No. 786,210. PATENTED MAR. 28, 1905.

J. F. GOULD.

METHOD OF AND DEVICE FOR ADVERTISING COLORING MATERIALS, PAINT, &c.

APPLICATION FILED NOV. 8, 1904.

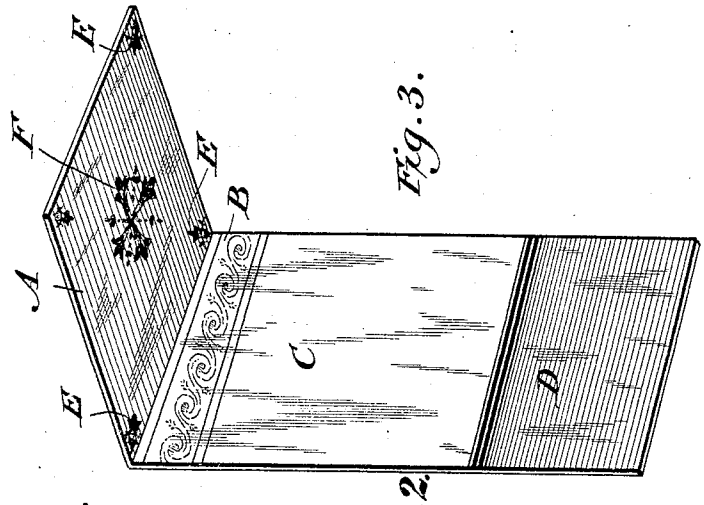


Fig. 3.

Fig. 2.

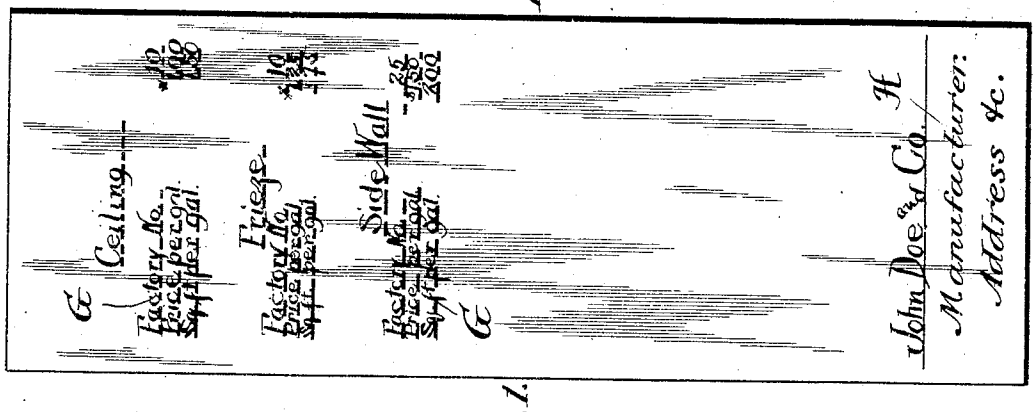
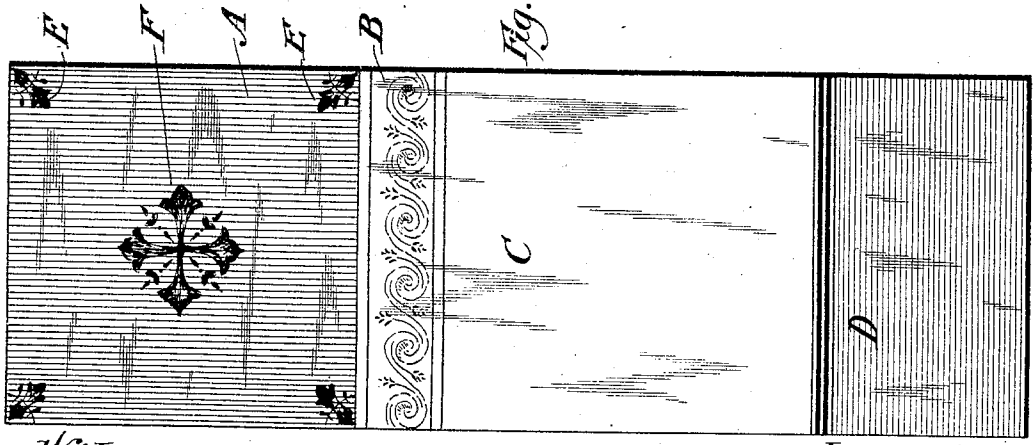


Fig. 1.



Witnesses:-
A. R. Appleman
F. M. Dousbach

Inventor;
John F. Gould
By Phillips Abbott
Atty.

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UNITED STATES PATENT OFFICE.

JOHN F. GOULD, OF NEW YORK, N. Y., ASSIGNOR TO THE MURALO COMPANY, OF NEW BRIGHTON, STATEN ISLAND, NEW YORK, A CORPORATION.

METHOD OF AND DEVICE FOR ADVERTISING COLORING MATERIALS, PAINT, &c.

SPECIFICATION forming part of Letters Patent No. 786,210, dated March 28, 1905.

Application filed November 8, 1904. Serial No. 231,864.

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, Staten Island, borough and county of Richmond, city and State of New York, have invented a new and Improved Method and Device for Advertising Coloring Materials, Paint, &c., of which the following is a specification, reference being had to the accompanying drawings, in which—

Figure 1 illustrates a face view of the sheet or card coated with coloring material, &c., as contemplated in this invention. Fig. 2 illustrates a face view of the rear side of the card or sheet shown in Fig. 1 having the printed matter thereon indicated in dotted lines. Fig. 3 illustrates a view of the sheet or card having the section thereof which represents the ceiling of the apartment or room bent at substantially right angles to the section which represents the side walls thereof, as contemplated in my invention.

For a long time past there has been a want felt by the manufacturers of wall-decorating materials, as well as by decorators and painters, for a compact, convenient, and effective device whereby coloring and paint materials and also the same in combination or in "color scheme," so called, can be presented to the trade and customers. Under my invention I supply this want in a compact, convenient, simple, and relatively inexpensive device, upon which the color scheme for the decoration of rooms or apartments may be produced, not in ink or colors resembling those actually used in doing the work, but in the actual goods themselves, so that the texture or quality of the finished surface, as well as its color or tint, may be judged by the trade or customer, and I also combine with the coloring materials the stenciling and other decoration, and I so arrange the relative areas of the wall and ceiling sections, the dado and freize sections, including at the proper or desired place stencil or other ornamental work the same as they will be in the actual room or apartment, so that my device presents to the trade and to the customer in miniature an exact reproduction of a color scheme, stenciling, &c., for a room or apartment complete, so that precisely the effect which will be produced by the use of the colors exhibited may be had, and the colors other than the stenciling are applied upon the card or sheet by brush—in other words, by the use of the same tools or appliances that are used in actually doing the work.

I prefer to make the sheets or cards of flexible material, so that when the section thereof which represents the ceiling of the apartment is flexed or bent at substantially right angles to the part which represents the wall the device when viewed from underneath will present the precise effect of a finished wall and ceiling, since the color areas and the stencil-work, corner-work, cornice, centerpiece, &c., dado and freize section, although in miniature, bear the same relation each to the other that they do in the actual designs when on the walls and ceiling.

By the use of my device not only is the customer presented with a vividly realistic picture of the actual effects, which may be expected when the room or apartment is decorated in accordance with the same, but also by reference to a key, which I print or otherwise produce, preferably, upon the back of the card or sheet on which the factory numbers of the several colors and their price and other data are given, the decorator or contractor is enabled to order the appropriate goods, and also by referring to the manufacturer's price-list he can by simply measuring the wall and ceiling areas to be covered, readily determine the amount and cost of the material which he will require and can by a quick calculation give a price to the customer.

Referring now to the drawings, A indicates the ceiling-section of the card.

B represents the cornice or frieze decoration, C the main side-wall color, and D the dado, if one be used.

E E represent the corner-pieces, and F the centerpiece.

On the back of the card, as at G G, is printed the data aforesaid—that is to say, as an example merely the matter produced upon the back of the card, as represented in Fig. 2, may

be as follows: At the uppermost line in the center of the card may be printed the word "Ceiling," below that the words "Factory No. 10," below that "Price per gal. $1.00," and below that "Sq. Ft. per gal. 150." On the next line, in the center of the card, may be printed the word "Frieze," below that the words "Factory No. 18," below that the words "Price per gal. $1.25," and below that the words "Sq. ft. per gal. 175." On the next line, in the center of the card, may be printed the words "Side Wall," below that the words "Factory No. 25," below that the words "Price per gal. $1.50," and below that the words "Sq. ft. per gal. 200." At the bottom of the card, at the lines there indicated by H, may be printed the words "John Doe & Co.," followed by the words" Manufacturer" and the address, as indicated upon the card.

The above is given as an example merely of various modifications of the printed matter, as will be obvious to those familiar with this trade.

In Fig. 3 I show a view in which the upper or ceiling section A of the device has been bent at right angles, or substantially so, to the other parts of the card which simulate the vertical walls. When the card so bent is viewed from underneath, an optical effect identical with that of the finished apartment or room is secured.

In the actual use of my invention a skilled colorist will be employed to prepare a large number of color schemes using the materials of the manufacturer in a great variety of harmonizing and artistic combinations including, if desired, in addition to the wall and ceiling finish, the stencil-work of the dado, frieze, corner-piece, centerpiece, &c., and these cards, which may be of such size as preferred, preferably about three inches wide and six or eight inches long, may be conveniently transported or sent through the mail, from which decorators and painters, as well as their customers, may make selections and ascertain the price and other data, as above stated.

Among the advantages secured by my invention are the following:

First. Never before has there been presented upon a small and compact card a complete color scheme in miniature produced in the actual goods themselves.

Second. Never before has there been produced upon such compact easily-transported card a color scheme in miniature of a complete room or apartment in which the respective areas of wall and ceiling, dado, frieze, cornice, &c., bear the proper proportions relative to each other either in the actual materials or otherwise.

Third. Never before has there been produced a color scheme for an apartment or room either in the actual goods themselves or otherwise upon a flexible support, so that upon bending over one section or part thereof which represents the ceiling of the apartment or room an optical effect identical with that which will be presented in the actual use of the materials may be obtained by viewing the device so bent from below.

Fourth. Never before has there been a color scheme produced in the actual goods upon one side of a card or sheet with memoranda also on the card identifying the colors and giving other data, instructions, or information whereby the decorator or dealer can conveniently and speedily determine the cost of doing the work contemplated.

Fifth. Never before has there been a decorative color scheme embodying all features of wall and ceiling decoration—that is to say, side wall, ceiling, dado, frieze, cornice, corner and center pieces, panel-work, and the like, more or less of them, as contemplated in the design—produced in miniature and bearing the proportionate area, size, &c., relative to each other upon a single surface or sheet, whereby an actual demonstration is afforded in a unitary structure of the effect which will be produced in the finished apartment.

I claim—

1. A suitable card or sheet having produced thereon in the actual materials a facsimile in miniature of the color scheme for a room or apartment.

2. A suitable card or sheet having produced thereon in the actual materials a facsimile in miniature of the color and stencil scheme for a room or apartment.

3. A suitable card or sheet having produced thereon in the actual materials a facsimile in miniature of the walls, ceiling and stencil color scheme of a room or apartment, the areas, size and location of the various colored and decorated surfaces being proportioned relative to each other, although greatly reduced, the same as in the room or apartment.

4. A suitable flexible card or sheet having produced thereon in the actual materials a facsimile in miniature of the color scheme for the walls and ceiling of a room or apartment.

5. A suitable flexible card or sheet having produced thereon in the actual materials and by the tools and processes actually used in doing the work, a facsimile in miniature of the color scheme for a room or apartment.

6. A suitable card or sheet having produced thereon in the actual materials a facsimile in miniature of the color scheme for a room or apartment and bearing also suitable data whereby the colors may be identified and their cost and other information desired readily ascertained.

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

JOHN F. GOULD.

Witnesses:

PHILLIPS ABBOTT,

F. M. DOUSBACH.