

JOHN CLARK JR & CO'S

SPPOOL COTTON.

ON BLACK SPOOLS.

JOHN CLARK JR & CO'S
BEST
SIX-CORD

WHITE, BLACK AND
COLORED THREAD

CENTENNIAL

AWARD,
PHILADELPHIA,
1876.

SOLE AGENT

"THOS RUSSELL" SOLE AGENT.

The advertisement is a rectangular frame containing various elements. At the top, the company name 'JOHN CLARK JR & CO'S' is written in a bold, serif font. Below this, a large archway is formed by a series of spools of thread, with the text 'JOHN CLARK JR & CO'S' and 'BEST SIX-CORD' inside the arch. The central part of the ad features the text 'WHITE, BLACK AND COLORED THREAD' and 'CENTENNIAL AWARD, PHILADELPHIA, 1876.' with two circular medallions. The bottom of the ad is dominated by the text 'THOS RUSSELL SOLE AGENT.' in a large, bold font. On the left and right sides, vertical text reads 'SPPOOL COTTON.' and 'ON BLACK SPOOLS.' respectively. The entire advertisement is framed by a double-line border.

UNITED STATES PATENT OFFICE.

JOSEPH C. WHITE, OF NEW YORK, N. Y.

DESIGN FOR SHOW-CARDS.

Specification forming part of Design No. 10,028, dated May 29, 1877; application filed May 11, 1877.
[Term of Patent 7 years.]

To all whom it may concern:

Be it known that I, JOSEPH C. WHITE, of New York city, county and State of New York, have originated and designed a Pattern for Show-Cards, of which the following is a full, clear, and exact description, reference being had to the accompanying illustration, making part of this specification.

A represents the body of the card, surrounded by a black border-line, *a*. The center of the card is divided into four spaces, B, C, D, and E, all of which are surrounded and separated from each other by a black partition-line, *b*. The space E is in the shape of a semicircle.

The aforementioned spaces B, C, D, and E are bordered on both sides and on the top by the space F, which is separated from the first-mentioned spaces by the black partition-line *c*, and also surrounded on the outside by a black border-line, *d*.

G, H, I, and J are four corner spaces, surrounded also by a black border-line. Between the corner-spaces G and H, on the top of the card, is a longitudinal space, L. Between the corner-spaces I and J, on the bottom of the card, is a longitudinal space, O. Between the corner-spaces H and J, on the right of the card, and spaces G and I on the left, are the vertical spaces P Q.

R S are spandrel-spaces, formed between

the top of the arched portion of space F, the vertical spaces P Q, and longitudinal space L. The lower ends of space F are divided off into two smaller spaces, T and U, by the black partition-line V. Into the space *c* are placed representations of medals.

The space D is to be used for designating spools with different kind of threads. Space E is for the manufacturer's name. The spaces F, T, U, and B are for cuts representing spools with different-colored thread. Space L is to be used for the manufacturer's name. Space Q is to be used for the agent's name.

The corner-spaces G, H, I, and J are to contain, alternately, the manufacturer's and agent's name. The spaces P and Q are to contain the names of cotton on the spools. In the center of the spandrel-spaces R and S is placed a cut representing a spool of cotton.

The other portion of these spaces can be ornamented as desired.

What I claim as my invention is—

A design for a show-card, consisting of the spaces B, C, D, E, F, G, H, I, J, L, O, P, and Q, when surrounded and separated by a black line, and the spandrel-spaces R S, substantially in the manner above described.

JOSEPH C. WHITE.

Witnesses:

F. BARRITT,

CHR. RIEGELMANN.