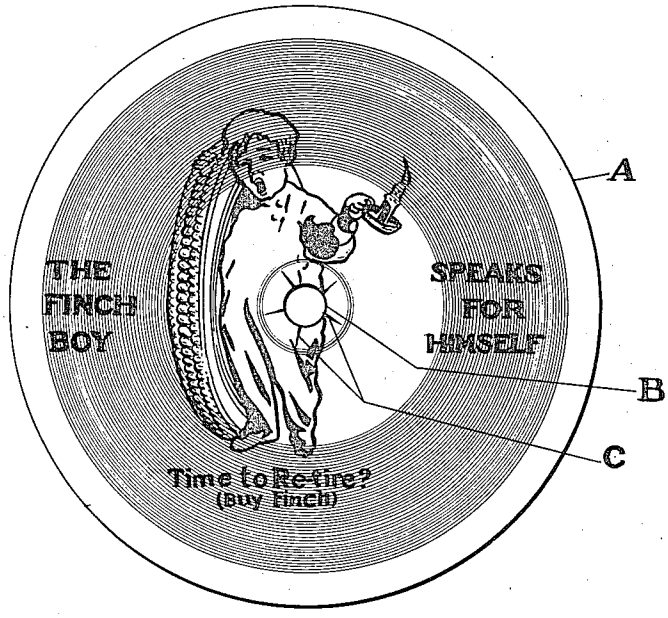
Dec. 11, 1923. 1,477,117

S. A. GLEASON

ADVERTISING DEVICE

Filed Dec. 5, 1922



Samuel A. Gleason, INVENTOR.

BY Parker W. Page,

his ATTORNEY.

Patented Dec. 11, 1923. 1,477,117

UNITED STATES PATENT OFFICE.

SAMUEL A. GLEASON, OF NEW YORK, N. Y.

ADVERTISING DEVICE.

Application filed December 5, 1922. Serial No. 604,984.

To all whom it may concern:

Be it known that I, SAMUEL A. GLEASON, a citizen of the United States of America, residing in New York, county of New York, and State of New York, have invented certain new and useful Improvements in Advertising Devices, of which the following is a full, clear, and exact description.

The subject of this application for Letters Patent is a new and highly useful improvement in advertising devices consisting in a small celluloid or equivalent sound record in the nature of a card having printed thereon figures, names, addresses and the like, and a record which when reproduced on a phonograph, gives a statement, story, description or the like which applies to the printed inscription which the card bears.

The novel and desirable nature of this improvement will be more readily appreciated from the following considerations. Assume that an automobile manufacturer wishes to use the device for advertising his cars. The cards, generally circular in shape and of various colors but usually transparent or translucent, are printed with his name, address, a picture of the car and the like, and are then impressed with a record of a description of the car, a short story of its merits, its cost and the like. These are mailed or distributed broad-cast and form a most attractive method of advertising, as the recipients are sure to put the card on a phonograph, out of mere curiosity if for no other reason and are thus informed of the car.

In certain other ways the scheme is both attractive and useful. For example, the cards may be printed with the titles of little poems, rhymes or the like, with pictorial representations, and the poem or rhyme recorded on them. School teachers in kindergartens who labor with their pupils endeavoring to get them to commit such poems, songs or rhymes to memory may simply distribute the cards to their pupils with the assurance that at home they will put them on the phonographs, reproducing them until they become unwittingly familiar with the words or air.

In many other ways the plan is attractive and of great value as a time and money saver and as a most desirable way of advertising.

The cards are preferably circular in shape and made of a thin flexible material such as celluloid in any color. This material should be strong and durable, is not liable to be broken or impaired in mailing or handling, and it makes a very perfect material for a sound record. It is preferable to print the sheets or cards first with any desired inscription, pictures and the like, and to then impress them with the sound record. This step is readily and easily accomplished by subjecting the cards while warmed and softened by steam or other heat to high pressure in an ordinary record press with a metal matrix bearing the sound record and obtained in the ordinary and well known way. The sound grooves are so shallow that they do not interfere with or impair to the least perceptible degree the printed inscription.

In the drawings hereto annexed I have shown a specimen card of the kind above described.

A is the card bearing the printed inscription and the sound record which refers to the same. As such cards are very thin and light, they may not work satisfactorily on a phonograph table but be held stationary by the needle. To avoid this the central hole B is made a trifle smaller than the standard pin or spindle of the phonograph, and small slits C are cut in the edge which bend up when the card is placed on the machine and grip the spindle. The cards are thus sure to be rotated with the turntable.

What I claim is:—

1. An advertising or similar card composed of a thin flexible material such as celluloid having printed thereon an inscription and impressed therein over the portion covered by the printed matter a sound record referring to the subject of such inscription.

2. An advertising or similar card consisting of a circular sheet of a thin flexible material such as celluloid with a hole in the center, and having printed thereon an inscription such as an advertisement and impressed therein over the portion covered by the printed matter a sound record referring to the subject-matter of the inscription.

In testimony whereof I hereto affix my signature.

SAMUEL A. GLEASON.