

J. J. COHEN.
Advertising Device.

No. 222,243.

Patented Dec. 2, 1879.

THE UNIVERSAL PATENT FIN ADVERTISER

E. J. LEHMANN.
Don't Fail to Visit



Corner State and Adams Sts

THE GREAT EVENT.

The Grandest **OPENING** of the Season
WILL TAKE PLACE AT
E J LEHMANN'S,
'The Fair'
ON
THURSDAY and FRIDAY OCT 9th & 10th

Witnesses:
F. B. Townsend
Emil H. Frommann

Inventor:
Julius J. Cohen
per Wm H. Lotz
Attorney.

UNITED STATES PATENT OFFICE.

JULIUS J. COHEN, OF CHICAGO, ILLINOIS.

IMPROVEMENT IN ADVERTISING DEVICES.

Specification forming part of Letters Patent No. **222,243**, dated December 2, 1879; application filed October 21, 1879.

To all whom it may concern:

Be it known that I, JULIUS J. COHEN, of Chicago, in the county of Cook and State of Illinois, have invented a new and useful Improvement in Devices for Advertising, of which the following is a specification.

The nature of my invention relates to devices for making business-cards, hand-bills, and circulars more attractive to the general public, and sufficiently valuable to be preserved by the parties given to; and it consists in a printed advertising-sheet having toilet-pins stuck in the sheet through one or more of the prominent words, characters, or devices.

A toilet-pin is an article which is used by everybody, and which, although trifling in cost, hardly any person will throw away; therefore a printed advertising-sheet of any kind or description which holds a series of pins will be preserved at least until the pins thereon have been used.

The accompanying drawing represents a hand-bill, showing the manner in which I intend to apply the pins. In this hand-bill, it will be noticed, the words "the fair" are given prominence, and these words I have made par-

ticularly attractive by overspreading the same with a row of pins, which pins I have secured and arranged in the usual manner by sticking them through crimps formed in the printed sheet.

I am aware that manufacturers of pins have been in the habit of printing their names, trade-mark, and address upon a blank space of a long strip of paper filled with a certain quantity of pins as merchandise, for the purpose of having the public distinguish their own article from the goods of their competitors, which, however, does not come in the scope of my invention, and which therefore I do not claim; but

What I do claim, and desire to secure by Letters Patent, is—

An advertising device consisting of a printed sheet having toilet-pins stuck in the sheet through one or more of the prominent words, substantially as described and shown.

JULIUS J. COHEN.

Witnesses:

C. F. COLLOT,
EMIL H. FROMMANN.