

No. 880,513.

PATENTED MAR. 3, 1908.

C. H. FOX.
ADVERTISEMENT.

APPLICATION FILED JAN. 21, 1907.

1

John Doe, Mfr. Machine Tools,
Drill Press. Price List No. 7.

Cincinnati, Ohio.
F.O.B. Factory.

2

21 inch Heavy Pattern	Standard Machines	Extra Attachments.		
		Tapp. "	Motor Belt	Gear Motor
Plain	87.50	32.50	16.50	32.50
Back Gear	107.	33.00	16.00	29.00
Power Feed	115.	31.00	14.00	30.00

	Standard Mach.	Planet Geared	Belt Motor	Geared Motor	Compound Table	Geared Table	Revolving Table
24 inch	225.00	55.00	22.50	32.50	100.00	110.00	80.00
28 "	280.	65.00	24.00	40.00	110.00	120.00	95.00
32 "	330.	70.00	26.00	50.00	120.00	140.00	105.00
36 "	380.	80.00	27.00	60.00	140.00	150.00	125.00
24 x 36 special	380.	90.00	30.00	55.00	100.00	115.00	135.00

1

2

3

Witnesses.

Edward Miller,
James J. Carr.

Chas. H. Fox. Inventor.

By Robert S. Carr. Att'y

UNITED STATES PATENT OFFICE.

CHARLES H. FOX, OF CINCINNATI, OHIO.

ADVERTISEMENT.

No. 880,513.

Specification of Letters Patent.

Patented March 3, 1908.

Application filed January 21, 1907. Serial No. 353,199.

To all whom it may concern:

Be it known that I, CHARLES H. FOX, a citizen of the United States, residing at No. 3010 Vine street, Cincinnati, Ohio, have invented a new and useful Improvement in Advertisements, of which the following is a specification.

My invention relates to advertisements of the class adapted to insertion in trade journals or other circulating mediums, and the objects of my improvements are to reproduce the facsimile of loose leaves and which may be cut out and utilized for the same purpose for which the originals were intended; to provide boundary lines as guides for conveniently separating the advertisement from the remaining portion of the sheet whereon it is displayed; to provide characters for indicating the size and location of the perforations to be made therein for adapting it to be used in a suitable loose leaf binder. These objects are attained in the following described manner as illustrated in the accompanying drawing, in which:—

1 represents the portion of a page in a circulating medium whereon an advertisement is defined and inclosed by means of border lines 3, preferably perforated, which serve as guides for separating it from the page. Circles 4 near one of its edges indicate either perforations or the predetermined size and location for making them for adapting it to be used in a suitable loose leaf binder. The size shape and perforations of the advertisements should be exact reproductions in facsimile of original loose leaves and the ruling and printed matter thereon may also be facsimiles or not of the originals thereof as desired.

Manufacturers of certain articles, as of machine tools, and other industries have extensively adopted the use of loose leaves as a medium for conveying to the trade the specifications, prices or other technical data or information which may be desired. Said leaves are of a uniform size and shape and contain perforations for adapting them to be filed in temporary binders.

A dealer in a certain line of articles, as of machine tools, may provide himself with a

suitable temporary binder, select and separate from different circulating mediums the loose leaves reproduced therein from various sources, as from different manufacturers, and containing descriptions, prices or other data of different machines or other articles of commerce. Said leaves may be selected, removed, and assembled by each dealer as desired for his particular purpose and preserved in a temporary binder to form a reference or scrap book of different articles from different sources. Leaves with revised data subsequently appearing as advertisements and from time to time, may be substituted for those previously filed in the binder. In this manner the contents of the binder may be continuously revised with the most recent published prices or other data to represent the latest information or advance in the state of the art of selected lines.

In operation, advertisements reproducing in facsimile any of said original loose leaves may be cut out on the border lines, perforated through the circles and removably secured in temporary binders to be utilized in the same manner and for the same purpose as are the originals of which they are substantially duplicates. In this manner advertisements published either singly, in series or periodically which would otherwise become lost or misplaced may be selected, systematically arranged and preserved in a neat and convenient form for future reference. This method of advertising increases its value, brings greater returns for the investment, makes it a means of permanent instead of ephemeral utility and appeals favorably to the patronage of the advertiser, as an addition to, or substitute for his mailing list and also to its adoption by the advertising medium.

Having fully described my improvement, what I claim as my invention and desire to secure by Letters Patent of the United States is:—

1. An advertisement comprising a portion of a sheet of paper having thereon at a distance from its edges border lines defining an area of predetermined form and size, and having within said area and adjacent to one

of the lines, marks to indicate the positions of perforations for filing the advertisement in a loose leaf binder.

2. An advertisement comprising a portion of a sheet of paper having thereon at a distance from its edges border lines; and having within said lines, marks and characters to represent a loose leaf for temporary binders,

part of the marks being adjacent to one of the border lines to indicate the positions of perforations for filing the advertisement. 10

CHAS. H. FOX.

Witnesses:

W. H. SHAFER,

GEO. J. HUITINK.