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SPEOIMENS.



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UNITED STATES PATENT OFFICE.

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ADVERTISING DEVICE.

954,122.

Specification of Letters Patent.

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To all whom it may concern:

Be it known that I, JOHN T. H. MITCHELL, a citizen of the United States, and resident of Chicago, Cook county, Illinois, have invented certain new and useful Improvements in Advertising Devices, of which the following is a full, true, clear, and exact description.

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

This present invention is an improvement upon the invention set forth in Letters Patent No. 861,747, granted to me July 30, 1907, also upon the advertising device shown and described in reissue Letters Patent No. 12,675 dated July 23, 1907. The advertising device therein described and particularly that which is described in Patent No. 861,747, comprises a folded sheet of card board or the like having upon one side a letter or communication with a letter head at the top and a signature at the bottom, while on the opposite side one of the end folds is provided with an attractive picture, constituting the same a gift adapted to be torn from the remainder and obviously carrying with it the name of the sender. Many of my advertising devices are provided with insert holding means and when folded for mailing they constitute open ended envelopes. It has been my practice to close or seal the folded device by means of a sticker or seal applied to the free edges of the folds and to place the postage stamp upon the face bearing the address. The stamp and the seal as thus applied seriously detract from the good appearance of the gift portion of the device, particularly when the device has been passed through the mails and has been further mutilated by the cancellation of the stamp.

The object of this present invention is to improve the means of sealing the advertising device or folders described in the aforesaid patents and to do away with the mutilation of the ornamental or pictorial portion or face of the device.

To this end my invention consists in an advertising device of the kind hereinbefore described, in combination with a combined seal and postage stamp applied to the free

edges thereof in such manner as to retain the sheet in folded condition.

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

Figure 1 is a perspective view of an advertising device embodying my invention; Fig. 2 is a similar view illustrating an advertising device of my older form; Fig. 3 is a sectional view on the line X—X of Fig. 1; and Fig. 4 is a perspective view somewhat reduced, showing the folder in opened condition.

My advertising device as shown in the drawings preferably comprises a thick rectangular sheet of heavy paper or card board, A, scored upon two parallel lines, B and C, to form three folds or flaps, D, E and F, the latter being preferably somewhat narrower than the others. Said latter fold, F, I usually provide with a cross slot, G, which constitutes the part F, a retaining member adapted to hold the insert or return postal card, H. This card being of less width than the other folds, will fold between them and when the sheet is folded as in Figs. 1 and 2, the insert can not be lost out, the same being held at top and bottom by the folds of the sheet and at the ends by the integral end portions of the flap, F. The inner side of the sheet, that which is concealed when the sheet is folded, bears a letter or other printed communication, the letter head, I, of the sender appearing at the top and the signature, J, at the bottom of the sheet. The letter head and the addressee's name with the salutation are usually printed upon the upper, wider end fold, D, as shown in the drawings. The outer surface of this upper flap or fold, D, bears a picture, lithograph, or engraving, K, which is usually in some manner indicative of the subject matter of the communication printed upon the inner surface of the sheet.

To prepare the device for the mails it is folded in the manner shown in Fig. 1, and the addressee's name, street address and location are written or printed directly upon the picture surface. This being done and the sheet being folded, the free edges, L and M, of the folded sheet are fastened together or sealed by applying thereto what is known as a precanceled Government postage stamp.

This stamp passes through the postoffice without further cancellation, with the result that when the advertising device reaches the addressee, it is in just as good condition as when it left the sender's premises.

The contrast between my old advertising device and this new device with the improved sealing means will be clearly understood by reference to Figs. 1 and 2, the latter showing the appearance of the old, and the former, the new device after passing through the postoffice.

It will be apparent that in addition to safeguarding the good appearance of the advertising device, my invention also accomplishes a direct saving, in that one gummed part, namely the stamp, is applied thereto, whereas in the case of my original device two operations were required to apply the postage stamp and the separate seal.

A peculiar advantage of my invention lies in the fact that the recipient in opening the device permanently and effectually destroys the precanceled postage stamp, a feature much appreciated by the postal authorities.

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

1. The herein described advertising device comprising a stiff paper or card board sheet of substantially rectangular form and of usual commercial size scored transversely and folded, the inner side of said sheet being adapted to bear the letter head, communication and signature of the sender and the outer face or side of one of the folds be-

ing provided with an ornamental picture, constituting the same a gift, in combination with a combined postage stamp and gummed seal connecting the free edges of the folds and holding the folds in closed condition, substantially as described. 40

2. The herein described advertising device comprising a combined letter sheet and open ended envelop made up of a substantially rectangular sheet of thick paper or card board transversely scored and folded, one of the folds being provided with insert holding means, a picture or ornament on one of said folds and a precanceled postage stamp connecting and sealing the free edges of the sheet in folded condition, substantially as described. 45 50

3. An advertising device comprising a substantially rectangular sheet of thick paper or card board transversely scored and folded, the same when folded resembling an envelop, one fold of said sheet being provided with an ornamental attention attracting picture and a precanceled postage stamp applied to and securing the free edges of the folded sheet in position to be destroyed by the opening of the sheet, substantially as described. 55 60

In testimony whereof, I have hereunto set my hand, this 30th day of October, 1909, in the presence of two subscribing witnesses. 65

JOHN T. H. MITCHELL.

Witnesses:

M. SIMON,

R. L. FARRINGTON.