Feb. 9, 1926. 1,572,392

M. G. KOEHRMAN

BOOK STAMP

Filed May 15, 1925

Fig 1

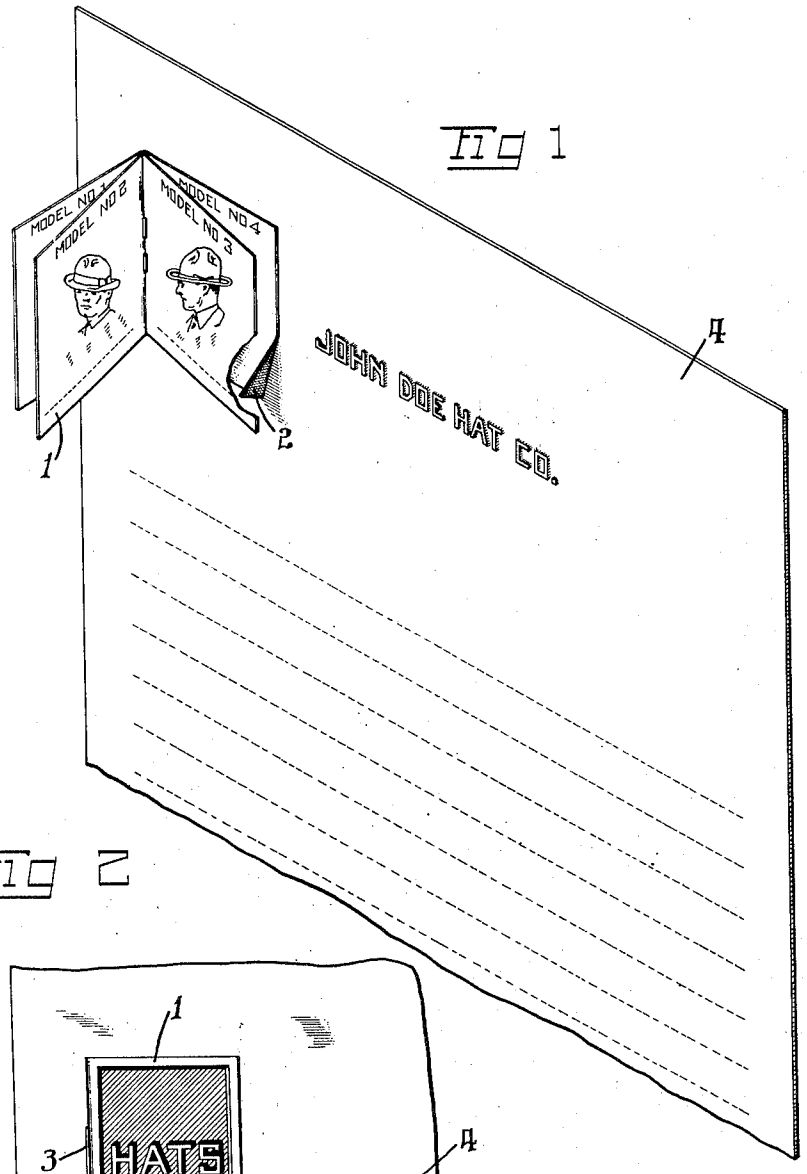


Fig 2

Inventor

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UNITED STATES PATENT OFFICE.

MATHIAS G. KOEHRMAN, OF TOLEDO, OHIO, ASSIGNOR TO THE ROBERTS PRINTING COMPANY, OF TOLEDO, OHIO, A CORPORATION OF OHIO.

BOOK STAMP.

Application filed May 15, 1925. Serial No. 30,481.

To all whom it may concern:

Be it known that I, MATHIAS G. KOEHRMAN, a citizen of the United States, and a resident of Toledo, in the county of Lucas and State of Ohio, have invented a new and useful Book Stamp, which invention is fully set forth in the following specification.

This invention relates to advertising devices and is particularly concerned with the so-called direct-by-mail system in which customers are solicited individually.

In direct-by-mail advertising it is customary to send in a single envelope a form letter together with a pamphlet or booklet illustrating a certain commodity or article together with laudatory or descriptive matter. It frequently happens, however, that the pamphlet or booklet is overlooked and is never removed from the envelope so that the force and effect of the advertising campaign is materially lessened.

To overcome this objection, several devices have been attempted but none have proved especially successful because each has its own drawbacks. Among these devices is the use of clips, staples or other fasteners for connecting the pamphlet to the letter, but these are not desirable because they tend to tear both the letter and the envelope, and furthermore are crude and detract from the appearance of enclosures. Another device consists in the provision of an integral extension on a letter sheet and on which advertising matter is placed. While this latter device is most ingenious, it affords certain outstanding disadvantages which prevent its use generally. For example, such a sheet can only be used to advertise a certain line of commodity and when a new line is brought out, new letter sheets must be made up. In other words, such device is not expansible, and furthermore the writing space on the sheet is considerably reduced.

Objects of this invention are to overcome the objections inherent in the above devices in a simple manner; and to provide an advertising device having the unique features of application, construction, and adaptation hereinafter described.

An embodiment of the invention is illustrated on the accompanying drawing in which—

Figure 1 is a perspective view of a letter sheet with an opened book stamp attached thereto; and Figure 2 is a fragmentary view of the book stamp in closed position.

The illustrated embodiment of the invention comprises a book stamp 1 of paper or other suitable material consisting of any desired number of leaves, and in this instance four leaves are employed, fastened together by a staple 3. The book stamp 1 is preferably square or rectangular in conformation and of relatively small dimensions so as to occupy but a minimum amount of space. The rear page 2 of the book stamp may be gummed so that it may be adhesively attached to a letter sheet 4.

The book stamp 1 is used for containing any suitable indicia or inscription, and thus by way of illustration and not of limitation the book stamp may be used as an advertising medium for the John Doe Hat Company. The various leaves may contain pictures of new models of hats together with suitable indicia and identifying inscription, and the several pages may be attractively colored so that the stamp will immediately be noticed by the recipient.

It will be apparent that the stamp 1 may be readily and conveniently attached to the letter sheet 4 by the sender. An outstanding characteristic of the invention resides in the fact that the book stamp may be attached to the sheet without in any way interfering with the printed matter on the sheet, owing particularly to the size and shape. Thus the letter may be written on the sheet 4 and thereafter the stamp may be attached in any convenient place where there is sufficient space and where it will be noticeable at once upon opening the letter.

Among the advantages of this device is the fact that the stamp may be attached to the letter sheet without liability of accidental displacement so that the addressor may be assured that the advertising matter enclosed will be seen by the addressee. Owing to the fact that the stamp does not have to be attached to the sheet until after the letter is written, it will be evident that it in no way interferes with the typing of the sheet. Furthermore a considerable number of such stamps can be made up at a comparatively small cost and can be varied according to the changes in the commodity or article to be advertised without the in-

currence of any materially great cost. The innovation and uniqueness of such a stamp will lend itself admirably to the attraction of the recipients of letters, as will readily be appreciated.

While this invention has been described and shown as employed in one specific connection, it is to be understood that numerous changes in application, design, size, choice of materials, may be effected without departing from the spirit of the invention, especially as defined in the appended claims.

What I claim is:

1. A book stamp of relatively small proportions consisting of a plurality of leaves attached together, and means on one of said leaves for adhesively attaching said books to a letter, said leaves having suitable inscription and indicia thereon for advertising any desired commodity.

2. A book stamp of relatively small proportions having a plurality of leaves, advertising inscriptions on said leaves, means for holding said leaves together, and means on the rear leaf for adhesively attaching the said stamp to a letter sheet, said stamp being of a size suitable for attachment to the ordinary letter sheet without obscuring any matter thereon.

In testimony whereof, I have hereunto signed my name to this specification.

MATHIAS G. KOEHRMAN.