

(No Model.)

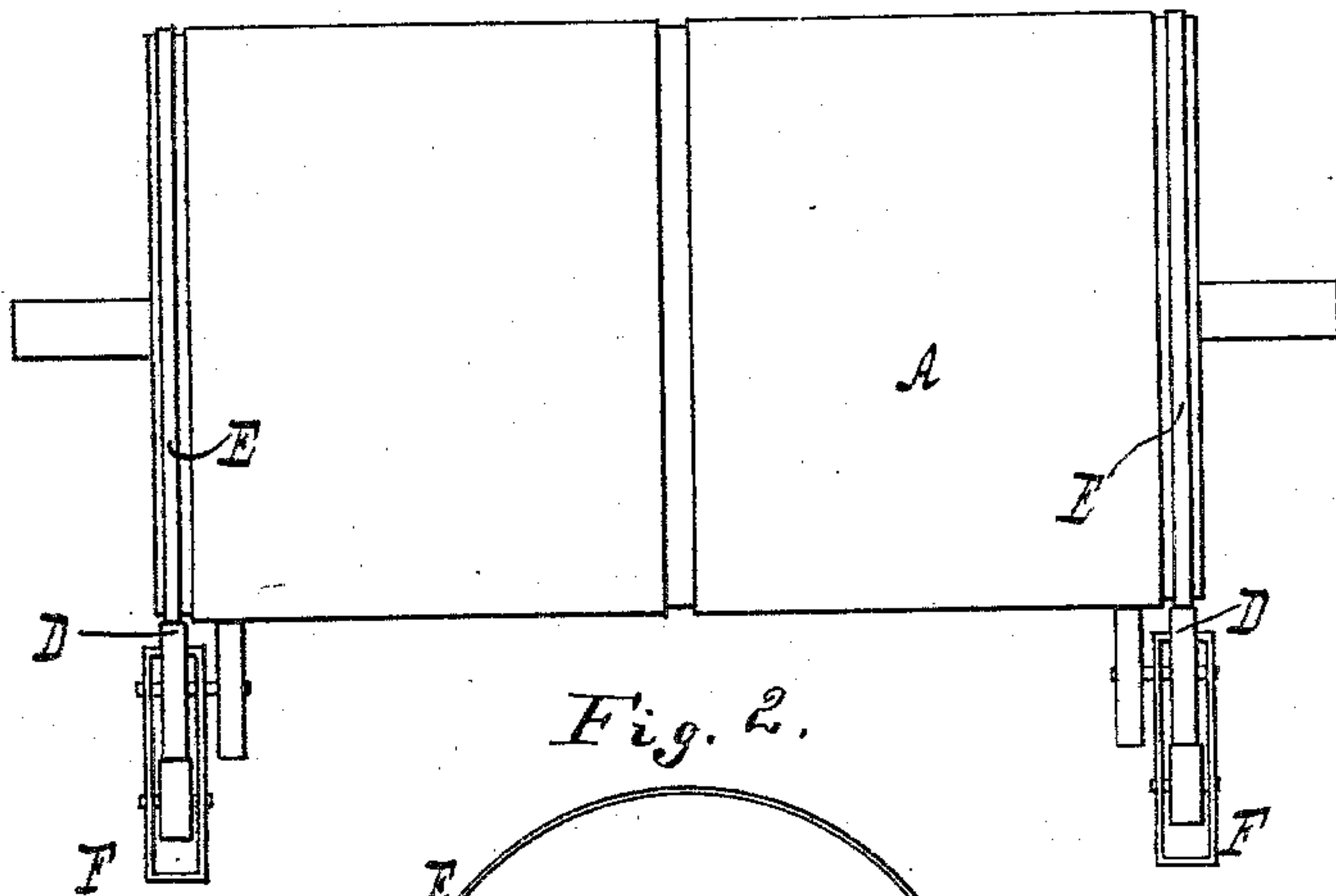
G. E. JONES.

PRINTING MARGINAL NEWSPAPER ADVERTISEMENTS.

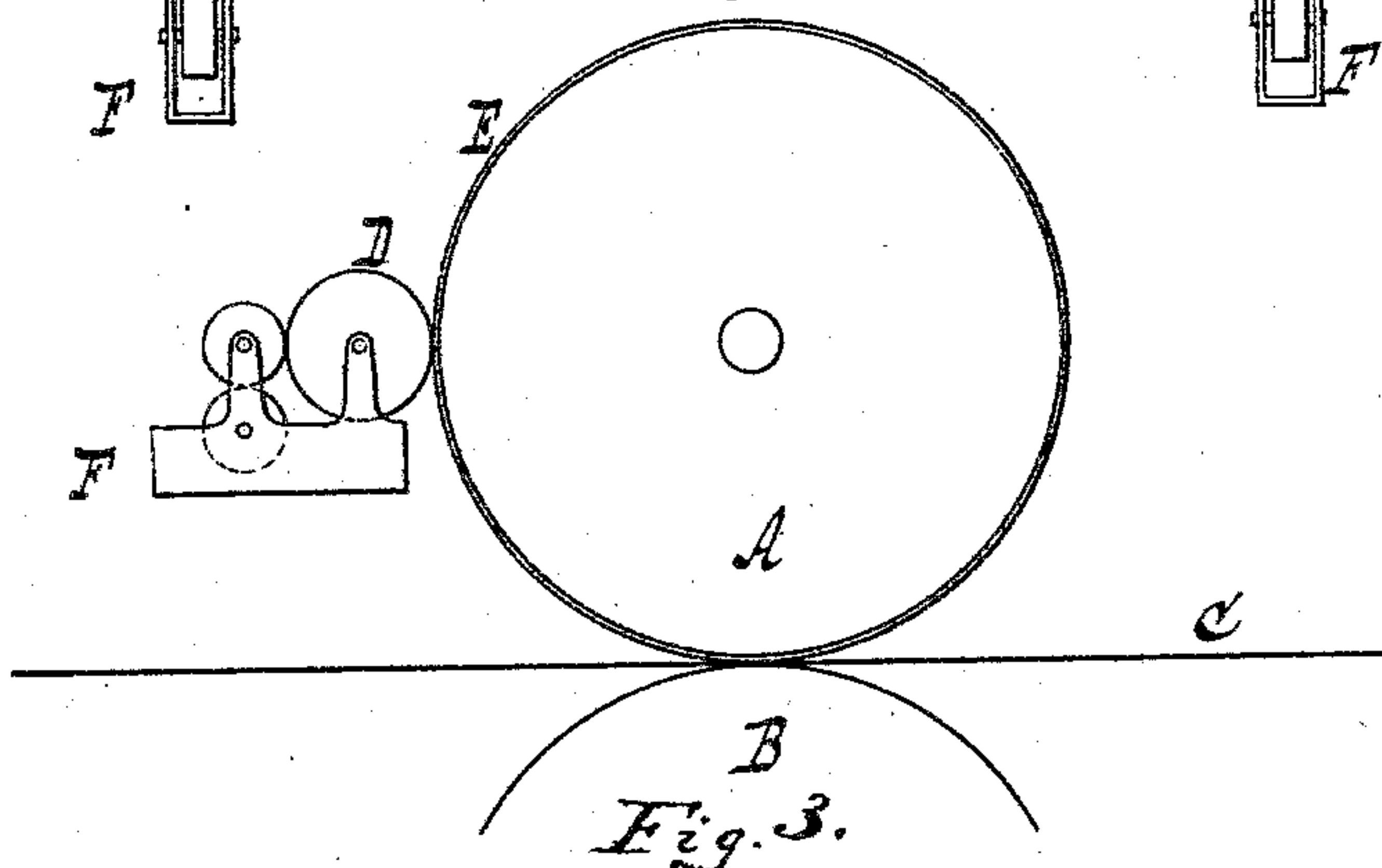
No. 305,930.

Patented Sept. 30, 1884.

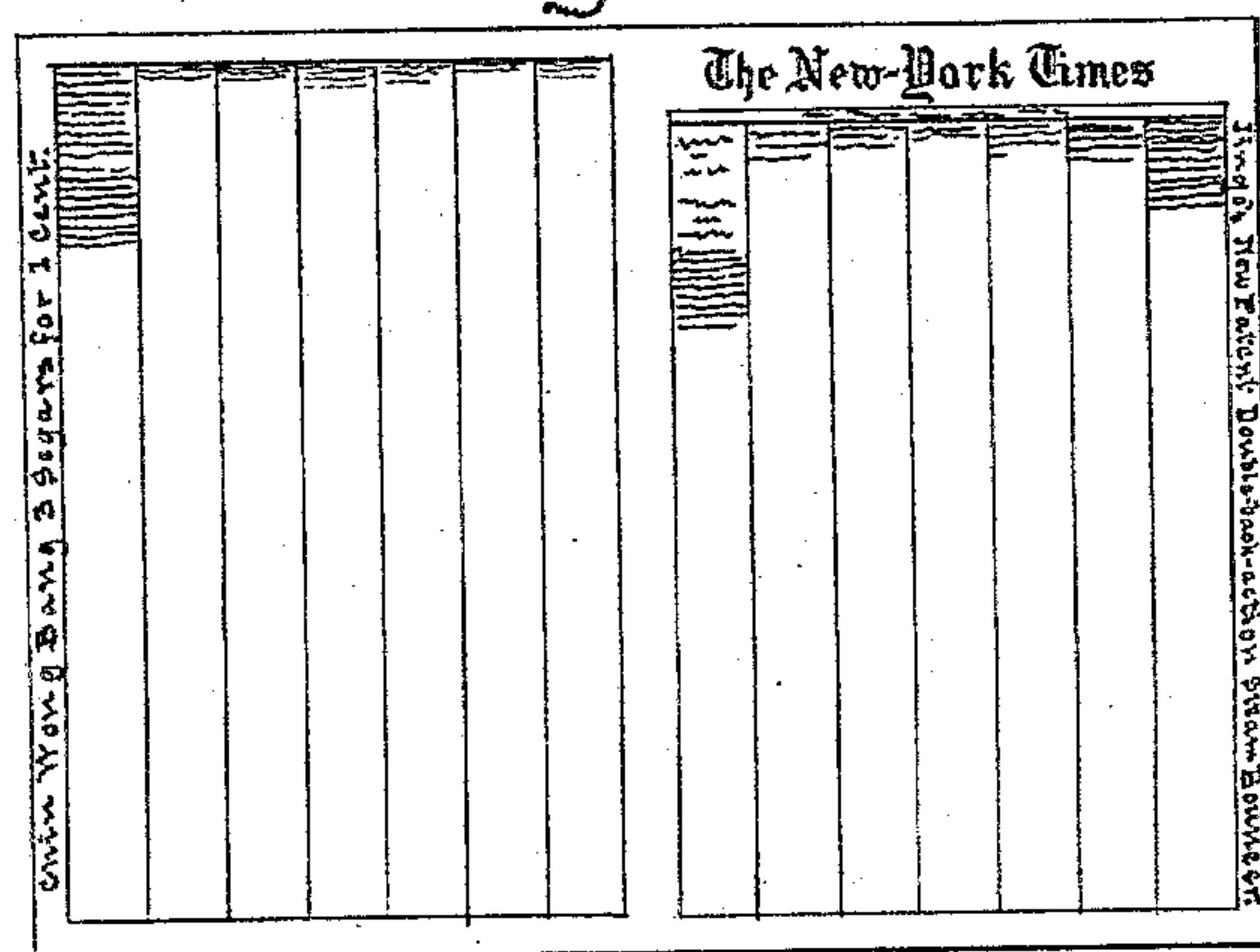
*Fig. 1.*



*Fig. 2.*



*Fig. 3.*



WITNESSES:

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INVENTOR

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# UNITED STATES PATENT OFFICE.

GILBERT E. JONES, OF NEW YORK, N. Y.

## PRINTING MARGINAL NEWSPAPER ADVERTISEMENTS.

SPECIFICATION forming part of Letters Patent No. 305,930, dated September 30, 1884.

Application filed October 10, 1883. (No model.)

*To all whom it may concern:*

Be it known that I, GILBERT E. JONES, a citizen of the United States, residing at New York, in the county and State of New York, have invented new and useful Improvements in Printing Marginal Newspaper Advertisements, of which the following is a specification.

My invention relates to the printing of advertisements on the margins of newspapers, and especially such newspapers which are printed on a continuous web of paper, to be subsequently cut at the required places for separating the papers.

In order to render the advertisements referred to most conspicuous, as well as to properly isolate the same to the eye from the other matter contained in the newspapers, it is desirable to print the advertisements in a different or contrasting color from the body of the papers. To this end, however, provision must be made for keeping the two colors used separated from each other during the entire printing operation, inasmuch as if the matter printed in one color is permitted to come in contact with that printed in the other color either is liable to be defaced by the other. To the end named, therefore, I print the desired advertisements on those margins of the newspapers which extend lengthwise of the web, by means of printing devices hereinafter fully described, and illustrated in the accompanying drawings, in which—

Figure 1 represents a plan view of a portion of a press adapted to be used in carrying out my invention. Fig. 2 is a side view thereof. Fig. 3 shows a newspaper printed according to my invention.

Similar letters indicate corresponding parts.

The letters A B designate two cylinders arranged in proper relation to each other to print the web C passing between them, the cylinder A being in practice provided with the proper types or plates for printing newspapers, and the cylinder B forming a bed. In superficial contact with the printing-cylinder A are arranged inking-rollers D, which serve to ink the types E, whereby the advertisements are printed on the margins of the newspapers, these rollers being supplied with ink of the desired color from troughs F in any usual or suitable manner. The types E are arranged in transverse rows or series on those portions of the cylinder A which are opposite to the spaces

or margins left on the web C in the direction of its length in printing the newspapers, and hence the location of the advertisements printed from such types is on those margins of the papers which extend lengthwise of the web, the same being in this example the vertical margins of the papers, as shown in Fig. 3.

The types or plates used to print the body of the newspapers are inked in a different color from the types E by suitable devices, and, due to the fact that either set of the types E acts on a different line or portion of the web C from the other or main types or plates, the colors used are kept entirely out of contact with each other.

In carrying out my invention, I take the web C from a roll in the usual manner, and after its passage between the cylinders both cut and fold the same by suitable mechanism.

I am well aware that the vacant marginal spaces of printed publications have been utilized for the reception of printed advertisements and other analogous announcements, such marginal printed matter being printed by means different from that set forth by me.

As already stated, my method involves the employment of a rotary type-cylinder, which, in addition to the main body of the type, contains rings of marginal type that are isolated from said main body of type and are inked by separate or independent inking devices that supply ink of a different color than that applied to the main body of type. By such means advertisements are printed on the side margins of newspapers, and in colors contrasting from the color of the body matter.

What I claim as new, and desire to secure by Letters Patent, is—

The combination of a rotary type-cylinder bearing the ordinary type-form for printing the body matter of a newspaper, and having rings of marginal type E isolated from the main body of type on said cylinder, and independent or separate inking devices adapted to supply said marginal type with ink without touching the main body of types, substantially as described.

In testimony whereof I have hereunto set my hand in the presence of two subscribing witnesses.

GILBERT E. JONES.

Witnesses:

W. HAUFF,  
CHAS. WAHLERS.