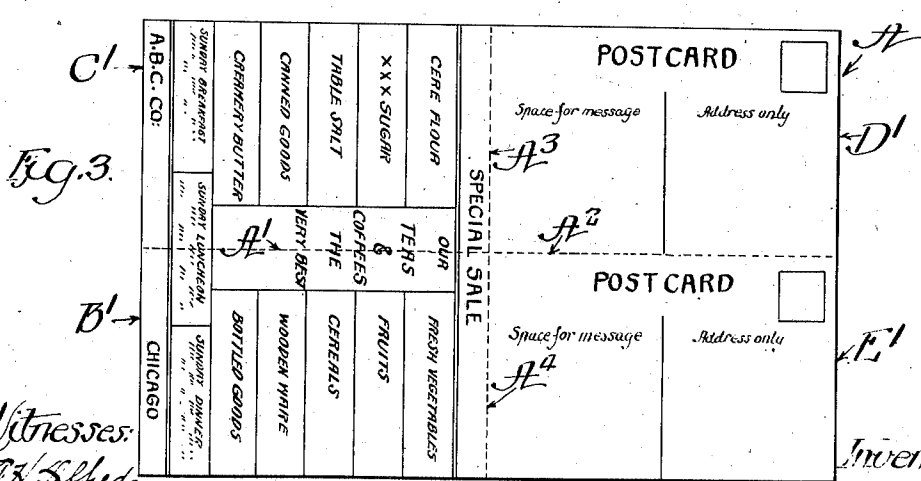
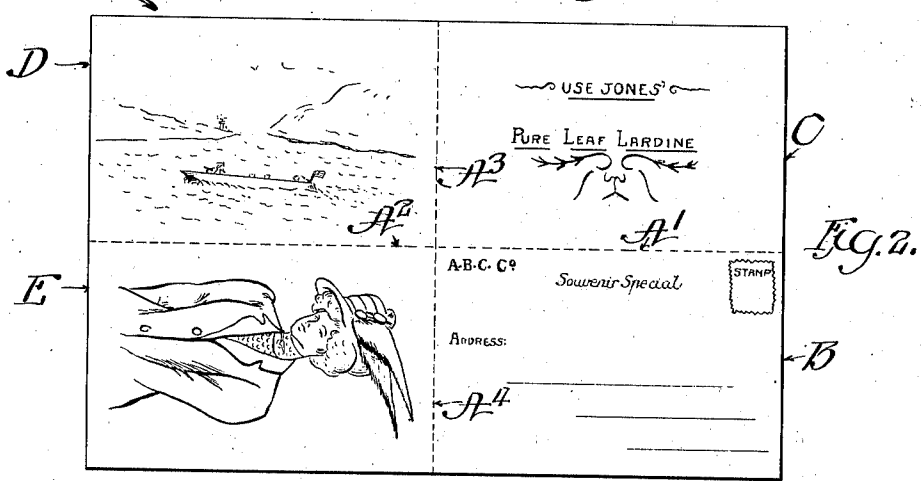
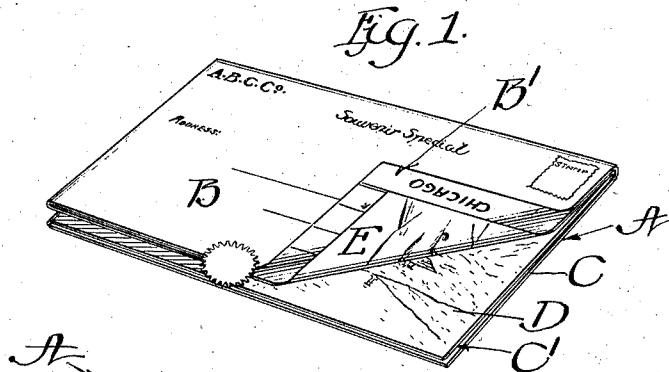


J. MARTIN.
ADVERTISING DEVICE.
APPLICATION FILED JUNE 26, 1908.

967,406.

Patented Aug. 16, 1910.

2 SHEETS—SHEET 1.

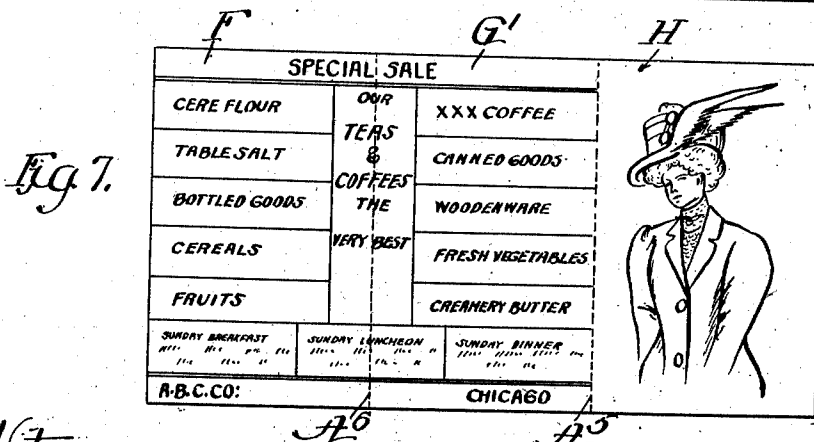
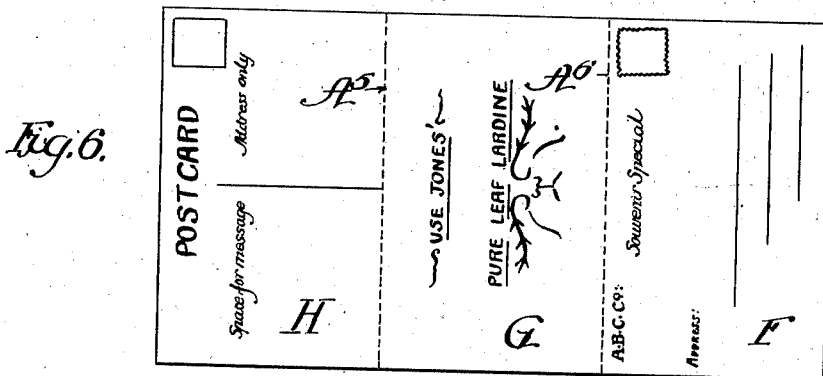
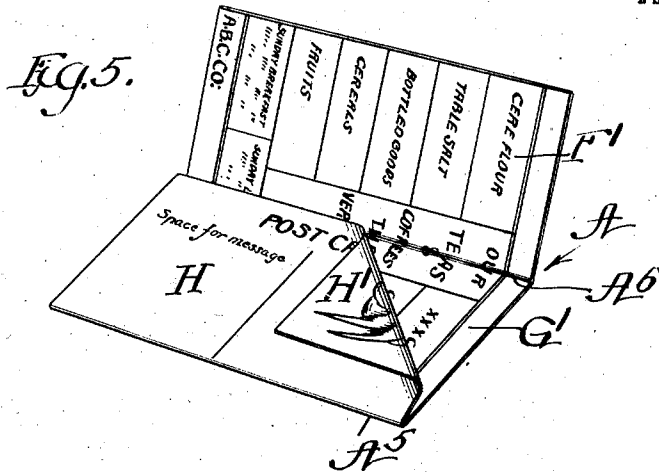


Witnesses:
J. H. Phelps
J. R. Williams

Fig. 4. ~~B E A^1~~
~~A^1 C D A^2~~ by *John Martin*
Robert Brown
M. L. S.

967,406.

Patented Aug. 16, 1910.
2 SHEETS—SHEET 2.



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UNITED STATES PATENT OFFICE.

JOHN MARTIN, OF CHICAGO, ILLINOIS, ASSIGNOR TO JOHN MARTIN AND COMPANY, OF AUGUSTA, MAINE, A CORPORATION OF MAINE.

ADVERTISING DEVICE.

967,406.

Specification of Letters Patent. Patented Aug. 16, 1910.

Application filed June 26, 1908. Serial No. 440,450.

To all whom it may concern:

Be it known that I, JOHN MARTIN, a citizen of the United States, and a resident of Chicago, in the county of Cook and State of Illinois, have invented certain new and useful Improvements in Advertising Devices; and I do hereby declare that the following is a full, clear, and exact description thereof, reference being had to the accompanying drawings, and to the letters of reference marked thereon, which form a part of this specification.

My invention relates to advertising devices adapted to be delivered by hand or through the medium of the mails, and more particularly to that class of devices generally referred to as postal and advertising matter.

The object of my invention is to produce a device suitable for advertising purposes which may be delivered by hand or through the medium of the mails, and comprising detachable sections or parts which may themselves be passed through the mail or be delivered by hand, the object being to thus insure that the advertising matter upon one of the detachable sections will be passed on to another person by the person who first receives it, thereby securing a larger circulation. These and other objects and advantages of my invention will be more fully disclosed by the drawings and accompanying description thereof, and will be made manifest by the subjoined claim.

In the drawings:—Figure 1 is a perspective view showing my invention. Fig. 2 is a plan view of one side of the device opened out flat, drawn upon a different scale, however, from that used in Fig. 1. Fig. 3 is a view similar to that of Fig. 2, showing the other side of the device. Fig. 4 is a sectional view of the device when folded for mailing. Fig. 5 is a view of a modification showing the device partially unfolded. Fig. 6 is a plan view of the same on one side. Fig. 7 is a similar view showing the other side of said modification.

Similar letters designate like parts throughout the specification.

In said drawings, Figs. 1 to 4, inclusive, illustrate a four section device and Figs. 5, 6 and 7 illustrate a three section device.

Referring now to Figs. 1 to 4, inclusive, the letter A represents, as a whole, a card of any size, texture or color suitable for receiving printed matter, drawings or illustrations

in black and white or in color and suitable for folding and mailing. B, C, D, E are four sections into which the said card may be divided by score lines, indentations, perforations or the like, as shown at A¹, A², A³, A⁴, (Fig. 2), the opposite sides of said sections being shown in Fig. 3 at B¹, C¹, D¹, E¹.

The card A is folded along the lines A³ A⁴ so that the sides C¹ and D¹, and B¹ and E¹ are in juxtaposition, respectively, and then the card is folded along the lines A¹ A² so that the sides D and E are in juxtaposition, whereby it will be manifest that a folded card, illustrated in Fig. 1, is produced which will have as exposed sides or sections, the mailing or addressing section B and an advertising section C. It will be noted that these latter sections, upon their opposite sides B¹ and C¹ carry the advertisement which, together with that on the side C are to be more particularly directed to the person who receives the package and whose name will preferably appear upon the address section B. It will also be noted that upon the sides D, E, attractive advertising matter will be placed so that there will be an incentive to mail the sections D, E as souvenir post cards. In this way a single package may reach three persons and thus the value of this device as an advertising medium is greatly enhanced.

I place the words "Souvenir-special" or some similar phrase, preferably, upon one of the two exposed sides B, C to attract attention and to indicate that the package when opened will be found to contain a souvenir, i. e., the post cards D, D¹ and E, E¹. As a specially attractive feature of my invention, I may make the illustration or advertisement on the sides D, E, one of a series so that the souvenir card will have an added value. A person obtaining one will naturally be expecting and will be anxious to obtain the succeeding one of the series. For this reason it is of special importance that the sections D, D¹ and E, E¹ are detachable and that they are kept clean, when the package A as a whole is passing through the mail, by reason of the manner of folding the same whereby they are located upon the inside of the package and only the sides B and C are exposed.

A modification of this device is shown in Figs. 5, 6 and 7 wherein but one souvenir detachable post card is used. In this form

the card A is folded along the scored or perforated lines A⁵, A⁶, so that the advertisement upon the side H¹ will be folded inwardly upon the central section or surface G¹ while the parts F, F¹ will be folded over the surface H of the post card section.

In each instance it will be seen that the folded card has two exposed surfaces, one primarily designed for addressing and the other for advertising, the inside surfaces of both of said parts being also arranged to receive suitable advertising, while at the same time there is a detachable section folded within these two sections and thus preserved from exposure while the folded package is being circulated.

These and other modifications are embraced within the scope of my invention.

I claim as my invention:—

As an article of manufacture, an advertising card divided by intersecting lines into four sections, arranged to be folded on said dividing lines into a mailable package, two

of the sections at one end of the device being detachable from each other and from the other sections, and each detachable section having a space on one side to receive an address, said two detachable sections being arranged to be folded flatwise together and between the two other sections, whereby the latter sections when folded conceal and protect the two detachable sections, the outer face of one of the outer or protecting sections having a space to receive an address and the other face of said sections and the two faces of its companion section having spaces thereon to receive advertising matter.

In testimony, that I claim the foregoing as my invention I affix my signature in the presence of two witnesses, this 22nd day of June A. D. 1908.

JOHN MARTIN.

Witnesses:

TAYLOR E. BROWN,
GEORGE R. WILKINS.