

March 1, 1938.

S. WORTH

2,109,603

SALES STIMULATOR

Filed June 4, 1936

Fig. 1

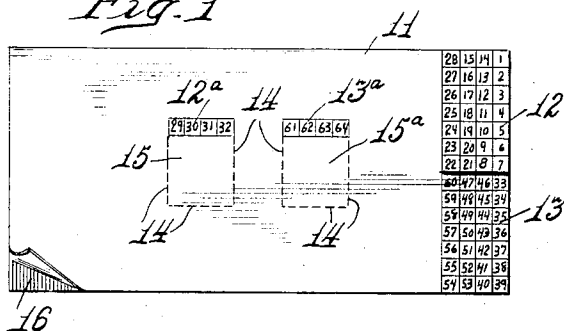


Fig. 2.

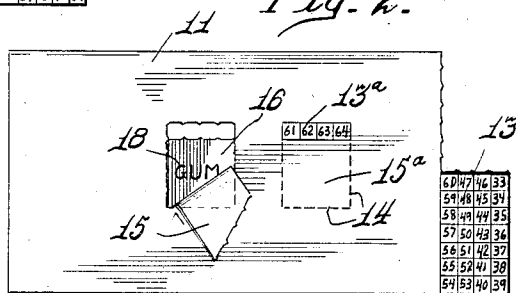


Fig. 3.

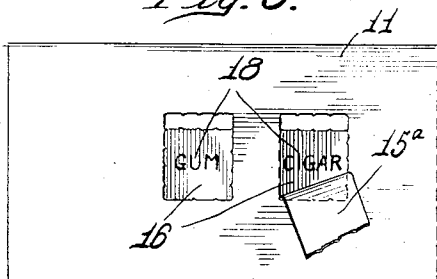


Fig. 4.

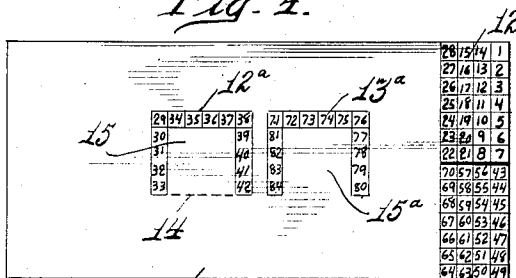


Fig. 5.

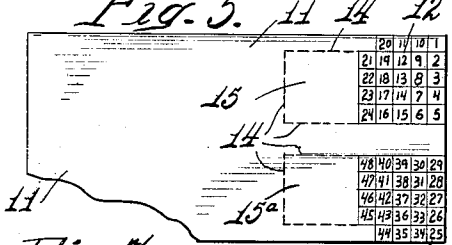


Fig. 7

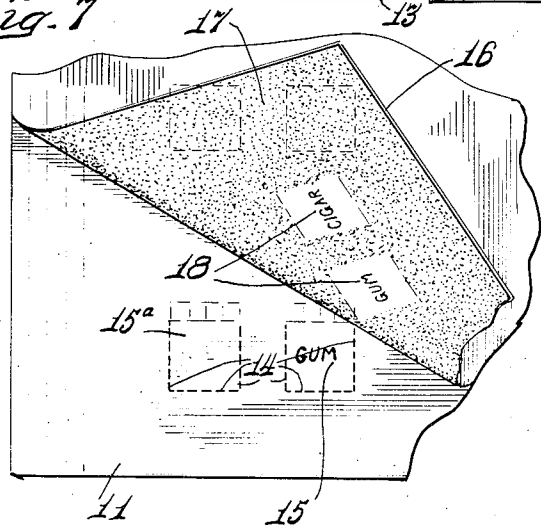
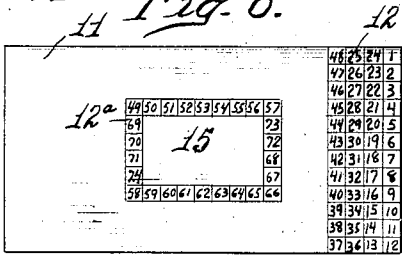


Fig. 6.



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UNITED STATES PATENT OFFICE

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SALES STIMULATOR

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Application June 4, 1936, Serial No. 83,479

1 Claim. (Cl. 273-139)

The invention relates to improvements in sales stimulators and more particularly to novelly constructed cards having portions thereof adapted to be removed to facilitate detachment of means normally concealing data therein.

An object of the invention is to provide an article of the character referred to with novel means to facilitate easy removal of the information concealing portion.

Another object is to provide an article of the type referred to with tamper-proof means to prevent unauthorized exposure of the information concealed therein.

Another object is to provide an article of the character referred to which is highly effective as a trade stimulator and inexpensive in use and manufacture.

The foregoing and such other objects of the invention as will appear hereinafter as the description proceeds will be more readily understood from a perusal of the following specification, reference being had to the accompanying drawing, in which:

Fig. 1 is a plan view of the improved card embodying one adaptation of the invention.

Fig. 2 is a view similar to Fig. 1 showing the card half used.

Fig. 3 is a view similar to Fig. 2 showing the card entirely used.

Fig. 4 is a view similar to Fig. 1 showing a modified form of construction.

Fig. 5 is a view similar to Fig. 1, partly broken away, showing another embodiment of the invention.

Fig. 6 is a plan view of a card embodying another construction.

Fig. 7 is a view showing a sheet laid out for making cards of the type shown in Fig. 1, with the backing sheet partially secured thereto.

The card shown in Figs. 1 to 3, inclusive, includes a front sheet 11 preferably consisting of a substantially rectangular piece of heavy paper or cardboard having indicia bearing portions 12 and 13, printed or otherwise reproduced upon its front face adjacent one end. The sheet 11 preferably has suitable rows of perforation 14 preferably defining, in part, two panels 15-15a. Indicia bearing portions 12a and 13a, respectively, complete the outline of the two panels.

A backing sheet 16 is secured over the back face of the front sheet 11 by a suitable adhesive 17, as best shown in Fig. 7. The two spaced apart panels 15-15a, however, are not secured to the backing sheet and said backing sheet preferably contains suitable information data 18 ar-

ranged to lie directly behind the panels 15-15a for a purpose to be more fully described hereinafter.

Accordingly, upon removal of either one or both of the panels 15, such information data contained on the backing sheet behind the panel removed is exposed to view. It is obvious however that the information need not necessarily be reproduced upon the back sheet but may, if desired, be reproduced upon the back face of each panel 15 as shown in Fig. 7.

The use to which these cards may be put is such that upon performance of certain conditions the indicia bearing portions 12 and 12a are punched or otherwise removed from the card prior to removal of the panel 15 and the indicia bearing portions 13 and 13a must likewise be removed before the panel 15a can be removed. One use by which the foregoing may be accomplished is to use the cards as trade stimulators wherein a retail dealer, for example, distributes these cards free to persons within trading distance with the request that the cards be presented to his store whenever convenient at which time one or more of the indicia bearing portions will be punched out. When the indicia bearing portions 12 have all been removed the indicia bearing portions 12a are removed thus freeing one edge of the panel 15 to facilitate insertion of a knife or the finger nail between said panel and the backing sheet for tearing the panel from the sheet 11 along the lines of perforation 14 as best shown in Fig. 2. The holder of the card then is given the article listed in the information data thus exposed which article in every instance is of the same value as any other article listed beneath the other panel on the card or beneath the panels of other cards which may have been distributed. After receiving the article listed beneath panel 15 the holder retains the card and subsequent calls result in the ultimate removal of the indicia bearing portions 13 followed by punching out the indicia bearing portions 13a as shown in Fig. 3, whereupon one edge of the panel 15a is free and said panel can then be removed and the article listed delivered to the holder of the card. Inasmuch as only articles of uniform value are listed in the information data of all cards of a series and all articles named are posted for the information of the holders of the cards, there is never a question as to the value of the article to be received. Furthermore, no purchases need be made as a requisite to having the card punched, the value to the tradesmen in these cards being wholly in

the goodwill built up through personal contact with prospective customers and through any advertising tradesmen may place on the cards.

As shown in Fig. 4 the indicia bearing portions 5 **12a** and **13a** may extend along three sides of the respective panels **15** and **15a**, and the other side of each panel may be defined by the line of perforations **14** as shown in panel **15** or no line of perforations need be provided as shown in the 10 panel **15a**.

The card illustrated in Fig. 5 has the panels **15—15a** arranged adjacent the indicia bearing portions **12—13** with the last row of said portions defining one edge of each panel.

15 Another adaptation is illustrated in Fig. 6 wherein a single panel **15** is entirely surrounded by removable indicia bearing portions **12a** which must be removed prior to removal of the panel.

The front face of the front sheet **11** and the 20 back face of the backing sheet **17** may contain printed matter in addition to the indicia bearing portions previously referred to, such as for example, the name and address of the merchant distributing the card together with such pictorial 25 or advertising matter desirable. If desired the back sheet **16** may contain lines of perforations coinciding with those in the front sheet to permit removal of a portion of the back sheet corresponding to the panel upon removal of the latter.

30 The various arrangements shown and described

herein are very desirable because they prevent tampering with the panel which cannot be lifted without evidence of mutilation. Unauthorized removal or mutilation of the panels or indicia voids the card. 5

Although exemplary forms of the invention have been described in detail in the foregoing specification and illustrated in the accompanying drawing it is obvious that the size and shape of the card and the panels is not to be limited 10 and that it is not desired to limit this invention to those specific forms shown but to embrace all similar arrangements which may fall within the spirit of the invention and the scope of the appended claim. 15

I claim:

An article of the character described comprising, a ticket of double ply construction having normally concealed indicia on the inner face 20 of one ply, a tearing panel carried in the other ply for producing a window opening to expose the concealed indicia, said plys having their opposed faces secured together except for said panel, said panel being defined on all but at least one 25 side by weakened tearing lines, and a plurality of independently severable portions in both plys arranged along said one side adapted to be selectively removed to define a slot to facilitate removal of the panel.

SAMUEL WORTH. 30