

CLASSIFICATION?
(See "PRINT OR LABEL")

MEMORANDUM

May 12, 1941

Remitter: Shartenberg's, Inc. (32860)--Class A.

Title: "Budget Coupons Are Spent Like Cash at Shartenberg's"
in "The Pawtucket Times" April 29, 1941

Question: Is the deposit KK material?

Enter as A5--order of Mr. Howell. Notice is restricted to
the credit advertisement.

PRINT OR LABEL?

M E M O R A N D U M

May 12, 1941

Remitter: Shartenberg's, Inc. (32860)--Class A.

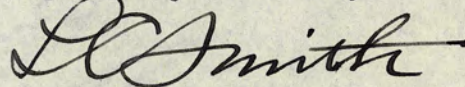
Title: "Budget Coupons Are Spent Like Cash at Shartenberg's"
in "The Pawtucket Times" April 29, 1941

Question: Is the deposit KK material?

Mr. Wise and Mr. MacCarteney are of the opinion that the advertisement does not refer to any particular article of merchandise and that its purpose is to advise the public of a credit service. They recommend registration as applied for in Class A5.

Mr. Smith, however, is of the opinion that the deposit can be considered under Class KK in view of the fact that the real purpose of the ad is to sell articles of merchandise by use of the special credit plan outlined in the advertisement. Surrounding the advertisement are other ads of the same copyright claimant in which are listed numerous articles of merchandise which would be sold under the budget credit plan.

Respectfully submitted,



Member of Revisory Board

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CONTRIBUTION (Newspaper)
(See "PRINT OR LABEL")

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