J. J. DONOVAN.

ADVERTISING NOVELTY.

APPLICATION FILED MAY 23, 1918.

1,425,513.

Patented Aug. 15, 1922.

Fig. 1.

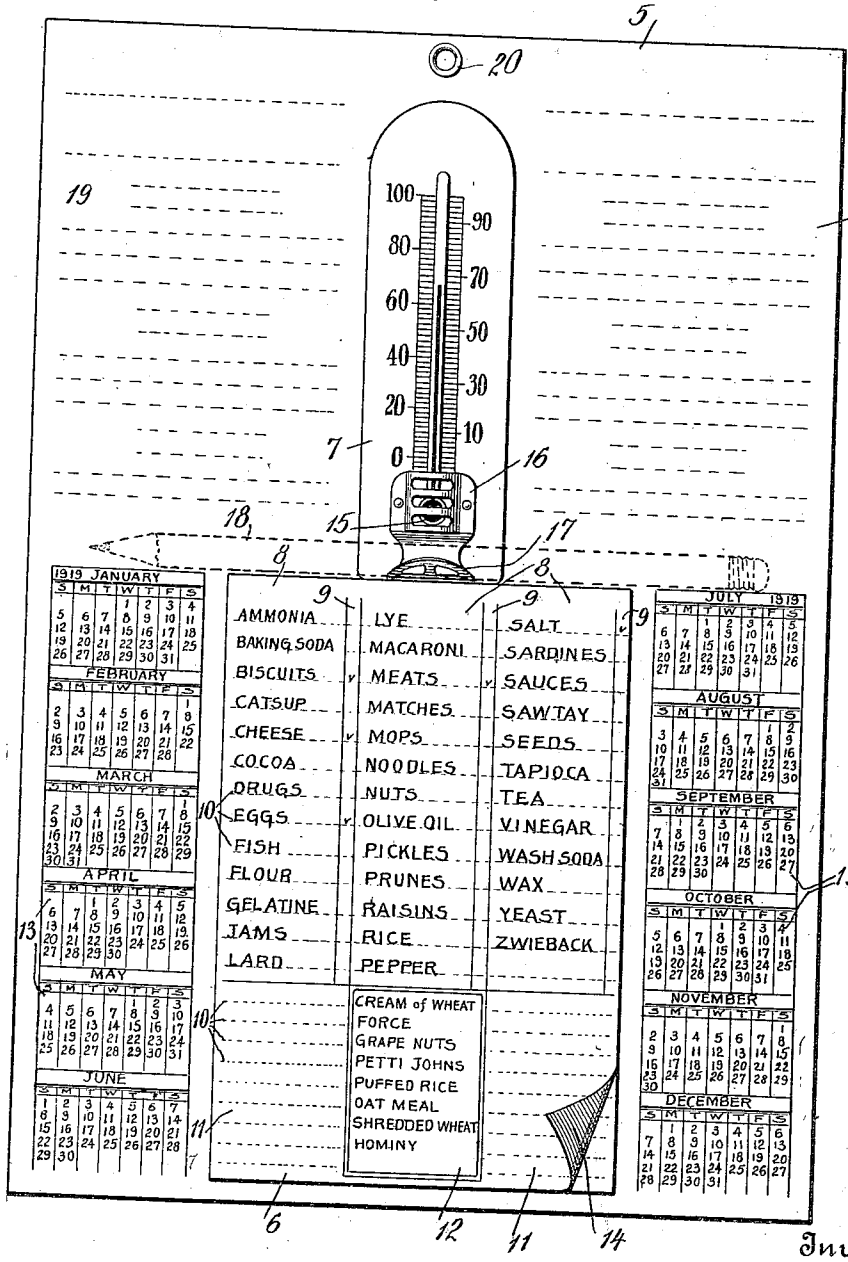
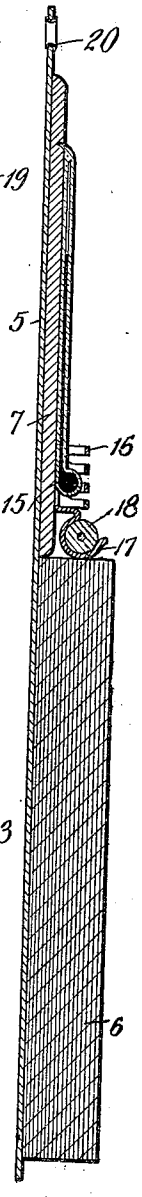



Fig. 2.




Inventor

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By his Attorneys

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# UNITED STATES PATENT OFFICE.

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## ADVERTISING NOVELTY.

1,425,513. Specification of Letters Patent. Patented Aug. 15, 1922.

Application filed May 23, 1918. Serial No. 236,244.

*To all whom it may concern:*

Be it known that I, JOHN JOSEPH DONOVAN, a citizen of the United States, residing at New York city, in the county of New York, State of New York, have invented certain new and useful Improvements in Advertising Novelties; and I do hereby declare the following to be a full, clear, and exact description of the invention, such as will enable others skilled in the art to which it appertains, to make and use the same.

This invention relates to advertising novelties; and in particular to an article of the class or character specified which comprises a pad for use for shopping purposes, the pad being mounted on a card or like backing having a portion or portions thereof adjacent the pad blocked off to receive the advertising matter. The pad has also located, in proximity to it, a calendar to be used in dating the order sheets or slips as they are torn off from the pad, so as to permit the duplicate copies, which are made at the same time as the originals, to be checked up in point of time.

According to the invention, each sheet of the pad is ruled or blocked off into spaces containing the name of some commodity purchasable at the grocery patronized by the owner of the pad, these spaces being arranged in vertical columns, at one side of each of which is a narrow column to receive the check marks indicating the particular commodities to be purchased, one or more blank spaces being also provided to receive the names of additional articles to be ordered, as well as the date of the order and any other data which may be of interest. Means is provided whereby the marks made on each sheet will be reproduced on the succeeding sheet, and to that end the back of each sheet may be coated with carbon, or some similar duplicating preparation, or a carbon sheet may be interposed between each two successive sheets, the result being the same in both cases.

The invention also contemplates the attachment of a thermometer to the upper portion of the card; the bulb guard of which will be bowed outwardly to an extent less than the thickness of the pad, so that the articles may be piled one upon another for transportation purposes without danger of injury to said bulbs. Also, the guard may be, and preferably is, equipped with an extension or prolongation which acts as a holder for supporting a pencil parallel with, and close to, the upper edge of the pad, to be used in marking on the pad the names of the articles to be purchased, said holder being sufficiently resilient to exert a spring gripping action on the pencil and being likewise of less breadth than the thickness of the pad in order to avoid interference in stacking the articles.

The invention resides in the provision of an advertising device having the above-mentioned improved features and advantages, as well as others which will appear as the description proceeds. An embodiment of the invention is illustrated in the accompanying drawing; but it is to be understood that no limitation to the exact structural details therein represented is intended, excepting as may be imposed by the scope of the invention as subsequently claimed.

In the drawing, Figures 1 and 2 are, respectively, a front view, and a central longitudinal section of the invention.

As shown in said drawing, there is employed a card or other backing member 5, which provides a foundation whereon the various features or devices above specified are arranged, the card being constructed of any suitable material and having any desired size and shape. The order pad 6 may occupy any position on the card which may be found advisable; but when used in conjunction with the thermometer 7, is preferably arranged on the lower half of the card. Each sheet of the pad, or, if preferred, every other sheet, is ruled or otherwise marked to form a series of vertical columns 8, three in the construction illustrated, and at the side of each of these columns 8, a narrow, vertical checking column 9. The vertical columns 8 are ruled transversely to provide horizontal spaces 10 to receive the names of the indivi-ual commodities which may be written or printed thereon, the lines preferably extending entirely across the sheet so as to intersect all three list columns 8 as well as their respective checking columns 9; but the names listed in the former columns may be spaced apart at any desired intervals, instead of being arranged in immediate juxtaposition, and the said columns may terminate short of the bottom edge of the sheet for the purpose of providing blank spaces 11 which may also be ruled off to receive additional names not included in the main lists, the date of the order, or any other memoranda or matter which may be of interest.

Where the commodities include several of the same general character, as, for example, cereals, such commodities may be listed in a distinct group, as indicated at 12, which may, if desired, be separated from the rest of the lists, as, for example, by being blocked off and placed at the foot of one of the main columns 8.

The width of the pad 6 is appreciably less than that of the card, and for that reason a space or spaces will be left at one or both sides of the pad, according as the latter is arranged centrally of the foundation card, as in the construction illustrated, or to either side of the center. Such space or spaces may be utilized to receive therein a calendar 13, which may extend the entire length of the card, or, where the pad occupies a central position, as shown, may be disposed partly on one side and partly on the other side of the pad. In the latter case, the upper half of the card may be omitted, and the device comprising the pad and calendar alone sold or otherwise disposed of as a complete entity. Between each sheet of the pad and the succeeding one, there is provided an intermediate sheet, or its equivalent, of carbon or other duplicating composition, so that the marks made on the outer sheet will be reproduced on the next one. In the construction illustrated, this duplicating device consists of a coating of carbon, or the like, applied to the back of each sheet of the pad, as indicated at 14.

The thermometer 7 may be of any suitable type and form, and is preferably located centrally of the upper half of the card, with the lower edge of its back in close proximity to the upper edge of the pad. The bulb 15 of the thermometer is protected in the usual way by a guard 16, the breadth of which—that is, the extent to which it is bowed or projects forwardly—is less than the thickness of the pad, from which it follows that the articles may be piled flat one upon another for transportation or other purposes, without interference and without the imposition of pressure upon the guards. For convenience in checking off in the columns 9 the items to be purchased, a pencil holder 17 is preferably provided, which may advantageously be formed as an extension of the lower end of the bulb guard 16 and may be given the shape of a curved finger or lip, so as to resiliently grip the pencil 18 in the manner shown. This holder extends substantially into contact with the upper edge face of the pad, and its breadth, like that of the guard, is less than the thickness of the pad, so that the pencil thus lies, out of the way, along the top of the pad, while the latter serves to protect the holder to some extent at least.

The spaces 19 on the card at opposite sides of the thermometer are designed to receive advertising matter of any desired character, or may be used for any analogous purpose; and the card may be provided with an eyelet 20, or the like, by means of which it may be suspended from a suitable support.

I claim:

A device of the character specified, comprising a support in the form of a foundation card, and a pad of sheets held on the card intermediate the side edges thereof, and spaced apart from the side edges, the sheets having similar printed data thereon similarly arranged, and the card having printed thereon at opposite sides of the pad between same and the side edges of the card in regular order the twelve tables of a monthly calendar, the sheets having checking spaces in connection with the printed data, and having other spaces for receiving dates to be ascertained from the calendar to identify the sheets.

In testimony whereof I affix my signature.

JOHN JOSEPH DONOVAN.