Nov. 8, 1938. N. P. MOSES 2,135,590

WALLPAPER DISPLAY CATALOGUE

Filed Nov. 5, 1936

Fig. 1.

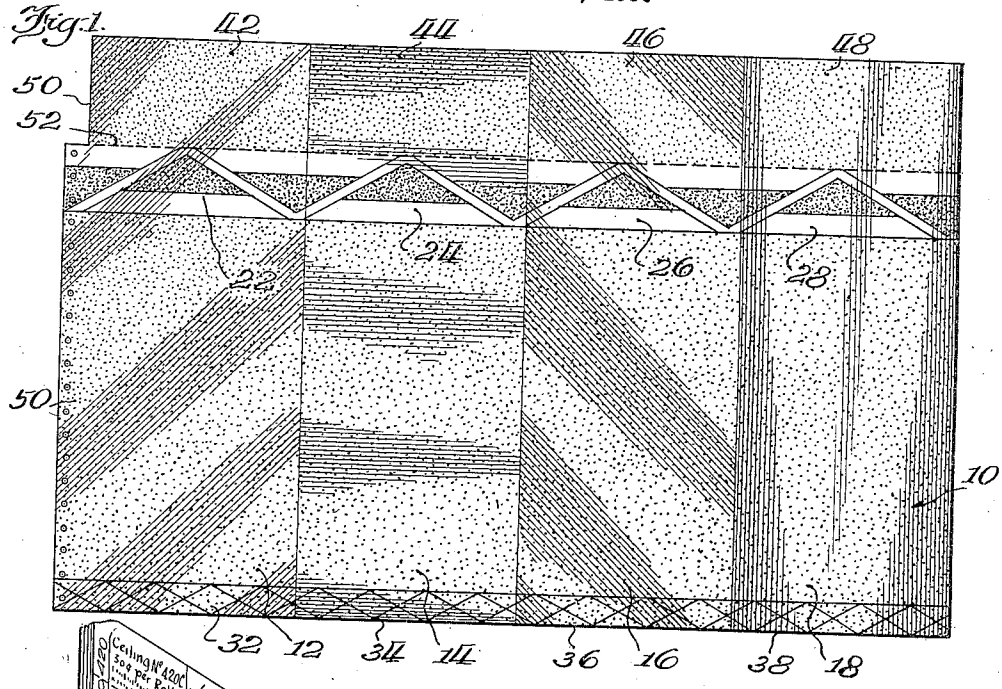


Fig. 2.

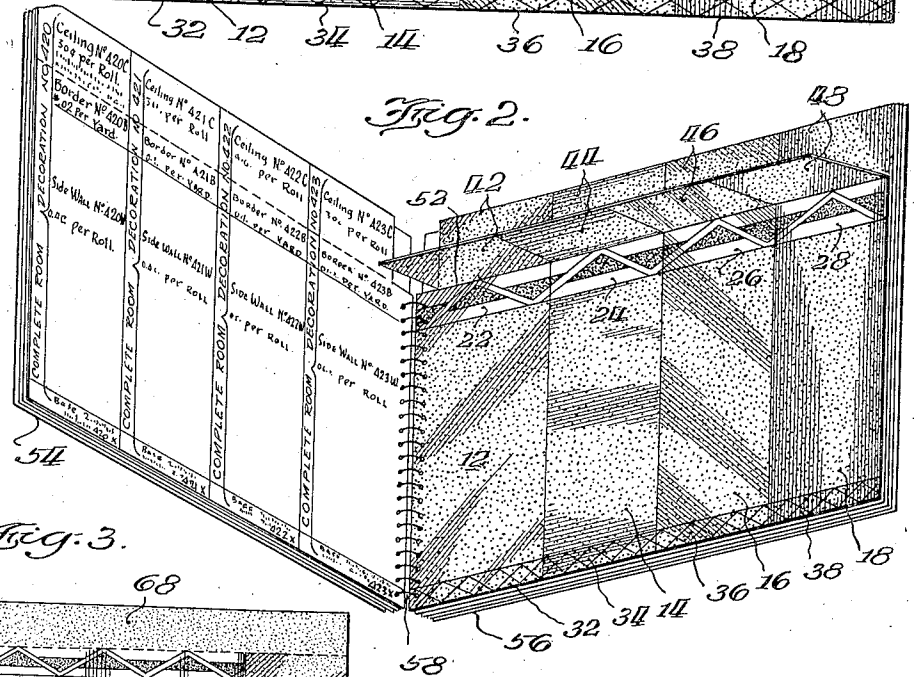
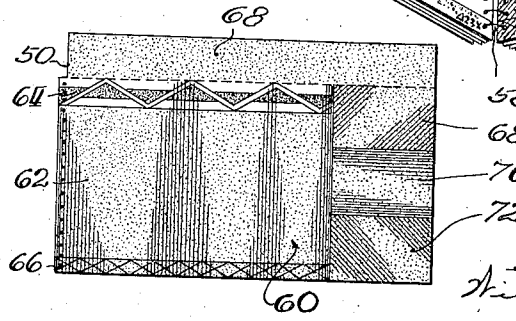


Fig. 3.



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WALLPAPER DISPLAY CATALOGUE

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2 Claims. (Cl. 35—53)

My invention relates generally to wall paper display catalogues, and more particularly to improved means for displaying wall paper samples to aid the prospective purchaser in making a proper selection of wall paper.

In the merchandising of wall paper, considerable difficulty is frequently encountered, especially in connection with mail order sales, in that the customer fails to specify completely the type of wall paper, ceiling border, base border, and ceiling paper which he desires. Furthermore, when ordering from ordinary sample books, customers frequently order borders or ceiling paper which do not harmonize with the paper for the wall, since it is difficult with an ordinary wall paper sample book or catalogue to obtain an impression of the ensemble effect of the paper design and color used for the wall, for the borders, and for the ceiling.

It is therefore an object of my invention to provide an improved display catalogue or sample book for wall paper by which the paper necessary for a single room may easily be selected and ordered.

A further object is to provide an improved wall paper sample book in which the effect of the paper used for the ceiling may be realistically obtained.

A further object is to provide an improved wall paper sample book in which the design for the paper of the wall, the paper of the borders, and the paper for the ceiling are imprinted upon a single sheet so that the customer may readily obtain a better impression of the effect of a room completely papered.

Other objects will appear from the following description, reference being had to the accompanying drawing, in which:

Fig. 1 is an illustration of a single sheet of the wall paper sample book or catalogue;

Fig. 2 is a perspective view of the sample book, showing the manner in which the book is used to obtain the effect of a completely finished room; and

Fig. 3 illustrates a modified form of sheet of the sample book.

As shown in Fig. 1, each sheet 10 of the sample book has imprinted thereon four different samples of paper 12, 14, 16 and 18 for the walls, each being provided with an illustration of a ceiling border 22, 24, 26 and 28 respectively, and base borders 32, 34, 36 and 38 respectively. Above the ceiling border there is a representation or sample of a wall paper suitable for use upon the ceiling, these samples being designated 42, 44, 46 and 48 respectively. Each of the sheets is provided with a binding margin 50 which extends only along the representation of the wall and its borders. The ceiling portion 42 is cut away as indicated at 52 so that the ceiling portions of the sample sheet may be folded or bent forwardly along the dotted line 52 in the manner illustrated in Fig. 2. The line 52 is preferably formed upon the sheet by very small indentations or perforations so that the sheet will readily fold along this line.

Ordinarily, a sheet 10 will be used to illustrate wall papers of related design. For example, the design of each of the portions 12, 14, 16 and 18 may be identical, the only difference between the samples being in their coloring. The borders 22 to 28 and 32 to 38 as well as the ceiling portions 42 to 48 are respectively coordinated so that each panel (including the wall portion, the two border portions and a ceiling portion) will present suitably matched papers which could tastefully be used together in papering a room.

The book is preferably formed by providing a pair of covers 54, 56 and securing a plurality of the sheets 10 between the covers by means of a loose leaf spiral spring binding means. If desired, however, the binding margins 50 of the various sheets composing a book may be sewed, glued, or otherwise secured together to form a permanently assembled sample book.

When selecting the proper wall paper for a room, the ceiling sample portions 42, 44, 46 and 48 are folded forwardly, as indicated in Fig. 2, so as to be in a plane perpendicular to the surface of the wall portion of the sheet, thereby producing a more realistic impression of the ensemble effect of the ceiling paper with the papers selected for the walls and for the borders.

The portions 12 to 18 representing the wall papers may, if the design thereon is rather large, be printed in miniature upon the sample sheet. Similarly, the borders 22 to 28 and 32 to 38 are preferably printed in miniature so as to produce the desired effect with the parts in proper proportion. However, when the borders are narrow, a satisfactory effect may be produced even though the border is printed in full size. Similarly, if the pattern on the samples for the wall 12 to 18 contain very small figures or designs, these samples may be full size rather than in miniature.

It is desirable, as shown in Fig. 1, to have a plurality of samples upon a single sheet so that the customer may readily compare the different colors, but the various samples upon a single sheet should preferably not differ appreciably in de-

sign because of possible confusion in the mind of the prospective customer.

Furthermore, if the customer desires to compare other ceiling samples with a certain sheet of sample papers for the walls, he may fold back the ceiling portion of the sample sheet to expose the ceiling portion of any following sheet. Such ceiling portion of the following sheet may be bent or folded forwardly so as to be readily juxtaposed perpendicular to the sample of the paper to be used for the wall.

In Fig. 3, I have shown a sheet **60** of form similar to sheet **10**, this sheet likewise having a recess **50** to make it possible to fold forwardly the representation of the ceiling paper. The sheet **60** has a sample of the paper to be used for the wall **62**, a ceiling border **64**, and base border **66** as well as a ceiling portion **68**. In addition, there is imprinted upon the sheet three additional samples **68**, **70**, **72** of the different colors in which the paper for the wall may be obtained. These samples **68**, **70**, **72** will ordinarily be of the same design as the sample **62**, but will differ therefrom in color or in the depth of color. With a sheet of Fig. 3 incorporated in a sample book, the prospective purchaser will have before him a larger sample of the papers to be used together, but he will have to use his imagination somewhat in determining the ensemble appearance of the ceilings and borders with the wall papers **68**, **70** and **72** of slightly different colors.

The reverse sides of the sheets **10** and **60** will preferably be imprinted with the stock numbers, standard roll sizes, and prices, as indicated upon the left-hand sheet shown in Fig. 2 so that the prospective purchaser may easily order the paper required for a given room.

Since the sample sheets for the book may be arranged by interior decorators or designers, the customer may, by selecting his paper from a single panel, be assured that the papers for the wall, the borders, and the ceiling will harmonize, and decorate the room in good taste.

While I have shown and described the preferred forms of my invention, it will be understood that it may be embodied in other similar forms, all coming within the scope of the claims which follow.

I claim:

1. A wall paper display sample book comprising a plurality of sheets of paper each having a wall representing lower portion and a ceiling representing upper portion and bound together at one edge adjacent the wall portion only thereof, thereby leaving a substantial ceiling portion of each of the sheets free to be bent forwardly at an angle to the remaining wall portion of the sheet, each of said sheets having a horizontal fold line extending substantially perpendicular to the bound edge of the sheet at the upper end of the bound portion to indicate where said sheet shall be bent to produce a three-dimensional effect with the ceiling portion extending perpendicular to the remaining portion of the sheet.

2. A wall paper display sample book comprising a plurality of sheets of sample paper bound together in book form, each of said sheets being bound along a lower portion only of one of its side edges and each sheet illustrating samples of a plurality of wall papers in vertically extending panels and having a fold line extending transversely across said panels, said fold line intersecting said edge at substantially the end of the bound portion and forming a dividing line between a ceiling representing part and a wall representing part of each of said panels, whereby the unbound portion of the sheet may be bent forwardly with respect to said bound portion upon said fold line, thereby to represent the ceiling of a room in substantially perpendicular relation to the wall portion thereof.

NICHOLAS P. MOSES.