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PATENTED MAR. 28, 1905.

L. A. FARNSWORTH & S. G. MARTIN.

ADVERTISING DEVICE.

APPLICATION FILED MAR. 18, 1904.

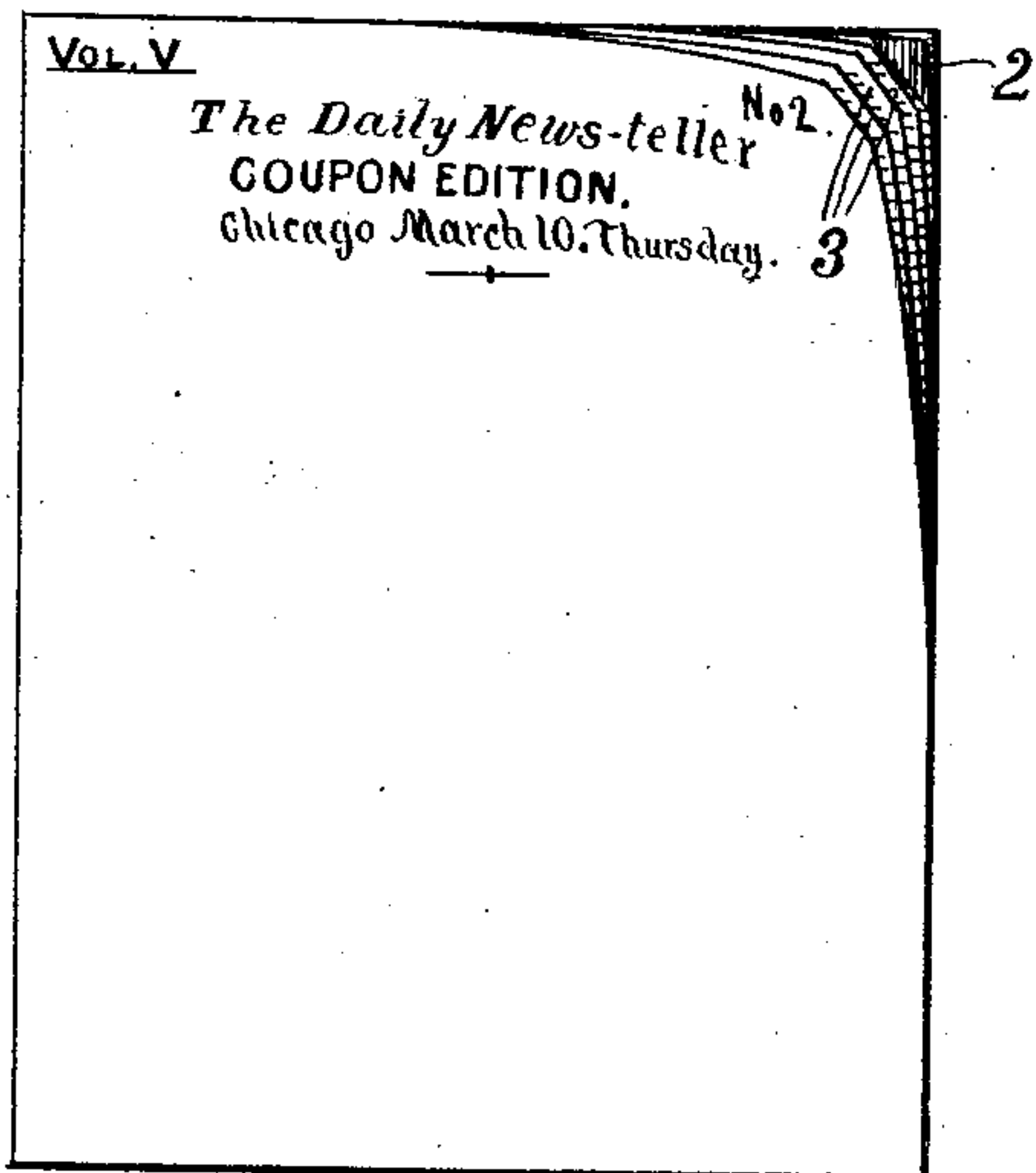


Fig. 1.

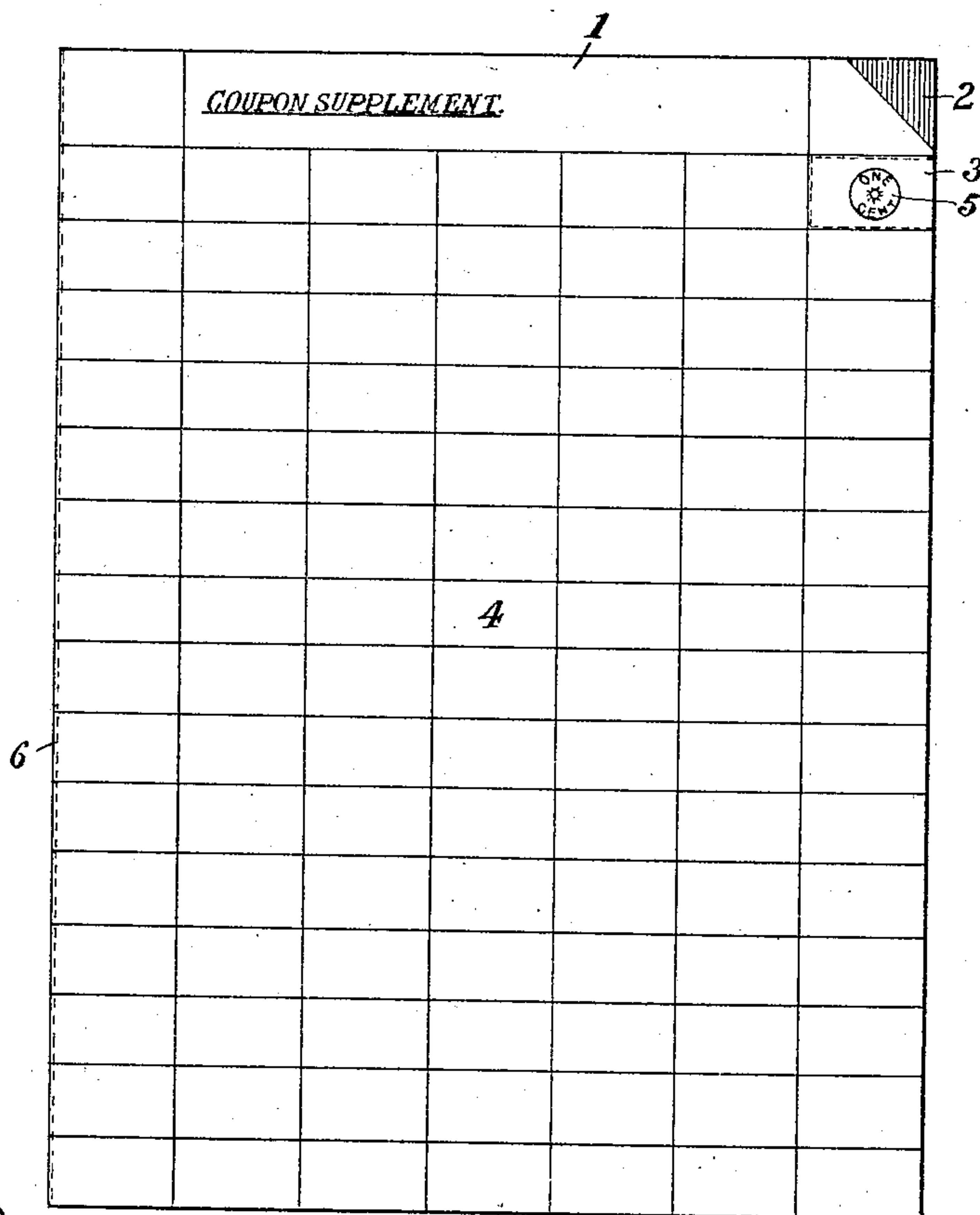


Fig. 2.

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# UNITED STATES PATENT OFFICE.

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## ADVERTISING DEVICE.

SPECIFICATION forming part of Letters Patent No. 786,018, dated March 28, 1905.

Application filed March 18, 1904. Serial No. 198,817.

*To all whom it may concern:*

Be it known that we, LOUIS A. FARNSWORTH and STEPHEN G. MARTIN, citizens of the United States, residing at Grand Rapids, in the county of Kent and State of Michigan, have invented certain new and useful Improvements in Advertising Devices; and we do hereby 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.

Our invention relates to improvements in advertising devices, and more especially in such devices adapted to be used in conjunction with periodicals, newspapers, magazines, and the like; and its object is to provide means for attracting attention to a particular page of the same and to provide such page with appliances whereby the said page may be utilized as a trade-stamp device and to provide the device with various new and useful features hereinafter more fully described, and particularly pointed out in the claims.

Our invention consists, essentially, of a newspaper, magazine, or periodical containing advertising pages, having a page provided with a distinguishing-mark for the purpose of attracting attention to the same, the other pages being removed opposite said mark to expose the same, and also having a page having a portion that may be readily detached, said portion being adapted to serve the purpose of a trade-stamp, and in the various novel features and arrangement hereinafter more fully described, reference being had to the accompanying drawings, in which—

Figure 1 represents a suitable paper, periodical, or magazine; and Fig. 2, a plan view of a single page of the same embodying a portion of our invention.

Like characters represent like parts or features in each of the figures.

1 represents an enlarged plan view of a single page of any paper, magazine, or periodical, the same being preferably made detachable by a line of perforations at its margin, as indicated at 6.

2 represents a distinguishing-mark, preferably

ably located on one corner of the page, the mark herein shown consisting of a triangular portion of the page colored red; but we do not limit ourselves to the particular mark, as any other color, figure, character, or mark adapted to attract attention would serve the like purpose. To further attract attention to this mark, the leaves of the magazine or paper opposite the said mark are preferably cut away, as shown at 3 in Fig. 1. A portion of the leaf 1 is also rendered readily detachable by means of perforations, as indicated at 3, and this portion is further adapted to be used as a trade-stamp by some suitable symbol printed thereon, as at 5, and to facilitate its attachment to a like page to the one shown or any other suitable support this detachable portion is preferably gummed on the other side. We also prefer to divide the page into suitable squares to correspond to the dimensions of the coupon portion shown, as at 4; but such division is not deemed altogether necessary, but more a matter of convenience in attaching the coupons or stamps thereto. Upon this page it is intended that the advertisements shall be printed of certain parties, preferably such as agree to utilize or accept these coupons (indicated at 3) in part payment for merchandise, whereby purchasers of such papers, periodicals, or magazines will be induced to preserve the same and to remove the coupons from such papers and collect the same and attach them upon the printed portion of a single page, such as shown, or to some other suitable support, the result being a more efficacious advertising medium for the parties who may have their advertisements printed upon the said page.

Having thus fully described our invention, what we claim, and desire to secure by Letters Patent, is—

1. A paper, magazine, or periodical, comprising a page having a portion perforated and detachable, said portion also being gummed on one side and printed on the other side in such manner as to adapt it to be used as a trade-stamp.

2. A paper, magazine, or periodical com-



prising a page having a distinguishing-mark on one corner, said page also having a portion perforated and detachable, said detachable portion also being gummed and printed to adapt  
5 it for use as a trade-stamp, and other pages each having a portion removed opposite said mark to expose the mark when the paper, magazine, or periodical is closed.

10 3. A paper, magazine, or periodical comprising a page divided into rectangular portions by ruled lines, said page also having a portion perforated and gummed, said portion also being adapted for use as a trading-stamp

of the dimensions of said rectangular portions, said page also having a colored triangular dis- 15  
tinguishing-mark on one corner, and other pages each having one corner removed to expose said mark, when the paper, periodical, or magazine is closed.

In testimony whereof we affix our signatures 20  
in presence of two witnesses.

LOUIS A. FARNSWORTH.  
STEPHEN G. MARTIN.

Witnesses:

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LUTHER V. MOULTON.