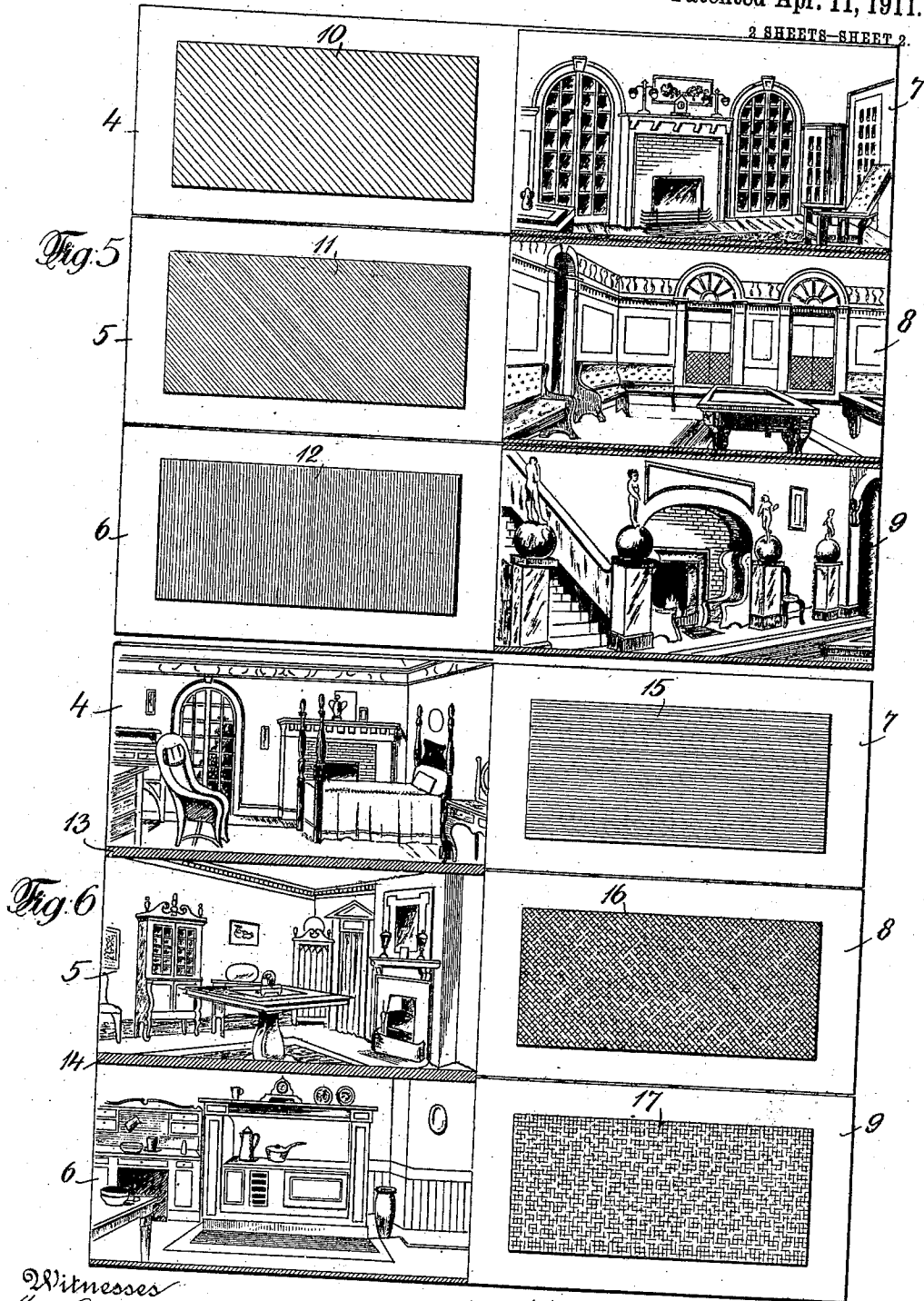
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2 SHEETS-SHEET 2.



Witnesses
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UNITED STATES PATENT OFFICE.

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

EXHIBITING AND ADVERTISING DEVICE.

989,406.

Specification of Letters Patent. Patented Apr. 11, 1911.

Application filed December 10, 1910. Serial No. 596,583.

To all whom it may concern:

Be it known that I, HUGH W. PEARSON, a citizen of the United States, and a resident at New Brighton, Staten Island, borough and county of Richmond, city and State of New York, have invented a new and useful Exhibiting and Advertising Device Especially Adapted for Use in Connection with the Calcimine, Paint, and Similar Trades, of which the following is a specification.

In recent years the desirability of some device which can quickly and realistically convey to a dealer or customer the effect which the use of calcimines or paints will have when spread upon the walls and ceilings of a building or room, has been universally recognized, and a number of devices intended to fulfil this want have been heretofore produced, some of them by myself, and the public educated as it were by the presentation to it of these prior devices, has now manifested a desire for a more comprehensive exhibiting device which shall show the color schemes or optical effects produced not only by a few only of the rooms in a house, but more comprehensively throughout all or many of them. This present invention, therefore, is intended to supply the demand last above referred to; and it consists in a compact, foldable, book-like structure, subdivided into sections which represent the color schemes for a series of rooms, each of which sections is provided with a panel or square upon which the actual goods offered for sale are applied, so that the dealer or customer may see the color schemes or effects which the actual goods will present. The device is made compact in form, so as to be easily transported in the pocket of the dealer, customer or salesman and likewise readily transported through the mails.

Referring to the drawings, Figure 1 illustrates an elevation of the device; Fig. 2 illustrates an endwise view showing the three members of the device folded together, as for transportation; Fig. 3 illustrates a front view in reduced form of the device shown in Fig. 1 when fully opened; Fig. 4 illustrates a view similar to Fig. 3 of the rear side of the device; Fig. 5 illustrates the device when the parts are folded in such manner as to show at the left the panels which are covered with the actual material offered for sale, and at the right the representations of the rooms or apartments in the color schemes of which such colors respectively

are employed; Fig. 6 illustrates a view similar to Fig. 5, in which the parts have been folded in such manner as to illustrate at the right the panels which are covered with the actual material offered for sale, and at the left representations of the rooms or apartments in the color schemes of which such colors respectively are employed.

The device comprises three main parts or panels, as illustrated best in Fig. 2. They are marked respectively 1, 2 and 3. The intermediate panel 2 is intact. The panel 1 is subdivided into three sections, 4, 5 and 6, respectively. The panel 3 is subdivided into three sections 7, 8 and 9 respectively similar to the sections 4, 5 and 6. The sections 4, 5 and 6 have upon one side appropriate decorative and advertising matter, as for instance the simulation of the exterior of a house, as shown in Fig. 1, so that when the device is folded for transportation, it will present an attractive appearance. On the reverse side of these sections 4, 5 and 6 as shown in Fig. 5, there are produced squares or panels 10, 11 and 12 which are preferably cut from sheets or cards which have been previously coated with the actual material presented for sale, and suitably attached to the said sections.

The inner surface of the intact panel 2, as shown in Fig. 6, is subdivided by heavy lines 13 and 14, or in any other appropriate manner, into three divisions, and in each division there is a pictorial representation of the interior of an apartment, as for instance, in the illustration shown, a kitchen, a diningroom and a bedroom, each presenting an appropriate color scheme. The reverse side of this central panel is the back of the device when folded and is seen in Fig. 4, in the center. Upon it suitable advertising or other matter may be produced.

The sections 7, 8 and 9 have produced on one side the pictorial representations of three other rooms or apartments in the house, those illustrated in this instance (see Fig. 5) being a hallway, a billiard room, and a sitting room, each presenting an appropriate color scheme. Upon the reverse side of these sections 7, 8 and 9 are attached squares or panels 15, 16 and 17 which, the same as the squares 10, 11 and 12, are preferably cut from sheets or cards which have been previously coated with the actual material offered for sale.

The operation is as follows: During trans-

portation and likewise when not in use, the three main panels of the device are folded together as illustrated in Figs. 1 and 2, in which the sections 7, 8 and 9 are folded inwardly over the intermediate intact panel 2, and the sections 4, 5 and 6 are also folded inwardly, but over the sections 7, 8 and 9; and it will be noticed that when the parts are in this position, all the pictorial illustrations of the several rooms or apartments, and likewise all the squares or panels covered with the actual material presented for sale, are inclosed and protected against defacement by rubbing or soil; and also that the device presents an attractive appearance because of the character of the now exterior surface of the sections 4, 5 and 6, and likewise that the back of the device, in other words, the reverse side of the intact intermediate panel 2, presents a continuous surface admirably adapted for the reception of advertising and other printed matter. When the salesman or dealer wishes to present the matter to a customer, or when a customer desires to show it to others who may be interested therein, the sections 4, 5 and 6 are folded outwardly, the sections 7, 8 and 9 being unmoved. Thereupon the device assumes the appearance shown in Fig. 5, in which the hall, the billiard room and the sitting room, with the appropriate color schemes, are illustrated on the sections 7, 8 and 9 respectively, and the calcimine or paint offered for sale to produce the said color schemes is presented on the adjacent squares 10, 11 and 12 of the sections 4, 5 and 6 respectively. Similarly when it is desired to exhibit the color schemes and the actual material relative to other rooms, the sections 4, 5 and 6 are bent over rearwardly upon the back of the intermediate panel 2, so that they are out of sight, and the sections 7, 8 and 9 are folded outwardly to the right, whereupon the device assumes the appearance shown in Fig. 6, in which the color schemes for the kitchen, diningroom and a bedroom are shown upon the intact panel 2, and the actual material offered for sale to produce such color schemes is presented on the adjacent squares 14, 15 and 16 of the sections 7, 8 and 9 respectively.

Obviously the invention would be present

if the panels 1 and 3 were made intact the same as the intermediate panel 2 and not divided into the separate sections 4, 5 and 6, 7, 8, and 9 respectively; but if so, one of the advantages secured by said division would not be attained, that is to say, when divided, an opportunity is presented for comparison of the color schemes presented in certain of the sections 4, 5 and 6 with those of other rooms presented by certain of the sections 7, 8 and 9, to the exclusion of others, and this could not be done if the panels 1 and 3 were intact.

It will be clear to those who are familiar with such matters that the device may be extended to practically any degree to present color schemes of more rooms or apartments, or a plurality of color schemes for one or more apartments; also that if desired, a general color scheme for the exterior of the house may be produced upon the reverse or back side of the intermediate panel 2.

I claim:

1. A device of the class stated, embodying an intact intermediate panel and two laterally disposed panels divided into sections and foldably attached to the intermediate panel, pictorial representations of color schemes for individual rooms produced upon the intermediate panel and upon the reverse side of the sections of one of said laterally disposed panels and samples of the actual material offered for sale upon the sections of the laterally disposed panels, for the purposes set forth.

2. A device of the class stated, embodying an intermediate intact panel and two laterally disposed panels divided into sections and foldably attached to the intermediate panel, pictorial representations of color schemes for individual rooms produced upon some of said panels and samples of the actual material offered for sale upon other of said panels, for the purposes set forth.

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

HUGH W. PEARSON.

Witnesses:

F. M. DAUSBACH,
EDWIN F. VALENTINE.