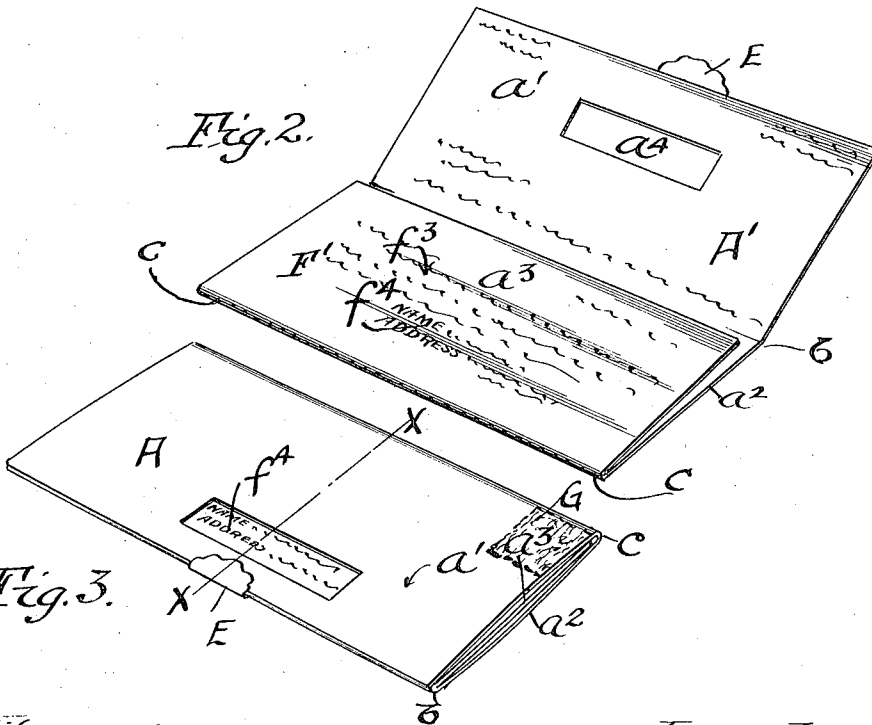
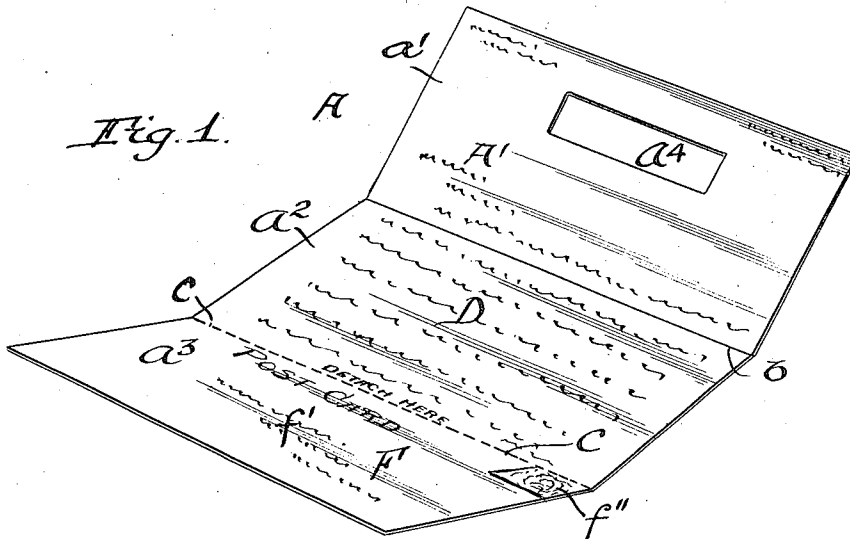


J. T. H. MITCHELL.
 ADVERTISING DEVICE.
 APPLICATION FILED APR. 5, 1909.

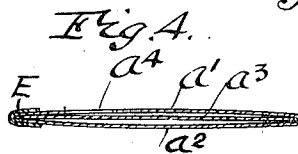
1,043,243.

Patented Nov. 5, 1912.

2 SHEETS—SHEET 1.



Witnesses:
 Arthur W. Nelson
 Arrigo Young



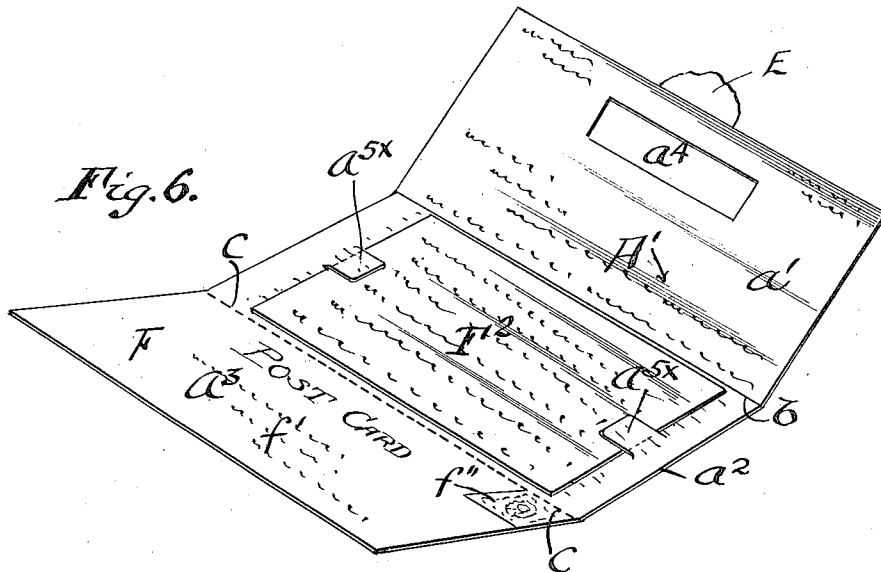
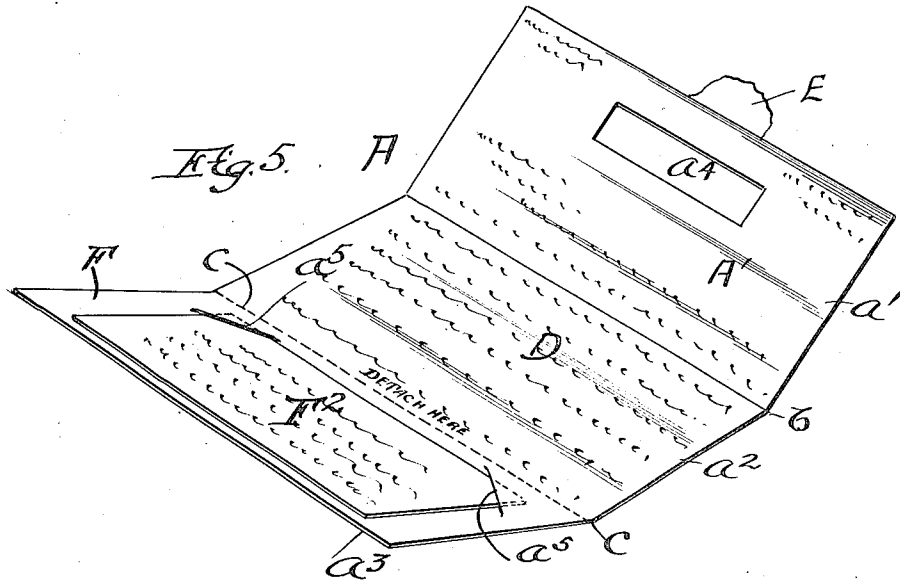
Inventor:
 John T. H. Mitchell
 by [Signature]
 Atty.

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2 SHEETS—SHEET 2.



Witnesses:
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by *[Signature]*
Atty.

UNITED STATES PATENT OFFICE.

JOHN T. H. MITCHELL, OF CHICAGO, ILLINOIS.

ADVERTISING DEVICE.

1,043,243.

Specification of Letters Patent.

Patented Nov. 5, 1912.

Application filed April 5, 1909. Serial No. 488,065.

To all whom it may concern:

Be it known that I, JOHN T. H. MITCHELL, a citizen of the United States, and a resident of Chicago, Cook county, and State of Illinois, have invented a certain new, useful, and Improved Advertising Device, 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.

My invention relates to advertising devices and has particular reference to improvements in such as partake of the character of postal letters and cards.

The object of my invention is to provide an improved "single address" or "self-addressed" advertising device in the nature of a personal letter form, but constituting its own closure or envelop, and having a part formed to be detached and to serve as a return card or postal card.

Another object of my invention is to provide an advertising device of the class mentioned which shall constitute a combined circular letter or "circular" and an open-ended envelop, business card, or postal and other articles, as samples, may be inclosed and sent through the mails as third class matter, to wit, at one cent postage per piece.

A special object of the invention is to provide an advertising device which shall require no other address than the name of the recipient on the return card portion of the device.

My invention consists generally in a substantially rectangular ungummed sheet of paper or card-board scored transversely to form several folds or flaps, one of the end folds being provided with a sight opening and the opposite end fold being formed for detachment and constituting a return card or postal, the name upon which is visible through said opening when the device is folded.

My invention also consists in a device of the foregoing description having insert holding means formed in it, in combination with a card, postal or insert formed or shaped to be held by the aforesaid holding means and the folds of the sheet. And further my invention consists in a device of the foregoing description provided with means for conveniently sealing it in folded condition.

My invention may also be briefly defined as a combined "single address" integral return card letter sheet or circular and open

ended envelop, which complies with the postal regulations regarding ease of inspection of all parts and surfaces, and which may be sent through the mails for one cent postage.

The invention will be more readily understood by reference to the accompanying drawings forming a part of the specification, and in which—

Figure 1 is a perspective view of an advertising device embodying my invention. Fig. 2 is a perspective view showing the device partially folded. Fig. 3 is a perspective view showing the device folded and ready for the mails. Fig. 4 is a sectional view on the line x, x of Fig. 3. Fig. 5 is a view like unto Fig. 1 illustrating a modified form of my device; and Fig. 6 illustrates a further modification of the invention.

My invention is capable of further modification than indicated in the drawings; therefore, I do not, and shall not herein, limit or confine my invention to the specific devices shown and herein described in detail. But in all of its forms I prefer that my invention shall be typified by a size and a shape which conform to the ordinary usages of stationery in commerce, whether the main part or body of the device be made up of three or more folds or flaps.

As shown in the drawings, in carrying out my invention I prefer to employ a substantially rectangular sheet or body A of thick paper or card-board, and I score the same upon two transverse lines b and c , which divide the body into three folds or flaps a' , a'' , and a''' , the proportions being such that when the device is folded, it resembles, and has substantially the proportions of, a commercial envelop, see Fig. 3. One end fold, either the top or the bottom of the sheet, contains, desirably near one edge, an opening a^4 , the width and height of which are sufficient to disclose a written, typewritten or printed address that appears on the fold which lies beneath it when the device is folded, see Figs. 2 and 3. This opening as shown is preferably located midway of the width of the body A and near the edge that appears to be the bottom edge of the envelop-like closure when the device is ready to be mailed, see Fig. 3.

The entire inner surface A' of the folds a' and a'' is adapted to bear, and does bear the advertising matter, printed letter or communication, represented by the lines D. The position of the sight opening a^4 removes it

from the body of the advertising matter, an obvious advantage. Two of the folds, usually the folds a' , a^2 , constitute the outer sides of the device when it is in folded condition. The other fold a^3 is at such times concealed or folded between the folds a' , a^2 . The end fold which is opposite the fold containing the opening and part of which appears through said opening when the device is folded is not encroached upon by the communication or advertising matter on the folds a' , a^2 , and its inner face F bears either a stamp or a place for a stamp f^2 , the word post-card and the name and address f' of the sender of the advertising device or the name of the person or concern with whom he wishes the recipient to communicate. The back or outer surface F' of the fold a^3 bears either a definite printed return message or a space or form for a special message f^3 to be written thereon. Below the message f^3 I print or write the name and address of the person who is to receive the advertising device, and this name and address f^4 are so positioned on the fold a^3 as to show through the opening a^4 (see Fig. 3) when the device is prepared for the mails. I prefer that the line c shall be a line of partial or complete perforations so that the fold a^3 may be readily detached from the fold a^2 . When thus detached it may be mailed like an ordinary postal card, this being the manner in which the return or reply information is given to the advertiser.

It will be noted that the name of the recipient on the back of the fold a^3 by being visible through the opening a^4 furnishes the initial address for the device as a whole. A gummed sticker E which is folded on and stuck to the edge of the part a' and the lower part of the fold a^2 , after the device is folded, serves to retain the device in folded, envelop-like condition, as it appears in Fig. 3. Upon one of the outer surfaces of such outer folds a' , a^2 ,—I prefer in practice to place a picture or other thing of value as a means of attracting attention to and causing the preservation of one of said folds or portions in accordance with the invention that is described and claimed in my Letters Patent No. 861,747, dated July 30, 1907; but that invention is not of moment here beyond this, that I form this present advertising device in such manner as to enable the con-

joint use of this invention with that defined in said Letters Patent.

It should here be understood that I sometimes modify the hereinbefore described device by extending the personal letter or advertising matter D onto the part a^3 , making either the part a' or the part a^2 the top of the letter, but in such cases I retain the feature of the recipient's name on the back or outer part of the fold a^3 .

It frequently occurs that it is desirable to use this folder or device as a carrier or envelop for other cards, samples or booklets intended for the recipient or addressee. And I adapt my device to such uses by providing the post-card fold a^3 with diagonal cuts or slits a^5 , in the corners which are adjacent to the score c . These cuts, as shown in Fig. 5, receive the corners of additional cards or other articles which are somewhat smaller than the fold a^3 ; thus held such articles or cards F² cannot escape from the device after it is folded and sealed and pass through the mails without danger of loss. In lieu of the structure shown in Fig. 5 I may provide the fold a^2 with lugs or integral clips a^{5x} , beneath which the insert F² is placed before the device is folded and sealed. A stamp G on the outside of the fold a' completes the device for the mails.

Having thus described my invention I claim as new and desire to secure by Letters Patent:

A mailing sheet comprising a central section and end sections successively foldable upon said central section, the inner folded end section being removable and constituting a return card having upon its inner face the name and address of the sender and upon its outer face the name and address of the addressee and the opposite end section having an opening through which the addressee's address is exposed when the sheet is folded, the combined inner surfaces of said last mentioned end section and of the central section forming a letter surface.

In testimony whereof, I have hereunto set my hand, this 3rd day of April, 1909, in the presence of two subscribing witnesses.

JOHN T. H. MITCHELL.

Witnesses:

A. WHITE,
CHARLES GILBERT HAWLEY.