W. E. COLWELL.

MAILING AND ADVERTISING CARD.

APPLICATION FILED SEPT. 7, 1907.

906,774.

Patented Dec. 15, 1908.

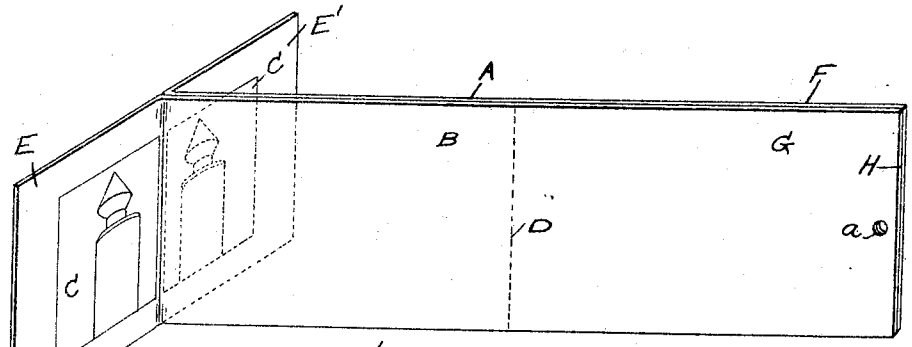


Fig. 1.

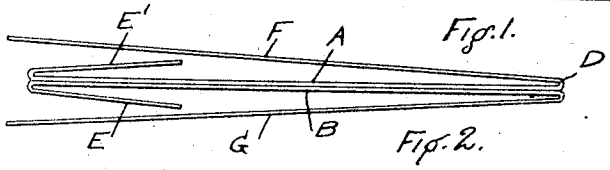


Fig. 2.

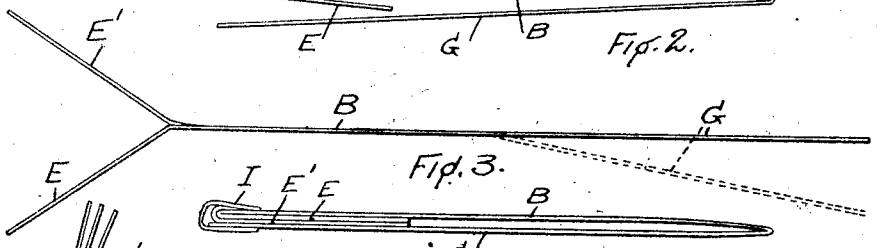


Fig. 3.

Fig. 4.

Fig. 5.

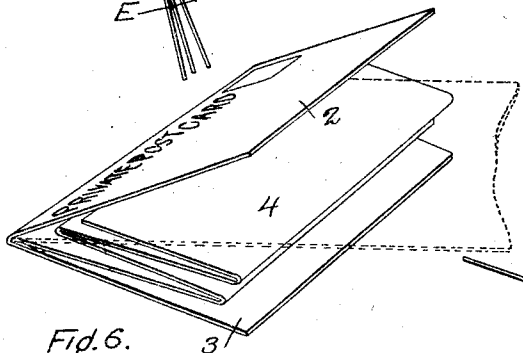


Fig. 6.

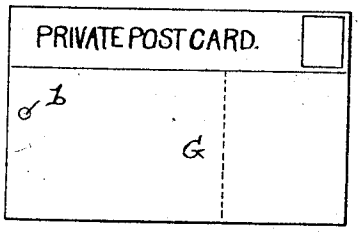


Fig. 7.

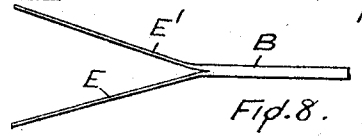


Fig. 8.

Witnesses.
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UNITED STATES PATENT OFFICE.

WALTER ERNEST COLWELL, OF OAKVILLE, ONTARIO, CANADA.

MAILING AND ADVERTISING CARD.

No. 906,774. Specification of Letters Patent. Patented Dec. 15, 1908.

Application filed September 7, 1907. Serial No. 391,822.

To all whom it may concern:

Be it known that I, WALTER ERNEST COLWELL, a subject of the King of Great Britain, residing in the town of Oakville, in the county of Halton, in the Province of Ontario, Canada, have invented certain new and useful Improvements in Mailing and Advertising Cards, of which the following is a specification.

My invention relates to improvements in mailing and advertising cards, and the object of my invention is to provide a card or device preferably in the form of a folded card or folder which is designed to be unfolded and so used that the stereographs thereon may be stereoscopically viewed, by direct vision.

With my invention may be combined, if desired, a postcard feature so that the same may be sent through the mails with correspondence thereon; or else my invention may be constructed to be used solely as an advertising card or folder designed to be distributed either through the mails or otherwise.

No matter how excellent the ordinary picture mailing-card may be, it is impossible to obtain a stereoscopic effect of the picture thereon. It is well known that pictures stereoscopically viewed are much more interesting than those not capable of being stereoscopically viewed.

My invention is a broad one, and the claims forming part of this specification cover every and all species thereof. I have shown all the species herein disclosed in order to show that my invention is not a narrow one.

Figure 1, is a perspective view of one form of my device opened out ready for use. Fig. 2, is a side edge view of the form of my device shown in Fig. 1, partly folded. Fig. 3, is a side edge view of an alternative form of my device, partly opened. Fig. 4, is a side edge view of the form of my device shown in Fig. 3, folded up. Fig. 5, is a side edge view of a further alternative form of my device showing the same provided with a plurality of stereographs. Fig. 6, is a perspective view of a still further alternative form of my device showing the same partly opened. Fig. 7, is a front elevation of my device showing its outside front appearance when the post-and-mailing card features have been combined therewith, folded, ready for mailing, and Fig. 8, is a detail of an alternative form for the manufacture of the flaps provided with stereographs.

The form of my invention shown in Fig. 1 consists of the two cards or body-portions A and B suitably secured together, as by sewing or gumming from the flaps or wings E and E¹ (which are secured to or formed integrally with the cards A and B) to about the fold D which is indicated by a dotted line. The folding portions F and G of the cards or body-portions A and B, from the fold D to the ends H, are not secured together, so that when the flaps E and E¹ are folded inward as shown in Fig. 2, the folding portions F and G may be folded outward and over the said flaps or wings.

C are the stereographs which may be printed directly on the wings or flaps E and E¹, or else the same may be printed upon suitable pieces of material pasted to the said flaps or wings.

By means of the holes *a* (or any other suitable means of construction) formed in the ends H of the portions F and G, and a suitable fastener *b* passed therethrough, the card or folder is ready to be circulated. As shown in Fig. 7, the inner side of the portion G may be provided with a space or area for an address and correspondence, and for the postage-stamp. If desired, the inner and outer sides of the portion F (which sides are not shown), may be used for correspondence also.

Upon referring to Fig. 2 it will be seen that the portions F and G extend beyond the flaps or wings E and E¹; as a result of this construction, when the card or holder is squeezed longitudinally it will balloon or open out so that all free spaces suitable for correspondence will be exposed for postal inspection. Various species of my invention may be provided with this feature, if desired. In the form shown in Figs. 3 and 4, I dispense with the card A and its folded portion F, thus considerably cheapening construction. The wing E¹, in Figs. 3 and 4, may be suitably secured in place, as by gumming. When all the parts of this form of my invention are folded, as shown in Fig. 4, they are held in place by any suitable means, such as a spring-clamp I.

In Fig. 5, one card is used, and is folded double thus forming the cards A and B and the folded portions F and G; in this form the cards or body portions A and B are not secured together. In this form, the wings or flaps E and E¹ are in the form of the leaves of a book, several of them being secured together and to the body-portion A and B by the stitching J.

In Fig. 6, the folded cover made of the portions 2 and 3, is provided with the stereographs (not shown) on the inner sides of the said portions; and the extension or division 4 (which corresponds to the cards or body portions A and B and their folded portions), normally folds between the said portions. In order to stereoscopically view the stereographs on the portions 2 and 3, the division 4 is pulled out (as shown partly in dotted lines), and the portions 2 and 3 moved into the proper position.

In order to stereoscopically view the stereographs, the ends H are placed in front of the nose with the parts of the device as shown in Fig. 1. In a few seconds the stereographs merge and form one picture which stands out in stereoscopic relief. The cards or body portions A and B, together with their folded portions F and G, and the division 4, divide the lines of vision of the two eyes when the device is in use. Of course the folded portions F and G may be omitted; the same enables the card or folder to be more conveniently circulated.

In Fig. 8 I show a portion of my alternative form of card or folder, wherein the card or body-portion B is longitudinally slit for a certain distance, thus forming the flaps E and E^1.

The placing or printing of the stereographs in proper position will be readily understood by one skilled in this art.

In this specification, and the claims thereof, I use the terms circulating in the same sense in which it is used in connection with the distribution of printed matter, such as newspapers and periodicals.

What I claim as my invention is:

1. As a new article of manufacture, a circulating folding card comprising a body portion used to divide the lines of vision of one eye from those of the other eye; two flaps having flexible union with one end of the said body portion and designed to fold against said body portion when the article is closed, and a single stereograph carried by each of said flaps; each of the said flaps extending beyond its associated side of said body portion when the article is opened to co-act with the said body portion so that the said stereographs may be stereoscopically viewed.

2. As a new article of manufacture, a circulating folding card comprising two body portions secured together for a suitable distance and each provided at one end with a folding flap, and a stereograph carried by each of said flaps.

3. As a new article of manufacture, a circulating folding card comprising two body portions secured together for a suitable distance, and each provided at one end with an outward-folding portion, and each provided at the other end with a folding flap, and a stereograph carried by each of said flaps.

4. As a new article of manufacture, a circulating card comprising a body portion used to divide the lines of vision of one eye from those of the other eye; two flaps having flexible association with one end of the said body portion, and a single stereograph carried by each of the said flaps; each of the said flaps extending beyond its associated side of the said body portion when opened out to co-act with the said body portion so that the said stereographs may be stereoscopically viewed.

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

WALTER ERNEST COLWELL.

Witnesses:
WM. S. JORDAN,
GRACE A. LUKE.