

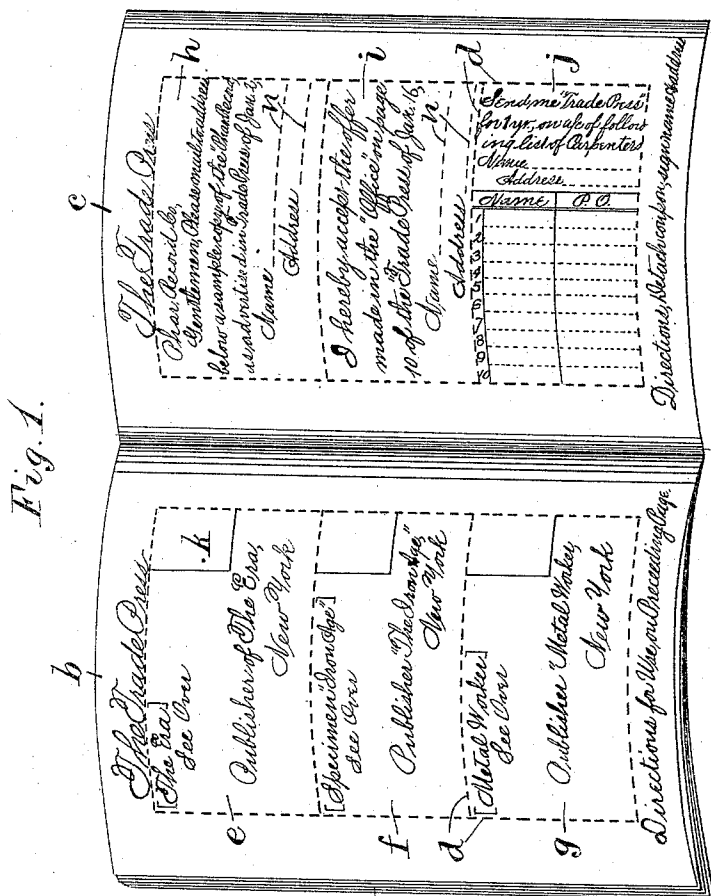
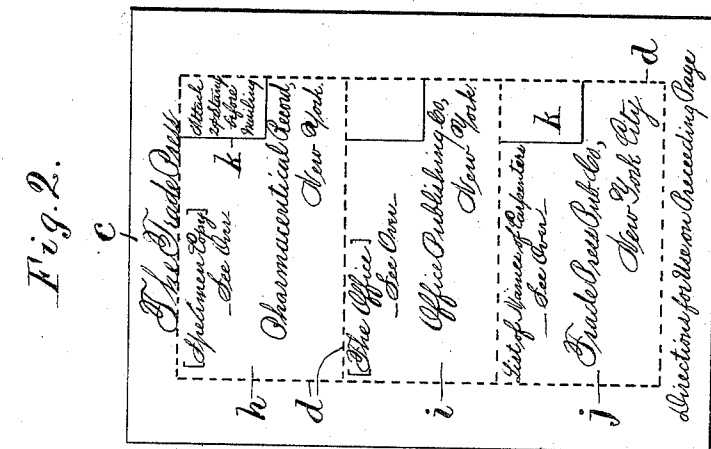
(No Model.)

2 Sheets—Sheet 1.

A. O. KITTEDGE.
ADVERTISER'S REPLY COUPON.

No. 443,141.

Patented Dec. 23, 1890.



Attest:
L. Lee.

Inventor.
A. O. Kittredge, per
Erane & Miller, Atty.

(No Model.)

A. O. KITTREDGE.
ADVERTISER'S REPLY COUPON.

2 Sheets—Sheet 2.

No. 443,141.

Patented Dec. 23, 1890.

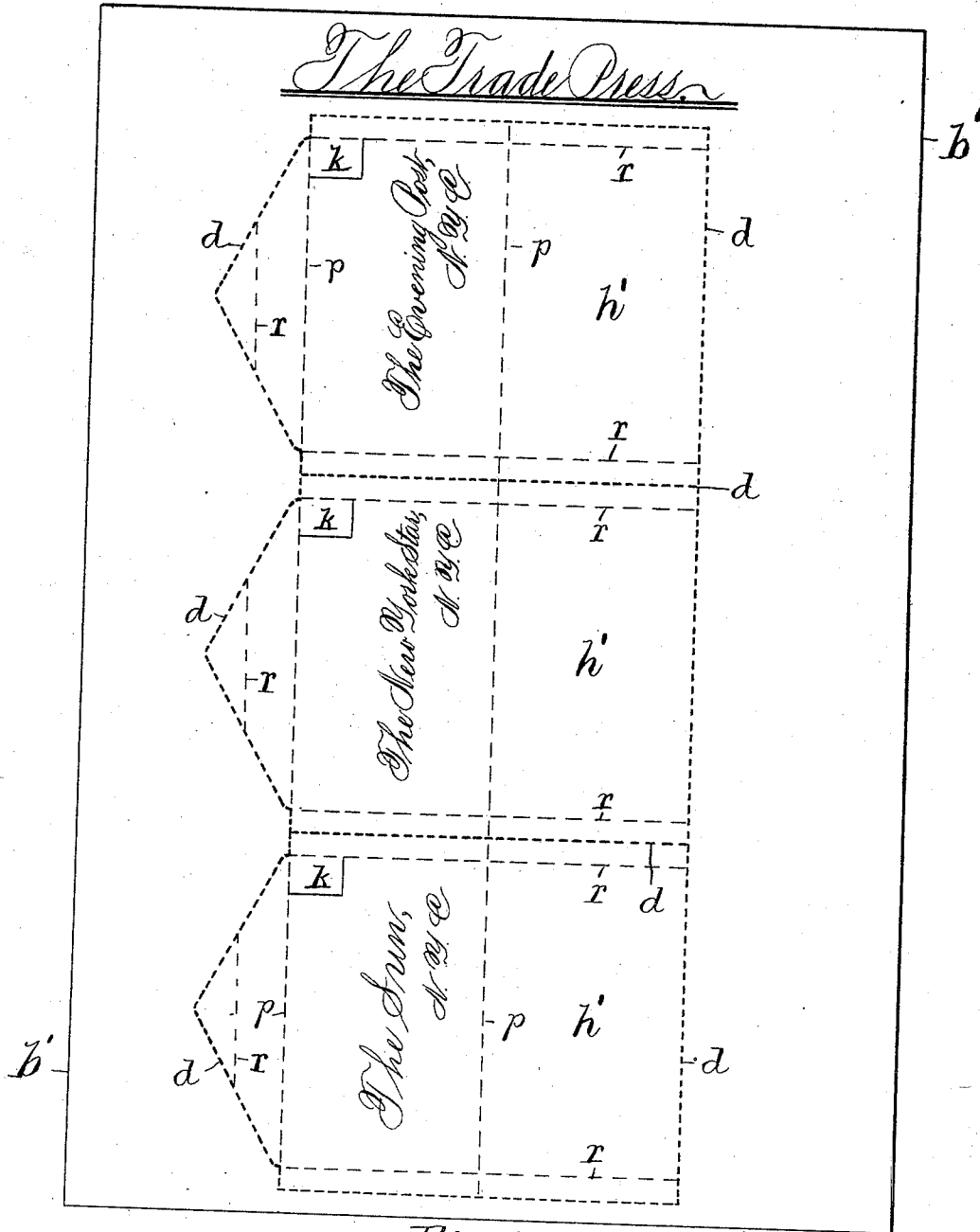


Fig. 3.

Attest:
L. Lee
J. Vanhook

Inventor
Anson O. Kittudge
per Crane & Miller, Atty.

UNITED STATES PATENT OFFICE.

ANSON O. KITTFREDGE, OF SLATE HILL, NEW YORK.

ADVERTISER'S REPLY-COUPON.

SPECIFICATION forming part of Letters Patent No. 443,141, dated December 23, 1890.

Application filed June 24, 1890. Serial No. 356,580. (No model.)

To all whom it may concern:

Be it known that I, ANSON O. KITTFREDGE, a citizen of the United States, residing at Slate Hill, Orange county, New York, have invented certain new and useful Improvements in Advertisers' Reply-Coupons, fully described and represented in the following specification and the accompanying drawings, forming a part of the same.

My improvement relates to newspapers and news-pamphlets of various kinds in which advertisements are printed, and the object of the invention is to increase the value of advertisements by facilitating communication with the advertiser in return.

The invention is especially applicable to trade papers and pamphlets, a single issue of which often reaches a very large number of readers, and thus carries an advertisement to them at a cost greatly below that of a special card or communication mailed separately.

Heretofore it has been common in such newspapers and pamphlets to connect with an advertisement a printed slip which may be mailed to the advertiser by any one who desires to communicate with him after reading the advertisement; but in such case the slip requires an envelope to transmit it through the mails, and the reader of the advertisement must take the trouble to inclose the slip in an envelope and direct it. To save the trouble of directing an envelope to the advertiser, I form such slips by my invention with a communication to the advertiser printed upon one side, with the advertiser's name and address upon the opposite side, so that when the slip is detached from the leaf in which it is printed it is ready to mail upon the mere application of a stamp and the addition of the sender's name and address. The labor of thus communicating with the advertiser is reduced to the lowest point, and the probability of a reply to the advertisement is correspondingly increased. To fit the addressed slip for removal from the leaf, a series of perforations may be made around the margin of the slip, and to fit the slip for safe transportation in the mails without an envelope the leaf upon which it is printed is preferably made of thicker paper than the remaining leaves in the publication.

The invention is illustrated in one form in the annexed drawings, in which—

Figure 1 represents a pamphlet with the last leaf of the cover open to show the inscriptions printed therein, and Fig. 2 represents the outside of the same leaf of the cover. Fig. 3 shows an alternative construction.

a are the leaves of a pamphlet publication, the title of which—"The Trade Press"—is printed at the top of each page; but the invention is applicable to any form of newspaper or magazine.

b represents a coupon-leaf inserted inside the last leaf of the cover, and *c* represents the last leaf of the cover.

Dotted lines *d* represent perforations through the leaves *b* and *c* upon lines adapted to form coupons *e*, *f*, and *g* on the leaf *b* and coupons *h*, *i*, and *j* on the leaf *c*. The outer sides of the coupons upon the leaf *c* are exposed in Fig. 2, the coupon *h* being addressed to the "Pharmaceutical Record Co., New York," the coupon *i* to the "Office Publishing Co.," and the coupon *j* to the "Trade Press Publishing Co., New York City." Upon the inner side of the coupon *h* (shown in Fig. 1) is a communication addressed to the "Pharmaceutical Record Co." requesting them to mail to the undersigned a copy of the *Pharmaceutical Record*, with blank lines below the communication for the name and address of the reader. Upon the inner side of the coupon *i* is a communication to the "Office Publishing Co." accepting the offer made in the "Office," with similar lines for the name and address of the writer. The lines of perforations around and between the several coupons obviously adapt them to be torn from the leaf *c* and to be mailed with the mere addition of the name and address of the writer upon the lines *n*, a stamp being attached before depositing in the mail. A space *k* is shown reserved upon the address side of each coupon with directions upon the upper coupon in Fig. 2 to "attach two-cent stamp before mailing." At the bottom of the leaf below the coupons in Fig. 2 is an inscription, "Directions for use on preceding page," which refers the reader of the outer sides of the coupons to the matter upon the inner sides of the same, and to the instructions printed below the inner sides of the coupons, as follows: "Directions: Detach coupon, sign name and address."

The coupons *e*, *f*, and *g* (shown on leaf *b*) contain the addresses of different firms, like

the coupons shown in Fig. 2, with space *k* for postage-stamp, and the opposite side of the leaf *b* would be provided opposite each of the coupons with a suitable communication to each firm or address.

The communication upon the coupon may contain all the information required by the reader to enable him to use it intelligibly and mail the same to the address printed upon the opposite side; or the conditions upon which the coupon is intended to be used may be printed upon some other leaf of the same publication, as would be inferred by the inscription on the inside of coupon *i*, where reference is made to an offer on page 10 of the "*Trade Press* of January 16th," and also in coupon *j*, where the writer requests the *Trade Press* free in exchange for a list of carpenters, which would not be understood unless an offer to furnish the *Trade Press* in exchange for such a list were elsewhere printed.

In Fig. 3 a page *b'* of a printed publication is represented with three printed slips or coupons *h'* of the same form as the postal letter-sheets now sold by the Post-Office Department. Perforations are provided upon the dotted lines *d* to readily detach the coupons, and other dotted lines *p* are shown across the postal-sheet, representing the folds required to close the same before mailing. The outer sides of the coupons *h'* are shown provided each with a printed address ready for mailing, and the opposite side of such coupons would be provided, like the coupons in Fig. 1, with a communication to the said address and with gum upon suitable lines (lettered *r* in the drawings) to secure the several parts of the letter-sheet together into an envelope closed at the sides and ends, as is already common in the use of letter-sheets. The coupon is thus adapted not only to transmit a communication to the printed address, but to inclose thereto a bank-check or money or other inclosure, as may be required. The leaf upon which the coupon is formed would be preferably thicker or stiffer than the ordinary leaves in a printed publication to adapt it for transportation through the mails without injury.

From the above illustrations it will be seen that it is not essential that the coupon should contain any information for the customer; but it is essential that it should contain a communication to the advertiser.

To print a communication in a suitable place upon the leaf to be removed therefrom, with the coupon bearing the address upon its opposite side, requires care in the printing, in which is involved one part of my invention.

The perforations in the leaf to remove the coupons are not essential, as they may be severed by a shears; but they may be severed more accurately upon the right lines by providing the perforations, and the use of such

coupons is greatly facilitated by providing for their detachment without the use of any tools.

I am aware that advertising-cards provided with detachable coupons have been used and that such coupons have been provided upon one side with the address of the advertiser to adapt them for depositing in the mail, like a postal-card; but the opposite side of such coupons has not been provided with a communication to the advertiser, so as to save the sender the trouble of expressing his desires in writing.

I wholly disclaim any card or article which requires to be mailed separately or which consists in two parts, with one addressed to the advertiser and the other addressed to his customer. The labor and expense of dispatching such cards to a number of customers are not only very great, but it requires a list of such customers' addresses, whereas in my invention the coupon is a general communication, which does not require to be addressed to any one nor to be stamped for transmission through the mails. Neither is it a part of a double card, but is a single slip relating exclusively to the wishes of the customer for communicating them to the advertiser.

My device is exclusively for use in printed pamphlets and papers, and exists only in combination with the other leaves of such publications containing miscellaneous news.

Having thus set forth my invention, what I claim herein is—

1. In a printed pamphlet or paper, the combination, with such paper, of an advertiser's slip printed upon one of the leaves, with the advertiser's address upon the slip on one side of the leaf and a communication to the advertiser upon the slip on the opposite side of the leaf, substantially as herein set forth.

2. In a printed pamphlet or paper, the combination, with such paper, of an advertiser's slip printed upon one of the leaves, with the advertiser's address upon the slip on one side of the leaf, and a communication to the advertiser upon the slip on the opposite side of the leaf and perforations formed in the leaf around the slip to facilitate its detachment therefrom, substantially as herein set forth.

3. In a printed news-pamphlet, a leaf provided with a series of coupons bordered by perforations to facilitate their detachment from the leaf and each coupon provided upon one side with an address and upon the opposite side with a communication to the same address.

In testimony whereof I have hereunto set my hand in the presence of two subscribing witnesses.

ANSON O. KITTRIDGE.

Witnesses:

JAMES WHITE,

THOS. S. CRANE.