

No. 636,581.

Patented Nov. 7, 1899.

W. P. STRADER.
CARD ADVERTISING NOVELTY.

(Application filed Aug. 23, 1899.)

(No Model.)



Fig. 1.



Fig. 2.

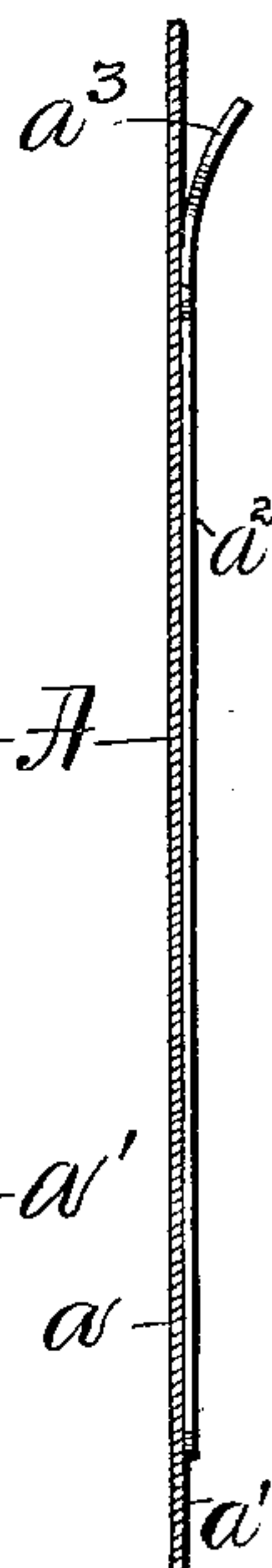


Fig. 3.

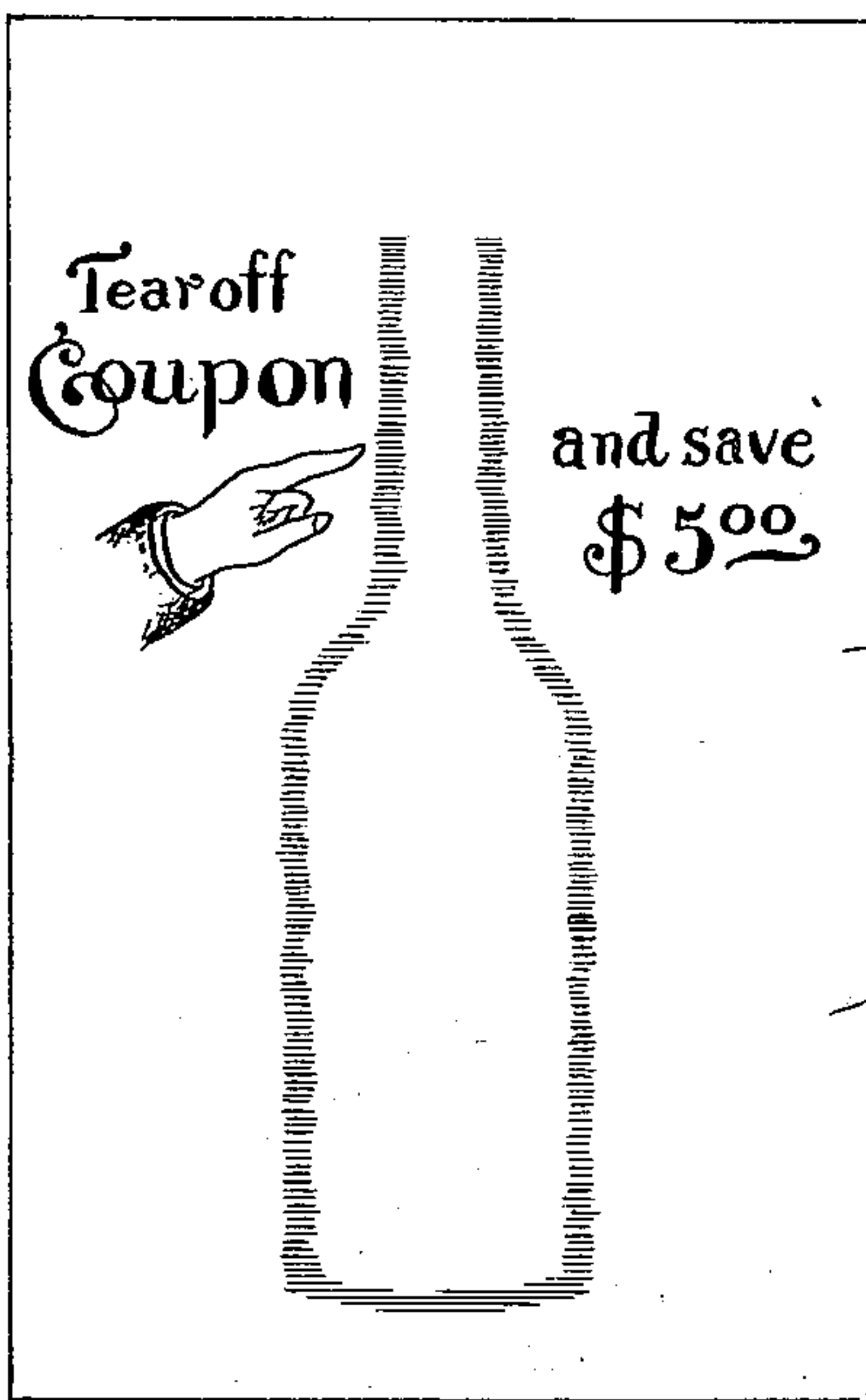
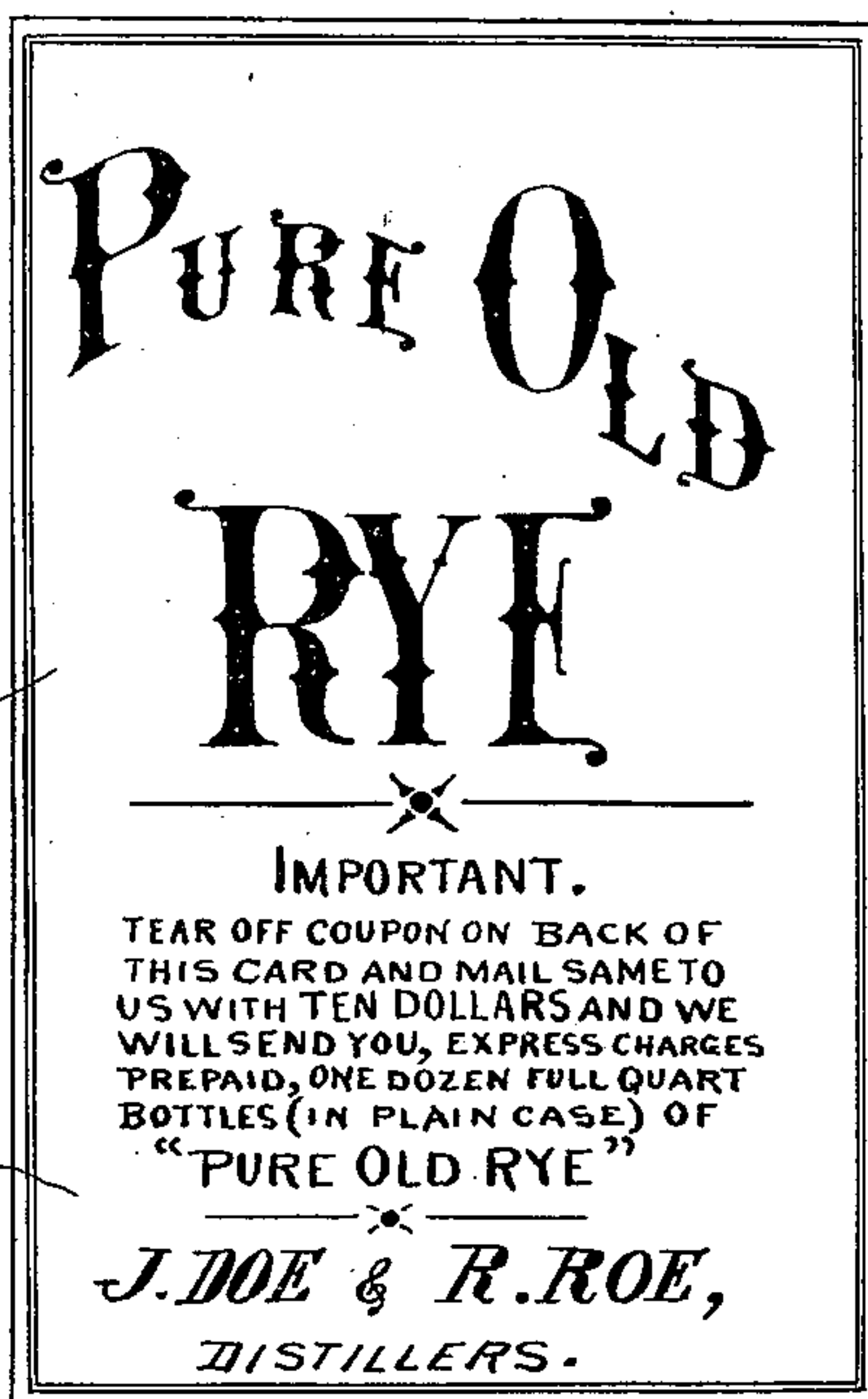
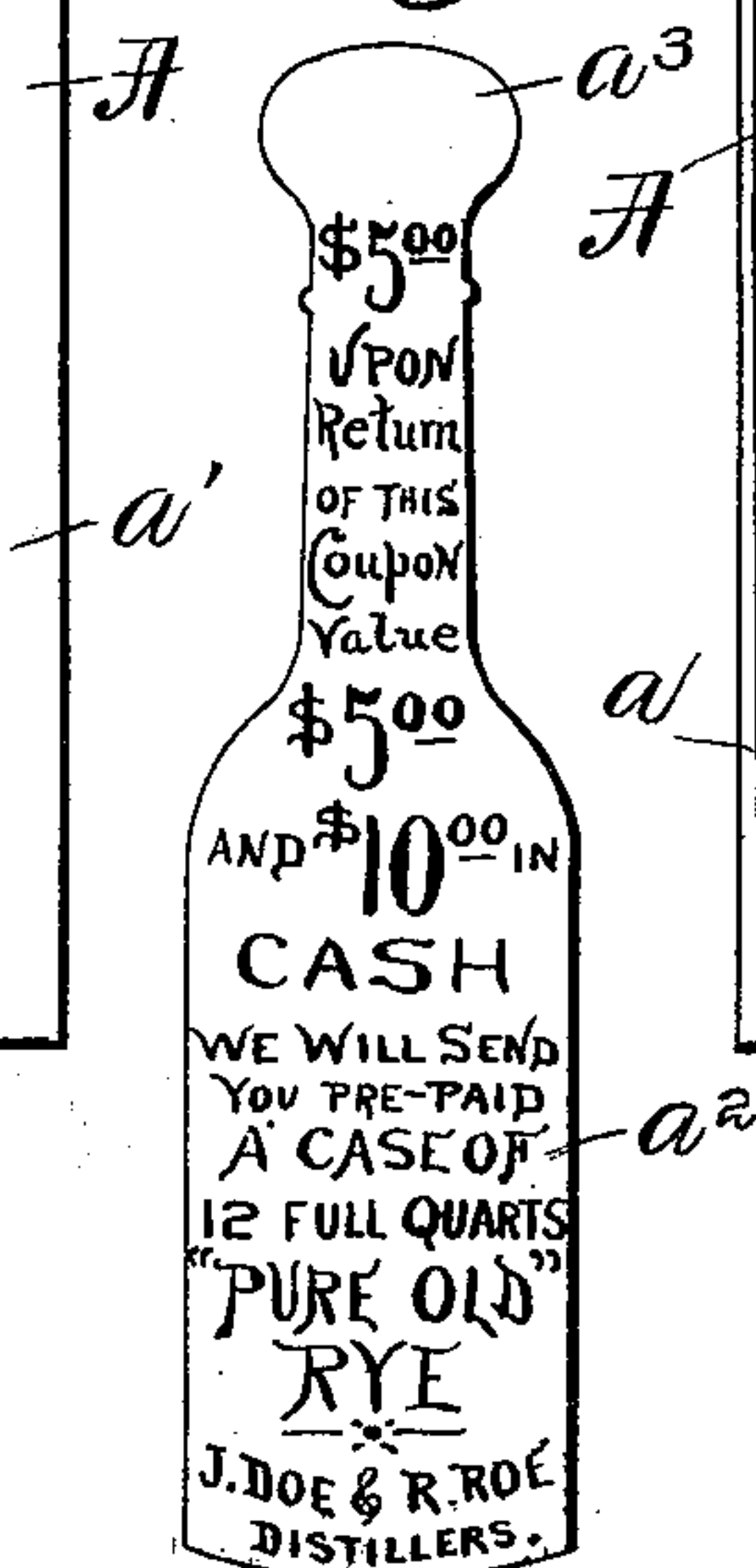


Fig. 4.

Fig. 5.

Fig. 6.



WITNESSES
Marcus L. Byng.
Allan M. Tress.

INVENTOR
Wilson P. Strader
by his attorney
Mason & Lawrence

UNITED STATES PATENT OFFICE.

WILSON P. STRADER, OF LEXINGTON, KENTUCKY.

CARD-ADVERTISING NOVELTY.

SPECIFICATION forming part of Letters Patent No. 636,581, dated November 7, 1899.

Application filed August 23, 1899. Serial No. 728,241. (No model.)

To all whom it may concern:

Be it known that I, WILSON P. STRADER, a citizen of the United States, residing at Lexington, in the county of Fayette and State of Kentucky, have invented certain new and useful Improvements in Card-Advertising Novelties; 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 a card-advertising novelty; and it consists of a label or coupon representing a cash value applied to a card in such a manner that one portion of said label or coupon will remain wholly unattached, while the remainder of said coupon or label will be attached in such a manner around its edges only that it can be readily removed without destroying either the label or the card and returned to the advertiser for a discount or rebate.

In the accompanying drawings, Figure 1 is a perspective view of a card constructed in accordance with my invention, showing the label or coupon attached thereto and adapted to be pulled off. Fig. 2 is a perspective view of the same, partly removed. Fig. 3 is a vertical longitudinal section through my improved card and label. Fig. 4 is a rear elevation of the card with the label entirely removed. Fig. 5 is a front elevation of the card designed to contain suitable advertising matter and the address of the firm to whom the label is to be returned; and Fig. 6 is a rear elevation of the detached label or coupon containing directions, &c.

A in the drawings represents a card having upon one surface a suitable advertising matter and the name and address of the advertiser or seller of the goods. Upon the other side of the card a' is applied a removable label or coupon a^2 , representing a cash value or rebate, which coupon or label may be of any suitable design and, if desired, may be in the shape or configuration of and colored to represent the article sold. For instance, bottled goods might be represented by a label having the outline of a bottle, or goods packed in boxes or packages might be represented by the facsimile of the package, thus insuring the genuineness of the label or coupon. As

these labels or coupons may be made to represent quite a liberal discount or rebate, it may be important to have the label closely resemble the package in which the goods are packed and stored. It is important that the label or coupon should be attached to the card in such a manner that it can be removed without destroying either the card or the label, and to accomplish this result the coupon or label is left preferably wholly detached at one end or corner, as at a^3 , so that it can be readily grasped by the fingers, and the main body portion of the label or coupon is attached to the card at its edges only, the remainder of the coupon or label being unattached, and the adhesive material employed is of such a consistency as to permit the said label or coupon to be drawn off without injuring either the card or the label. The label is provided on its rear surface with suitable directions and the name and address of the advertiser or manufacturer.

By means of my improved advertising-card novelty I combine both a permanent advertisement on one side of the card and a removable discount coupon or label on the other side thereof, which latter can be removed without injuring either the card or the label.

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

As an improved article of manufacture, an advertising-card novelty comprising a card proper which is provided with a removable label or coupon, which coupon is secured to the said card by an adhesive substance applied around its edges only, said label or coupon being formed with an integral tab which latter is not pasted to the card and which is designed to be grasped by the fingers to assist in pulling off the label, the construction being such that the label may be removed without tearing or destroying either the card or the label, and when the label is removed the tab remains a part of the same, substantially as described.

In testimony whereof I hereunto affix my signature in presence of two witnesses.

WILSON P. STRADER.

Witnesses:

PHIL MEIGHAN,
JOE. N. STRADER.