No. 789,304. PATENTED MAY 9, 1905.

D. WALKER.

ADVERTISING DEVICE.

APPLICATION FILED MAR. 30, 1903.

Fig. 1.

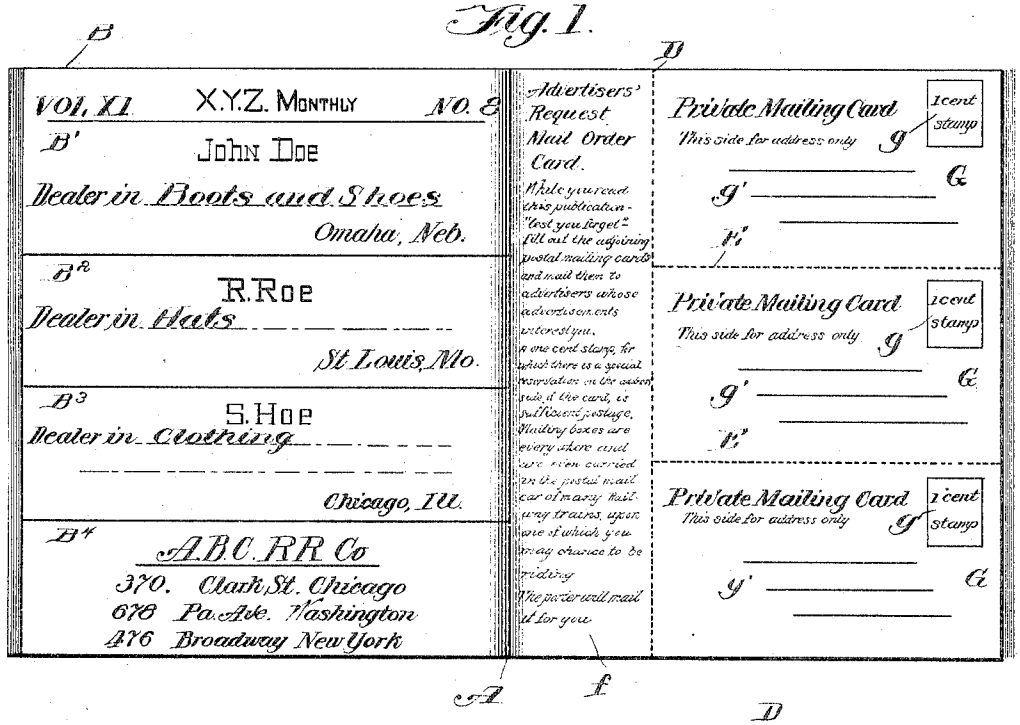
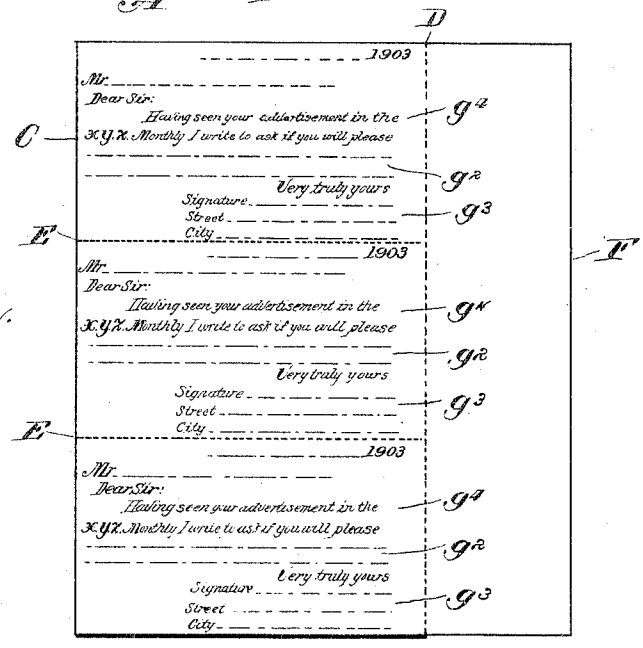


Fig. 2.



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UNITED STATES PATENT OFFICE.

DUDLEY WALKER, OF LAGRANGE, ILLINOIS.

ADVERTISING DEVICE.

SPECIFICATION forming part of Letters Patent No. 789,304, dated May 9, 1905.

Application filed March 30, 1903. Serial No. 150,244.

To all whom it may concern:

Be it known that I, DUDLEY WALKER, a citizen of the United States, residing at Lagrange, in the county of Cook and State of Illinois, have invented certain new and useful Improvements in Advertising Devices, of which the following is a specification.

The present invention has for its object the providing of ready means whereby readers of advertisements appearing in railway time-tables, trade and news papers, magazines, books, and other printed publications may open correspondence with the advertisers. Frequently readers of advertisements would then and there communicate with the advertisers if the means for doing so were at hand; but the means not being at hand the matter is often summarily dismissed or else postponed, with the result that it may never again be taken up either because it is forgotten or because the reader is not sufficiently interested to go to even the little trouble ordinarily incident to getting writing materials. From the standpoint of the advertiser it is of importance not only that the advertisement be brought to the attention of possible patrons, (hereinafter for the sake of brevity called "correspondents,") but also that the matter of establishing personal communication be made as easy for them as possible. To this latter end the present invention contemplates accompanying a publication containing the advertisements of a number of advertisers with a number of mailing-cards, which correspondents may detach and then and there with but little trouble make use of in opening correspondence with any of the several advertisers. To be within the scope of the invention the mailing-cards must be of such character that none of them in its original condition is peculiar to any of the advertisers, while each may by the correspondent be made peculiar to any of said advertisers by writing the appropriate name and address in an appropriate space on the address side of the card and his request, together with his name and address, on the message side of the card. In other words, in the original condition of the card the address side must not bear the name and address of any of the advertisers, but must have an appropriate space in which the correspondent may write the name of any of said advertisers, and the message side must not bear any matter peculiar to any of the advertisers nor the name and address of any particular correspondent, but must have an appropriate space in which the correspondent may write any desired request or other matter peculiar to any of said advertisers, together with his own name and address, and any printed matter borne by the message side should be common and equally applicable to all of the advertisers—such, for example, as the formal parts or commencement of a communication. If such be used, it should be followed by a space in which the correspondent may complete it, making it appropriate throughout to any of the advertisers whom he desires to address. Such mailing-card should not be confounded with a mailing-card which in its original condition has the name and address of some particular addressee printed on the address side and either a complete or a partial communication peculiar to that addressee printed on the message side. Such a card as last above described does not meet the requirements of the present invention, because one or more of them would have to be provided for each advertisement. If only one were provided for each advertisement, only one correspondent would be accommodated, and the advantages of the scheme would be lost to all others, and to provide a sufficient number to surely accommodate all intending correspondents would for obvious reasons be wholly impracticable. Furthermore, to provide even a reasonable number (or even one) of such cards for each advertisement would in most instances increase the bulk of the publication to an objectionable extent and would greatly increase the cost of the advertisement to the advertiser. None of these objections is incident to a card such as first above described. Furthermore, when advertisements are "answered" the correspondent does not always mention the publication through the medium of which the

matter was brought to his attention, and this works a disadvantage to both the publisher and the advertiser.

From the standpoint of the advertiser it is of importance that he know whether or not his advertisement in any given publication is producing profitable results, and if it is this knowledge is also of advantage to the publisher. The reasons for this are obvious. To this end, according to the present invention, the message side of the card in its original condition bears the name or a space for the name of the publication from which it was taken, so that the desired information on this point will be imparted to the advertiser. Because of the advantage which the publisher derives from this knowledge by the advertiser that the advertisement is profitable, wherefore he will renew it, the publisher supplies the mailing-cards without additional cost to any of the advertisers. They are at the disposal of the correspondents of all the advertisers indiscriminately and may be discriminately used in corresponding with any of said advertisers, and thus the value of the publication as an advertising medium is greatly enhanced.

In practice an "insert" made of paper or cardboard of the necessary weight is bound in the publication, and this insert is perforated, scored, or otherwise marked along lines which divide it into a stub and one or more mailing-cards and which permit the cards to be readily detached from each other and from the stub, leaving the latter bound in the publication. The stub may, if desired, bear instructions for using the cards until such time as the manner of using them is a matter of common knowledge.

In the accompanying drawings, which are made a part of this specification, Figure 1 is a representation of an open book or printed publication embodying the invention. Fig. 2 is a representation of an insert comprising a number of mailing-cards and their attaching-stub, the message side of the card being shown.

A represents a book or other printed publication bearing its own name or title in some appropriate place or places. In the drawings the name "*X. Y. Z. Monthly*" is shown at the top of the page B; but the location of the name is not material, and in this respect the publication may conform to custom. The page B bears a number of advertisements B' B^2 B^3, &c., of different advertisers and may be taken as typical of another or other pages in the book; but the invention is not limited to the number of advertisements or to their arrangement on the page or to their positions with relation to the mailing-cards, although for the convenience of the correspondent the insert C, carrying the cards, is preferably immediately adjacent to a page bearing advertisements. The insert is bound in with the leaves of the book and is perforated, scored, printed, or otherwise marked along lines D and E, which divide it into a stub F and a plurality of mailing-cards G, which may be detached from each other and from the stub along the lines D and E, leaving the stub bound in place. Directions for using the cards may be printed upon the stub, as shown at *f*. The address side of each card (being the side shown in Fig. 1) has a space *g* for affixing the necessary postage-stamp and a space *g'*, upon which the correspondent may write the name and address of any of the advertisers whose advertisements are shown at B' B^2 B^3, &c. The message side of the card bears the name ("*X. Y. Z. Monthly*") of the publication, and it also has a space g^2, in which the correspondent may write a communication peculiar to any of the advertisers, and a space g^3, in which the correspondent may write his own name and address. If desired, the formal part or commencement of the communication may be printed on this side of the card, as shown at g^4; but if so the matter should not be peculiar to any of the advertisers, but, on the contrary, should be of a nature common to all of them, so that it may form a part of a completed communication peculiar to any one of them. In the example given in the drawings the words of the formal commencement are: "Having seen your advertisement in the *X. Y. Z. Monthly*, I write to ask if you will please—." This matter will be appropriate in a communication to any of the advertisers, and to it the correspondent may add matter which will complete what he desires to communicate to the particular advertiser whose name and address he writes on the address side of the card.

In the foregoing description it has been assumed that the advertisements are of different advertisers; but the same general scheme is applicable to a single advertiser who has a number of places of business to some particular one of which it may be more convenient for the correspondent to address his communication—for example, a railway company. Hence at B^4 is shown a supposed advertisement of a railway company in which several addresses are given. For the purpose of this specification the company or the company's agent at each of these addresses may be considered as a different advertiser.

What I claim as new is—

1. As a new article of manufacture, a printed publication bearing its name and containing the advertisements of a number of different advertisers, and an insert comprising a stub, secured in the publication for holding the insert in place, and a mailing-card, the address side of the card having an appropriately-designated space for a postage-stamp and an appropriately-designated space in which the name and address of any

one of the advertisers may be written by a correspondent, and the message side of the card bearing the name of the publication and a printed unfinished communication common and appropriate to all of said advertisers and having an appropriately-designated space in which the correspondent may write matter finishing the communication and making it peculiar and appropriate to any of the advertisers, and an appropriately-designated space in which the correspondent may write his own name and address, substantially as described.

2. As a new article of manufacture, a printed publication bearing its name and containing the advertisements of a number of different advertisers, and an insert secured in the publication and comprising a stub and a mailing-card with a line of demarcation between them, the address side of the card having an appropriately-designated space for a postage-stamp and an appropriately-designated space in which the name and address of any one of the advertisers may be written by a correspondent, and the message side of the card bearing the name of the publication and a printed unfinished communication common and appropriate to all of said advertisers and having an appropriately-designated space in which the correspondent may write matter finishing the communication and making it peculiar and appropriate to any of the advertisers and an appropriate space in which the correspondent may write his own name and address, substantially as described.

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