

R. WIGHTMAN.
ADVERTISING DEVICE.
APPLICATION FILED DEC. 30, 1907.

951,586.

Patented Mar. 8, 1910.

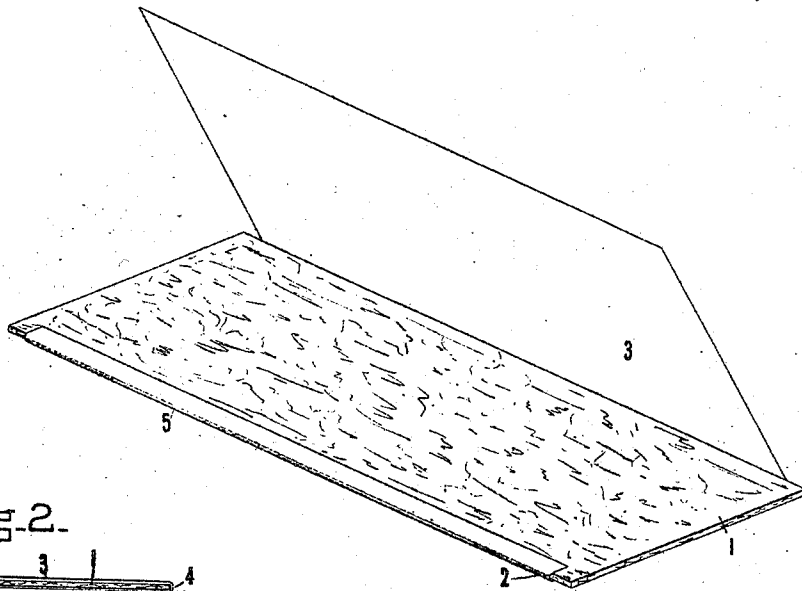


Fig. 1.

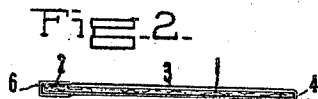


Fig. 2.

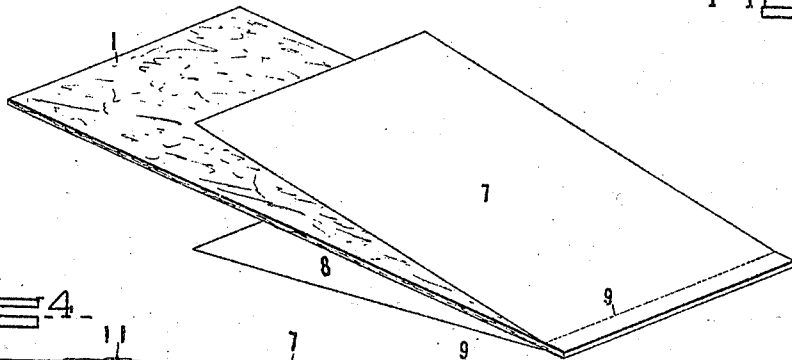


Fig. 3.

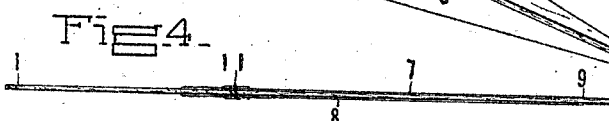


Fig. 4.

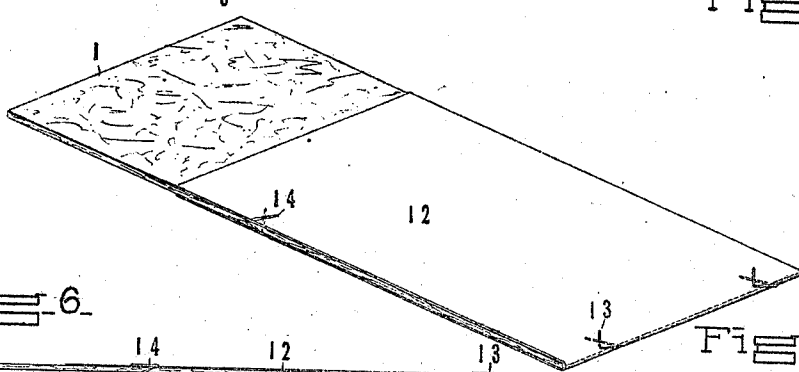


Fig. 5.

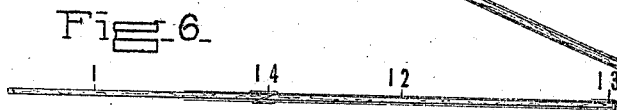


Fig. 6.

WITNESSES
Howard Perry
Samuel L. Alpert.

INVENTOR
R. Wightman
BY
Daniel Warfield
ATTORNEYS

UNITED STATES PATENT OFFICE.

RICHARD WIGHTMAN, OF NEW YORK, N. Y.

ADVERTISING DEVICE.

951,586.

Specification of Letters Patent.

Patented Mar. 8, 1910.

Application filed December 30, 1907. Serial No. 408,453.

To all whom it may concern:

Be it known that I, RICHARD WIGHTMAN, a citizen of the United States, residing at New York, in the county of New York and State of New York, have invented certain new and useful 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 mediums and more especially to devices of the above character adapted to be sent through the mails.

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

A further object contemplated is to provide a device adapted for carrying advertising matter, capable of being sent through the mails, of such construction as will with greater certainty call the attention of the receiver to 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 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 several embodiments of my invention, Figure 1 is a view in perspective showing the same partially open; Fig. 2 is a view of the same in completed form ready for use; Figs. 3 and 4 are corresponding views of a different embodiment of my invention; and Figs. 5 and 6 are similar views of still another embodiment thereof.

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

Referring now to the drawing, and particularly to the embodiment of my invention illustrated in Figs. 1 and 2, 1 designates a strip of paper of suitable dimensions, said strip being unsized and adapted to be used for blotting purposes. In the present instance, this strip is shown as being plain, but in practice it will usually have printed mat-

ter thereon and will be ornamented to make the same attractive in appearance.

Secured to one of the edges of the strip 1, as at 2, is a strip of paper 3. The paper comprising this strip is preferably of firmer texture than that of strip 1 and is adapted to carry advertising matter upon its opposite surfaces. Sized paper may be used in this relation. Strip 3 may be secured to strip 1 in any desired manner. In the present instance, an adhesive substance is used in this relation although other fastening means, as clips or similar fastening devices, may be employed. Strip 3 will usually be made in two parts joined along a weakened line as at 4 Fig. 2, and said strip will also have a weakened or perforated line adjacent its point of fastening to strip 1, as at 5, in order to permit the same to be readily detached therefrom. The inscriptions imprinted upon strip 3 are not 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 exposed surfaces of strip 3 of such character as will direct the attention of the receiver of the device to the printed matter carried upon the surfaces which lie in contact with the surfaces of strip 1.

Strip 3 is preferably detachably held in contact with the surfaces of strip 1 and any suitable means may be employed in this relation, although I preferably employ spring clips 6.

In the embodiment of my invention shown in Figs. 3 and 4, strips 7 and 8 of paper are shown as being secured at their ends to the end of a strip 1 by means of an adhesive substance, and are capable of being readily detached along a perforated or broken line as at 9. These strips lie in contact with the blotting surfaces of strip 1 and are suitably held in such contact by means of one or more clips as at 11.

In Figs. 5 and 6, a strip of paper 12 is shown as being folded about strip 1, spring clips as at 13 being employed for securing the intermediate portion of strip 12 to the blotter, and a clip as at 14 being provided for holding the surfaces of the strips in contact.

Having thus described the structure of the several embodiments of my invention shown herein, the manner of using the same

may now be understood. When suitable inscriptions have been provided upon the opposite surfaces of the outer strip or strips, they are attached to the blotting strip according to the manner shown and are folded about or caused to lie in contact with the opposite surfaces thereof. The strips are then fastened together in such manner that their opposed surfaces will lie in contact by means of the clips as shown.

As illustrative of one manner of using my improved advertising device, I intend to print matter upon the exposed surfaces of the outer strips, calling attention to the fact that a blotter is provided beneath or between said strips, and I further intend that such printed matter shall allude to the fact that other instructive printed matter is provided upon the opposite surfaces of the outer strips and hidden from the view of the receiver. For example, the matter upon the exterior surfaces of the outer strips may call attention to the fact that a returnable coupon is located upon the opposite side, giving such directions as may be necessary for the proper filling out and returning of said coupon. The receiver, in order to avail himself of the use of the blotter, must remove the clips or other fastening devices and tear or otherwise remove the outer strip from the blotter, thus increasing the chances of his reading the printed matter which has been obscured from his view.

It will accordingly be seen that I have provided a device of inexpensive construction which is well adapted to attain the several objects and ends of my invention, and it will be further apparent that the device presents an exceedingly valuable advertising medium, the construction being such as will with greater certainty direct the attention of the receiver to the advertising matter associated therewith.

It will also be apparent that the strip which is wrapped about the blotter may be utilized as a mailing wrapper therefor.

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 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 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:

1. In a device of the class described, a strip of paper both sides of which are unsized, sized paper secured to said strip along one edge only and adapted to lie in contact with the unsized surfaces thereof, and means for retaining said sized paper in contact with said unsized surfaces.

2. In a device of the class described, in combination, a strip of paper both surfaces of which are adapted to be used for blotting purposes, and a strip of paper adapted to receive printed matter on opposite sides thereof secured to said first mentioned strip along one edge thereof only and folded about the same so as to lie in contact with the blotting surfaces thereof, the removal of said strip being necessary before said blotting surfaces can be utilized for the blotting purposes.

3. In a device of the class described, in combination, a strip of paper both surfaces of which are adapted to be used for blotting purposes, and a second strip of paper adapted to receive printed matter on both sides thereof, and folded about said first mentioned strip so as to lie in contact with both surfaces thereof, said second strip comprising a portion folded over to engage one of the surfaces of said first strip along one edge thereof to which it is permanently secured; said second strip being provided with a weakened line adjacent said folded over portion which is secured to said first strip.

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

RICHARD WIGHTMAN.

Witnesses:

FRED W. EYRE,
HARRY KAHN.