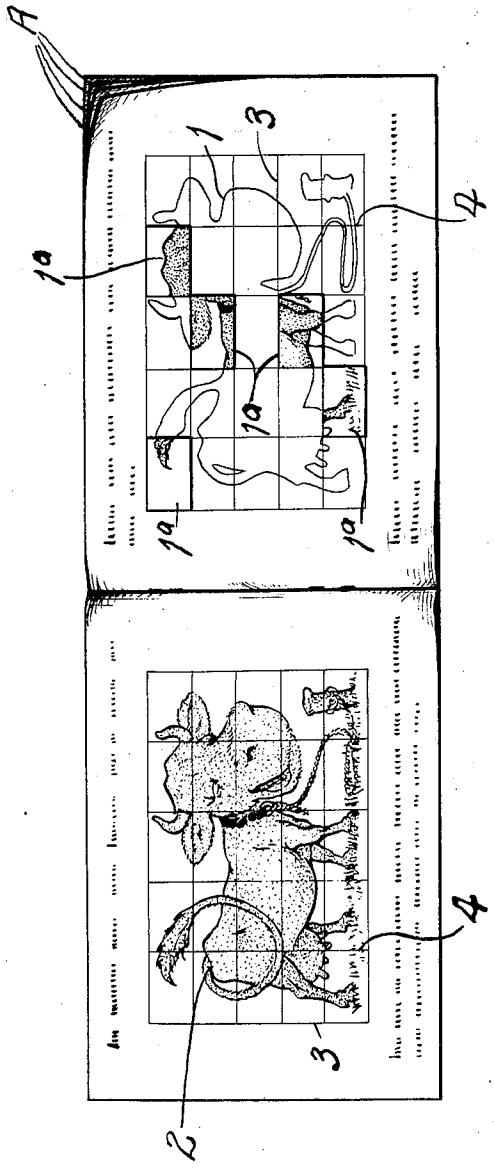
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DEVICE FOR ADVERTISING AND PROMOTING THE SALE OF AN ARTICLE OR MATERIAL

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DEVICE FOR ADVERTISING AND PROMOTING THE SALE OF AN ARTICLE OR MATERIAL.

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To all whom it may concern:

Be it known that I, RHEY McCORD, a citizen of the United States, residing at St. Louis, Missouri, have invented a certain new and useful Improvement in Devices for Advertising and Promoting the Sale of an Article or Material, of which the following is a full, clear, and exact description, such as will enable others skilled in the art to which it appertains to make and use the same.

This invention relates to a device that is adapted to be used for advertising and promoting the sale of an article or material.

The main object of the invention is to provide a highly efficient and inexpensive medium for increasing the sales of an article or material.

Another object is to provide a device of the kind referred to that furnishes a strong incentive to the customers of a retail merchant to purchase greater quantities of the article or material which the device advertises.

And still another object is to provide a device, which, in addition to having the desirable characteristics above pointed out, imparts useful knowledge and information relating to the article or material being advertised by the device.

Briefly described, my invention consists of a book, pamphlet, card or folder provided with an incomplete picture, usually an outline picture, of an object or subject that suggests the article or material being advertised by the device, or which is related to or has a bearing on said article or material, and a plurality of picture sections that are adapted to be superimposed upon said incomplete picture and attached to same so as to convert it into a complete picture. The book, pamphlet, card or folder, for the sake of brevity hereinafter referred to as the book, is intended to be given by a retail merchant to his customers, and each time a customer makes a purchase of the article or material being advertised by the device the merchant gives the customer one or more of said picture sections, depending upon the amount of the purchase. The customer then pastes said picture section or sections in his book, and after the incomplete picture or outline picture has been filled in so as to convert it into a complete picture, the customer surrenders his book for a prize or premium. Usually, each book will be provided with a plurality of duplicate incomplete pictures or outline pictures, so that in the event a customer obtains duplicate picture sections, he will have spaces in his book to receive the same, and in most instances each incomplete picture or outline picture will be arranged in proximity to a complete picture so as to show how the outline picture should look after it has been filled in by applying the picture sections to same. If desired, the incomplete picture or outline picture can be divided into sections corresponding in size to the picture sections so as to be of assistance to the owner of the book in the operation of attaching the picture sections to the incomplete picture, and in most instances terse statements will be arranged in the book in proximity to the pictures so as to set forth the merits of the advertised article or material and the advantages to be derived from the use or ownership of same.

My device is capable of use for advertising and promoting the sale of various kinds of products. It is particularly adapted for use, however, in connection with the retail sale of ice cream, because it is of such attractive appearance that it appeals strongly to children, who are large users of ice cream; because it appeals to mothers who have trouble in making their children consume a sufficient quantity of milk to eliminate the possibility of ailments or diseases that result from an insufficient milk diet; and because it permits a child to satisfy the desire that is inherent in all children to collect things and receive a premium as a reward for the labor involved in the collecting operation. I do not wish it to be understood, however, that the device is limited to this particular use, as this is only one of various uses for the device too numerous to mention.

The figure of the drawing is a perspective view of a device embodying my invention. It consists of a book or pamphlet composed of a number of pages A, some of which are provided with an incomplete picture 1, preferably an outline picture, of a cow or other object that suggests or has a bearing on the article or material being advertised and sold. Opposite each outline picture or incomplete picture 1 is a complete picture 2, usually in color, that shows how the outline picture 1 will look after it has been completed or filled in. The outline picture 1 is intended to be completed by attaching picture sections 1^a to same, each of

which picture sections consists of a small portion of the object depicted in the complete picture 2. If the device is used to advertise and promote the sale of ice cream the subject of the complete and incomplete pictures may consist of a cow so as to suggest one of the principal ingredients of ice cream, to wit, milk.

The manufacturer whose ice cream is being advertised by the device furnishes each of his retail dealers with a number of the books and a large number of picture sections 1^a. The retail merchant distributes said books to his customers, and thereafter, whenever a customer makes a purchase of ice cream, the merchant gives the customer one or more picture sections 1^a, dependent upon the amount of the purchase. Usually, each picture section will represent a five-cent purchase of ice cream, and in instances where a considerable quantity of ice cream is purchased at one time, the customer will be entitled to a plurality of picture sections 1^a for his purchase. The customer arranges the picture sections 1^a in proper position on the incomplete picture 1 of his book and secures them to same usually by an adhesive on the back of the picture sections, and after all of the outline pictures of the book have been filled in or completed, the holder surrenders the book and receives a prize or premium that is of sufficient value to induce the merchant's customers to strive to complete the outline pictures of their books. In order to assist the book holder to arrange the picture sections 1^a in proper position on the outline picture, each outline picture is divided into sections by horizontal lines 3 and vertical lines 4, as shown in the drawing, and the picture sections 1^a are so proportioned that they correspond in size to the spaces provided by the intersecting lines 3 and 4. If desired, each complete picture 2 can be divided into sections by similar lines 3 and 4 so as to enable a child to easily determine the proper point on the outline picture where a picture section should be located, by examining the complete picture 2. In most instances printed matter, usually terse statements, will be arranged on the pages of the book in proximity to the pictures so as to set forth the merits of the product being advertised and sold, or the advantages that result from the use or ownership of said product.

The picture sections, distributed by the dealer, are not provided with adhesive in advance, as that would make them difficult for the retailer to handle.

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

An advertising device, consisting of a book, each two opposed pages of which bear a picture of an object, suggesting the advertised article, and printed matter relating to the same, the picture on one page being complete and that on the other being in outline, in combination with a plurality of picture sections, adapted to complete said outline picture to reproduce said complete picture, as and for the purpose set forth.

RHEY McCORD.