

No. 887,104.

PATENTED MAY 12, 1908.

E. H. LAWTON.
ADVERTISING DEVICE.
APPLICATION FILED APR. 18, 1907.

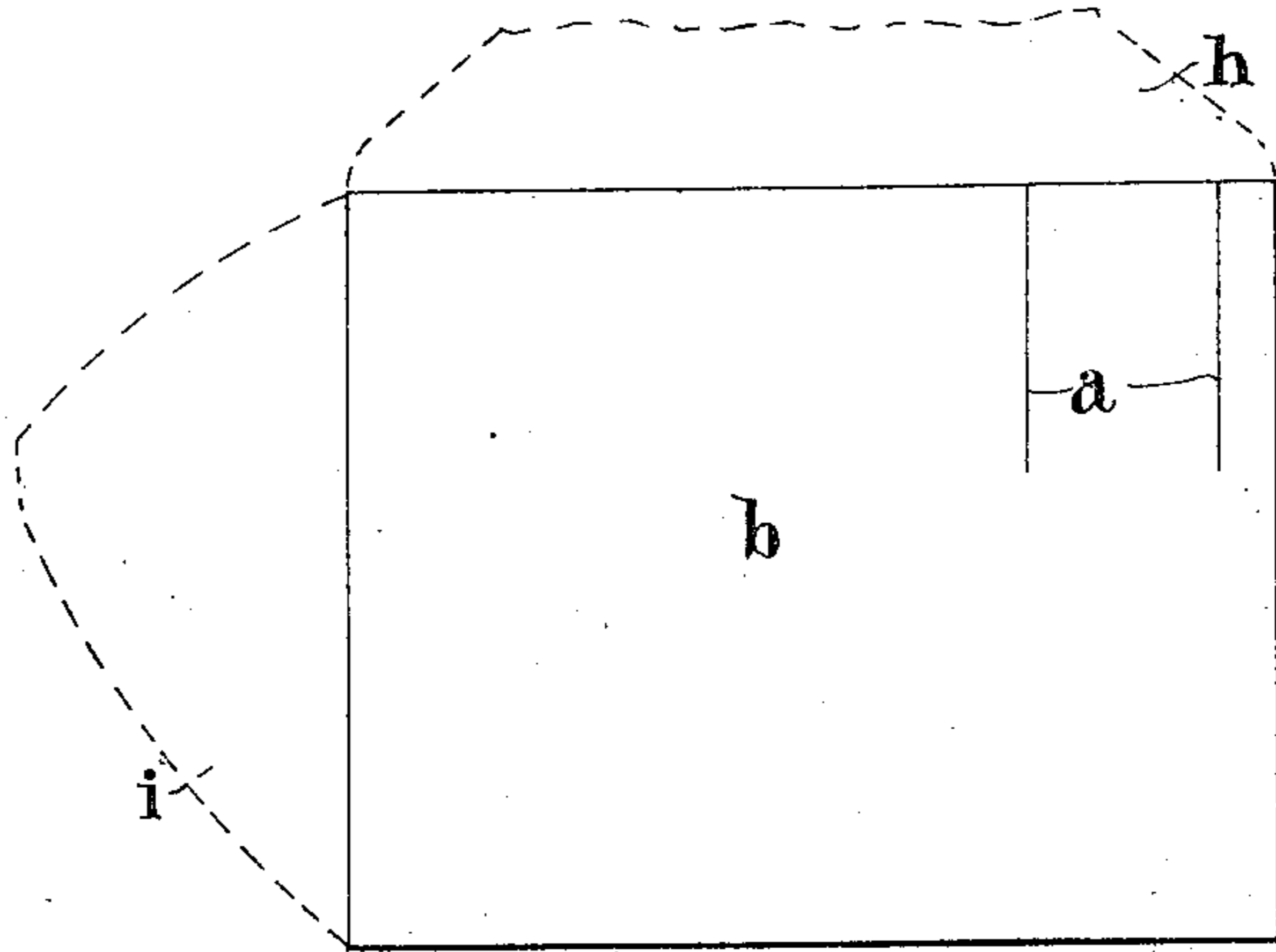


Fig. 1.

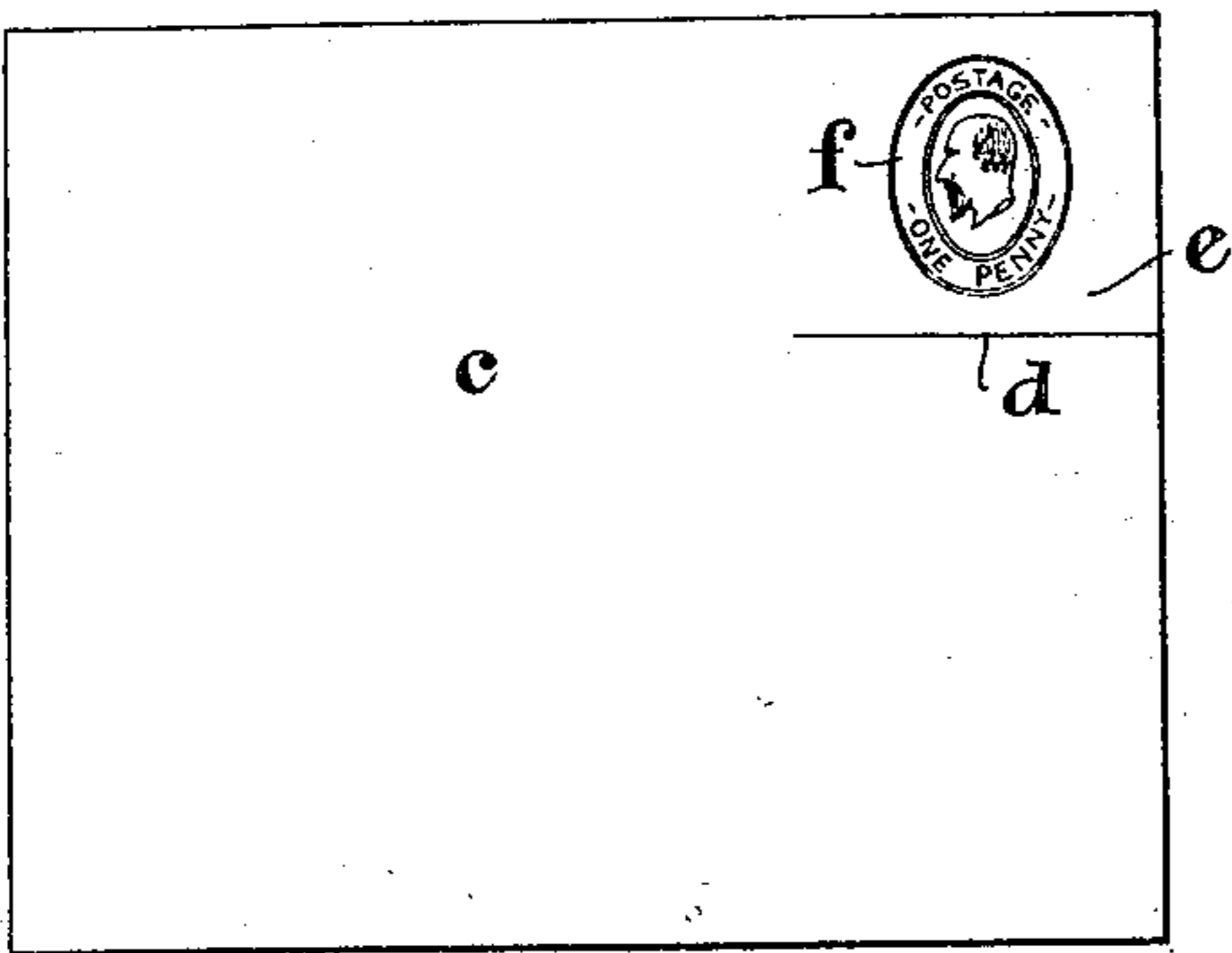


Fig. 2.

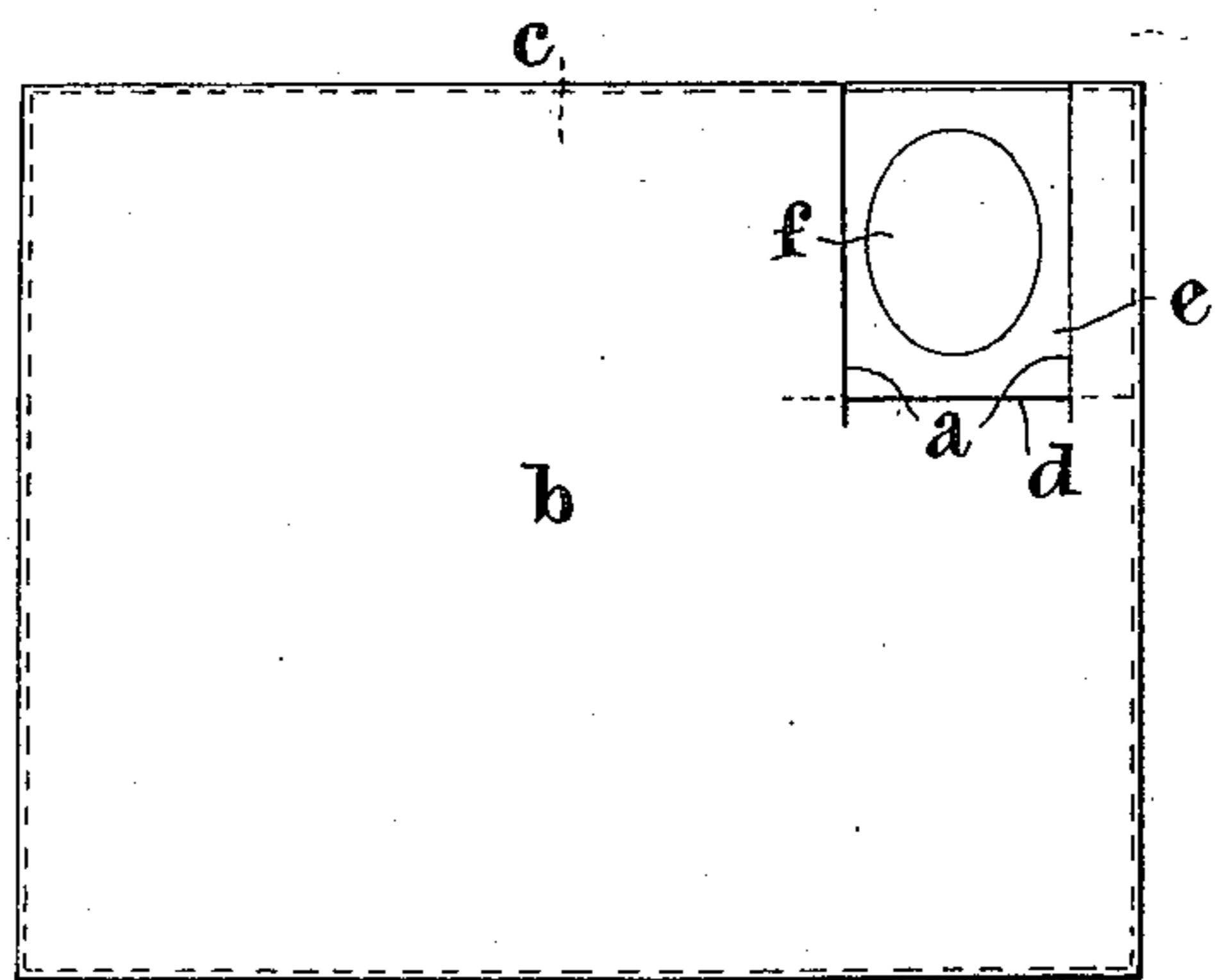
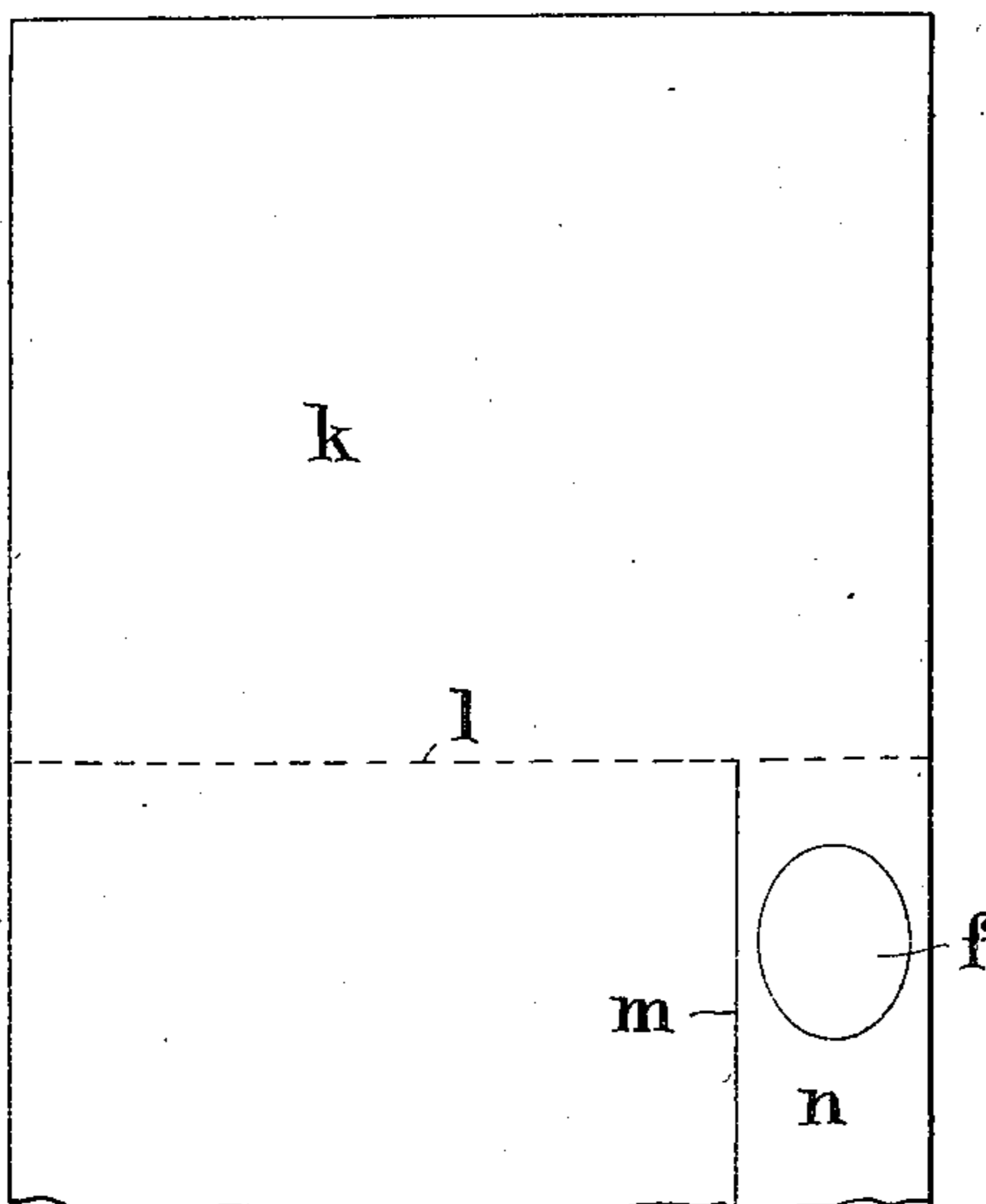


Fig. 3.



Attest: Fig. 4.
Edward L. Tolson,
Edward H. Sartor

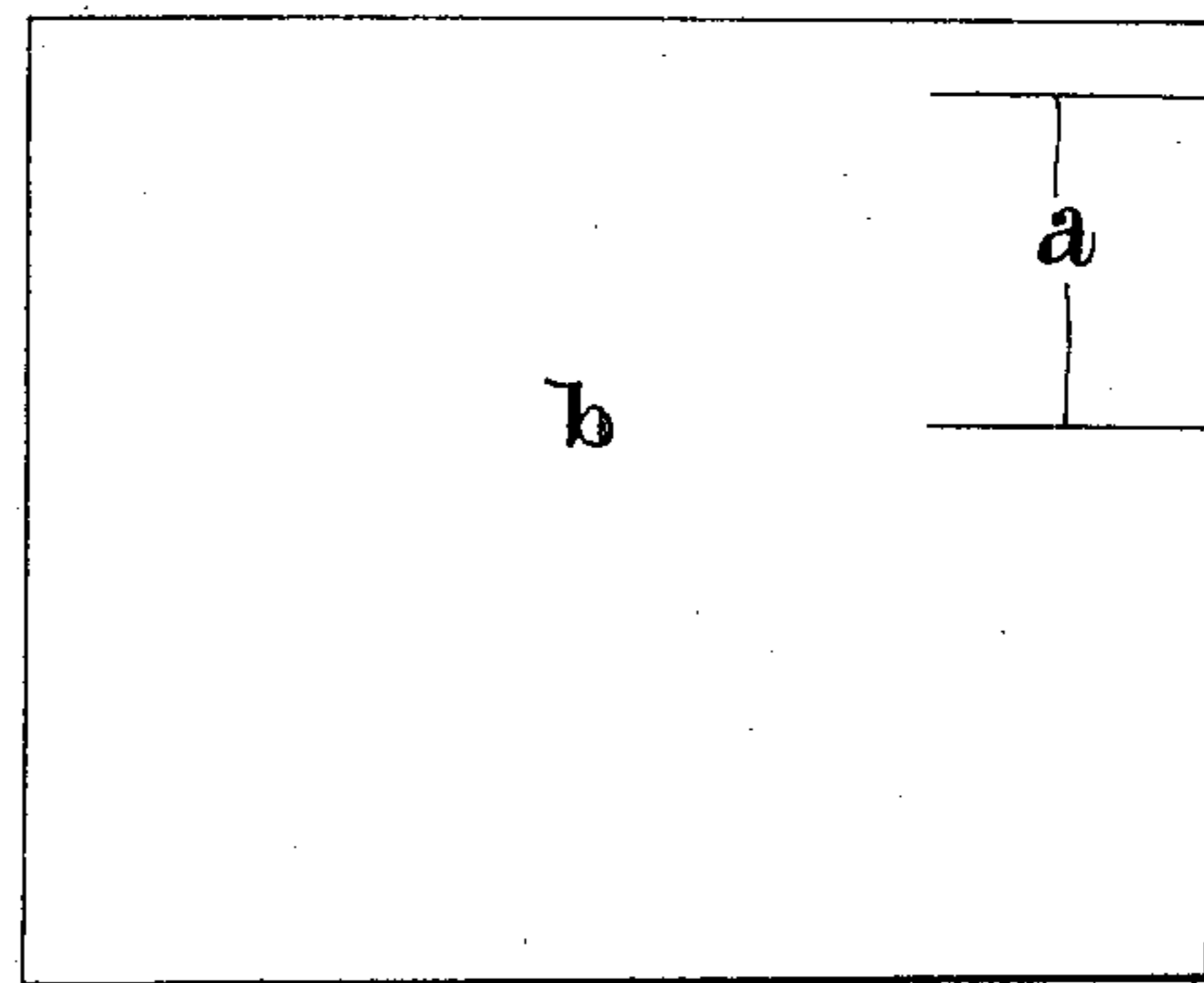


Fig. 5.

Inventor,
Edgar Harry Lawton,
By Spear, Middleton, Donaldson & Spear
Attys.

UNITED STATES PATENT OFFICE.

EDGAR HARRY LAWTON, OF BRIGHTON, ENGLAND.

ADVERTISING DEVICE.

No. 887,104.

Specification of Letters Patent.

Patented May 12, 1908.

Application filed April 18, 1907. Serial No 368,992.

To all whom it may concern:

Be it known that I, EDGAR HARRY LAWTON, of 103 King's road, Brighton, in the county of Sussex, England, a subject
5 of the King of Great Britain and Ireland, have invented certain new and useful Improvements in and Relating to Advertising Devices, of which the following is a specification.

10 The invention refers to advertising devices of the type in which an envelop contains advertising matter bearing a stamp for postage purposes.

15 The object of the present invention is to provide an improved device of the type indicated of a cheap and effective character.

The present invention consists in the device hereinafter described and more particularly pointed out in the claims.

20 Referring to the accompanying drawings, which form part of the specification, Figure 1 shows an envelop adapted to be used with one form of my invention, Fig. 2 being an example of stamped advertising
25 matter suitable to be used in conjunction with the envelop of Fig. 1, Fig. 3 showing a view of the envelop and contained advertising matter in conjunction. Fig. 4 shows a view of a modified form of advertising matter suitable for folding, and
30 Fig. 5 an envelop adapted to contain the same.

In carrying the invention into effect according to the form shown in Fig. 1, I
35 form two parallel slits, *a, a*, in the envelop, *b*, corresponding in position to the opposite sides of a stamp. In conjunction with this envelop I use a card, for instance, such as, *c*, (see Fig. 2), on which any suitable advertisement may be printed, this
40 card having a slot, *d*, partially separating a portion, *e*, of the card carrying a stamp, *f*. The strip-like portion, *e*, of the card is intended to pass from the left-hand slit, *a*,
45 of Fig. 1, across and in front of the intermediate portion of the envelop (which may in some cases be of other material than that of the envelop suitably secured) between the two slots and down through
50 the right-hand slot, *a*. The card may be put in position during the manufacture of the device, a course, which is necessitated if the flap, *h*, shown in dotted lines in Fig. 1 is to be used for closing the envelop, or
55 the flap, *i*, may be left open in which case the card may be introduced before the tri-

angular flaps of the envelop are closed during manufacture or subsequently.

It will be seen that in such a form of the invention as I have described the portion, *e*, 60 of the card may be said to interlace with and be superimposed on the part of the envelop wall between the slots, *a*.

According to the form above described the curiosity of the recipient of the letter is re- 65 lied on for removing the advertising matter from the envelop, but according to a modification of the above as shown in Fig. 4, I may use a sheet, *k*, adapted to fold about the dotted line, *l*, so as to inclose the letter. 70 The paper is cut along the line, *m*, so as to partially separate a strip-like flap portion, *n*, bearing the stamp, *f*. An envelop, *b*, suitable for use in conjunction with a sheet as above described is shown in Fig. 5, the 75 slots, *a*, in this case being disposed at right angles to the positions shown in Fig. 1. A cheap and effective advertisement is obtained by selling a device of the type described, the price being fixed according to 80 business principles, the net loss due to the sale of the device being set off against the increased revenue to be received from the advertisement.

Any form of stamp may be used for the 85 advertising matter whether adhesive, embossed or otherwise, so long as it is duly indicated that postage to the extent shown has been prepaid.

It will be evident that many modifications 90 can be made from the particular forms of the invention described above, and I wish it to be understood that I claim all such modifications to which I am legitimately entitled.

Having now described my invention, what 95 I claim as new and desire to secure by Letters Patent is:—

1. An advertising device comprising in combination mailable advertising matter having a stamp-bearing portion and means 100 for enveloping a part of said matter said enveloping means having a slit through which said stamp bearing portion passes to the outside.

2. An advertising device comprising in 105 combination mailable advertising matter having a stamp-bearing portion and means for enveloping a part of said matter, said stamp bearing portion interlacing with a portion of said enveloping means. 110

3. An advertising device comprising in combination mailable advertising matter

having a stamp-bearing portion partly detached from the body of said matter by means of a slit together with means for enveloping a part of said matter, said enveloping means having an aperture through which said partly detached portion passes to the outside.

4. An advertising device comprising in combination mailable advertising matter having a stamp-bearing portion and means for enveloping a part of said advertising matter, said stamp-bearing portion being disposed wholly without said enveloping means and superimposed on a portion thereof.

5. An advertising device comprising in combination mailable advertising matter having a stamp-bearing portion and means for enveloping a part of said matter, said stamp-bearing portion being disposed wholly without said enveloping means and superimposed on a portion thereof together with an aperture in said enveloping means through which the connection between said stamp-bearing portion and the balance of said mailable matter is maintained.

6. An advertising device comprising in combination mailable advertising matter having a stamp-bearing portion and means for enveloping a part of said matter, said stamp-bearing portion being disposed wholly without said enveloping means and superimposed on a portion thereof together with a slit in said enveloping means through which the connection between said stamp-bearing

portion and the balance of said mailable matter is maintained.

7. An advertising device comprising in combination mailable advertising matter having a stamp-bearing portion; other mailable matter inclosed by said first-mentioned mailable matter together with means for enveloping a part of said first-mentioned mailable matter, said stamp-bearing portion being disposed wholly without said enveloping means and superimposed on a portion thereof.

8. An advertising device comprising in combination mailable advertising matter having a stamp-bearing flap portion together with means for enveloping a part of said matter, said enveloping means having an aperture through which said flap portion passes.

9. An advertising device comprising in combination mailable advertising matter having a strip-like stamp-bearing portion attached at one end only to the body of said matter together with means for enveloping a part of said matter, said enveloping means having an aperture through which said strip-like portion passes.

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

Dated this 6th day of April, 1907.

EDGAR HARRY LAWTON.

Witnesses:

S. NASH,
F. L. RAND.