July 12, 1932. W. M. WRIGHT 1,867,432

TIP TRADE CARD

Filed Aug. 9, 1928

Fig. 2.



Fig. 1.

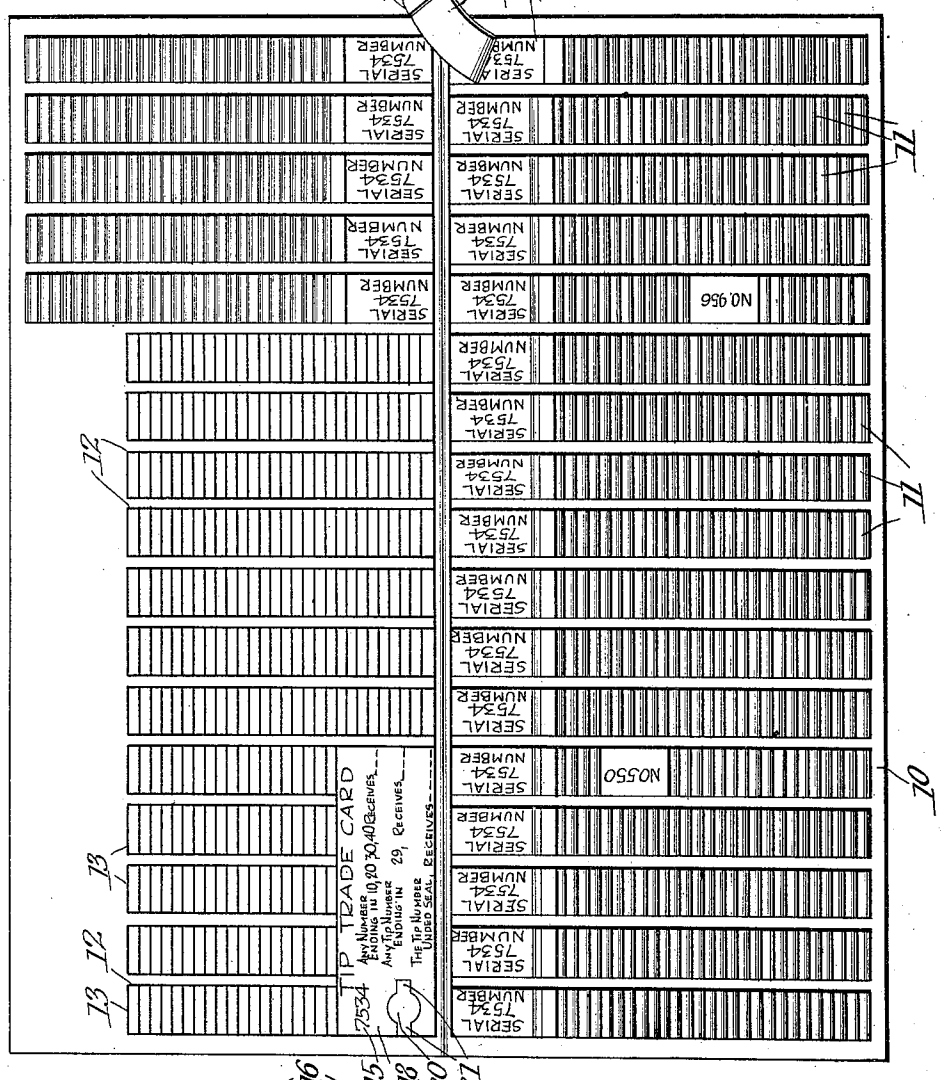


Fig. 3.

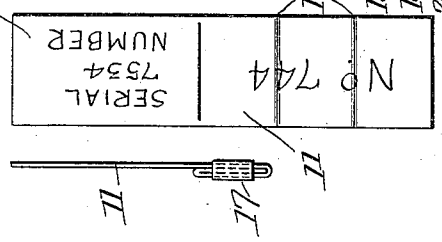


Fig. 4.

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TIP TRADE CARD

Application filed August 9, 1928. Serial No. 298,539.

My said invention relates to a tip trade card such as is commonly used for stimulating sales in retail establishments, though it is also used in other ways, as for determining subscriptions to charities, for selection by building and loan associations of those who are to receive loans, for use in elections, etc. It is an object of the invention to provide in a compact and convenient form a device of this character which shall carry a very large number of individual indicia or "chances" in a form such that selection of any one of them may be made in a ready and convenient manner.

Another object of the invention is to provide a card with convenient indications thereon for enabling the makers to attach the indicia carrying devices, this operation being at present done by hand.

A further object of the invention is to provide a convenient means whereby the value of the indicia on the various detachable members may be varied. In vending merchandise such variation is usually by way of multiplication of the value of indicia; e. g., a customer who takes one chance will receive as a minimum one article of merchandise such as a cigar or the like. Should he draw a chance having, for example, a number corresponding to certain numbers listed in a convenient place on the trade card he may receive a multiple of articles of merchandise; e. g., three or five or ten instead of one. However, where the device is used as a means of determining the size of a subscription to a charity or the like a minimum of ten dollars may be set, for example, and the person taking a chance ending in a number corresponding to a number located on the card as above described may have his contribution divided by two or five or ten as the case may be, instead of being multiplied.

A further object of the invention is to provide concealing means for a numeral for further varying the amount determined in merchandise or otherwise by the chances taken.

A further object is to provide improved means for concealing the indicia for the chances.

Referring to the drawing, which is made a part of the application and in which similar reference characters indicate similar parts:

Fig. 1 is a plan of my invention with certain parts omitted and others specially arranged to illustrate the invention more clearly,

Fig. 2, a partial transverse section of the device,

Fig. 3, an end view of one of the tickets attached to the card, and

Fig. 4, a plan of the ticket fully opened.

In the drawing reference character 10 indicates the card or other foundation, here illustrated as comprising a card of pasteboard or the like folded along its middle into the shape of a book. Strips 11 of paper or the like, herein called tickets, are shown as attached to the card having short lengths at 12, this being done preferably by pasting them in place. The tickets are arranged in overlapping relation in series starting near the fold of the card and running in opposite directions from said fold, the various series of rows being parallel to each other and to the ends of the card. To facilitate application of the tickets in this manner parallel lines are preferably drawn on the card as indicated at 12 and pairs of such parallel lines are connected by cross-lines 13 so located as to indicate the point at which the tickets are to be positioned in attaching them. The tickets have at one end a space indicated at 14 on which is placed a number corresponding to a number located on the card at 15, so as to prevent anyone from using a ticket taken from one card as a substitute for a ticket taken from another card, thus to obtain goods to which he is not entitled. At the other end of the ticket in the present embodiment of the invention

there is a number and this number is concealed by folding the ticket as for example, along lines indicated at 16. To further safeguard the ticket against advance examination by customers a clip 17 is placed over the folded portion, this clip being here indicated as consisting of a strip of paper with adhesive material on one face thereof, this strip being folded transversely about the folded portion of the ticket 11 and secured in place by means of the adhesive material. It will readily be seen that any ticket may be selected and the indicia thereon disclosed by removing or breaking the clip 17 and then unfolding the folded part of ticket 11.

A space is left at 18, preferably adjacent to one end of the card on which are placed legends as shown in the drawing with a blank space at the end of each. If the indicia on the tickets are in the form of numbers, as will commonly be the case, then the legends indicate certain numbers that have a special value, which values are to be designated by still other numbers placed in pencil or ink in the blank spaces to the right of the legends by the merchant. In the present embodiment of the invention the first line in the space above referred to now reads, "Any number ending in 10, 20, 30, 40, receives ———"; but if desired, instead of the numbers here shown in the legend as 10, 20, 30, 40, there may be used any set of numbers from 00 to 99 inclusive, and they may be applied to the individual card by the merchant or by the first customer.

In the present embodiment of the invention the second line in the space above referred to now reads, "Any tip number ending in 29, receives ———". The tip number is a number which is written by the merchant or the first customer in the second line of the legend. This number should consist of any number from 00 to 99 inclusive, unless the number of tickets on the card is more or less than a thousand; if more, then from 000 to 999 inclusive, and if less, then from 0 to 9 inclusive, as the case may be. Assuming that the tip number is 29, the customer who draws a number ending in 29, e. g., 029, 129, 229, etc., will then receive a multiple of articles corresponding to the number written in the blank space at the end of the second line above referred to. A seal 20 is attached to the card by means of wings 21 having adhesive material at their underside and the tip number is written on the space underneath the seal, either by the merchant or by the manufacturer of the cards. The tip number under the seal will not be exposed until all chances have been taken, thus making it an object for the customers to preserve any ticket with a tip number ending in 29 until all tickets have been removed from the card.

A separate value is given to the tip number under the seal as indicated in the last line in the space above referred to. This tip number under the seal is a digit that is to be added to the left of the tip number named in the second line above referred to, and the customer who has drawn the number thus indicated will receive the multiple of articles of merchandise corresponding to the number written in the blank space at the end of the second line; therefore, all tickets carrying a number ending in the tip number designated in the second line above referred to will be retained by the customers until the tip number under the seal has been exposed.

In the present embodiment of the invention the third line in the space above referred to now reads, "The tip number under seal, receives ———". This number should consist of a single numeral from 0 to 9 inclusive, such as 5 for example. Then assuming the tip number under the seal to be 5, and the tip number designated on the second line of the legend to be 29, the customer who has drawn 529 will be entitled to receive the multiple of articles corresponding to the number written in the blank space at the end of the third line above referred to.

Whole numbers will usually be inserted in the blank spaces at the ends of the three lines in space 18, e. g., 3 in the upper space, 5 in the second and 10 in the lower one, but it will be understood that the numbers may be fractional or decimal for purposes such as above set forth. Numerous other changes will be obvious to those skilled in the art, and therefore I do not limit myself to what is shown in the drawing and described in the specification but only as indicated in the appended claims.

Having thus fully described my said invention, what I claim as new and desire to secure by Letters Patent, is:

1. In a device of the character described, the combination of a card, a series of strips of paper or tickets each secured to the card at one end and arranged in overlapping relation, said strips or tickets being folded on themselves at their free ends to conceal indicia carried thereby, and narrow strips of adhesive paper secured about the folded ends to hold the folded ends in position.

2. As an article of manufacture, a strip of paper having printed matter on one face said strip being folded at one end to conceal such printed matter, and a strip of gummed paper encircling the folded end of the printed strip thereby preventing surreptitious access to the concealed printed matter, substantially as set forth.

3. In a device of the character described, the combination of a card, a series of parallel-sided strips of paper each secured to the card at one end and overlapping another strip of the series for the major part of its length the free end of a strip being doubled over upon itself, and a strip of adhesive paper secured

about the folded end transversely of the first-named strip for holding the folded end in folded position.

4. As an article of manufacture, a strip of paper having printed matter on one face said strip being folded to conceal such printed matter and a strip of gummed paper encircling said folded strip in a direction parallel to the fold lines to prevent surreptitious inspection of the concealed printed matter.

In testimony whereof I affix my signature.

WILLIAM M. WRIGHT.