

(No Model.)

E. LUNKENHEIMER.
ADVERTISING CATALOGUE.

No. 430,430.

Patented June 17, 1890.

Fig. 1.

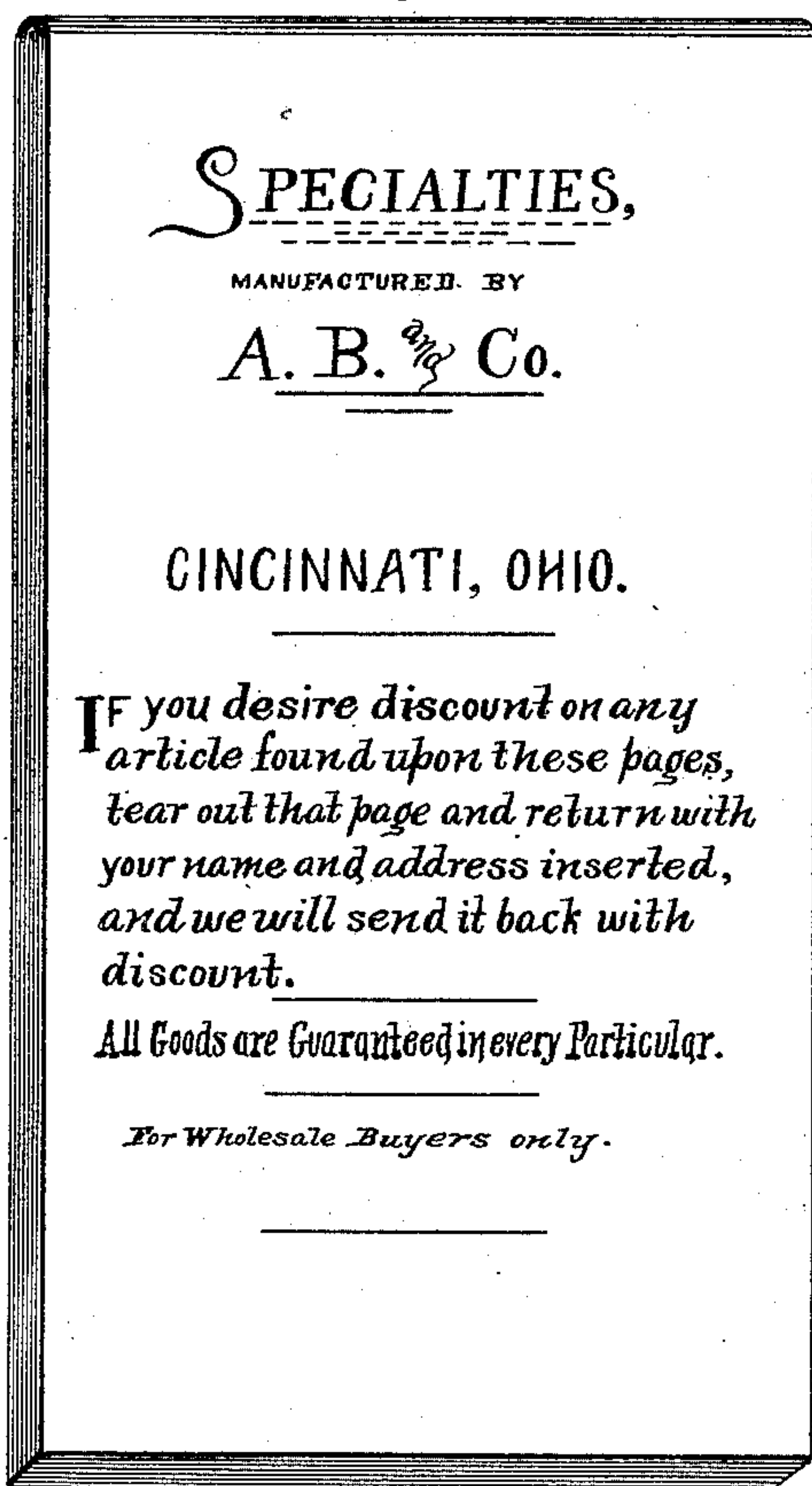


Fig. 2.



Witnesses:
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UNITED STATES PATENT OFFICE.

EDMUND LUNKENHEIMER, OF CINCINNATI, OHIO.

ADVERTISING-CATALOGUE.

SPECIFICATION forming part of Letters Patent No. 430,430, dated June 17, 1890.

Application filed October 24, 1889. Serial No. 327,982. (No model.)

To all whom it may concern:

Be it known that I, EDMUND LUNKENHEIMER, a citizen of the United States, residing at Cincinnati, in the county of Hamilton and State of Ohio, have invented certain new and useful Improvements in Advertising-Catalogues, of which the following is a description, reference being had to the accompanying drawings, forming a part of this specification.

My invention is mainly designed for the use of manufacturers and jobbers of specialties, who are in the habit of issuing descriptive catalogues and circulars of their goods, and more particularly for manufacturers of and wholesale dealers in goods which it is customary to list at prices above their actual selling prices—such as brass goods, hardware, and a great many other varieties of goods. It is now customary in advertising such goods to issue catalogues and circulars containing cuts and descriptions of them, together with the list-prices of them. Parties who receive such catalogues and circulars and wish to purchase any of the goods advertised therein first write to the manufacturer or jobber for the discounts on the list-prices of the goods they wish. This necessitates the writing of a letter of greater or less length, containing a description of the goods, by reference to the catalogue or otherwise, inquiring as to discount, &c. In reply to this the manufacturer or jobber is compelled to refer to his catalogue or otherwise identify the goods inquired about and then write the proposed customer a letter giving him the information desired. In large manufacturing and wholesale establishments the mere manual labor involved in answering all such inquiries is very great, and there is liability to mistakes and confusion arising from imperfect description of goods in the letters of inquiry. To avoid all such liability to mistakes and to greatly lessen the labor of attending to this part of a manufacturer's or jobber's business, I have devised the novel catalogue illustrated in the accompanying drawings, in which—

Figure 1 is a perspective view of the catalogue, and Fig. 2 one of the leaves detached therefrom.

It consists of a series of leaves bound into

book or pamphlet form and readily detachable, as by having rows of perforations through them near the binding-point. On these leaves are printed in copying-ink any desired advertising matter—such as the names of the goods and cuts and descriptions of the same, together with their list-prices, and each leaf is provided with a space adapted to have written in it the amount of the discount, and another space adapted to have written in it the name and address of the party desiring to make inquiry about the discount. Either upon each page or upon the outside of the catalogue, or preferably in both places, is printed a direction to tear out the leaf containing the advertisement of the goods desired and return it for the discount.

In using these catalogues the party who desires to learn the discount on any of the goods advertised tears out the proper leaf, writes his name and address on it, and mails it to the manufacturer or jobber whose name the catalogue bears. The latter writes on it in copying-ink in the proper space the per cent. discount to be allowed, rewrites the name and address in copying-ink, if not already in such ink, dates it, puts the leaf in his letter-press and copies it into a book kept for that purpose, and then mails it back to the party whose name and address it bears. He has no letter to write, there cannot possibly be any mistake as to the goods inquired about, while in his book he has a complete record, with the cut and description of the goods, the discount quoted, the party to whom quoted, and the date of the same.

The book illustrated in the drawings is one issued by a manufacturer, and is intended to be sent only to jobbers and large consumers and to be used between them and the manufacturer; but the jobber or wholesale dealer will also be provided with a supply of catalogues precisely like the above, excepting that they will bear his name instead of the manufacturer, and the statement that they are intended for wholesale buyers only will be omitted. The jobber will distribute these to his retail customers, and they will be used between him and them in the same manner that the others are used between him and the manufacturer.

I am aware that check-books have heretofore been printed in copying-ink and provided with sheets of thin copying-paper between the checks, upon which copies of the latter may be preserved. I am also aware of the existence of prior patents illustrating and describing advertising-cards, consisting of two parts or coupons detachable from each other, one part being adapted to have written on one of its faces the name of the customer to whom the card is to be sent, and to have printed on its opposite face such advertisement or communication as the advertiser wishes to present to the customer, while the other part of the card has the name and address of the advertiser printed on one side and the other left blank to receive a written message from the customer to the advertiser, and is designed for use as a return-coupon. My advertising-catalogue differs from these devices not only in its construction and arrangement, but in the purpose for which and the manner in which it is to be used. It not only furnishes a means of communication from the advertiser to the customer and from the customer back to the advertiser, but also a return-message from the advertiser to the

customer, and permits a letter-press copy of this return-message to be kept by the advertiser, neither of which latter important and valuable features is found in the prior devices above mentioned.

Having thus fully described my invention, I claim—

The herein-described illustrated advertising-catalogue, printed in copying-ink and adapted to fit within an envelope for distribution by mail, and consisting of a series of leaves detachable near their binding-line, each leaf having printed thereon an illustration and list-price of an article advertised, and provided with a space for the name and address of recipient and a space for a discount, together with directions to tear out and return the leaf to the advertiser for discount, the whole being designed and arranged to enable the advertiser to add the discount to the leaf, take a press copy of it, and return it, substantially as and for the purpose described.

EDMUND LUNKENHEIMER.

Witnesses:

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