

(No Model.)

M. B. CHURCH.
ADVERTISING CIRCULAR.

No. 376,856.

Patented Jan. 24, 1888.

Fig. 1.

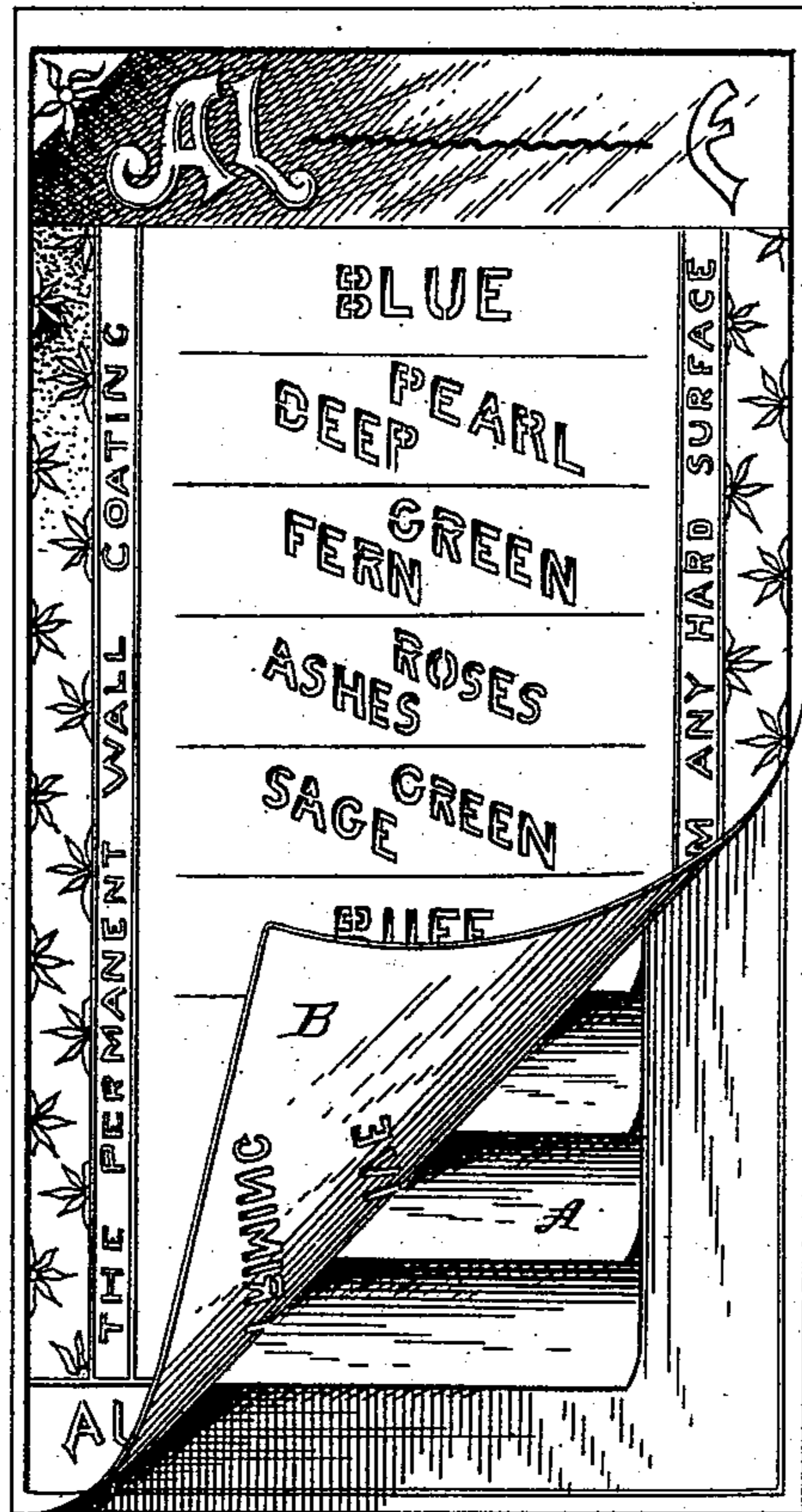
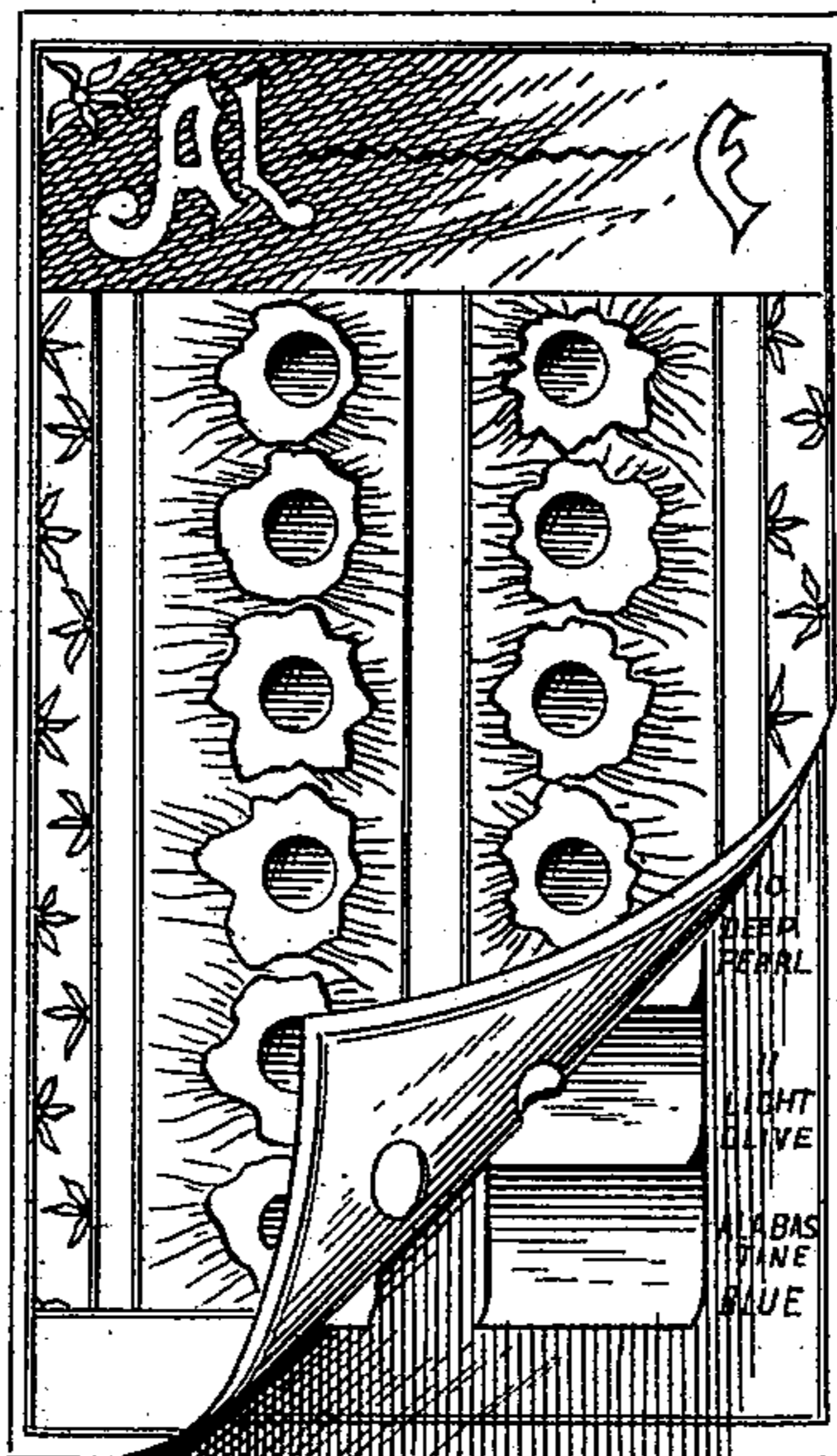


Fig. 2.



Attest
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UNITED STATES PATENT OFFICE.

MELVIN B. CHURCH, OF GRAND RAPIDS, MICHIGAN.

ADVERTISING-CIRCULAR.

SPECIFICATION forming part of Letters Patent No. 376,856, dated January 24, 1888.

Application filed October 29, 1887. Serial No. 253,720. (No model.)

To all whom it may concern:

Be it known that I, MELVIN B. CHURCH, of Grand Rapids, in the county of Kent and State of Michigan, have invented a new and useful Improvement in Advertising-Circulars; and I do hereby declare that the following is a full, clear, and exact description of the same.

My invention is an improved circular for advertising purposes; and while it is particularly applicable for advertising the class of goods to which it is shown as applied, it will be understood that there may be many classes of goods where it would be equally desirable.

In the accompanying drawings, Figure 1 represents a face view of a perforated page placed over a page containing a series of tinted strips, such as shown in a circular which is the subject of another application filed by me in the United States Patent Office. Fig. 2 represents a modification.

In the drawings I have simply shown the sheet containing the tinted strips and the perforated covering sheet, as this illustrates the invention; but it will be understood that other sections containing printed matter descriptive of the article to be advertised may be added between the section containing the tinted strips and the outside cover, being so folded as to have the sections assume any desired position in relation to each other.

A represents the tinted strips, which are shown as arranged down the center of the section, the tints overlapping, and instead of being so arranged they may be made in smaller pieces and placed down the side, with a space in the center, and the colors may be designated by words or letters along the margin.

The sheet B forms the cover and folds over upon the section containing the tinted strips, and the margin of this cover may be ornamented in any desirable manner and be filled with advertising words or characters. This sheet is perforated along its center with the name of the tint which is on the strip directly

beneath it—as, for instance, if the top strip is of a blue color, the word “Blue” would be perforated directly above it, so that the color of the tint is plainly distinguishable through the perforations, and as the cover will be preferably white paper, the tinted strip can be observed without the modifying effect which comes from the proximity of other and different colors.

It will be understood that instead of the word or words a system of figures can be arranged to indicate the different colors, or simply perforations, as shown in Fig. 2.

I do not limit myself in the arrangement or structure of the circular, as this may be changed in many ways without departing from the spirit of my invention.

Instead of the full sheet being used as a cover, the tinted strips may be divided and used along each edge, and the cover may be made in halves, as in the application above referred to, and perforated in the manner described.

The advantage derived from the use of this invention as an advertising medium lies principally in the construction which enables the advertised article to be seen at a glance upon taking up the circular, without requiring the lifting of the page.

I claim as my invention—

An advertising-circular consisting of a page or section containing tinted strips, and a page or section adapted to fold over the first, having a perforation above every tinted strip, whereby the color of one only of the tints beneath is exposed through one perforation, substantially as described.

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

MELVIN B. CHURCH.

Witnesses:

CHAS. L. STURTEVANT,
WALTER DONALDSON.