

No. 614,695.

Patented Nov. 22, 1898.

T. BRALEY.
POSTAL ADVERTISING CARD.

(Application filed Sept. 1, 1898.)

(No Model.)

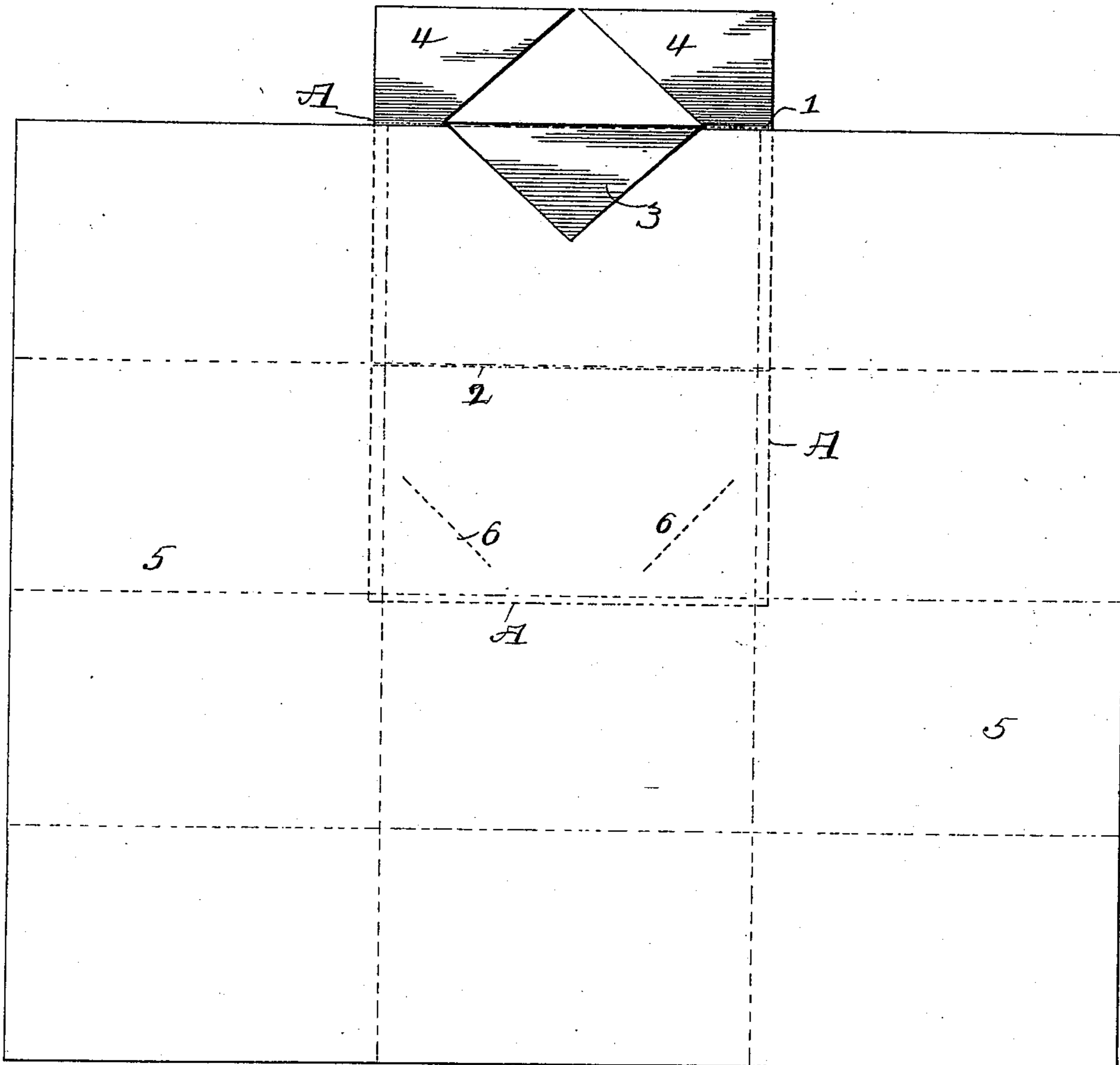
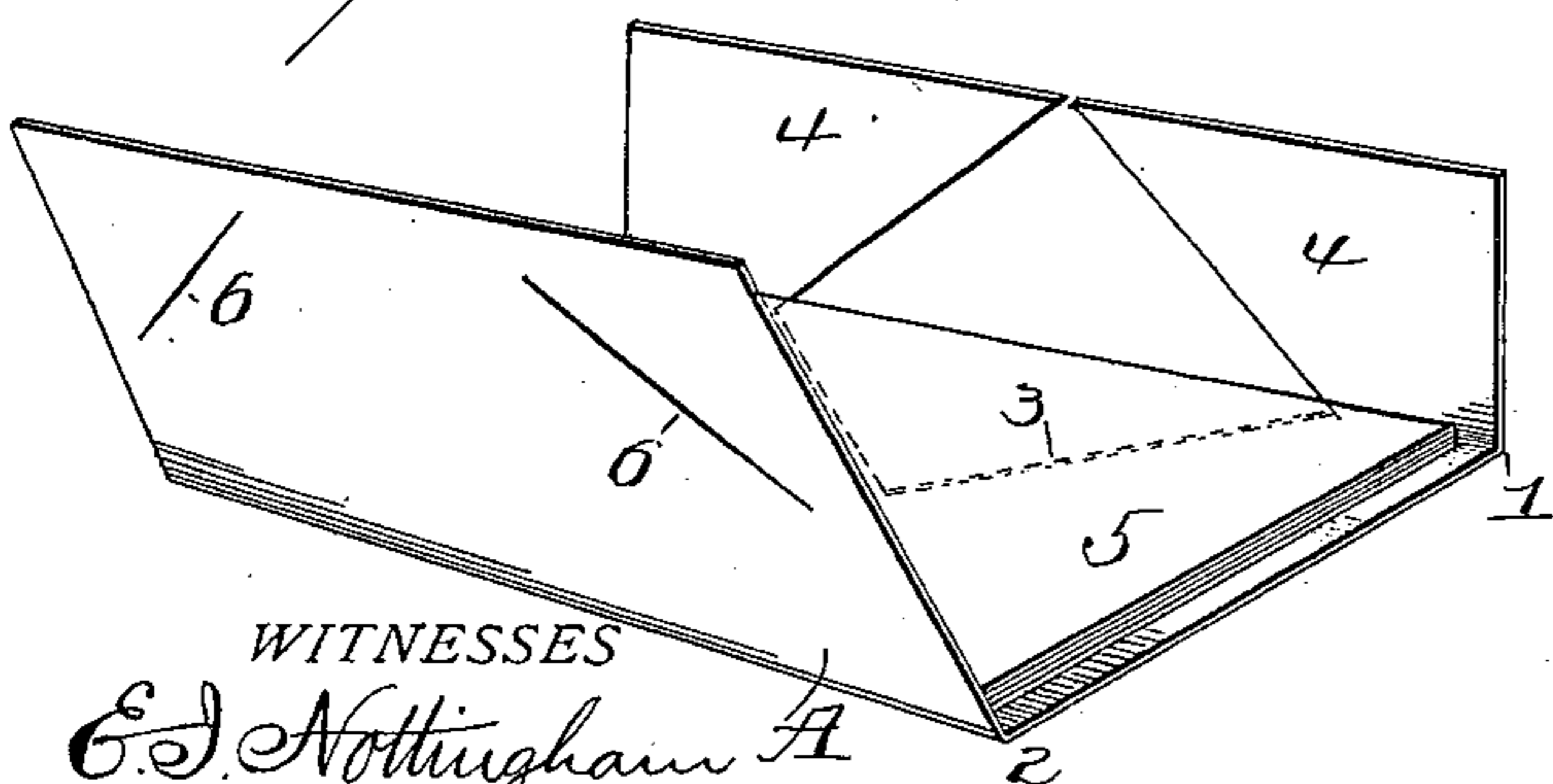


FIG. 1

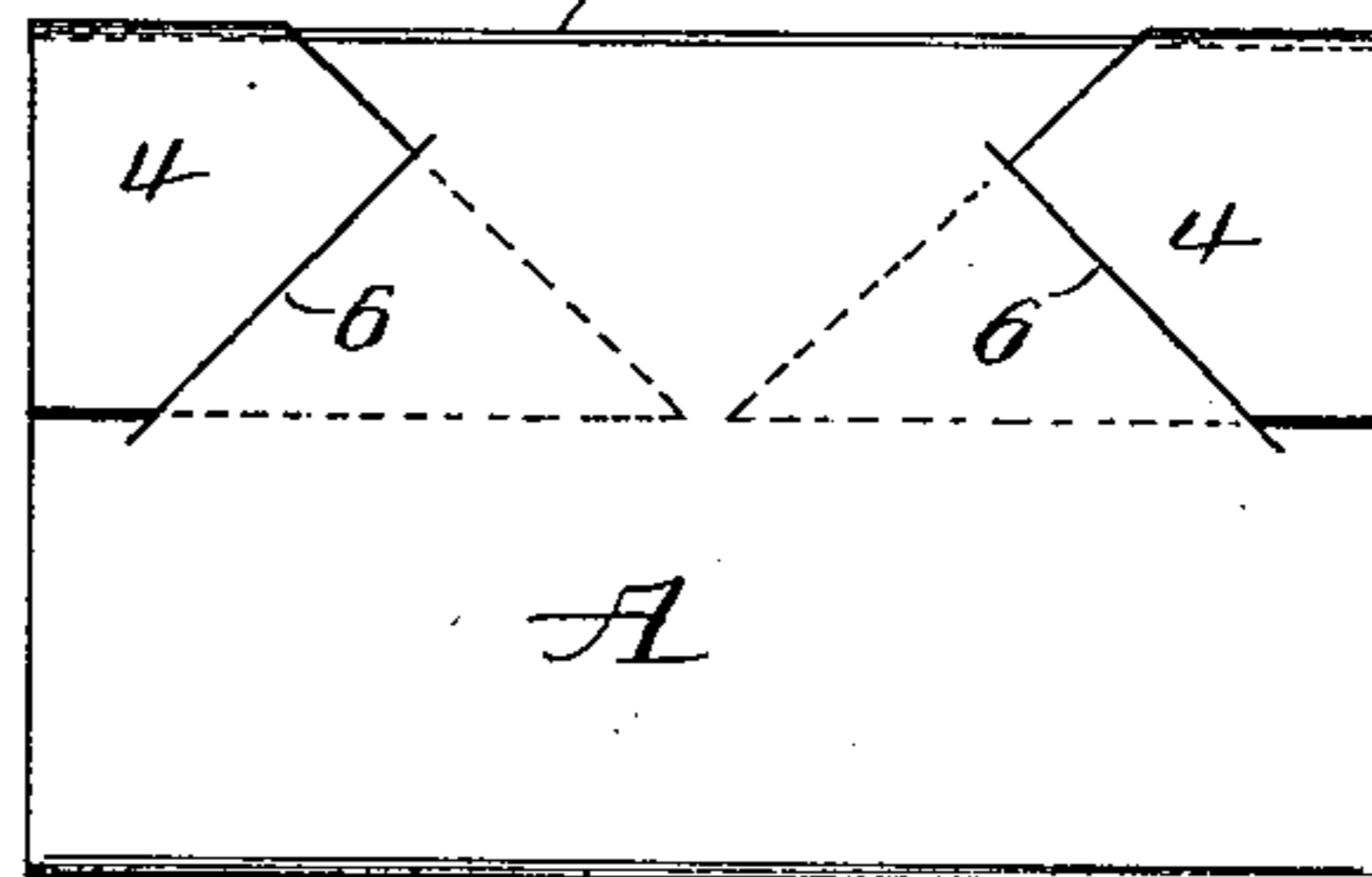
FIG. 3



WITNESSES

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FIG. 2



INVENTOR

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UNITED STATES PATENT OFFICE.

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POSTAL ADVERTISING-CARD.

SPECIFICATION forming part of Letters Patent No. 614,695, dated November 22, 1898.

Application filed September 1, 1898. Serial No. 690,017. (No model.)

To all whom it may concern:

Be it known that I, THURMAN BRALEY, a resident of Proctorville, in the county of Lawrence and State of Ohio, have invented certain new and useful Improvements in Postal Advertising-Cards; and I 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.

My invention relates to an improvement in postal advertising-cards, the object of the invention being to provide a card for transit through the mails that can be folded and securely fastened together without sealing and which will be neat in appearance, cheap to manufacture, and compact and remain securely folded during transportation through the mails.

With these objects in view the invention consists in certain novel features of construction and combinations and arrangements of parts, as will be more fully hereinafter described, and pointed out in the claims.

In the accompanying drawings, Figure 1 is a view showing the card before folding. Fig. 2 is a view showing the card folded and fastened together, and Fig. 3 is a detail view.

A represents a strip of paper of any approved thickness (preferably about the thickness of a postal card) and adapted to be folded as shown at 1 2. One section of the strip between the folds 1 and 2 is adapted to present an appearance similar to that of an ordinary postal card and is reserved for an address and the necessary postage-stamp. The end of the strip above the fold 1 is slit or cut, as shown, whereby to form a central tongue 3 and wedge-shaped end portions 4 4, projecting toward each other. An advertising sheet or sheets 5 or blank sheets will be secured at one end to the central tongue 3 by any approved means and adapted to be folded as shown in dotted lines in Fig. 1, when the postal card is mailed.

Slits 6 6 are provided near one end of the strip and are adapted when the card is folded to receive the portions 4 therein and securely hold the card in its folded position.

My improved card is adapted to receive advertising matter on one or both sides of the sheet or sheets 5, and hence permit the user

a great amount of advertising-space at a small cost.

The sheets 5 (or some of them) may be plain or blank and removably attached by means of a clasp, wire, or similar device. A portion on each side of the strip may be reserved for an address, so that the device may be made to serve the purpose of a return postal card. This would be very convenient when sending advertising matter accompanied by order-blanks to be returned by a customer. In such case the customer needs merely to fill out the blank order-slip, fold the card in reverse order, and apply a stamp, when the device is again ready for mailing. When the device is thus used, the name and address of the merchant will preferably be printed on the reverse side of the strip, similar to the practice now in vogue with return postal cards issued by the Government.

Various slight changes might be made in the general form and arrangement of the several parts described without departing from the spirit and scope of my invention, and hence I would have it understood that I do not wish to limit myself to the precise details set forth, but consider myself at liberty to make such slight changes and alterations as fairly fall within the spirit and scope of my invention.

Having fully described my invention, what I claim as new, and desire to secure by Letters Patent, is—

1. A new article of manufacture comprising a strip having folds or sections and having slits in one end and tongues at the other end of said strip, one of said tongues adapted to be secured to a sheet and the other tongues adapted to be inserted in said slits when the sheet and strip are folded.

2. A new article of manufacture comprising a strip and a sheet secured to said strip and adapted to be inclosed therein, said strip having slits at or near one end and tongues at the other end of said strip adapted to be inserted in said slits when said strip is folded.

3. A new article of manufacture consisting of a foldable strip having slits at or near one end and tongues at the other end to enter said slits and confine a sheet within the folded strip, said strip having addressing-spaces on both faces.

4. A new article of manufacture consisting of a foldable card having addressing-spaces on both faces, means integral with the strip for retaining it folded, a tongue projecting from said strip and sheets secured to said tongue and adapted to be folded within the strip, substantially as set forth.
- 5.

In testimony whereof I have signed this specification in the presence of two subscribing witnesses.

THURMAN BRALEY.

Witnesses:

AMOS PRISSELEY,
JESSE WINTERS.