

No. 870,705.

PATENTED NOV. 12, 1907.

R. WIGHTMAN.
ADVERTISING DEVICE.
APPLICATION FILED DEC. 3, 1906.

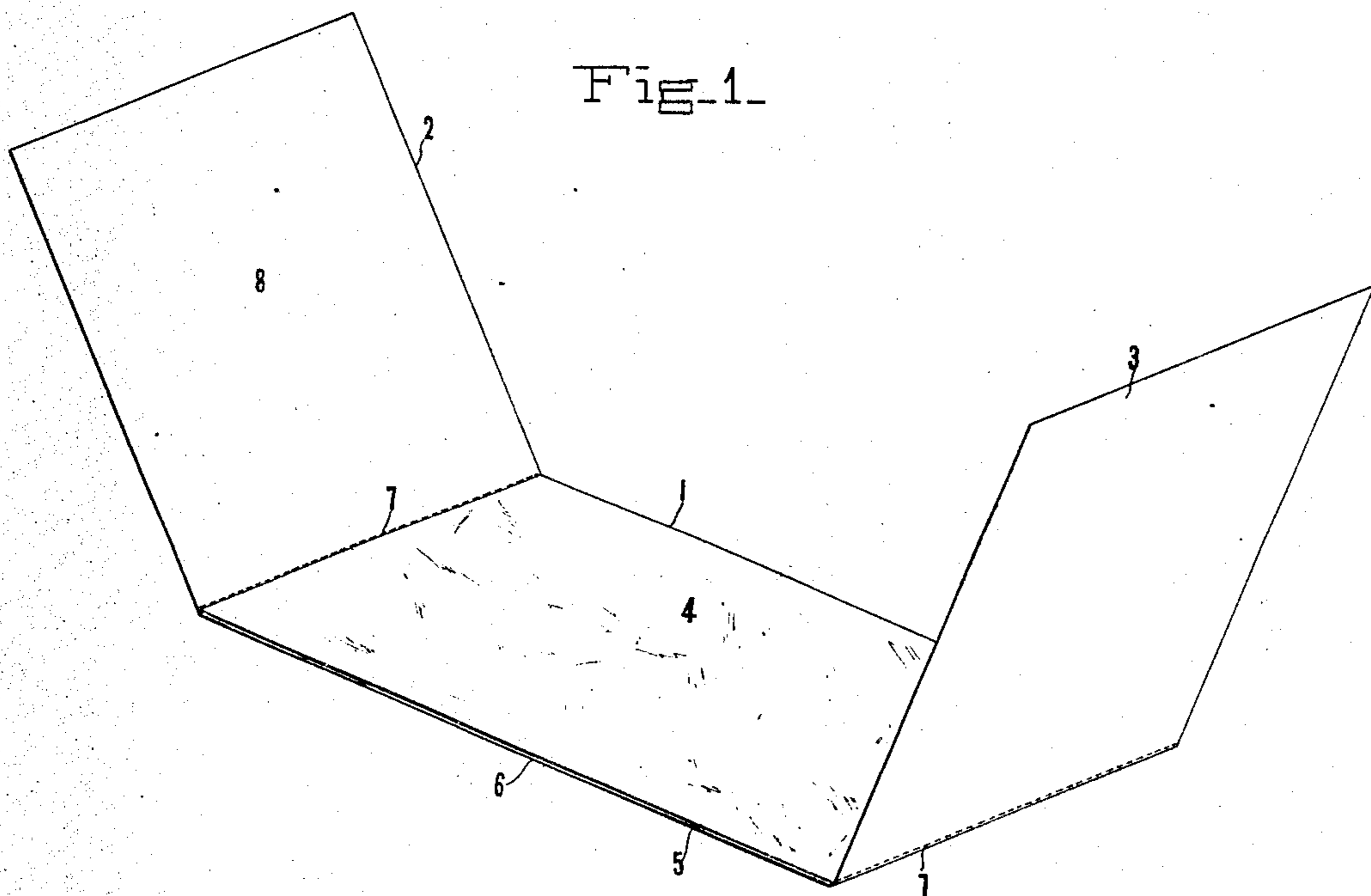
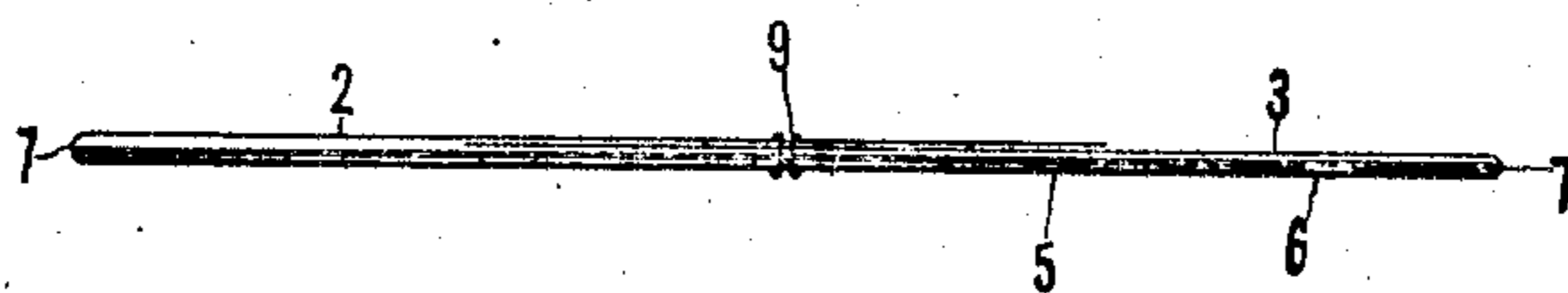


Fig-2.



WITNESSES

Norman Perry
Arthur G. Pevin

R. Wightman INVENTOR
BY
Avell, Warfield & Duell
ATTORNEYS.

UNITED STATES PATENT OFFICE.

RICHARD WIGHTMAN, OF MOUNT VERNON, NEW YORK.

ADVERTISING DEVICE.

No. 870,705.

Specification of Letters Patent.

Patented Nov. 12, 1907.

Application filed December 3, 1906. Serial No. 346,010.

To all whom it may concern:

Be it known that I, RICHARD WIGHTMAN, residing at Mount Vernon, in the county of Westchester and State of New York, 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.

This invention relates to improvements in advertising
10 ing mediums, and more particularly to devices of the above nature adapted to be used through the mails.

One of the objects of my invention is to provide a device which will be valuable both as an advertising
15 medium and as an article of utility.

Another object is to provide a device for carrying advertising matter and adapted to be sent through the
20 mails, of such construction as will with greater certainty call to the attention of the receiver the advertising matter associated therewith.

Other objects will be in part obvious and in part pointed out hereinafter.

The invention accordingly consists in the features of construction, combinations of elements and arrangement
25 of parts which will be exemplified in the construction hereinafter set forth, and the scope of the application of which will be indicated in the following claims.

In the accompanying drawing, wherein is shown one of various possible embodiments of my invention,
30 Figure 1 is a view in perspective showing the same in an incomplete condition. Fig. 2 is a view in elevation of the edge of the device in a completed condition.

Similar reference characters refer to similar parts throughout both views of the drawing.

In order that the nature of my invention and the objects to be attained thereby may be better understood,
35 it will here be noted that the value of blotters as advertising mediums has long been recognized. By my invention, however, I enhance their value for such purposes by making it necessary for the receiver thereof to
40 perform a physical act, as by removing a portion of the advertising matter, before access can be had to the blotting surface or the same used for blotting purposes. The attention of the receiver is thereby more particularly
45 called to the matter carried thereon and the chances of his reading the same are, accordingly, greatly increased.

From the following description it will be apparent that I attain the above, among other, desirable ends in
50 an exceedingly simple and efficient manner.

Referring now to the drawing, 1 indicates a strip of paper having secured thereto, at its opposite ends, portions 2 and 3 respectively. In some cases, but one of these detachable portions will be provided. Strip 1, in

the present instance, is sized upon one of its surfaces
55 adapting it to receive printed matter, the opposite side 4 of said strip being left unsized. This latter surface is intended to be used for blotting purposes. In this embodiment of my invention I have shown strip 1 as constituted by two strips of material, 5 and 6, respectively,
60 the shorter of which is unsized and adapted to be used as a blotter, the longer strip being sized and superimposed upon the shorter one and fastened thereto by a suitable adhesive substance, leaving portions 2 and 3
65 exposed at either end of the shorter strip and joined thereto along weakened or perforated lines, as at 7. The exposed sized, or, if desired, glazed, surface of strip 6 and the detachable portions 2 and 3 are adapted
70 to receive printed inscriptions, not being shown herein since the particular matter printed thereon of itself forms no part of the present invention. I prefer, however, to print matter upon the sized surface of strip 1 of such nature as will direct the attention of the receiver
75 of the device to printed matter carried upon surfaces 8 of the detachable portions 2 and 3. Detachable portions 2 and 3 are adapted to be folded upon the unsized surface of strip 1 with the printed matter upon inner surfaces thereof in contact with said unsized surface, as shown in Fig. 2. I also preferably secure the detachable
80 portions in their folded positions.

Any suitable means may be employed for securing the parts together, as spring clips or rivets 9; or, if desired, an adhesive substance may be employed in this relation.

Having thus described the structure of this embodiment of my invention, the manner of using the same may now be understood. Having provided the inscriptions upon the sized surface of strip 1 and upon surfaces 8 of the detachable portions 2 and 3,
85 said portions are folded upon the blotting surface of said strip and secured thereon as indicated in Fig. 2, when the device is ready to be mailed. The receiver of the device will, however, be unable to use the same for blotting purposes until he shall have removed the fastening means or torn the detachable
90 portions therefrom, thus exposing to his view the matter upon the surfaces 8 of said detachable portions which has before been concealed from his view. Detachable portions 2 and 3 being joined to strip 1
95 by means of a weakened line, they may be readily removed from said strip, thus facilitating the use of the same for blotting purposes. As illustrative of one manner of using this device, I intend to print matter upon the sized or glazed surface of the strip directing
100 attention to the fact that a blotting surface is provided upon the opposite side thereof, and to the printed matter hidden from view upon the lower surfaces of the detachable portion or portions, which,

when detached from the strip, can be filled in and returned to the sender as a return coupon, order blank or the like.

It will accordingly be seen that I have provided a
 5 device well adapted to attain the several objects and ends of my invention, and that the same presents an exceedingly valuable advertising medium, the construction being such as will more surely direct the attention of the receiver to the advertising matter
 10 associated therewith.

As many changes could be made in the above construction and many apparently widely different embodiments of this invention could be made without departing from the scope thereof, it is intended that
 15 all matter contained in the above description or shown in the accompanying drawings shall be interpreted as illustrative and not in a limiting sense. It is also to be understood that the language used in the following claims is intended to cover all of the
 20 generic and specific features of the invention herein described and all statements of the scope of the invention, which, as a matter of language, might be said to fall therebetween.

Having described my invention, what I claim as new and desire to secure by Letters Patent is:— 25

1. In a device of the class described, in combination, a strip of paper or the like having a sized surface adapted to receive printed matter and an unsized surface adapted to be used for blotting purposes and provided with one or more detachable portions adapted to receive printed matter, said detachable portions being folded upon said strip with the printed matter upon one of their surfaces in contact with the blotting surface, and means for securing said strips in position thereon. 30

2. In a device of the class described, in combination, a strip of paper or the like having a sized surface adapted to receive printed matter and an unsized surface adapted to be used for blotting purposes, one or more detachable portions secured thereto and folded upon the blotting surface thereof, the removal of said strips being necessary to expose said blotting surface, and a clip or similar device for securing said portions to said surface. 35 40

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

RICHARD WIGHTMAN.

Witnesses:

C. H. WILCOX,
 H. M. SEAMANS.