

DESIGN.

W. C. WILSON & T. S. HARRISON.
SHOW-CARDS.

No. 10,269.

Patented Oct. 2, 1877.

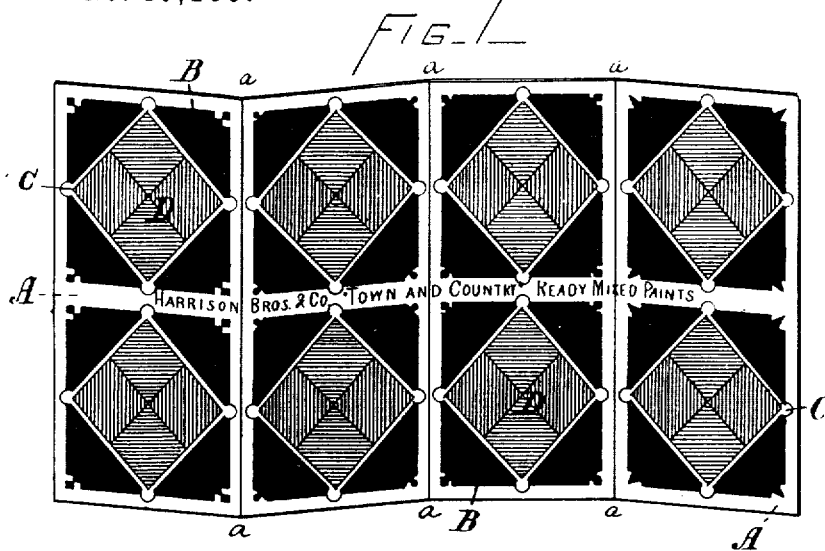


FIG. II



ATTESTS:
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UNITED STATES PATENT OFFICE.

WILLIAM C. WILSON AND THOMAS S. HARRISON, OF PHILADELPHIA, PA.

DESIGN FOR SHOW-CARDS.

Specification forming part of Design No. **10,269**, dated October 2, 1877; application filed May 14, 1877.
[Term of Patent 14 years.]

To all whom it may concern:

Be it known that we, WILLIAM C. WILSON and THOMAS S. HARRISON, both of the city and county of Philadelphia, in the State of Pennsylvania, have originated and designed a new and useful Design for Show-Cards or Circulars for Paints, of which we do hereby declare the following to be a full, clear, and precise description.

The object of this invention is the production of such a design for an advertising device for paints, in the form of a sample-card, circular, or other small printed publication, as will serve in the most effective manner to illustrate, give prominence to, and contrast various colors or tints of paints or other coloring matters dealt in by those employing the said cards.

The design consists in a card the face of which is printed black within the outlines of a square or rectangular figure, a bordering of the natural color of the card being left about said figure, while within it is a central square-shaped space of a contrasted color, in which space are printed, painted, pasted, or otherwise affixed or embodied the various lighter or more vivid shades of colors of paints, other than black, manufactured or sold by those using and circulating the card itself, to the end that the lighter and more striking tints may stand out in bold relief upon the black or neutral background, and thereby become more vivid and readily distinguishable to the eye of the purchaser.

In the accompanying drawing, Figure 1 represents an ordinary folding circular adapted to display thirty-two different shades of color, and of dimensions sufficient to carry upon its face a certain amount of printed matter. Fig. 2 represents the design in the simplest form of

sample-card, containing the name and address of the firm manufacturing, and the character of the paints displayed.

We prefer to arrange the square-shaped interior figure as shown in the accompanying drawings—that is, obliquely to the axes of the card, thus giving to it the appearance of a diamond.

We place the design double upon the card, as shown in Fig. 1, or single, as in Fig. 2.

A represents the bordering; B, the black surface; C, the interior square-shaped figure; and D, the blocks of paint.

In Fig. 2 a single color, D, is placed within the interior figure C.

It is obvious that the configuration of the blocks of colors imprinted may be exceedingly diverse, the same assuming the shape of shields, hearts, ovals, circles, diamonds, or other geometric or ornamental shapes, without departing in the least from the general design.

Having thus described our design, we claim and desire to secure by Letters Patent of the United States—

A design for a show-card, consisting of a card having a white or light colored ground, containing one or more black rectangular fields or spaces, each surrounded by a white or light colored margin, and having a central space for the reception of patches of contrasting colors, said central spaces being bordered by a narrow white or light colored ribbon, as set forth.

WM. C. WILSON.
THOMAS S. HARRISON.

Witnesses:
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