

No. 616,438.

G. A. NEWKIRK.  
ADVERTISING DEVICE.  
(Application filed Mar. 23, 1898.)

Patented Dec. 20, 1898.

(No Model.)

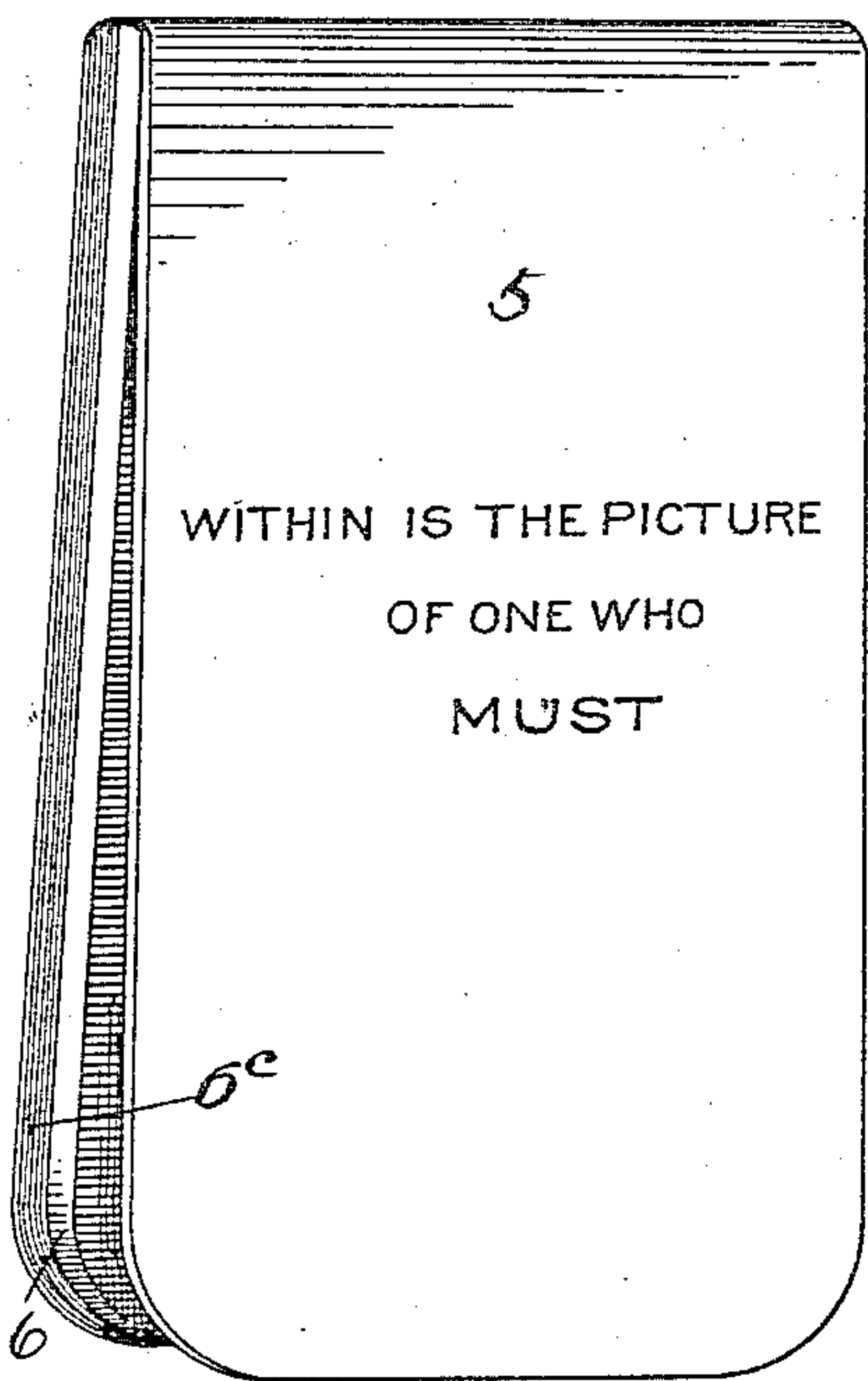


FIG. 1

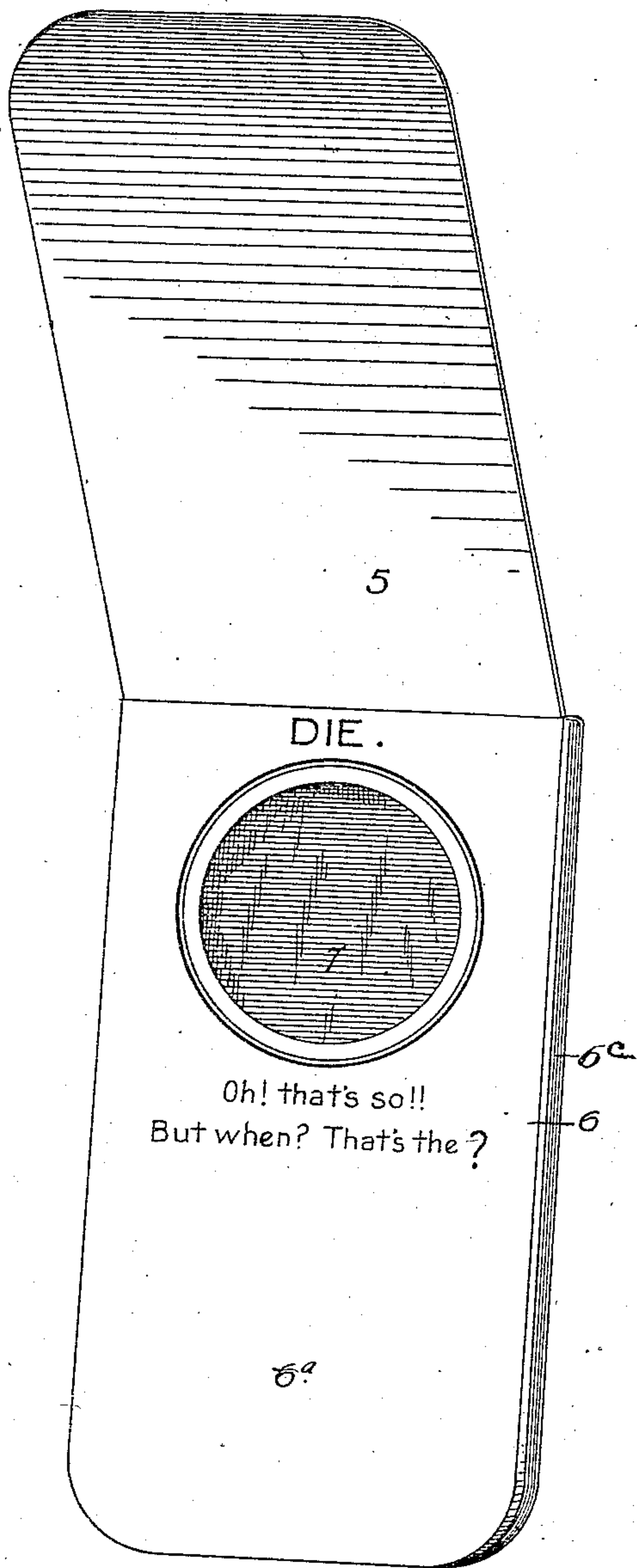


FIG. 2

Witnesses  
J. F. Collamore  
Edith Hunsworth.

Inventor  
Gilbert A. Newkirk.  
By His Attorney



# UNITED STATES PATENT OFFICE.

GILBERT A. NEWKIRK, OF DENVER, COLORADO.

## ADVERTISING DEVICE.

SPECIFICATION forming part of Letters Patent No. 616,438, dated December 20, 1898.

Application filed March 23, 1898. Serial No. 674,920. (No model.)

*To all whom it may concern:*

Be it known that I, GILBERT A. NEWKIRK, a citizen of the United States of America, residing at Denver, in the county of Arapahoe and State of Colorado, have invented certain new and useful Improvements in Advertising Devices; and I do declare the following to be a full, clear, and exact description of the invention, such as will enable others skilled in the art to which it appertains to make and use the same, reference being had to the accompanying drawings, and to the figures of reference marked thereon, which form a part of this specification.

My invention relates to improvements in advertising devices, my object being to provide an ingenious and therefore attractive, but inexpensive, article adapted for use by all classes of business men as an advertising medium; and to these ends the invention consists of the features hereinafter described and claimed, all of which will be fully understood by reference to the accompanying drawings, in which is illustrated an embodiment thereof.

In the drawings, Figure 1 is a perspective view of my advertising device, which is shown in book form, the front lid or cover being turned down to expose its outer front surface. Fig. 2 is a perspective view of the device, the front lid or cover being open.

Similar reference characters indicating corresponding parts in the views, let the numeral 5 designate the front cover of a book which, as shown in the drawings, is adapted to open endwise. Underneath the cover and immediately adjacent thereto is a pad or leaf 6, preferably composed of pasteboard of sufficient thickness to make it reasonably rigid. Back of the pad 6 (see Fig. 1) loose leaves 6<sup>a</sup> are shown, which may be used for memorandum purposes. Between the layers of this pad and in the upper part thereof is set a small mirror 7, having its face exposed. (See Fig. 2.)

On the outer surface of the lid 5 is printed, as shown in the drawings, the following incomplete sentence: "Within is the picture of one who must," while on the pad 6, immediately above the mirror, is the word "die," which completes the sentence. Close to and

underneath the mirror is an appropriate response to the thought contained in the sentence—namely, "Oh! That's so!! But when? That's the?" The said language on the lid and pad is an appropriate introduction to the advertisement of a life-insurance company. The person who opens the lid 5 sees his face reflected in the mirror and beholds the "picture" mentioned on the outer surface of the lid. The advertisement should be printed on the blank space below the mirror and is sure to attract attention and make an impression that will be remembered by the reader, thus accomplishing the end sought or the desideratum of all advertising.

The language both on the lid and pad may be changed at pleasure to suit the requirements for advertising any business. Hence it must be understood that I do not intend to limit the device to a life-insurance-advertising medium, since it may be employed to equal advantage for advertising any other business. Indeed its scope in this respect is absolutely unlimited, as it affords opportunity for infinite variation of the language on the lid and immediately adjacent the mirror, both above and beneath, to be used as a preamble or introduction calculated to enlist the interest of the reader sufficiently to cause him to read whatever may be printed on the blank space 6<sup>a</sup> of the pad.

Underneath the pad 6 blank leaves for memorandum purposes may be bound to form a part of the device, thus making it of sufficient material value to cause it to be retained by any one to whom it is presented.

Having thus described my invention, what I claim is—

1. As an improved article of manufacture, the herein-described advertising device comprising a pad and a hinged lid, the lid having an incomplete thought expressed on its outer surface, the omitted portion of the thought being expressed on the pad which is provided with a mirror, the thought expressed on the lid and pad having reference to the picture or image to be reflected by the mirror.

2. An advertising device provided with a movable lid having an incomplete thought expressed on its outer surface, and a mirror

suitably supported and normally concealed  
by the lid, the omitted portion of the thought  
being expressed adjacent the mirror, and also  
concealed until the mirror is exposed, the  
5 thought expressed as aforesaid having refer-  
ence to the picture or image to be reflected  
by the mirror.

In testimony whereof I affix my signature  
in presence of two witnesses.

GILBERT A. NEWKIRK.

Witnesses:

FRANK N. BANCROFT,  
EDITH HIMSWORTH.