

1,059,860.

Patented Apr. 22, 1913.

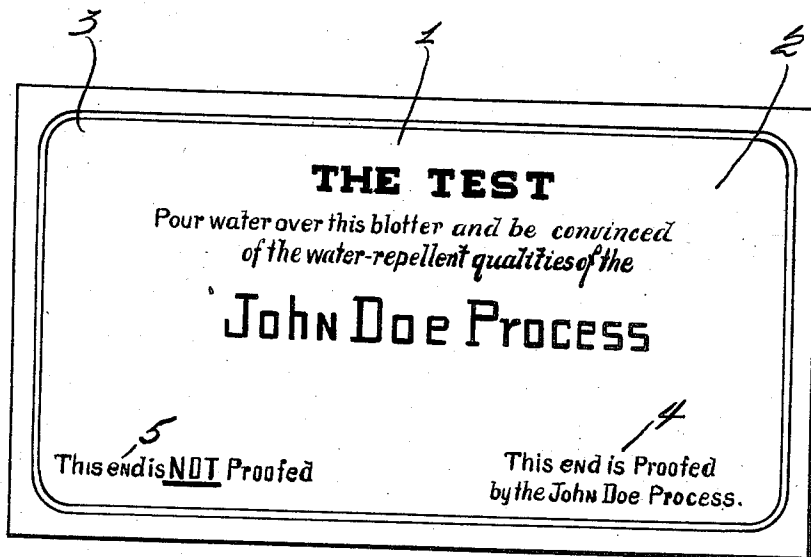


Fig. 1.

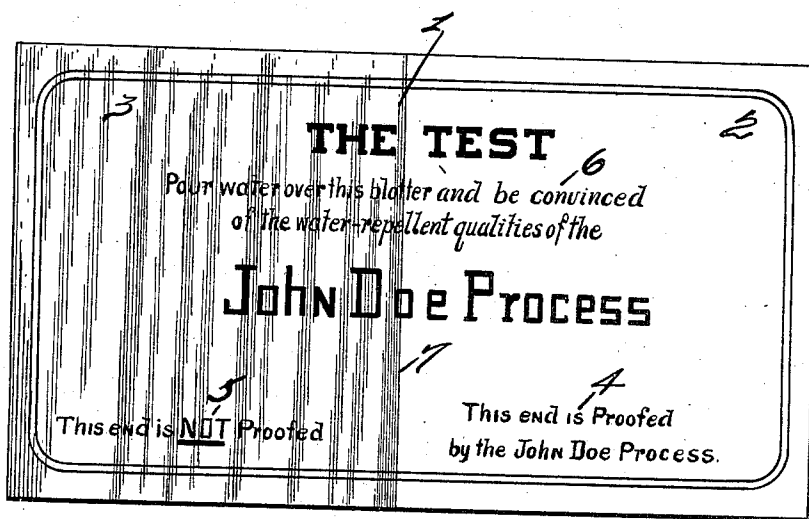


Fig. 2.

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UNITED STATES PATENT OFFICE.

LANGDON GEER, OF NEW YORK, N. Y., ASSIGNOR TO CRAVENETTE CO., U. S. A., OF HOBOKEN, NEW JERSEY, A CORPORATION OF NEW JERSEY.

PRINTED ADVERTISING DEVICE.

1,059,860.

Specification of Letters Patent.

Patented Apr. 22, 1913.

Application filed January 22, 1912. Serial No. 672,720.

To all whom it may concern:

Be it known that I, LANGDON GEER, a citizen of the United States, residing at New York city, New York, have invented certain new and useful Improvements in Printed Advertising Devices, of which the following is a clear, full, and exact description.

This invention relates to a printed advertising novelty and consists more particularly in a special preparation of an ordinary desk blotter with printed matter thereon so as to give a novel illustration of the advertised process.

This improved device is more particularly adapted for advertising any one of the well-known water-proofing processes now employed, and although its use may be limited to the advertising of such process nevertheless its novel and unusual character will serve to educate the public generally to water-proofing processes. Since it gives a particularly striking demonstration of the water-repellant qualities of the process advertised, it will attract the attention of the public much more forcibly than the ordinarily printed advertising blotter in common use to-day.

The principal object of this invention is to bring about a new advertising effect and to recall to the mind constantly the advertised article or process.

I have illustrated the preferred embodiment of my device in the accompanying sheet of drawing in which—

Figure 1 is a view of the blotter with the printed matter properly arranged thereon and before the same has been subjected to the water test; Fig. 2 illustrates the blotter after water has been applied thereto.

Describing my device more particularly, it preferably consists of an ordinary slip of blotting paper 1 such as is commonly used for hand blotters. One portion of the blotter, as for example the right portion 2 shown in Fig. 2, is water-proofed by any of the well-known processes commonly in use for water-proofing cloth. The other or left-hand portion 3 of the blotter is left unproofed so that it possesses unimpaired its absorbent qualities for blotting ink. The water-proofed end of the blotter bears a printed inscription 4, indicating that it has been proofed by the advertiser's process. The left or unproofed end of the blotter bears the inscription 5 indicating that it is

not so proofed. In addition to these inscriptions, the face of the blotter may carry a description in any desired form of the water-proofing process being advertised, and it should also carry printed directions 6 for applying water to the blotter. These directions may be amplified in any desired form for calling attention to the demonstration which takes place upon the application of the water. As shown in Fig. 1, the blotter before the application of water has a uniform appearance over its entire surface and in fact cannot be distinguished from the ordinary unproofed blotter. As shown in Fig. 2, after the water application has been made either by dipping the blotter in water or pouring water over the same, the unproofed or left portion 3 immediately soaks up the water, becomes soft and mushy and much darker in color, due to the presence of the water. On the other hand, the right end of the proofed portion 2 is practically unchanged by the water application and retains its light color showing a sharp line of demarcation 7 between the unproofed and proofed portions of the blotter, thus demonstrating clearly the water-repellant properties of the advertised process.

On account of the fact that a portion of the blotter is waterproofed, this portion is ineffective as a blotter, and hence when the blotter is applied in use, only the untreated portion of the blotter should be applied to the ink which is to be blotted. For this reason every time the user of the blotter applies it for its purpose, he must bear in mind that a part of the blotter is waterproofed. In this way the effect of the waterproofing is forcefully brought to the mind of the person using the blotter and he is reminded of the effect of the process each time he uses the blotter. In this way the waterproofed end of the blotter virtually acts as a handle for applying the unaffected portion.

What I claim is:—

1. A printed advertising device comprising a slip of blotting paper one portion waterproofed, and another portion unproofed, bearing an inscription upon the waterproofed portion, indicating that it is proofed by the advertiser's process, and an inscription upon the unproofed portion indicating that it is not proofed, and having directions upon the face of said blotting slip for applying water thereto.

2. A printed advertising device comprising a slip of blotting paper one portion waterproofed, and another portion unproofed, bearing an inscription upon the
5 waterproofed portion, indicating that it is proofed by the advertiser's process, and an inscription upon the unproofed portion indicating that it is not proofed, and having directions upon the face of said blotting slip
10 for applying water thereto, both portions of said blotter being adapted to receive printed matter thereon describing the advertiser's waterproofing process.

3. An advertising device for a water-proofing process or substance consisting of 15 a blotter, a portion of which is previously rendered ineffective as a blotter by a water-proofing process or substance advertised on said blotter.

Signed at Hoboken N. J. this 19 day of 20 January 1912.

LANGDON GEER.

Witnesses:

HERBERT PEARSON,
WILLIAM F. ECKHARDT.

Copies of this patent may be obtained for five cents each, by addressing the "Commissioner of Patents,
Washington, D. C."

It is hereby certified that in Letters Patent No. 1,059,860, granted April 22, 1913, upon the application of Langdon Geer, of New York, N. Y., for an improvement in "Printed Advertising Devices," an error appears in the printed specification requiring correction as follows: Page 1, line 76, for the word "of" read *or*; and that the said Letters Patent should be read with this correction therein that the same may conform to the record of the case in the Patent Office.

Signed and sealed this 20th day of May, A. D., 1913.

[SEAL.]

C. C. BILLINGS,

Acting Commissioner of Patents.