

No. 861,747.

PATENTED JULY 30, 1907.

J. T. H. MITCHELL.
ADVERTISING DEVICE.
APPLICATION FILED MAR. 18, 1907.

2 SHEETS—SHEET 1.

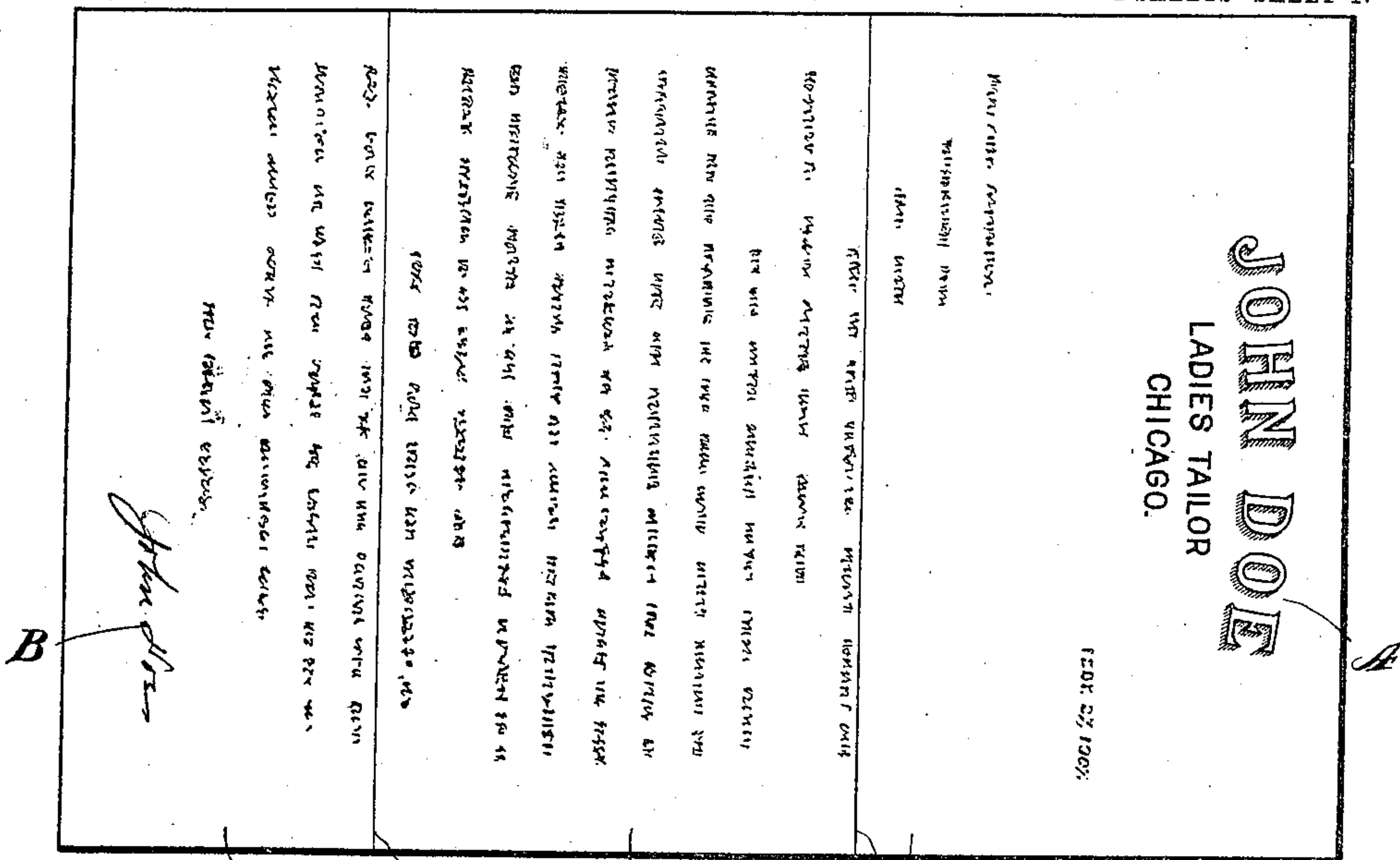


Fig. 1.

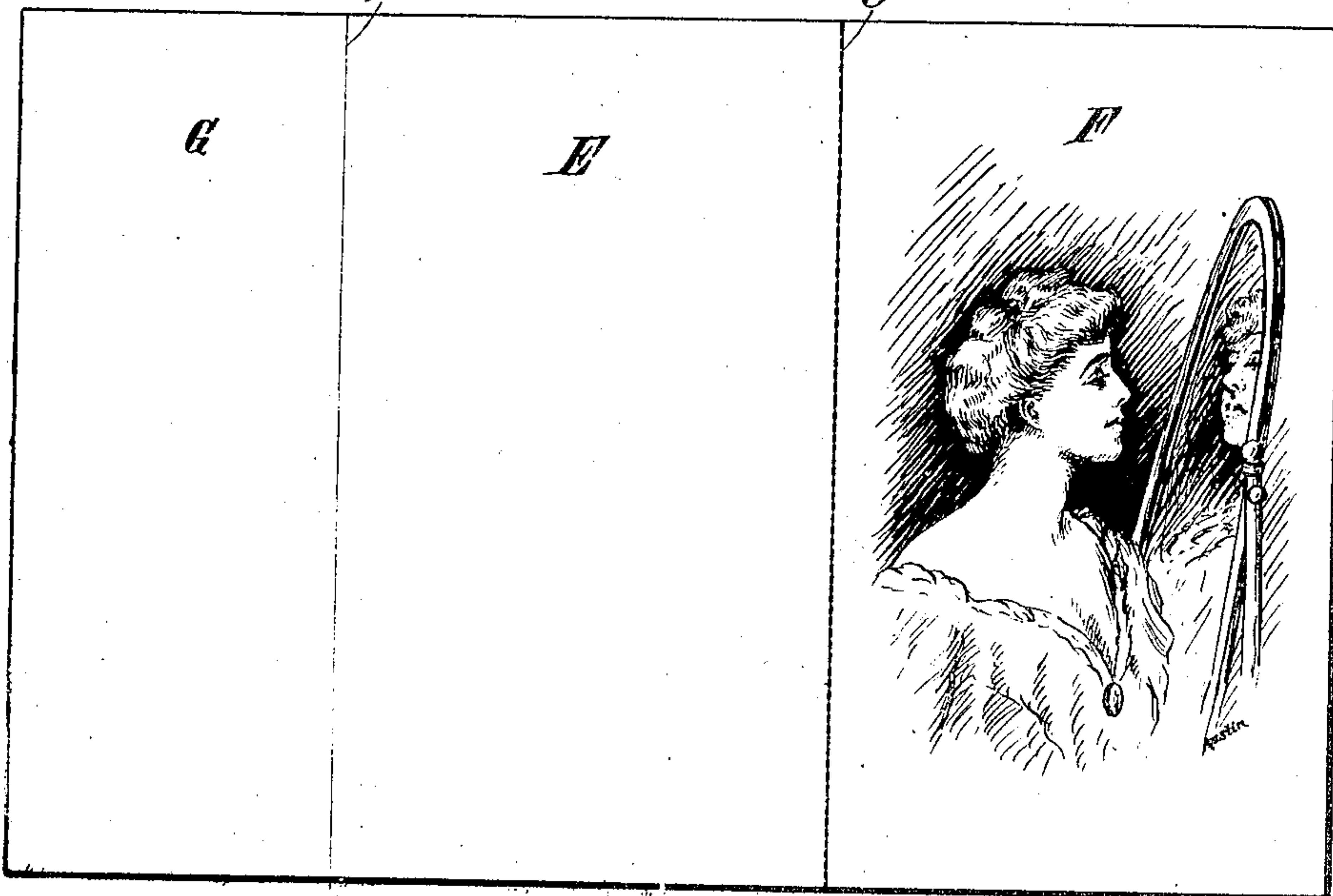


Fig. 2.

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2 SHEETS—SHEET 2.

Fig. 3.

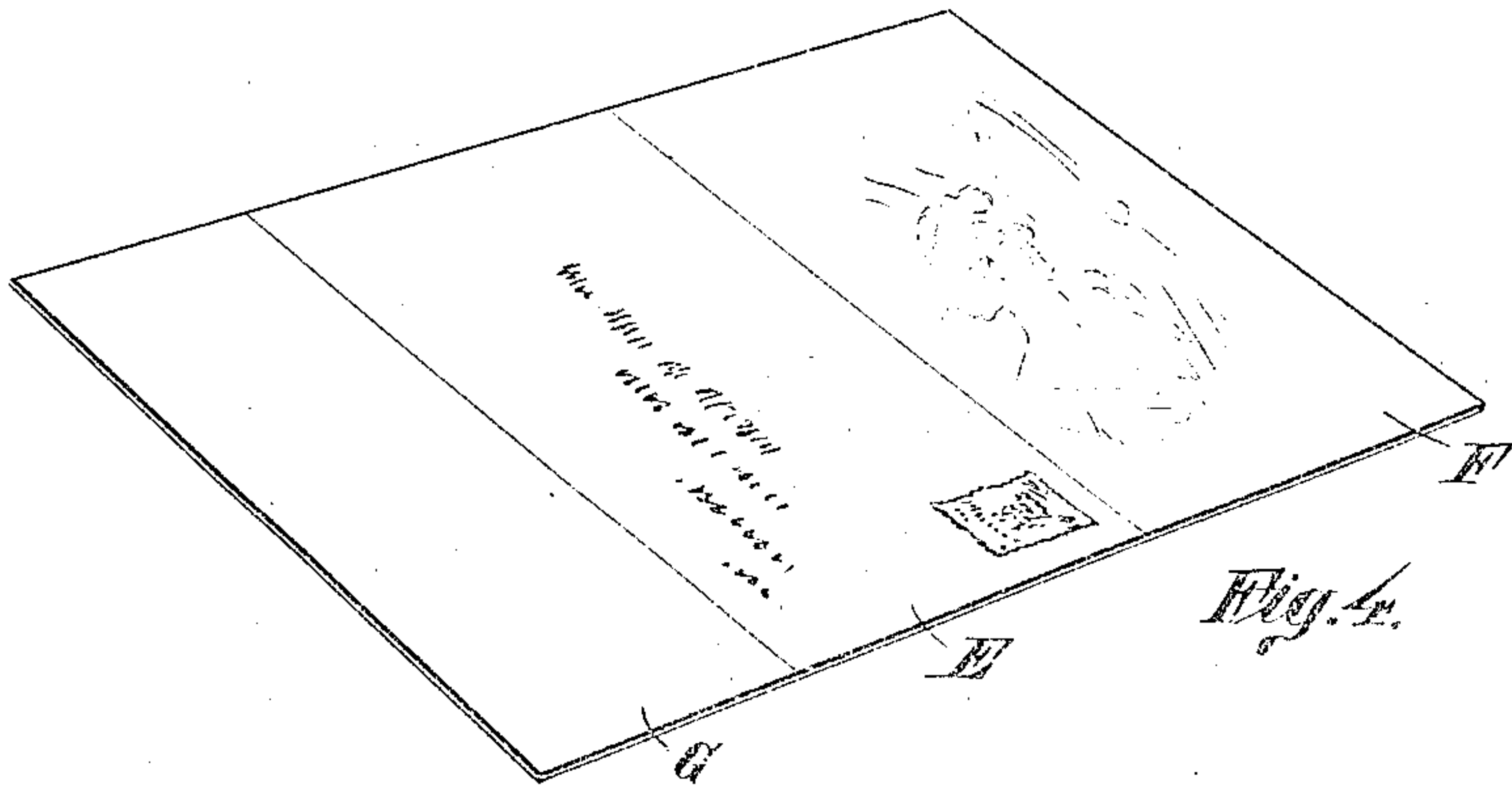
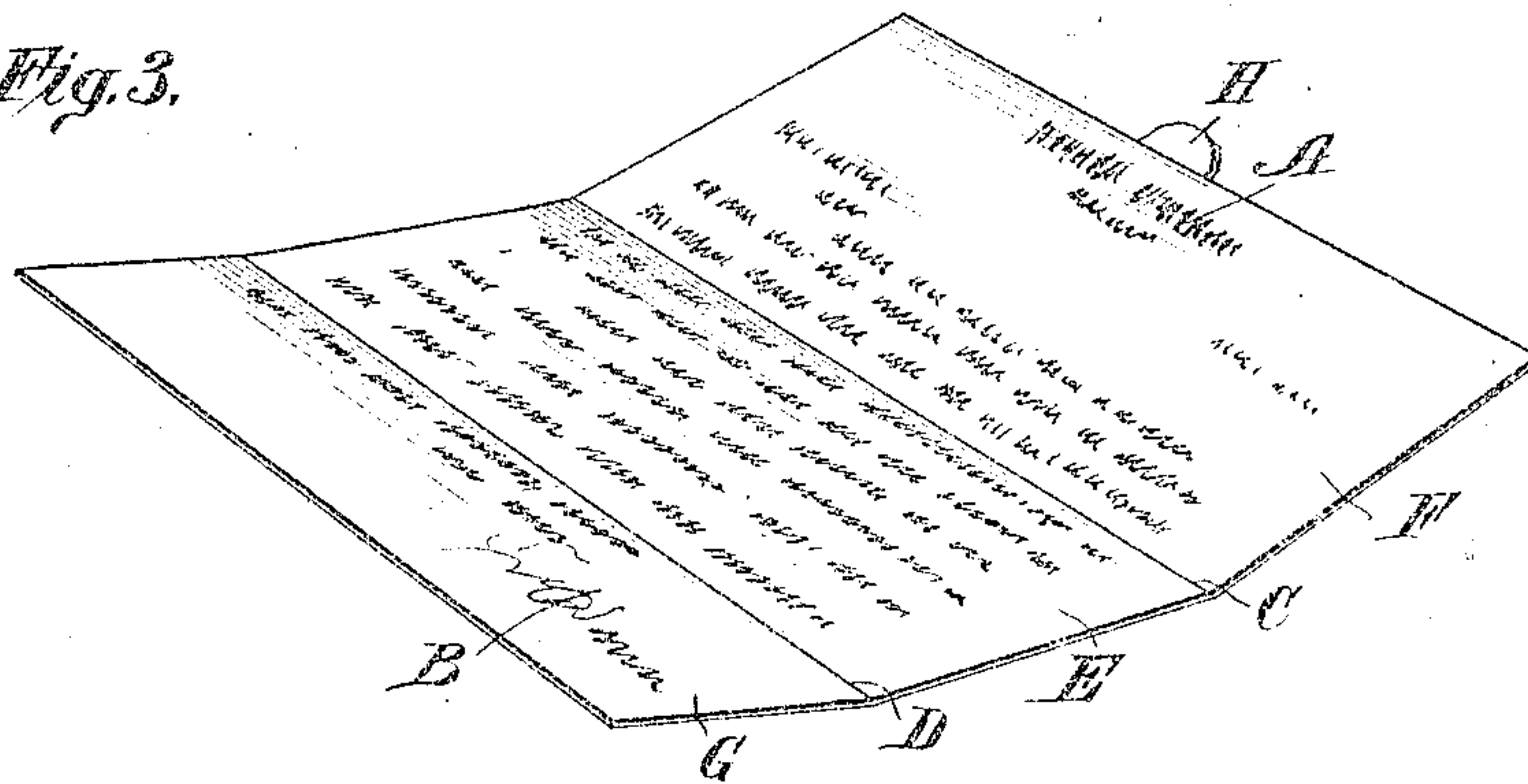
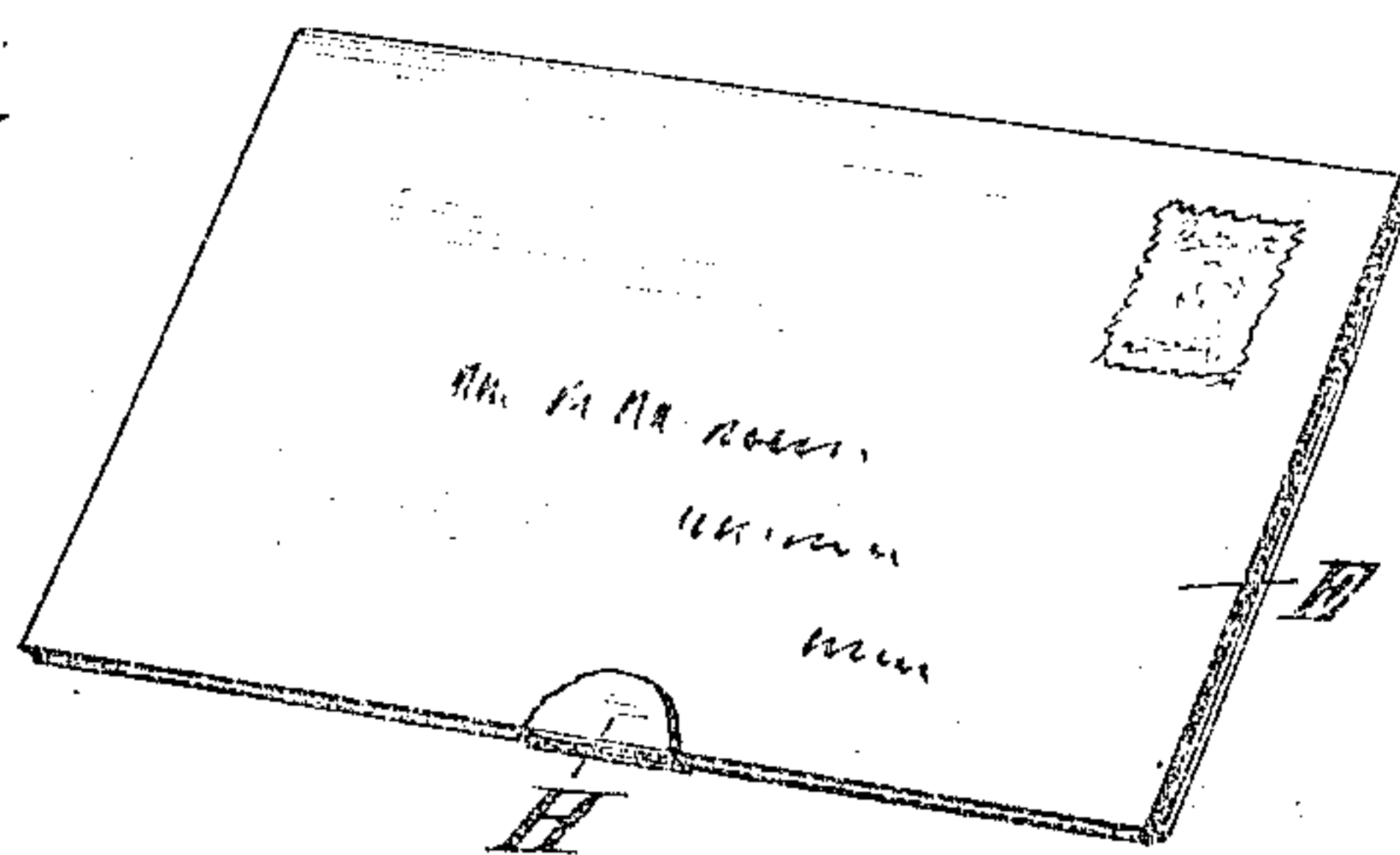


Fig. 4.

Fig. 5.



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UNITED STATES PATENT OFFICE.

JOHN T. H. MITCHELL, OF CHICAGO, ILLINOIS.

ADVERTISING DEVICE.

No. 861,747.

Specification of Letters Patent.

Patented July 30, 1907.

Application filed March 18, 1907. Serial No. 362,929.

To all whom it may concern:

Be it known that I, JOHN T. H. MITCHELL, a citizen of the United States, and a resident of Chicago, Cook county, Illinois, have invented certain new and useful
5 Improvements in Advertising Devices, of which the following is a full, clear, and exact description, such as will enable others skilled in the art to which it appertains to make and use the same:

My invention relates to advertising devices and has
10 particular reference to improvements in advertising devices of the class commonly known as circulars or postal letters or cards.

The object of my invention is to provide a unique advertising device to be sent by mail and which shall
15 at once constitute a personal letter and a gift of such value as to insure its preservation by the person who receives it.

With this object in view, my invention consists generally in an advertising device comprising a sheet of
20 thick paper or card board having on one side a letter head and a personally addressed letter bearing the signature of the sender at the bottom, said sheet being scored in such manner that its ends form flaps to fold upon the intermediate part and thereby conceal the
25 face of the letter and the wider of said end parts or portions having on its back or outer side a gift picture or the like and so connected to the balance of the sheet that it may be readily detached therefrom.

My invention will be more readily understood by
30 reference to the accompanying drawings, forming a part of this specification and in which;

Figure 1 illustrates the letter face of an advertising device embodying my invention; Fig. 2 the back or
35 outer side thereof; Fig. 3 is a perspective view of the device, partially bent at the transverse creases; Fig. 4 is a perspective view of the outer side, illustrating the address and stamp, affixed to the intermediate portion in order to preserve the gift portion intact or free from blemish; and Fig. 5 is a perspective view of the device
40 folded and sealed ready for mailing.

As shown in the drawings my novel advertising device comprises a thick, preferably rectangular sheet of paper or card board and its inner side presents the appearance of an ordinary personal letter bearing at the
45 top a letter head, A, and at the bottom a signature, B. The sheet is transversely scored on two lines C and D, dividing the sheet into three portions, E, F and G. The end portion or flap, F, is of substantially the same width as the intermediate portion E, while the end
50 portion or flap, G, is of less width. The scoring, C, may and preferably does take the form of a row of perforations, to the end that the portion, F, may be readily torn from the remainder of the sheet. The inner face

of the portion, F, bears the letter head, A, and its outer face bears an attractive picture or the like, making this
55 portion of the device a gift of such value as to insure its retention by the addressee.

Obviously the keeping of the portion F by the person receiving it, results in the retention of the full name and address of the sender or addressor. The address
60 of the person to whom the gift is sent is usually written or typed upon the back of the intermediate portion, E, as shown in Fig. 4 and the stamp is also preferably attached to this portion to prevent marring of the picture in the mails. When the device has been addressed
65 and stamped the sheet is folded to conceal the face of the letter, the small flap being folded between the parts or portions, E and F. The free edges of the portions F and G are then fastened together by a small gummed sticker or seal, H, as shown in Fig. 5. The
70 person receiving the device simply breaks the seal and on opening the device finds the communication which has been addressed to him, then desiring to save the gift portion, and therewith the address of the giver, tears the portion F from the sheet.

I have found this device to be of great value in advertising various things and wares and find that as a general thing the gifts or pictures are preserved by those who receive them.

A special advantage attaching to my device is, that
80 although it is a personal letter when mailed, it is nevertheless received by the post office as third class matter and passes through the mails at a cost of only one cent.

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

1. The herein described advertising device comprising a cardboard sheet of substantially commercial letter-paper form and size, scored transversely to form upper and lower flaps to fold upon the intermediate portion, the entire inner side of said sheet being adapted to bear a
90 printed letter with proper letter head upon the upper flap portion and a signature at the bottom, one of said flap portions comprising a gift to be detached from the remainder, and means for sealing the free edges of the sheet, when folded for mailing, substantially as described.

2. The herein described advertising device comprising a sheet of substantially commercial letter form and size paper transversely scored to form upper and lower flaps to fold upon the intermediate portion, the upper flap portion comprising a gift to be detached from the remainder to be
100 provided on its inner side with a letter head and upon its reverse with an attractive picture, substantially as described.

In testimony whereof, I have hereunto set my hand, this
11th day of March, 1907, in the presence of two subscribing witnesses.

JOHN T. H. MITCHELL.

Witnesses:

A. W. NELSON;
JOHN R. LEFEVRE.