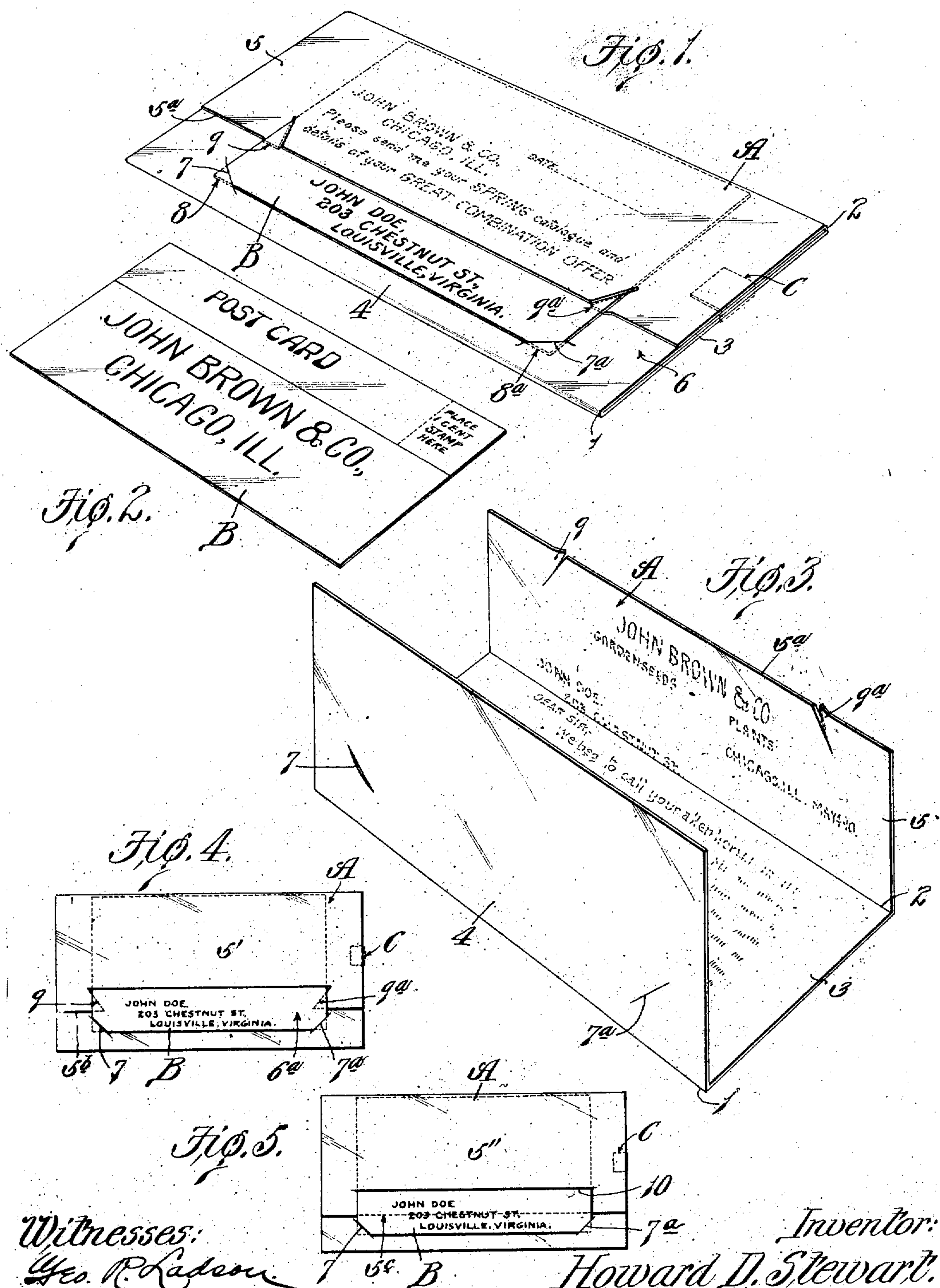


H. D. STEWART.
ADVERTISING DEVICE.
APPLICATION FILED MAR. 26, 1910.

978,956.

Patented Dec. 20, 1910.



Witnesses:
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UNITED STATES PATENT OFFICE.

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ADVERTISING DEVICE.

978,956.

Specification of Letters Patent.

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To all whom it may concern:

Be it known that I, HOWARD D. STEWART, a citizen of the United States, residing at the city of Chicago, county of Cook, and State of Illinois, have invented a certain new and useful Improvement in Advertising Devices or the Like, of which the following is a specification, reference being had to the accompanying drawings, forming a part hereof, in which—

Figure 1 is a perspective view of the preferred form of my new device ready for mailing, the letter-sheet and post-card being shown in folded, interlocking position and one full side of the post-card being shown partly in full lines and partly in dotted lines; Fig. 2 is a perspective view of the reverse side of the post-card shown in Fig. 1; Fig. 3 is a perspective view of the letter-sheet or folder in open, partly folded position; Fig. 4 is a front elevational view of a slightly modified form of my device ready for mailing; and Fig. 5 is a front elevational view of another slightly modified form of my device ready for mailing.

This invention relates to a new and useful improvement in advertising devices or the like and particularly in advertising devices or the like adapted to be sent through the mails.

The objects of my invention are to provide a device of the kind stated comprising generally a letter-sheet and a post-card, in which the letter-sheet is not only adapted to convey the communication, advertisement, or other matter, but is also adapted to serve as a holder or carrier for the post-card, and in which the post-card, while bearing other matter, if desired, is adapted to bear especially the name and address of the person to whom the device is to be sent and to be so carried by the letter-sheet that, when the letter-sheet is folded and the post-card is in proper position, the device is in condition to be at once sent through the mails; to provide a device of the kind stated which is neat, simple, compact, and easily made at comparatively slight cost; and to improve generally upon devices of the kind stated.

With these objects in view, my invention consists in the novel construction of the letter-sheet and in the novel arrangement and combination of the letter-sheet and post-card, all as will hereinafter be described and afterward pointed out in the claims.

In the drawings, A indicates the letter-sheet or folder and B the post or other card.

Letter-sheet or folder A may be of any suitable size, as desired, and may be of any suitable material, preferably light card-board or heavy paper. This sheet A is adapted to be used to bear or convey the communication, advertisement, or other matter, such communication or other matter being placed preferably on the inner face of sheet A, see Fig. 3. The sheet A is adapted to be scored and folded transversely on lines 1 and 2, thereby providing the intermediate portion 3, lower or under flap 4, and top or upper flap 5, top or upper flap 5 being of somewhat less width than flap 4, so that, when said flaps are folded down upon said intermediate portion 3, the free edge 5^a of top flap 5 will be some little distance from the lower or bottom edge of flap 4, thereby providing what might be called a space 6, for purposes hereinafter appearing, see particularly Fig. 1. Flap 4 is provided with diagonally-disposed slits or cuts 7—7^a, the space or distance between said slits or cuts depending upon the size of the post or other card B to be used with sheet A, these slits or cuts 7—7^a being adapted to receive the lower corners 8—8^a of card B when said card is in position in the folder A. Flap 5 is cut diagonally inwardly at its free edge 5^a, thereby providing the integral, triangularly-shaped edge-flaps 9—9^a, these edge-flaps 9—9^a being adapted, see particularly Fig. 1, to be inserted under card B at its opposite side edges when said card is in position in the folder A.

In assembling the sheet or folder A and card B for mailing, flap 4 is first folded down upon intermediate portion 3; card B is then placed upon flap 4 and the lower corners 8—8^a thereof inserted into said slits or cuts 7—7^a, card B being preferably of such a width that, when in such position with its said lower corners in said slits or cuts, the top edge thereof will be closely adjacent to fold 2; and top or upper flap 5 is then folded down over card B and edge-flaps 9—9^a inserted under said card at its opposite sides, whereby, as will be clearly seen, a neat and compact mailable package or advertising device is provided, the card B and sheet or folder A so interlocking one with the other that not only is the card B securely held and carried by and prevented from escaping

from folder A, but the folder A is securely or firmly held or locked in folded condition.

While the card B may be any suitable card and plain or otherwise, and while the name and address of the person to whom the device is to be sent may be placed either upon the folder A or upon said card, in using my device I prefer to have the card B bear on one side, see Fig. 2, the name and address of the sender of the device, and on the other side, see Fig. 1; not only any suitable matter, such as the name and address of, and a short communication to, the sender of the device, as shown in dotted lines in Fig. 1, but also the name and address of the person to whom the device is to be sent, as shown in full lines in Fig. 1, and in assembling the folder A and card B, as hereinbefore described, to place the card B, so bearing the name and address of the person to whom the device is to be sent, upon the flap 4 with the side or face thereof bearing such name and address uppermost, so that, when the top flap is folded down upon and interlocked with said card, such name and address of the person to whom the device is to be sent is clearly in view in the space 6. The device, without any further writing, may now be immediately mailed or sent to such person addressed, and on receiving the device, should such person desire to further correspond or communicate with the sender, the card B may be easily detached and removed from folder A and at once mailed (being, of course, first stamped, if necessary), no signing or other writing thereupon by such person being required or necessary, for, as above stated, card B already bears thereon, see Fig. 2, the name and address of the original sender and to whom the card is now to go and also, on the card being so returned, now bears the signature or name and address of the person now sending or returning the card and to whom the device was originally sent. In mailing my device, the usual stamp C may be placed thereupon at any suitable place and may, if desired, be placed around the edge of folder A, as shown in Figs. 1, 4, and 5.

In Fig. 4 I have shown a slightly modified form of my device. This form is substantially similar to that shown in Fig. 1, except that in this form top flap 5' of sheet A may be wider than flap 5 of the form shown in Fig. 1, the free edge 5^b of flap 5' being cut away between the edge-flaps 9—9^a, thereby providing a suitable space, as at 6^a, in which the name and address of the person to whom the device is to be sent, if borne by the card B, as described, are plainly in view.

In Fig. 5 I have shown another slightly modified form of my device. In this form, instead of providing the top or upper flap with engaging edge-flaps, as hereinbefore described, the top flap 5'' of this form is

provided at a suitable distance from its free edge with a cross or horizontal slit or cut, as at 10, of a length substantially the same as the length of card B. In this form, in assembling the sheet A and card B, the card B is inserted through said cut or slit 10 under flap 5'' but over portion 5^c thereof and the lower corners of said card are inserted into said slits 7—7^a, whereby, as will be seen, the folder A carrying card B is securely locked in folded, mailable condition, the name and address of the person to whom the device is to go, if borne by said card, as described, being plainly in view.

It will be seen from the above that not only is the letter-sheet A in the several forms of my device securely sealed in folded condition by the card B, but the card B is also securely carried or held by said sheet A, and further that, while the sheet A is thus sealed, as stated, in folded condition, yet the same may be readily opened and the card removed by the person receiving the same without defacing or otherwise damaging the sheet A or card B.

I am aware that minor changes in the arrangement, construction, and combination of the several parts of my device may be made and substituted for those herein shown and described without departing from the nature and principle of my invention.

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

1. A device of the kind described comprising a foldable sheet having an intermediate portion and end flaps folded one upon the other, and a card arranged between and interlocking with said flaps and having a portion exposed to, and a portion hidden from, view; substantially as described.

2. A device of the kind described comprising a foldable sheet having an intermediate portion and end flaps folded one upon the other, and a card between and interlocking with said end flaps and having a portion exposed to view, whereby said flaps are secured in folded condition and said card is carried by said flaps with a portion thereof exposed to view; substantially as described.

3. A device of the kind described comprising a foldable sheet having an intermediate portion and end flaps, one of said flaps being wider than the other and said flaps being folded one upon the other, and a card between and interlocking with said end flaps and having a portion exposed to view below the free edge of the upper of said folded flaps, whereby said flaps are secured in folded condition and said card is carried by said flaps with a portion thereof exposed to view; substantially as described.

4. A device of the kind described com-

prising a letter-sheet having an intermediate portion, a top flap, and a lower flap, said flaps being folded one upon the other and said top flap being narrower than said lower flap, and a card bearing the name and address of the person to whom the device is to be sent arranged between and interlocking with said flaps with said name and address exposed to view below the free edge of said top flap, whereby said flaps are secured in folded condition and said card is carried by said flaps with said name and address exposed to view; substantially as described.

5. A device of the kind described comprising a foldable sheet having an intermediate portion and end flaps, said flaps being folded one upon the other and one of said flaps being wider than the other and provided with diagonally-disposed slits, and a card carried by said sheet between said flaps with corners thereof in said slits and a portion thereof exposed to view; substantially as described.

6. A device of the kind described comprising a sheet having an intermediate portion, a top flap, and a lower flap, said flaps being folded one upon the other over said intermediate portion, said lower flap being provided with diagonally disposed slits and

said top flap being provided with edge-flaps, and a card cooperating and engaging with said top and lower flaps to lock said flaps in folded position, the lower corners of said card fitting and being held in said slits and said edge-flaps being under said card; substantially as described.

7. A device of the kind described comprising a foldable sheet having an intermediate portion, a top flap, and a lower flap, said flaps being folded one upon the other over said intermediate portion, said lower flap being provided with diagonally disposed slits and said top flap being provided with edge-flaps, and a card cooperating and engaging with said flaps to lock said flaps in folded position, said card resting upon said lower flap and its lower corners fitting and being held in said slits and said top flap being over, and said edge-flaps being under said card; substantially as described.

In testimony whereof, I have signed my name to this specification in the presence of two subscribing witnesses.

HOWARD D. STEWART.

Witnesses:

HELEN DELANEY,
O. C. FINNEY.