No. 695,617. Patented Mar. 18, 1902.

W. C. LYNE.

POSTAL ADVERTISING BLOTTER.

(Application filed May 13, 1901.)

(No Model.)

Fig. 1.



Fig. 2.

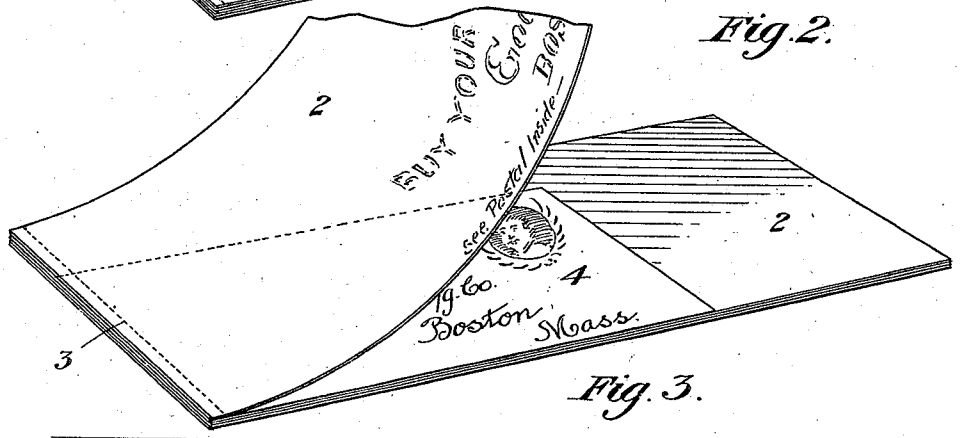
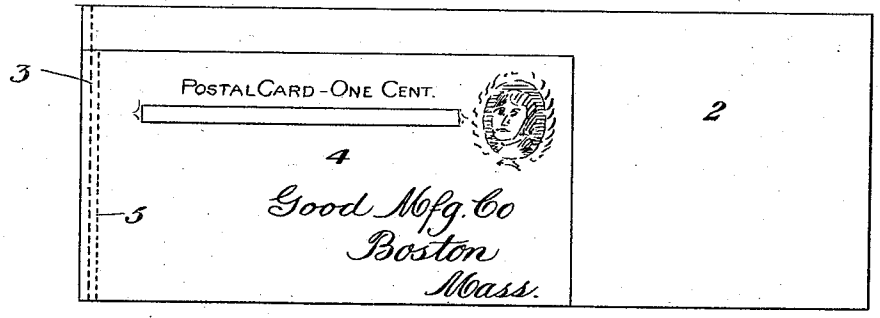


Fig. 3.



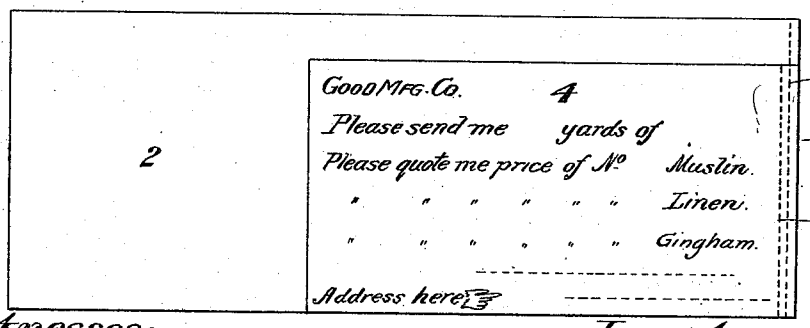


Fig. 4.

Witnesses:

Chas. S. Lepley

E. F. MacKenzie

Inventor:

Wickliffe C. Lyne

by A. M. Clarke

his attorney.

THE NORRIS PETERS CO., PHOTO-LITHO., WASHINGTON, D. C.

UNITED STATES PATENT OFFICE.

WICKLIFFE C. LYNE, OF WILKINSBURG, PENNSYLVANIA.

POSTAL ADVERTISING-BLOTTER.

SPECIFICATION forming part of Letters Patent No. 695,617, dated March 18, 1902.

Application filed May 13, 1901. Serial No. 59,974. (No model.)

To all whom it may concern:

Be it known that I, WICKLIFFE C. LYNE, a citizen of the United States, residing at Wilkinsburg, in the county of Allegheny and State of Pennsylvania, have invented certain new and useful Improvements in Postal Advertising-Blotters, of which the following is a specification, reference being had therein to the accompanying drawings, forming part of this specification, in which—

Figure 1 represents a pad of blotters bound together in a mailing device. Fig. 2 is a similar view, one or more of the blotter-leaves being raised and exposing the bound-in mailing device. Fig. 3 is a plan view showing the face of the mailing device, the upper blotter above it having been removed. Fig. 4 is a similar view showing the reverse side of the mailing device.

My invention relates to blotters, with especial reference to the use of such devices for advertising purposes, and has for its objects the incorporation with one or a series of blotting-leaves of a mailing device bound in in such a manner as to become a fixture and to be easily removed with slight force. Such mailing device may be a private card or the usual Government postal card, having upon its front face the usual stamp and, if desired, the address of the sender of the blotter. If desired, the reverse side may be provided with such printed matter as, in connection with the printed matter which is used on the face or faces of the blotter-leaves between which the mailing device is interleaved, will have therewith an especial relation in view of the customary use to which such mailing devices are put. Envelops may also be bound in in the same way, and such mailing devices thus incorporated will, as will be seen, constitute detachable leaves for mailing purposes.

The drawings clearly illustrate the purpose of the invention and its specific adaptation with, for instance, a blotter containing matter descriptive or exponent of a particular business, line of goods, wares, merchandise, &c., of a bound-in postal card, preferably already stamped and addressed, having on its reverse side such printed matter and blank spaces for signatures as will enable the user of the blotter to employ the postal card as a means of communication with especial reference to such business, line of goods, &c., by merely filling in such blanks and placing the mailing device in course of transmission. The matter on the back may, however, if desired, be omitted.

A useful and valuable feature of the invention is that the mailing device when already addressed, as well as the inscription on the reverse side of the device, shall bear a particular relation to and be connected with the particular subject-matter printed or otherwise applied to the blotter-leaves or to the business of the firm or others issuing the blotters with which the mailing device is incorporated. Thus in any business or trade the mailing device is appropriately provided with such printed matter as will express the desire of the user, so as to facilitate carrying on of such particular business, while providing a convenient and easily-available means of placing prospective customers in communication with those carrying on such business. When already addressed and stamped, which is the preferable form, the mailing device provides such means of communication without expense to its sender, while the advantages gained are valuable and mutual.

Referring to the drawings, 2 represents the leaves of blotting-paper or any other suitable substance adapted to be used as a blotter, such leaves being grouped together in a pad form and preferably connected, as at one end, by stitching 3 or other suitable means. Between the leaves of the blotter-pad is placed one or more mailing devices, as a postal card 4, incorporated with the leaves in such a manner to be easily drawn out, and while various ways may be employed for so incorporating the mailing device the stitching 3 may be used to good advantage, the cards being weakened along such line of stitching by the stitching operation or by being provided with a separate row of perforations 5, whereby the cards may be easily and quickly detached.

The pad of blotters are arranged so that one leaf may be detached, exposing a fresh leaf, and in such action the mailing device will be exposed, or the blotters may present a suitable inscription calling the attention to the presence of the cards, and it will be understood that great diversity of printed matter may be employed both upon the blotter-leaves

and upon the cards within the scope and purposes of the invention and that various adaptations of it may be made.

As an advertising medium, the usual advertising-blotter is thus provided with an immediate channel of communication between himself and the one originally issuing the blotter, which may be used without cost, by simply detaching and using in the manner indicated.

The applications which may be made of the invention are numerous and varied and will be readily understood and appreciated by those familiar with the advertising business, and it will be understood that various changes, adaptations, and modifications of the invention may be made without departing from my invention.

What I claim is—

As an advertising medium, the combination of a series of blotting-leaves bound together, constituting a pad, provided with an imprint or inscription constituting an advertisement, and also an imprint directing attention to the interior of the leaves, and an already stamped and addressed mailing device detachably bound in with the blotting-leaves in such a manner as to become an integral permanent portion thereof, or to permit of its removal therefrom, constituting a means of establishing communication between the sender of the blotter and the receiver thereof, and provided with printed matter having especial reference to the printed matter of the blotter, substantially as set forth.

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

WICKLIFFE C. LYNE.

Witnesses:

JAS. J. MCAFEE,

C. M. CLARKE.