

July 1, 1930.

B. J. SWEETLAND

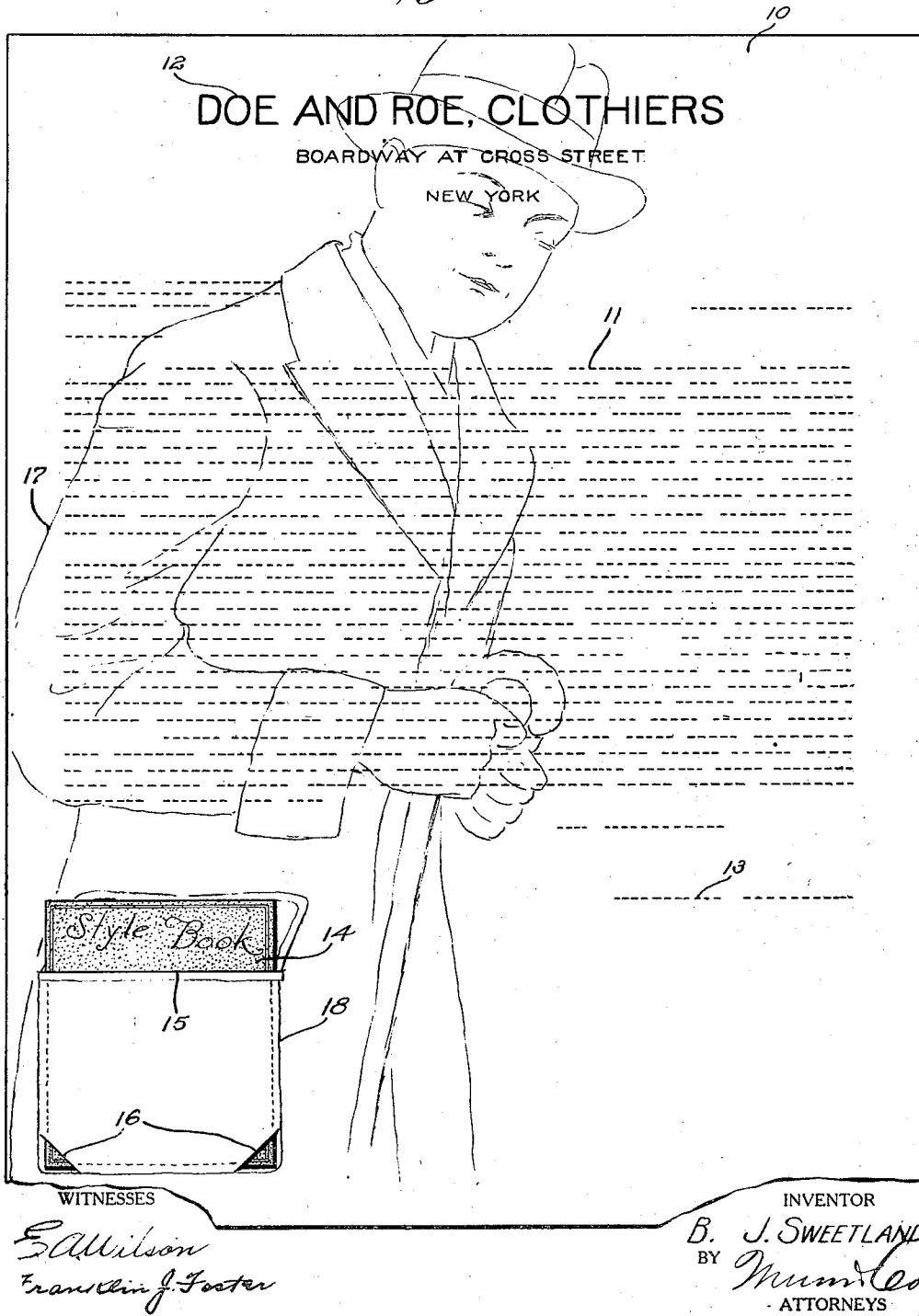
1,769,607

ADVERTISING DEVICE

Filed Nov. 7, 1925

2 Sheets-Sheet 1

Fig. 1.



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2 Sheets-Sheet 2

Fig. 2.

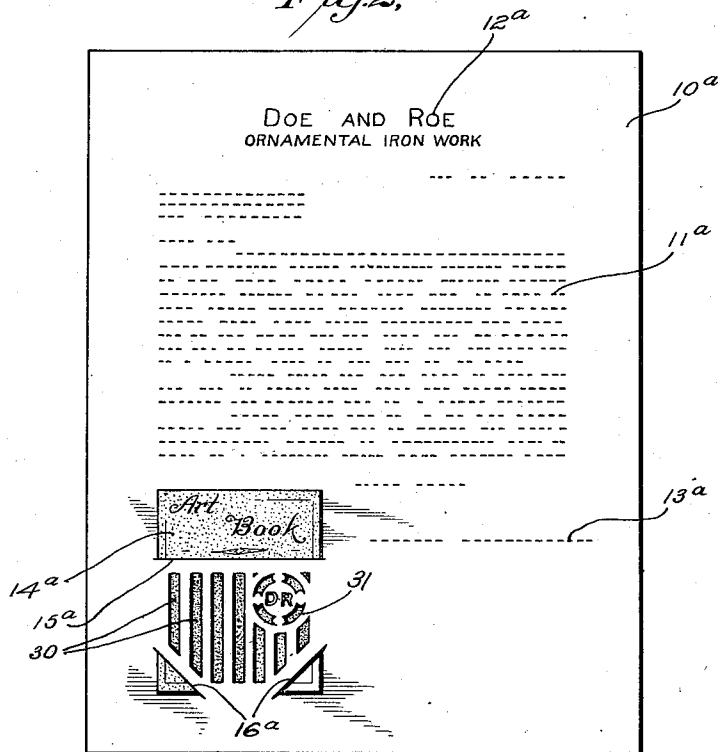


Fig. 3.

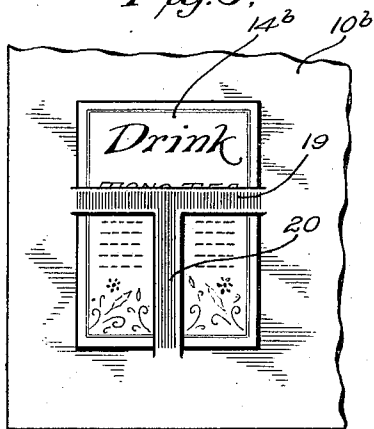
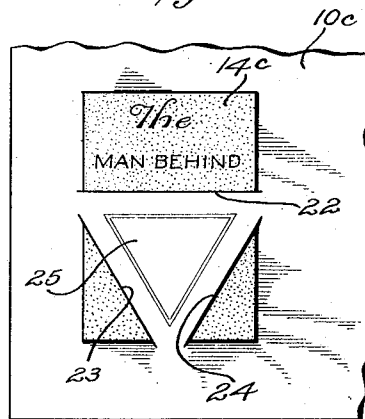


Fig. 4.



WITNESSES

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ADVERTISING DEVICE

Application filed November 7, 1925. Serial No. 67,636.

While the present invention in its broader aspects is capable of a wide and varied field of utility, it is primarily intended for embodiment in a letter sheet.

5 A primary object of the invention is to provide means for so associating a booklet or pamphlet, or sample with a letter sheet used for advertising purposes, that the booklet is supported by the sheet in a convenient position for shipment, and in such a conspicuous manner that it is readily called to the attention of the person receiving the letter.

The device is of course peculiarly adapted for use in connection with circular advertising letters in which both the body of the letter, and the booklet carried by the letter sheet are used to advertise the same products.

10 In a preferred embodiment of the invention there is displayed on the body of the letter sheet, the representation of a container for the booklet, and the letter sheet so slitted for the reception of the booklet, that the latter will appear to be held in the container represented on the sheet.

15 A further object of the invention is to provide an advertising device of this character which will not materially increase the cost of the letter sheets, and which will securely hold the pamphlets, samples or other devices carried by the letter sheet against accidental loss.

20 With the above noted and other objects in view, the invention consists in certain novel features of construction and combinations and arrangements of parts, as will be more fully hereinafter set forth and pointed out in the claims. The invention may be more fully understood from the following description in connection with the accompanying drawings, wherein

Fig. 1 is a plan view of a letter sheet embodying the invention.

25 Fig. 2 is a similar view illustrating a modified form of sheet.

Fig. 3 is a fragmentary plan view of the corner of a further modified sheet.

Fig. 4 is a similar view illustrating another modification.

50 Referring first to Fig. 1, I have shown a

letter sheet 10, upon which is printed or typewritten a letter 11. The sheet provides the usual space for a letterhead 12, and for the signature 13 of the sender. The letter is so written on the sheet that it leaves a space preferably at one of the lower corners of the sheet for mounting an advertising pamphlet 14, or for mounting samples or other devices of an appropriate nature to accompany the letter.

60 In Fig. 1 I have shown near the lower left hand corner of the sheet, a horizontal slit 15, through which the body of the book is passed, and below said slit, a pair of oppositely inclined diagonal slits 16 through which the lower corners of the book are passed. If the book is forced through the slit 15 so that the body thereof will lie behind the sheet, and the corners then carried through the slits 16, so that they are exposed at the front of the sheet, the booklet 14 will be firmly supported, the slits 15 and 16 substantially forming a pocket, that is, a cavity or opening forming a receptacle in which the booklet may be carried and firmly mounted on the sheet.

75 A further object of the invention is the provision on the sheet of some representation of a container for the pamphlet. The nature of this representation is subject to an infinite variety of variations and will depend principally on the nature of the goods which are being advertised. In Fig. 1 for instance, the letter may be used to advertise clothing, and the pamphlet carried by the letter may be a style book. In this instance I may conveniently represent at 17 upon the letter sheet, the figure of a person dressed in the latest style and the slits which define the pocket may be amplified by a design carrying out the pocket idea by presenting the appearance of a flap and stitching, the top of the pocket 18 thus defined on the outer garment worn by the figure will coincide with the horizontal slit 15 so that the style book will appear to protrude from the pocket.

90 In Fig. 2 I have shown a letter sheet 10^a carrying the printed letter 11^a, and providing a space for the letterhead 12^a, and signature 13^a. The pamphlet 14^a is supported on the sheet in the same manner as that shown in 100

Fig. 1, 15^a representing a horizontal slot corresponding to the slot 15, and 16^a representing diagonal slots corresponding to the diagonal slots 16^a.

In this instance however, it will be noted that the letterhead indicates that the senders are manufacturers of ornamental iron, and I may so slot the portion of the letter sheet which overlies the booklet 14^a, that it will give an accurate representation of an iron bracket or holder. To accomplish this result I have shown a number of vertical slots 30, and arcuate slots 31 having no function to support the book, but designed simply to give the portion of the sheet which overlies the book, the appearance of metal bracket or holder. It will be noted in this instance that the representation of the container is formed by slotting the letter sheet rather than by pictorially displaying the container thereon.

In Fig. 3 I show the fragment of a letter sheet 10^b, so slitted near one of its lower corners, that it will provide a horizontal booklet receiving strap 19 connected to a vertical booklet receiving strap 20, the two straps thus forming a T. When the booklet 14^b is inserted under the straps it will be firmly held. In this instance the booklet may be used to advertise a drink, and the straps 19, 20 co-operatively represent a conventional type of soda glass holder.

In Fig. 4 the letter sheet is indicated at 10^c, and the booklet at 14^c. Here the sheet is slitted in general triangular formation at 22, 23 and 24, the ends of the three slits terminating short of each other, so that a triangular retainer 25 is provided, adapted to overlie the body of the book and permit its upper end and lower corners to be exposed on the face of the letter sheet.

If the booklet were advertising a bank, the illustration on the letterhead might represent a handbag, and the booklet would represent a bankbook protruding therefrom.

The booklet might conveniently represent a package of cigarettes and be associated with the representation of a vest pocket or a cigarette case on the letter sheet.

It would be futile to attempt to enumerate the great number of modifications which might be resorted to, so far as the representation on the sheet and the dressing of the booklet are concerned. The above suggestions are merely intended to indicate a few of the ways in which the device of the present invention might be used.

Various changes and alterations might be made in the general form and arrangement of parts described, without departing from the invention. Hence I do not wish to limit myself to the details set forth, but shall consider myself at liberty to make such changes and alterations as fairly fall within the spirit and scope of the appended claims.

I claim:—

1. The combination with a sheet of an article removably held thereon, said sheet having slits therein to define holding means for said article, said means comprising a portion overlying a section of the article with respect to one face of the sheet, and transversely of said article, said portion having an integral extension overlying the article longitudinally thereof, the remaining section of said article extending beyond said holding means and freely displayed through its entire extent on said face of the sheet.

2. The combination, with a sheet, of an article removably held thereon, said sheet having slits therein to define holding means for said article, said means comprising a portion overlying a section of the article with respect to one face of the sheet and transversely of the article, said portion being of such length as to limit the lateral position of the article, and having an integral extension overlying the article longitudinally thereof, the remaining section of said article extending beyond said holding means and freely displayed through its entire extent on said face of the sheet.

3. The combination with a sheet, of an article removably held thereon, said sheet having slits therein to define holding means for said article, said means comprising a portion overlying a section of the article with respect to one face of the sheet, and transversely of the article, said portion being of such length as to limit the lateral position of the article and having an integral extension overlying the article longitudinally thereof, said longitudinal extension terminating below the article, whereby to limit the longitudinal position thereof, the remaining section of said article extending beyond said holding means and freely displayed through its entire extent on said face of the sheet.

4. The combination with a sheet, having a design thereon, of an article removably held thereon, and having slits therein to define holding means for said article, said means comprising a portion overlying a section of the article with respect to one face of the sheet, and transversely of said article, said portion having an integral extension overlying the article longitudinally thereof, the remaining section of said article extending beyond said holding means and freely displayed through its entire extent on said face of the sheet, and said article having thereon a design in harmony with the design on the sheet.

5. The combination with a sheet having a design thereon, of an article removably held thereon, said sheet having slits therein to define holding means for said article, said means comprising a portion overlying a section of the article with respect to one face of the sheet and transversely of the article, said portion being of such length as to limit the lateral position of the article, and having an integral

extension overlying the article longitudinally thereof, the remaining section of said article extending beyond said holding means and freely displayed through its entire extent on said face of the sheet, and said article having thereon a design in harmony with the design on the sheet.

6. An advertising device comprising, a sheet having slits therein to define retaining means for a substantially flat article, removably held thereon, said means comprising a portion adapted to overlie a section of the article with respect to one face of the sheet and transversely of the article, said portion having an integral extension adapted to overlie the article longitudinally thereof, one of said slits being disposed on said sheet to limit the lateral position of the article and another of said slits being disposed to limit the longitudinal position of said article, the remaining section of said article extending beyond said first named slit and freely displayed through its entire extent on said face of the sheet.

7. The combination with a sheet of flexible material, having a space thereon for a letter and having displayed thereon the representation of a container appropriate to the subject matter of the letter, said sheet having a plurality of slits therein for supporting an advertising booklet or the like, one of said slits registering with the representation of the mouth of the container so that the booklet appears to be mounted in the container, and another of said slits limiting the insertion of the booklet.

8. The combination with a sheet of flexible material, having a space thereon for a letter and having displayed thereon the representation of a container appropriate to the subject matter of the letter, said sheet having a plurality of slits therein for supporting an advertising booklet or the like, one of said slits registering with the representation of the mouth of the container so that the booklet appears to be mounted in the container, and another of said slits limiting the insertion of the booklet, said representation being that of a clothed human figure, and said container being a pocket in the clothing of said figure.

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