

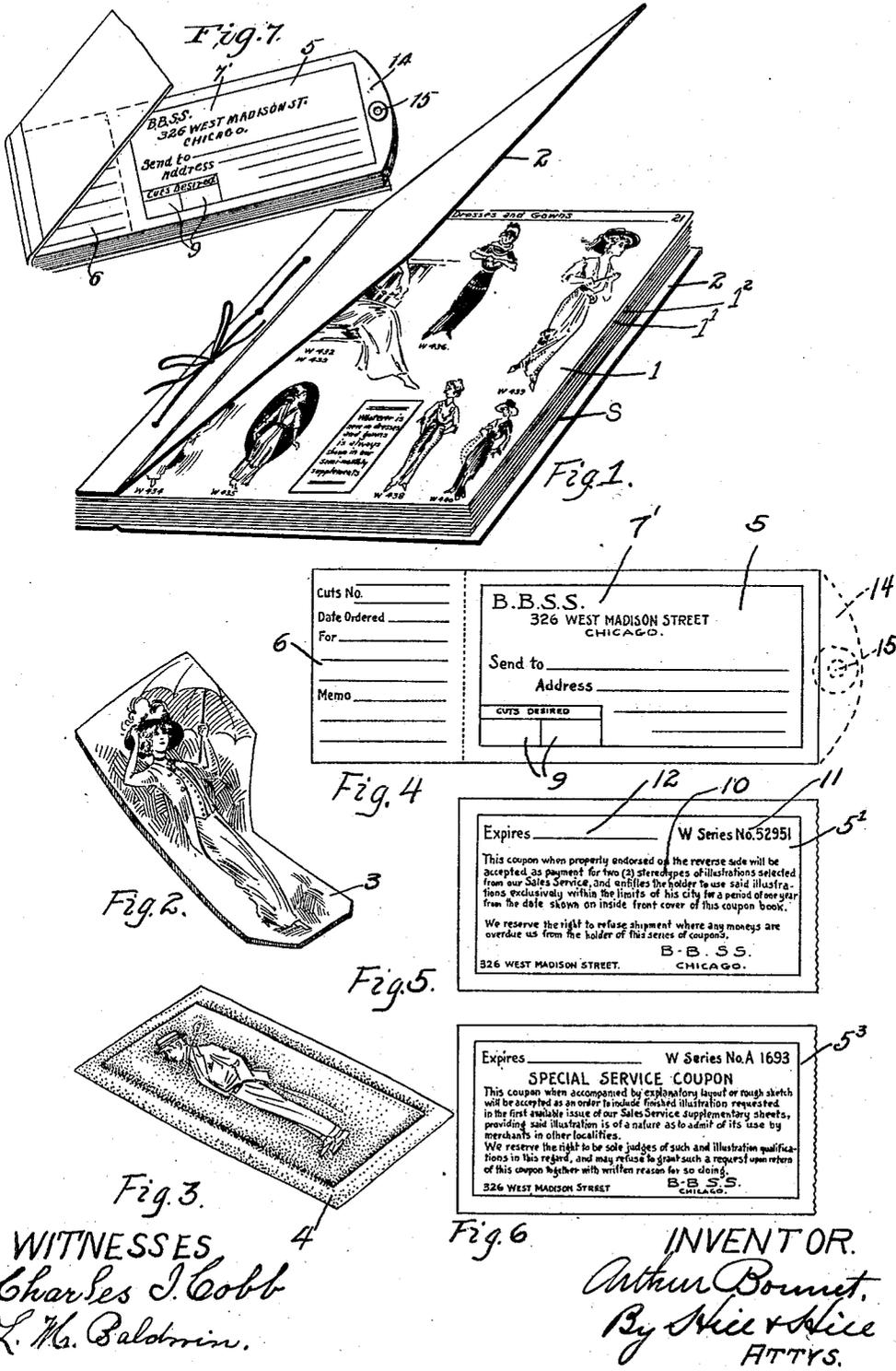
A. BONNET.

MEANS FOR SUPPLYING DESIGNS FOR ADVERTISING PURPOSES OR THE LIKE.

APPLICATION FILED SEPT. 8, 1913.

1,206,805.

Patented Dec. 5, 1916.



WITNESSES
 Charles J. Cobb
 L. M. Baldwin.

INVENTOR.
 Arthur Bonnet.
 By Rice & Rice
 ATTYS.

UNITED STATES PATENT OFFICE.

ARTHUR BONNET, OF CHICAGO, ILLINOIS, ASSIGNOR TO BONNET-BROWN SALES SERVICE CO., OF CHICAGO, ILLINOIS, A CORPORATION OF MAINE.

MEANS FOR SUPPLYING DESIGNS FOR ADVERTISING PURPOSES OR THE LIKE.

1,206,805.

Specification of Letters Patent.

Patented Dec. 5, 1916.

Application filed September 8, 1913. Serial No. 788,635.

To all whom it may concern:

Be it known that I, ARTHUR BONNET, a citizen of the United States, residing at Chicago, in the county of Cook and State of Illinois, have invented certain new and useful Improvements in Means for Supplying Designs for Advertising Purposes or the like, of which the following is a description.

My invention relates particularly to certain means or appliances for facilitating the ordering and supplying or distributing of advertising material or designs, preferably in the shape of matrices, stereotypes, electro-types, or the like, to merchants or those desiring the same.

More particularly it relates to a new and novel combination of sheets having upon them suitable designs or reproductions of designs and suitable coupons or order blanks, which are preferably also employed for labels or shipping tags, as hereinafter described, for suitable matrices, stereotypes, or the like, which are prepared to correspond with the order on the coupon, reference being had to the sheet of designs.

The invention has among its objects the production of a combination of devices or appliances that will enable a merchant or the like to procure striking and attractive up-to-date cuts to illustrate his advertising, and make the same more effective; that will enable him to procure the work of artists of ability at reasonable cost; that will enable him to make selections to suit his stock or apply to his particular advertising; that will enable him to keep up-to-date and have his cuts represent the prevailing styles, that will reduce the cost to him, as well as entirely eliminate the cost of cuts that he does not need or want, and that will minimize the chances for error in directing and shipping his orders, and in case of error, place the full responsibility upon himself for the error of misdirection of the package sent to him. The appliances also facilitate his remitting for the cuts desired.

Many other objects and advantages will further appear, as well as uses for the appliances, which may be immaterially modified to meet other requirements.

To this end my invention consists in the novel arrangement and combination of parts herein shown and described, and more particularly pointed out in the claims.

In the drawings, wherein like reference characters indicate like or corresponding parts, Figure 1 is a perspective view of a design book, showing one of the sheets of designs; Fig. 2 is a perspective view of a stereotype; Fig. 3 is a perspective view of a matrix; Fig. 4 is a view of a face of one of the coupons and stub; Fig. 5 is a view of the reverse side of the same, Fig. 6 is a reverse view of a similar coupon designed for a different service. Fig. 7 is a detail view of a coupon book made up of the sheets such as illustrated in Figs. 4, 5, and 6.

The invention may perhaps be best understood by explaining that it is the custom of merchants in advertising their wares in the daily papers or magazines, to illustrate their advertisements by suitable cuts. These cuts are intended to attract attention to the advertisement, and are much more effective than merely the cold type. In the cities where a merchant desires to advertise many wares, as, for instance, a department store, many cuts are employed at each issue of the advertisement, and it is desirable to change the cuts, otherwise their effectiveness is lost. This is a matter of considerable expense where the merchant is required to employ his own artists or designers, and where the service is rendered to him alone. Not only that, but if he is limited to one artist, his cuts or designs will soon have the appearance of sameness, thereby losing their effectiveness. With the present invention the work of many artists is available to many merchants and the expensive first cost of the designs is reduced by the quantity used.

Referring to the drawings, 1 represents a sheet of designs which are preferably combined with other sheets 1¹, 1², etc., and secured between covers 2, forming substantially a loose leaf book. The designs are drawn or prepared by an artist, and then reproduced, so that any desired number of design books may be prepared. Each design is preferably provided with a designating character, as for example, W—439 or W—434, for the same design may be reproduced in different sizes, as will be hereinafter described, which may bear a plurality of designating marks or characters, as for example, the one in the upper left hand corner, only a part of which is shown, bears designating numbers W—432, W—433, indicating two sizes. These designs represent and are illus-

trations of various articles, as, for example, wearing apparel for men, women or children, furniture, hardware, and the like, or artistic headings, it being the intention to have the designs suitable for reproduction in the shape of a matrix 4, or stereotype 3, which may be sent to a merchant and by him embodied in as a part of his advertisement published in the daily papers, magazines, hand bills, or the like. The designs may be in the form of headings or special displays of great artistic merit for openings, anniversaries, etc.

To identify the merchant desiring to purchase a matrix, stereotype, or the equivalent, of a design, as well as to afford a convenient way for him to order the same without remitting the cost with his order, books containing coupons similar to that shown in Figs. 4 to 6 are provided. These coupons are all substantially similar on the face side, but are preferably made in different colors, so as to easily distinguish the kind of order or article desired. The reverse side of the coupon for ordering stereotypes is shown in Fig. 5, the one for the matrices being substantially similar except that the word—"Matrices"—is inserted at 10 instead of "Stereotypes," that is, the matrices may be designated as one kind of manufacture and the stereotypes of another. The special service coupon indicated in Fig. 6 is intended for an additional purpose, as will be hereafter set forth. The coupon 5 is preferably formed with a stub 6, which is secured in the coupon book, there being any desired number of coupons in a book. Upon the stub 6 is provided any desired spaces for noting down matters of which a record may be desired by the merchant. On the face of the coupon is preferably placed by the merchant the name and address, as at 7 and 8, of the merchant holding the book and desiring the goods; also upon its face, preferably as indicated at 7¹, is a space in which may be placed the name and address of the party who is to receive the coupon and to send back the ordered goods. Also upon its face is a properly designated space or spaces 9, in which the goods desired may be indicated.

Upon the reverse side of the coupon are the instructions and a form of contract. As shown in Fig. 5, which illustrates the reverse side of the stereotype coupon, 10 indicates the goods desired, as for example, a stereotype 3, as illustrated in Fig. 2, or matrix 4 shown in Fig. 3, and 11 indicates the serial number, indicating character or mark of the person issuing the coupons, and who is to return the goods ordered on the reverse side. There is also preferably a designated space 12 upon which the date of expiration of the contract between the parties, or time after which the coupons are void, may be

indicated. The coupon for ordering the matrices is substantially similar, except at 10 the word—"Stereotypes"—is omitted, and in its place the word—"Matrices"—inserted, the coupons, also, preferably being of different color, as previously mentioned.

A special service coupon illustrated in Fig. 6, the reverse sides being shown, is provided with the issuer's designating mark, a place to mark expiration, and a place for the special contract between the parties. Ordinarily a merchant requires only one of the regular books, either for the stereotypes or for the matrices, depending upon the printing establishments in the city where the service is to be employed. However, the special service coupon is applicable for either matrices or stereotypes, or the like. The conditions of this service are set forth on the coupon shown. The reverse, or front side, is substantially similar to the coupon shown in Fig. 4, except the spaces marked "Cuts desired" may be omitted. The coupons are also different color than the others.

In the use of the appliances, the merchant makes his agreement with the proprietor of the design book, or the one who issues the same, and buys the desired coupon book or books. When intending to run an advertisement and desiring a suitable design to illustrate his advertisement and call attention to the same, he examines the design book and picks out the design that meets his fancy, for example, W-434, and perhaps others. He then fills out a coupon 5 with his name and address, and indicates in the space 9 the cut or cuts desired, also usually filling in his stub for the same. The coupon is then returned to the one issuing the same, and the proper cut indicated on the coupon is prepared either in the form of a matrix or a stereotype, depending upon the coupon used. Assuming that it is matrices that are desired, the matrices are prepared and wrapped for shipping, and the coupon affixed thereto at the outside of the package to denote to whom and where the matrices are to be sent. They may either then be sent by parcel post, express, or in any other desired way. The coupon may, of course, be marked canceled if so desired, or passing through the mails, it may be so arranged or placed that it will be canceled by the Government stamp. I have particularly described and illustrated the apparatus or appliances for printing devices for reproducing designs for advertising purposes. However, I do not wish to be understood as intending to imply that the same are limited to this particular use and in the exact manner described, as the various appliances may be modified as desired within the scope of the appended claims and the uses varied.

As I have indicated in the dotted lines in Fig. 4, the coupon may be arranged in the

form of a shipping tag to serve the same purpose as the label. Referring to this figure, the tag or coupon is shown extended as at 14, and provided with an opening 15 reinforced about the same in the usual manner. The purpose in making the design book in loose leaf form is so that supplements may be issued from time to time, as for example, weekly or semi-monthly, or the like, and placed therein, so that the book is always up-to-date with the prevailing styles and new features. It also affords a convenient way of distributing the designs that have been prepared, in accordance with the agreement on the special service coupon illustrated in Fig. 6. The advantage of having the merchant prepare his own shipping tag is obvious: If the name and address are incorrectly filled in, or are not legible, and any delay results as a consequence, the entire blame and responsibility is fixed upon his own shoulders, and not upon the shipper. This is of importance where the goods are wanted in short order and delay may cause great inconvenience to the merchant.

Many other advantages resulting from the use of the appliances so described will be apparent to those familiar in the art. It is therefore unnecessary for me to enumerate them in detail. Whenever a special design is desired, a special coupon is used, and if the manufacturer decides that the suggestion accompanying the special coupon is worthy of a design and reproduction, and the same is produced and included on a supplemental sheet, as for example, sheet "S", which supplements are issued from time to time, any of the parties may then procure the desired manufacture embodying the design by sending in one of the regular coupons. In this way the user of the designs is able through the special coupon, and in conjunction with the design book and order coupon, to direct the designs to be included in the design book, and thereafter order the same.

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

1. The herein described combination of a loose leaf book made of sheets of numbered designs, of which reproducing devices are prepared, coupon books composed of detachable sheets, each sheet having on the front surface thereof the name and address of the dealer and provided on the same surface with appropriately designated spaces for

the character of the design desired, said sheet also having an appropriately designated space for the name and address of the purchaser, and said sheet having on the reverse side thereof a serial number and an appropriately designated space for the insertion of the date of expiration of the sheet, and a separable stub extension for said sheet having on the front face thereof appropriately designated spaces for the character of the design ordered, and the date ordered.

2. A coupon book as and for the purpose described, comprising a series of sheets, each sheet having on the front surface thereof the name and address of the dealer, and provided on the same surface with appropriately designated spaces for the character of the article desired, and the name and address of the purchaser, and said sheet having on the reverse side thereof a serial number and an appropriately designated space for the insertion of the date of expiration of the sheet, and a separable stub extension for said sheet having on the front face thereof appropriately designated spaces for the character of the article ordered, the date ordered, and the purpose for which the design was ordered.

3. A coupon book as and for the purpose described, comprising a series of sheets, each sheet having on the front surface thereof the name and address of the dealer, and provided on the same surface with appropriately designated spaces for the character of the article desired, and the name and address of the purchaser, and said sheet having on the reverse side thereof a serial number and an appropriately designated space for the insertion of the date of expiration of the sheet, and a separable stub extension for said sheet having on the front face thereof appropriately designated spaces for the character of the article ordered, the date ordered, the purpose for which the design was ordered, and said sheet having at the side thereof opposite the stub-extension an apertured extension whereby the sheet may serve as a shipping tag.

In testimony whereof, I have hereunto signed my name in the presence of two subscribing witnesses.

ARTHUR BONNET.

Witnesses:

ROY W. HILL,
CHARLES I. COBB.