

L. WISE.
 REGISTRY CERTIFICATE.
 APPLICATION FILED AUG. 23, 1906.

934,643.

Patented Sept. 21, 1909.

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	Class P Ladies Parasols Price --- 2.00 Sold only with the Registry Certificate properly filled out. Absolute satisfaction or money promptly refunded.	7	Class Q 7	Class G ₂																																																																																
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3	Class O 7	2	<table border="1"> <tr><td>A</td><td>L</td><td>N</td><td>P</td><td>R</td><td>T</td><td>V</td><td>X</td><td>Z</td><td>2</td></tr> <tr><td>B</td><td colspan="9">Registry Certificate</td></tr> <tr><td>C</td><td colspan="2">Class A 10</td><td colspan="3">Aug 20, 1906</td><td colspan="4">A</td></tr> <tr><td>D</td><td colspan="9">Name _____</td></tr> <tr><td>E</td><td colspan="9">Address _____</td></tr> <tr><td>F</td><td colspan="9">Registry No. _____</td></tr> <tr><td colspan="10">Bring this Registry Certificate to our store on Monday Aug. 20, 1906. Write your name plainly and hand it to any clerk at any counter or Dept.artment. This will entitle you to purchase any article at price advertised, but positively no goods will be sold at these special prices without this Registry Certificate.</td></tr> <tr><td>K</td><td>M</td><td>O</td><td>Q</td><td>S</td><td>U</td><td>W</td><td>Y</td><td>1</td><td>3</td></tr> </table>		A	L	N	P	R	T	V	X	Z	2	B	Registry Certificate									C	Class A 10		Aug 20, 1906			A				D	Name _____									E	Address _____									F	Registry No. _____									Bring this Registry Certificate to our store on Monday Aug. 20, 1906. Write your name plainly and hand it to any clerk at any counter or Dept.artment. This will entitle you to purchase any article at price advertised, but positively no goods will be sold at these special prices without this Registry Certificate.										K	M	O	Q	S	U	W	Y	1	3
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Attest:
 R. W. Ashley
 M. E. McMinch

Inventor:
 Leo Wise
 by Mastick & Jones
 his Attys

UNITED STATES PATENT OFFICE.

LEO WISE, OF NEW YORK, N. Y.

REGISTRY-CERTIFICATE.

934,643.

Specification of Letters Patent. Patented Sept. 21, 1909.

Application filed August 23, 1906. Serial No. 331,683.

To all whom it may concern:

Be it known that I, LEO WISE, a citizen of the United States, residing at New York city, in the county of New York and State of New York, have invented certain new and useful Improvements in Registry-Certificates, of which the following is a specification.

My invention relates to improvements in registry certificates having particular reference to identification blanks used in connection with advertising mediums, and has as its object the providing of a means whereby a prospective purchaser of an advertised article may refer to any special article or number of articles designated in an advertising column or on an advertising sheet of a newspaper, magazine, etc.

Another object of the invention is that when the registry certificate is properly filled out and handed to a clerk or representative of a department store advertising their merchandise in a daily, weekly or monthly circulation of an advertising medium, the said clerk may readily refer to the desired article and to the particular department wherein said article may be found.

In the following is described in connection with the accompanying drawing one form of the invention the features thereof being more particularly pointed out hereinafter in the claim.

In the drawing the registry certificate is illustrated as being applied to an advertising sheet of a newspaper.

The device as shown comprises the representation of an advertising sheet 1 having printed thereon a registry certificate blank 2 and a series of advertising spaces 3. Said registry certificate blank 2 has printed around its border thereof a heavy line 4 indicating to a prospective purchaser the lines on which the said blank is to be removed from the advertising sheet 1. Arranged within suitable spaces 5 on said blank 2 are a plurality of marks of identification 6 consisting for example of the capital letters A, B, C, D, etc., comprising means of referring to the correspondingly identified different departments in a departmental

store and disclosing to a customer, clerk or employee of said departmental store the location of a specified advertised article.

Spaces 3 have printed therein marks of identification 7 indicated for example on the drawing as class A, class D, class F, class G, class J, etc., corresponding with the marks of identification or registry blank 2 and identifying or locating the various departments where the articles advertised are for sale.

Registry certificate blank 2 has indicated thereon blank spaces for the purchaser's name, address, special registry number and directions to be followed. The registry certificate blank 2 has also printed in its upper right and left-hand corners serial and date indicating means 10, comprising means of indicating to the advertiser the date of the advertisement.

The use and adaptability of the invention is as follows. A person glancing over an advertising column or sheet and desiring to purchase any one or number of the advertised articles indicated thereon which for instance may be sold to the holder of a certificate at a special price has merely to cut the registry certificate from the paper, properly fill in the blank spaces with his or her name and address and check off the desired articles by marking the corresponding identifying marks on the border of the registry certificate. Then upon presentation to a clerk or employee of the advertising departmental store the customer may be readily identified as entitled to participate in that special sale and directed to the department in which the article advertised may be found.

Another object of the invention is that the advertiser may keep on file the registry certificates which will comprise a list of their customers with their addresses.

It is obvious that the device as herein described may be widely varied without departing from the spirit of the invention.

What I claim and desire to secure by Letters Patent of the United States is:—

A device of the character described including an advertising sheet, a plurality of advertisements, a reference character on each

of said advertisements, a certificate associated therewith having suitably indicated thereon blank spaces for a name and address and a plurality of reference characters, the
5 reference character on each of said advertisements being identical with one of said reference characters on said certificate.

In testimony whereof I have hereunto signed my name in the presence of two subscribing witnesses.

LEO WISE.

Witnesses:

ROBERT W. ASHLEY,
SEABURY C. MASTICK.