

June 19, 1923.

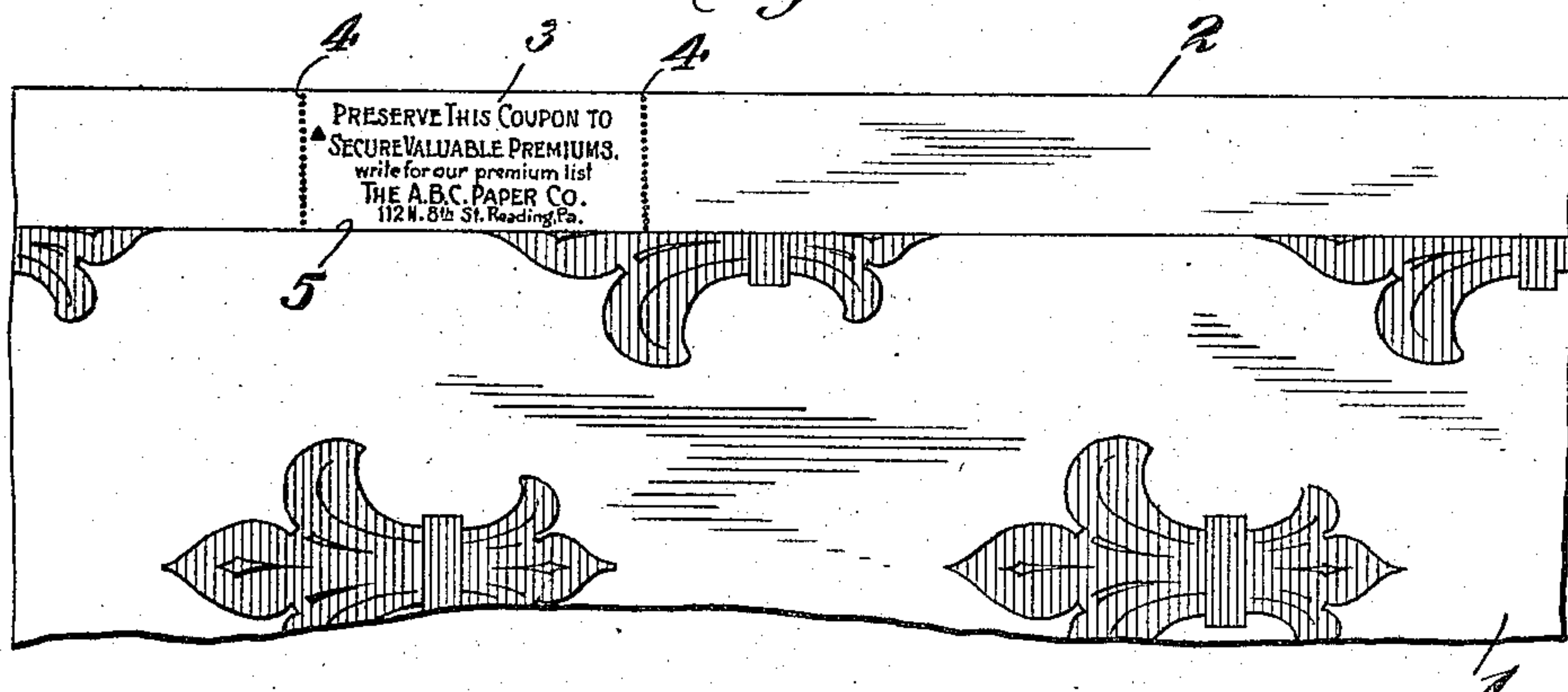
1,459,423

A. G. UPTGRAFF

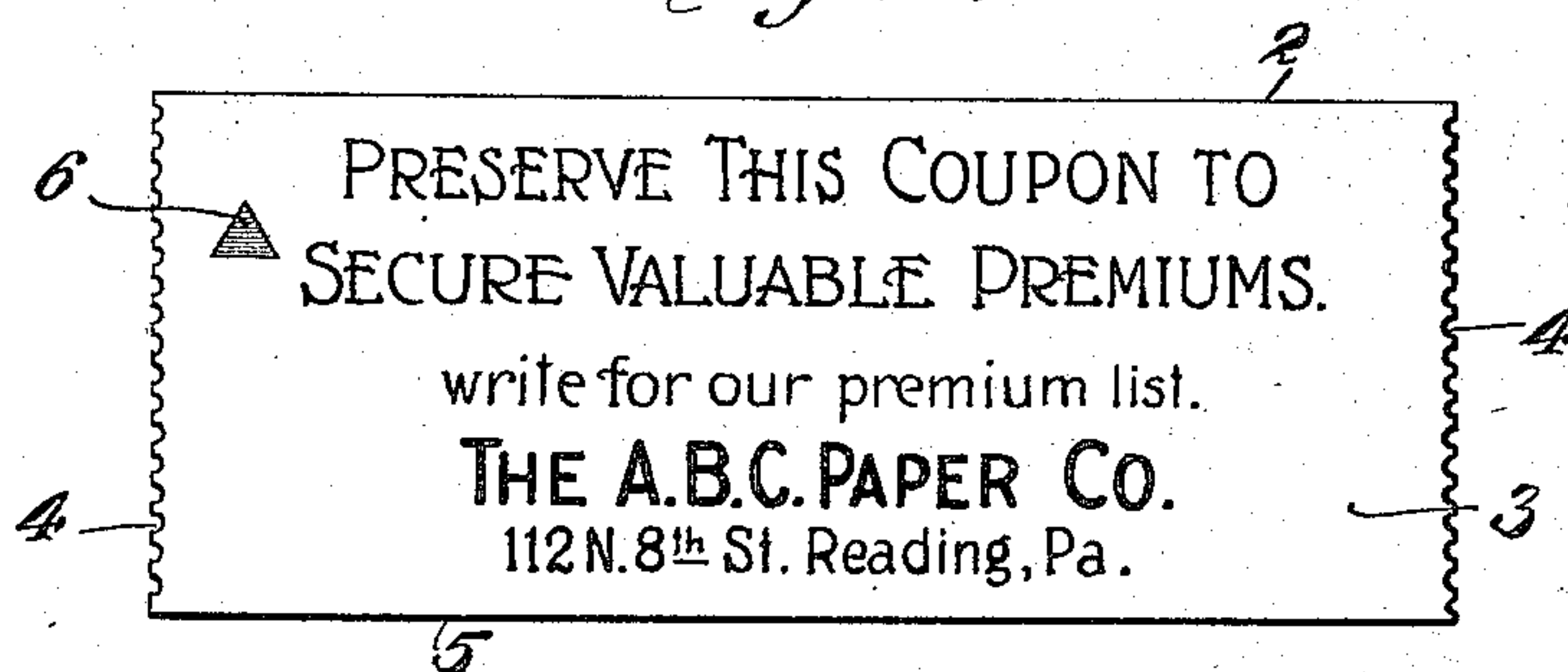
COUPON SYSTEM FOR COMMODITIES

Filed April 7, 1921

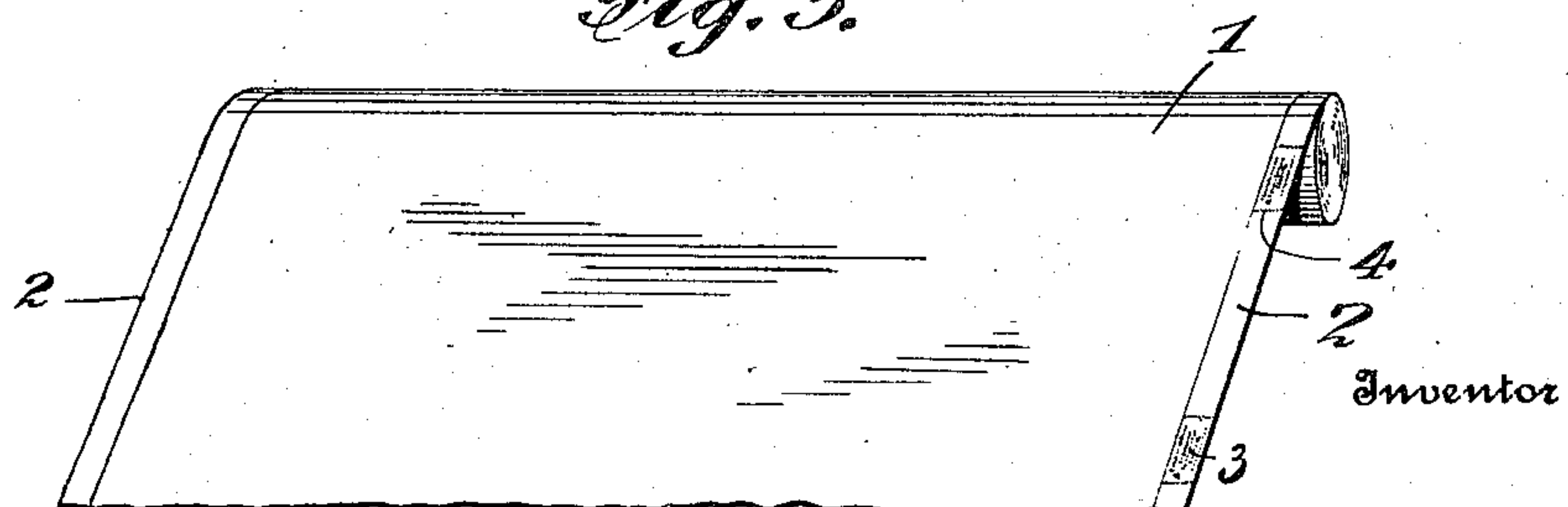
*Fig. 1.*



*Fig. 2.*



*Fig. 3.*



Alexander G. Uptgraff

By *George Allen*  
his Attorney



# UNITED STATES PATENT OFFICE.

ALEXANDER G. UPTEGRAFF, OF NEW YORK, N. Y.

COUPON SYSTEM FOR COMMODITIES.

Application filed April 7, 1921. Serial No. 459,236.

*To all whom it may concern:*

Be it known that I, ALEXANDER G. UPTEGRAFF, a citizen of the United States, and resident of New York, in the county of New York and State of New York, have invented certain new and useful Improvements in Coupon Systems for Commodities, of which the following is a specification.

My present invention relates primarily to premium distribution systems for encouraging sales, and is particularly concerned with modifications in the construction of certain common commodities to render them readily adaptable to the execution of such systems.

As conducive to a clear understanding of the invention, it may be noted, that it has been the common practice for manufacturers to issue coupons for distribution by retailers to their customers, such coupons to be redeemed for premiums at an office of the manufacturer. This practice has been followed, for instance, in the retail distribution of soaps, cereals and other household commodities sold in packages or wrappers, of which the coupon forms a part or in which the coupon is enclosed. In these cases the retailer is, of course, spared the annoyance of having to select and hand the coupons to the customers. This convenience is lacking, however, for instance, in the sale of cigars in bulk and it has been the practice, more particularly in the case of chain retail cigar stores, to distribute a separate coupon or coupons with each sale.

In the case of unwrapped or unpacked commodities sold by jobbers to contractors rather than by retail stores to the ultimate consumer, it is as unfeasible as in the sale of cigars in bulk to attach or enclose coupons, but unlike the retailer of cigars, the jobbing distributor has not the sales or clerical force to bother with the special distribution of coupons.

My invention provides a solution of the problem of assuring the distribution of one or more premium coupons with sales of unwrapped, uncovered commodities, and this, without the least burden upon the seller and without even requiring any attention on his part.

The invention relates primarily to wall paper although it may be applied to other material of the type provided with a selvage, border or rim intended to be severed or re-

moved when the material is applied to its normal use, and regardless whether sold in rolls, bolts or otherwise.

Wall paper is ordinarily sold in rolls formed with selvages approximately one-half inch in width at the opposite edges thereof, these selvages serving to protect the edge of the wall paper proper against the wear and tear suffered by the ends of the roll in the ordinary course of storing and shipping. These selvages are cut off by the paper hanger prior to applying the paper to the wall.

According to one feature of the invention, I form a short portion of the length of one of the selvages as a coupon, bearing appropriate printed indications of redemption value. In the preferred embodiment, the coupon would be of the same width as the selvage, and there may be lines of perforation or other weakened lines connecting the ends of the coupon to the adjacent portion of the selvage. Preferably the coupons are formed at uniform intervals along the length of the selvage, the number of coupons upon any particular roll of paper, preferably varying directly with the premium value of the roll.

My system not only tends to promote sales in the manner of premium systems generally, but affords to the manufacturer of wall paper or similar commodities, a convenient opportunity of determining who are the purchasers from each of his distributing stations and in what quantities. To carry out the latter specific object, each coupon is preferably formed with some distinctive mark of the manufacturer designating the jobber or distributor to whom the roll was originally consigned. This mark means nothing to the ultimate purchaser or user of the paper and the confusion is avoided which would result from placing both the name of the manufacturer and of the distributor upon the coupon.

In the accompanying drawings wherein is shown one of various possible embodiments of the several features of the invention,

Fig. 1 is a fragmentary view, substantially full scale of an edge portion of wall paper, revealing one of the selvages and one of the coupons,

Fig. 2 is a plan view on an enlarged scale of one of the coupons, and,



Fig. 3 is a perspective view on a greatly reduced scale of a roll of paper, illustrating the position of the coupons,

Referring now to the drawings, a roll 1 of wall paper is shown in Fig. 3 having at its opposite edges the usual selvages 2 forming an integral part of the paper, each selva-ge about one-half inch in width, which serve to protect the edge of the wall paper proper against injury in the course of handling, storage and transportation. At pre-determined intervals along the length of one of the selvages, or if desired of both, are formed coupons 3. Preferably identical coupons are formed on the selvages regard-less of the quality or price of the paper, the intervals between coupons preferably vary-ing inversely with the selling price or with the premium value of the roll. Each coupon preferably extends the width of the selva-ge and is connected by weakened lines, such as lines of perforation 4 to the adjacent por-tion of the selva-ge length, the inner edge 5 of the coupon being continuous with the wall paper proper in the same manner as the main length of selva-ge. The coupon bears printed matter of the character usu-ally on premium coupons indicating that it has a value in effecting exchange for pre-miums and giving such further information as to manner of redemption as is necessary or desirable. Each coupon, moreover, is provided with some private mark, such as a triangle 6, preferably a perforation, indi-cating according to a private code of the manufacturer, to which the distributor or jobber of the roll bearing the coupon was originally consigned.

It will be seen that the coupons, in effect, constitute portions of the selva-ge and these coupons perform the protective function that the portions of the selva-ge length that they occupy would normally perform were the selva-ge made continuous. The edge of the wall paper corresponding to the length of the coupon is thus amply protected. Moreover, the coupons themselves are pro-protected against destruction or severing from the roll by being frictionally held between the adjoining convolutions of the wall paper, and are readily severed from the paper im-mediately before application to the wall, and this without damage to the wall paper proper.

It will be seen that the jobber or dis-tributor who sells the wall paper by the roll does not have to concern himself in any way with separate coupons and, in effect, he would not even have to know that the wall paper is provided with coupons, and this although the roll is ordinarily sold un-wrapped and uncovered.

The contractor who purchases the wall paper from the jobber would either remove the coupons himself prior to allowing the

paper to be hanged or preferably would direct his paper hangers to sever the cou-pons as they cut off the selvages.

In the operation of the system, the manu-facturer can determine from inspection of the private marks on the coupons returned to him in quantities for redemption, to what extent the various jobbers or distributors are disposing of his products and will have valuable information on which to base sales policy.

It will be understood that the formation of one or both of the selvages with coupons can easily be effected concurrently with the printing of the paper, the end of the print-ing roller being simply provided with the requisite setting of type for printing the coupons, and with points for making the lines of perforation.

The invention is not limited in its ap-plication to wall paper but may be applied to any of a wide variety of commodities of the type kept in stock by retailers in relatively large pieces from which sections of any magnitude specified by a purchaser are to be severed, and in its application, it will be seen that the result is achieved with-out any special effort or knowledge on the part of the retailer, of handing the pur-chaser as an integral part with the commod-ity, a number of coupons representing an aggregate value proportional to the value card quantity of the commodity purchased.

I claim:—

1. A roll of wall paper or the like hav-ing a selva-ge to be removed when the paper is to be used, said selva-ge being formed at intervals with integral coupons, each coupon extending substantially the entire width of the selva-ge and being connected to the adjoining portions of the selva-ge by weakened areas, said coupons bearing indi-cations of exchange value, whereby the por-tions of the selva-ge formed as coupons will be effective to protect the corresponding portion of the wall paper edge, and where-by the coupon will be protected by the ad-jacent turns of the roll, thereby leaving the coupons intact to be severed and returned to the manufacturer by the contractor or other user.

2. A roll of wall paper or the like hav-ing a selva-ge to be removed when the paper is to be used, said selva-ge being formed at intervals with integral coupons, each cou-pon extending substantially the entire width of the selva-ge and being connected to the adjoining portions of the selva-ge by weak-ened lines, said coupons bearing the name and address of the manufacturer, and a private code mark of the manufacturer rep-resenting the name of the jobber or dis-tributor.

3. A commodity of the type kept in stock by retailers in relatively large pieces from



which sections of any magnitude specified at definite uniform intervals thereon, so  
by a purchaser are to be severed, in which that with each purchase there will auto- 15  
coupons of identical value are provided matically be dispensed a number of coupons  
upon the commodity at definite intervals proportional to the length of the goods  
5 so that the purchaser will acquire with each sold, and in which said coupons are readily  
purchase a number of coupons representing detachable from the article without destroy- 20  
an aggregate value proportional to the ing or injuring either the coupon or the ar-  
quantity of the commodity purchased. ticle.

4. A commodity of the type kept in stock Signed at New York in the county of  
10 in rolls, bolts or the like and intended for New York and State of New York, this  
sale in lots of less than a complete roll, in 31st day of March, A. D. 1921.  
which coupons are formed integrally there-  
with but readily detachable therefrom and

ALEXANDER G. UPTEGRAFF.