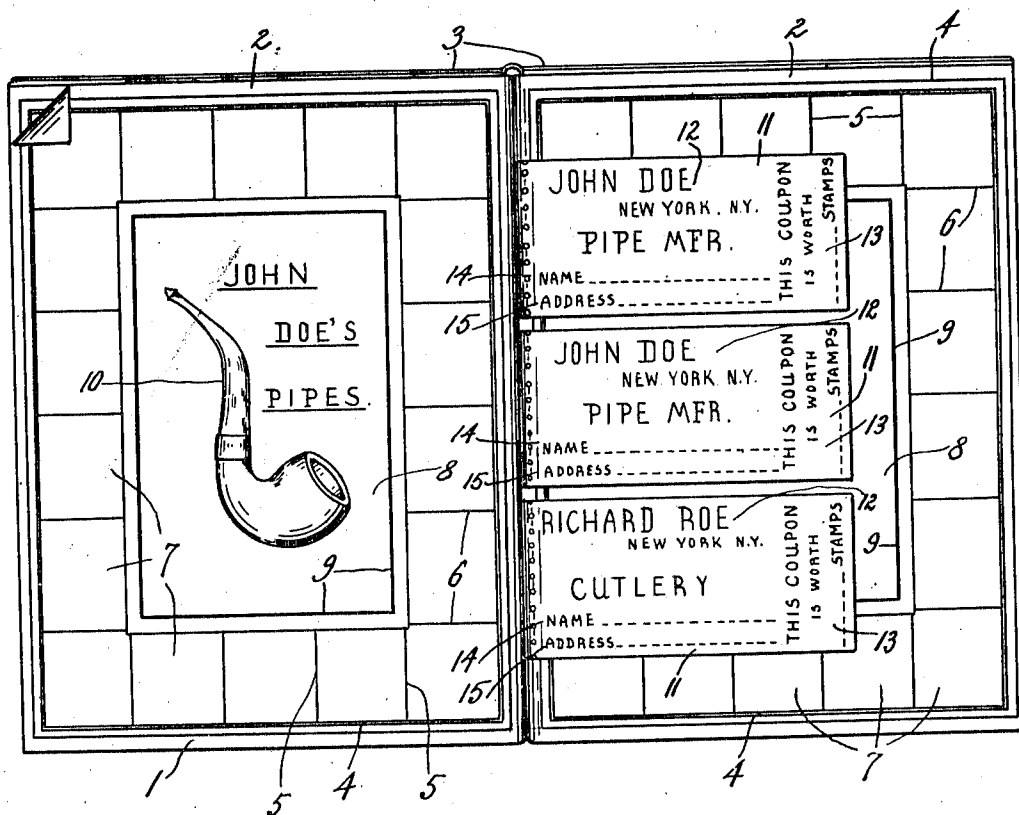


W. J. SCHOONMAKER.
 COMBINED TRADING STAMP DEPOSIT AND ADVERTISING BOOK.
 APPLICATION FILED JULY 7, 1913.

1,096,565.

Patented May 12, 1914.



WITNESSES
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WILLIAM J. SCHOONMAKER, OF NEW YORK, N. Y.

COMBINED TRADING-STAMP-DEPOSIT AND ADVERTISING BOOK.

1,096,565.

Specification of Letters Patent.

Patented May 12, 1914.

Application filed July 7, 1913. Serial No. 777,777.

To all whom it may concern:

Be it known that I, WILLIAM J. SCHOONMAKER, a citizen of the United States, and resident of the city of New York, in the county of New York and State of New York, have invented certain new and useful Improvements in Combined Trading-Stamp-Deposit and Advertising Books, of which the following is a specification.

The present invention relates to a book adapted for collecting trading stamps.

It has been a general practice among department stores and other concerns to issue one or more coupons with each purchase, a certain number of said coupons being redeemable for a premium. These coupons may be of a substantial size, comprising a sheet bearing the name of the issuing firm or company, the amount of the purchase, and the conditions, etc., of the redemption, or they may be of the trading stamp variety, consisting of a small stamp-like paper, bearing the name of the trading stamp company and the amount of purchase represented thereby. The trading stamps are usually pasted into a book, which is exhibited for redemption at the office of the trading stamp company, when containing a predetermined number of stamps. Each page of the book, into which the stamps are to be pasted, is divided into a plurality of blank spaces, each space accommodating one stamp.

One of the objects of the invention is to produce a book pertaining to the purposes aforementioned, wherein a stamp collecting medium and an advertising means for the wares or goods of merchants or manufacturers are combined in one device.

Another object of the invention is to distribute the advertising matter in the book in such a manner that notice must be taken thereof by the stamp collector as the stamps are being pasted into the book, means being inserted between the pages, in the form of coupons, which are redeemable for a predetermined number of stamps, each coupon bearing reference to some advertising matter displayed in the book.

With these and other objects in view, which will more fully appear as the nature of the invention is better understood, the same consists in the combination, arrangement and construction of parts hereinafter fully described, pointed out in the appended claims and illustrated in the accompanying drawings, it being understood that many

changes may be made in the size and proportion of the several parts and details of construction within the scope of the appended claims without departing from the spirit or sacrificing any of the advantages of the invention.

One of the many possible embodiments of the invention is illustrated in the accompanying drawing, which represents a plan view of a stamp collecting book constructed in accordance with the present invention.

In the drawings, the numeral 1 indicates a book, containing a suitable number of leaves 2, which are bound or stitched together and provided with covers 3. Each page of the book is, preferably, provided with border lines 4, and divided inside the border lines by a plurality of lines 5 and 6, crossing each other, into a number of spaces, of which those indicated by the numerals 7, 7 are blank and of equal sizes, while the space denoted by the numeral 8 is considerably larger than an individual space 7. The size of an individual space 7 is such as to accommodate a trading-stamp. Each space 8 is, preferably, bounded by border lines 9, and within these border lines is printed any desired advertisement, either in characters and pictures joined, or in one or the other alone, as clearly shown at 10. Preferably, each page of the book contains a different advertising matter, although this feature is not essential.

Between the leaves of the book are detachably inserted coupons 11, each bearing at 12 the name and address of the manufacturer or merchant whose wares or merchandise are advertised within the spaces 8 of either one of the pages between which said coupon is inserted, and at 13 its value. There are furthermore provided on each coupon blank spaces 14 and 15 to be filled in with the name and address, respectively, of the purchaser.

In use each purchaser of a firm or concern is provided with a stamp collecting book and receives, upon purchasing merchandise or goods, one or more trading stamps according to the amount of the purchase, all of the trading stamps representing equal values. Obviously in pasting the stamps into the book the advertising matter will be frequently displayed to the collector, it being impossible to handle the book and to place the stamps into their proper places without taking notice of the advertising matter therein. The value of the

advertising feature of the book is further-
more enhanced by the coupons inserted be-
tween the leaves. Each coupon represents
the value of a predetermined number of
5 stamps, and is exchangeable for such number
of stamps when presented to a merchant in
purchasing the article or goods advertised
by said merchant in the book. The stamps
so obtained can be pasted anywhere upon
10 the blank spaces in the book. By placing
a value upon these coupons, the owner of the
book is obviously inclined to closely examine
the advertisements in the book with a view
to obtain a discount on the goods or wares
15 advertised, said discount being represented
by the value of the respective coupon. The
book may be redeemable for cash instead of
for the usual merchandise premiums. The
stamps and so also the coupons have thus
20 obviously cash values.

It is obvious that the advertisements in the
book may be changed from time to time as
new issues are published, or they may be
rearranged in such new issues.

25 It is to be noted that a coupon inserted
between two leaves of a book need not neces-
sarily bear reference to the advertising mat-
ter displayed on the two pages between
which it is arranged, it may have reference
30 to the advertising matter printed on anyone
of the pages of the book, with the result that
the collector would be compelled to go
through the entire book, or at least through
part of the same, whenever she or he intends

to make use of a coupon. In doing so, the 35
collector will necessarily repeatedly read the
advertisements.

What I claim is:—

1. A combined trading stamp deposit and
advertising book consisting of a series of 40
leaves, each page being ruled to divide it
into a number of blank spaces and into one
which bears printed advertising matter, and
coupons detachably inserted between the
leaves of the book, each coupon bearing ref- 45
erence to some advertisement displayed in
the book and having a printed form consti-
tuting a statement of the value of the
coupon.

2. A combined trading stamp deposit and 50
advertising book consisting of a series of
leaves, each page being ruled to divide it
into a number of blank spaces and into one
which bears printed advertising matter, and
coupons detachably inserted between the 55
leaves of the book, each coupon bearing ref-
erence to the advertising matter displayed
upon either of the pages between which the
same is inserted and having a printed form
constituting a statement of the value of the 60
coupon.

Signed at New York, in the county of
New York, and State of New York, this 3rd
day of July, A. D. 1913.

WILLIAM J. SCHOONMAKER.

Witnesses:

S. BIRNBAUM,
SIGMUND HERZOG.