

May 5, 1925.

M. B. SHEFFER
ADVERTISING NOVELTY
Filed March 9, 1922

1,536,633

FIG. 1.

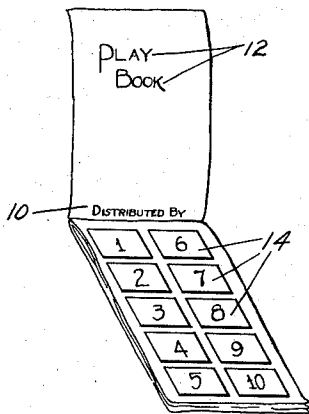


FIG. 2.

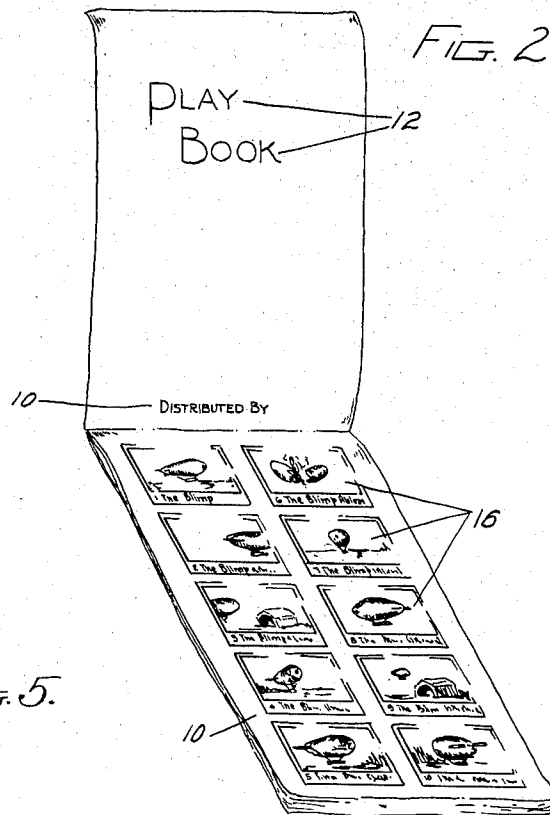


FIG. 5.

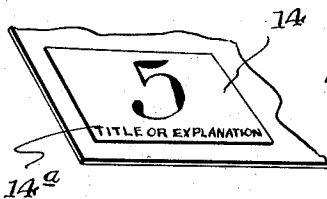


FIG. 3.

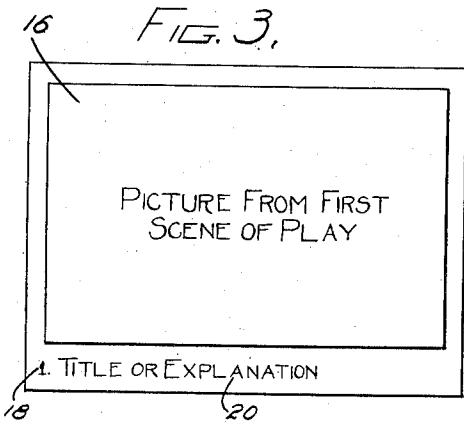
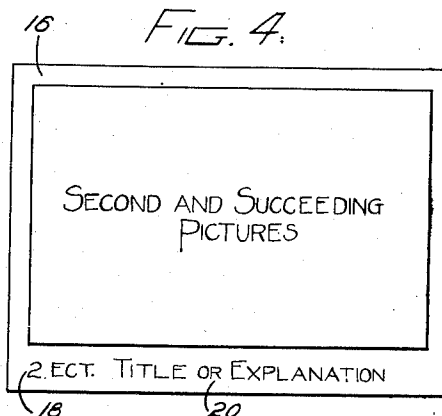


FIG. 4.



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BY

ATTY

Patented May 5, 1925.

1,536,633

UNITED STATES PATENT OFFICE.

MAX B. SHEFFER, OF CHICAGO, ILLINOIS.

ADVERTISING NOVELTY.

Application filed March 9, 1922. Serial No. 542,308.

To all whom it may concern:

Be it known that I, MAX B. SHEFFER, a citizen of the United States, residing at Chicago, in the county of Cook, in the State of Illinois, have invented a new and useful Advertising Novelty, of which the following is a specification.

This invention relates to a novel form of advertising device and to a new and instructive method of correlating different representations of a like series by children or adults with a view to forming an intelligent continuity of such articles.

One of the important objects of this invention is the provision of a device similar to a blank book or scrap book, having a plurality of pages therein, each of said pages being provided with a number of spaces having consecutive numerals in the spaces and to provide a series of cards having pictures thereon, said cards being of a size to correspond with the size of the blank spaces in the scrap book and having numbers thereon to correspond with the numbers in the book, so that when a complete series of the cards is pasted or otherwise attached to the book in consecutive order, a complete story in pictures is formed, which may be readily understood and easily comprehended and which will furnish a source of amusement and instruction.

A further object of this invention is the use of these numbered cards in connection with packages of candy, cigars or any other article of merchandise ordinarily sold in quantities, one of these cards being placed in each package with the object of inducing the persons using the particular article of merchandise to purchase at all times the brand with which these cards are distributed.

Another important object of the invention is the preliminary distribution of the above-described blank or scrap books to prospective purchasers, with or without any pictures therein, with a view to inducing the purchase of a particular article of merchandise in order that a complete series of the pictures may be obtained.

Still another important object of the invention is the use on the above-named cards of pictures or scenes taken from a moving picture play, legitimate theatrical production or pictures to represent a sequence of historical events, whereby when a plurality of such pictures in consecutive order have

been assembled and mounted in the blank or scrap book, a complete story in pictures portraying the moving picture play, theatrical production or historical event will be at once evident.

A further important object of this invention is the use in connection with the pictures on the individual cards of a number to correspond with the number in the blank or scrap book and in connection with the number a short explanation of the scene depicted on the card, whereby when the cards as consecutively numbered are assembled, a complete story in pictures together with the title of each picture will be available.

Other and further important objects of this invention will be apparent from the disclosures in the accompanying drawings and following specification.

The invention, in a preferred form, is illustrated in the drawings and hereinafter more fully described.

In the drawings:

Figure 1 is a perspective view of a blank book to be used in accordance with this invention, showing the numbered blank spaces on the first page of the book.

Figure 2 is a similar view of the same book after the numbered spaces have been covered with a corresponding number of picture cards.

Figure 3 is a plan view illustrating the first picture of a series.

Figure 4 is a similar view of the second or any succeeding picture.

Figure 5 is a fragmentary detail, in perspective, illustrative of a modified form of the invention.

As shown in the drawings: The reference numeral 10 indicates the blank book or scrap book composed of a plurality of pages and preferably provided with a cover, which may be of cardboard, leatherette or similar material.

The cover may be inscribed with words 12 as shown "Play Book" or any other appropriate title, together with the title of the particular play of which the corresponding pictures are intended to be used in the book. As shown in the figures, blank spaces 14 are provided on the pages of the book, these spaces being numbered consecutively. It is evident that any convenient number of blank spaces may be used on any page of the book. A moving picture play is ordinarily represented.

In Figure 2 the same book 10 with the title 12 thereon is illustrated and on the first page of the book is shown a series of pictures or cards 16 which have been pasted 5 or otherwise attached to the corresponding blank spaces 14 of the original page. As better shown in Figures 3 and 4 the cards 16 are each provided with a numeral 18 indicating the particular position of that card in the series. A picture or scene from the film production, commonly known as a "still," is depicted on the card, these "stills" being taken at intervals throughout the photographing of the reel of film, and preferably by the means of a separate camera. These pictures are, of course, especially selected in order to portray the most striking and effective events of the play or historical event depicted, and are then printed on the 20 numbered cards in consecutive order. The short title or explanation of each picture 20 is imprinted on the card directly underneath the pictorial representation or photograph.

It will be seen that herein is provided an 25 advertising device or novelty which is both amusing and instructive, and further is conducive to the promotion of sales of any particular article with which the cards may be distributed. If desired, the blank book 30 preliminarily given to prospective purchasers may be inscribed with the name of the distributor of the particular article of merchandise, packages of which are intended to contain the pictures. The title of the 35 picture together with the number of cards necessary to complete the series may also be imprinted on the cover of the blank book.

In order to increase the attractiveness of the proposition and stimulate the desire for 40 the accumulation of missing pictures in order that the series may be complete, the title of each picture may be initially printed on the corresponding numbered space of the blank book as indicated in Figure 5, by the numeral 14^a, so that even where several pictures are missing a complete story will be 45 in evidence.

Historical events may likewise be depicted or any other series of cards adapted to represent a chain of occurrences may be prepared and distributed with a view to increasing knowledge as well as affording 50 amusement.

I am aware that many changes may be made and numerous details of construction 55 and distribution varied throughout a wide range without departing from the principles of this invention, and I therefore do not purpose limiting the patent granted hereon otherwise than as necessitated by the prior 60 art.

I claim as my invention:

An advertising novelty comprising a binder for subject matter or title of a play or scenario, a plurality of leaves within said 65 binder and having upon their faces a number of uniformly sized spaces bearing numbers in consecutive order, and a series of cards, each having a different picture from said play or scenario and number and a 70 short descriptive title thereon, said series of cards when complete and affixed to the spaces upon said pages in the order corresponding to the number designating each individual space being adapted to provide a 75 pictorial and word synopsis of the subject matter shown by the title upon said binder.

In testimony whereof I have hereunto subscribed my name in the presence of two subscribing witnesses.

MAX B. SHEFFER.

Witnesses:
ALBERT J. FIKE,
AGNES M. TWETEN.