

No. 780,883.

PATENTED JAN. 24, 1905.

M. L. HINCHMAN.
ADVERTISING DEVICE.
APPLICATION FILED NOV. 18, 1903.

2 SHEETS—SHEET 1.

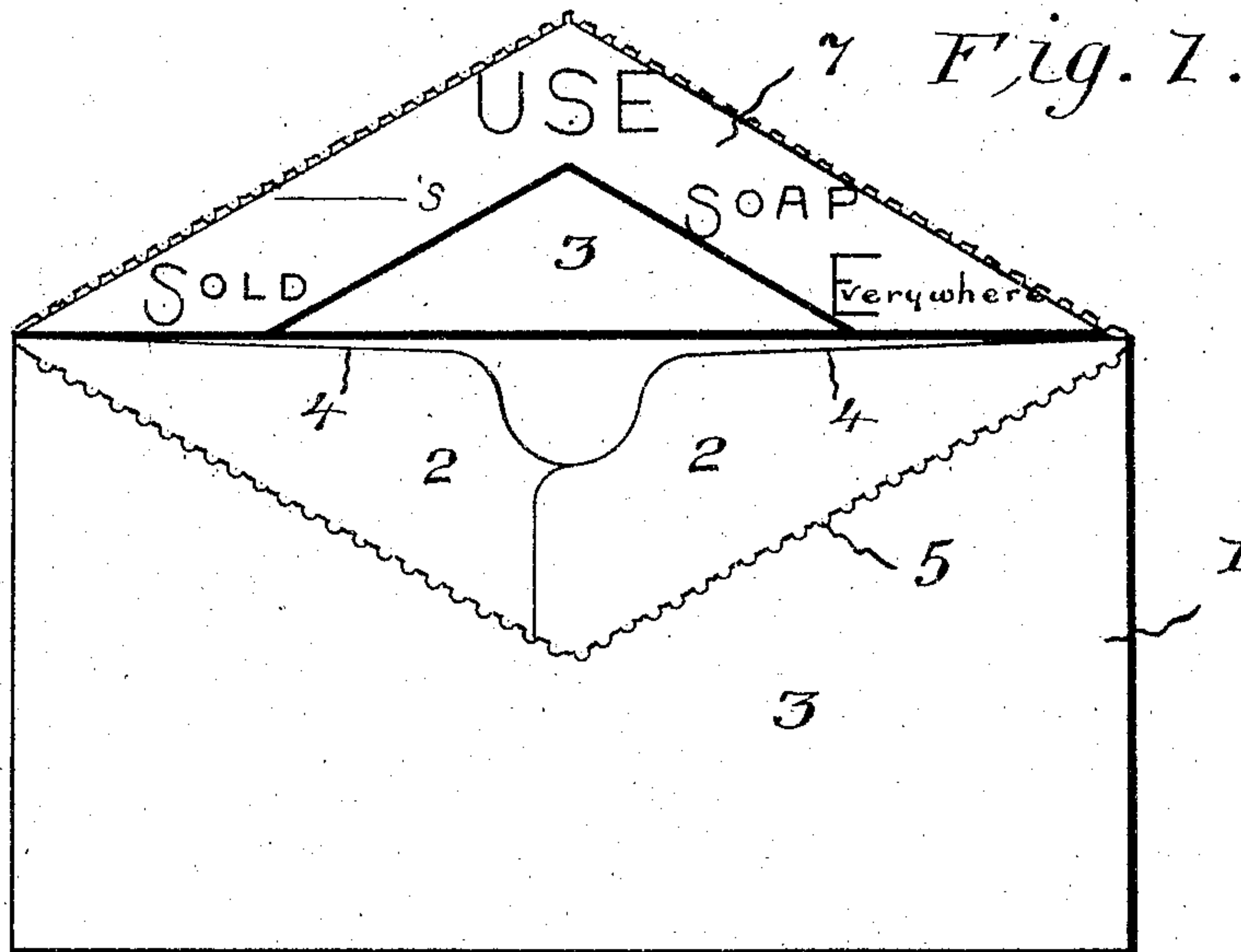
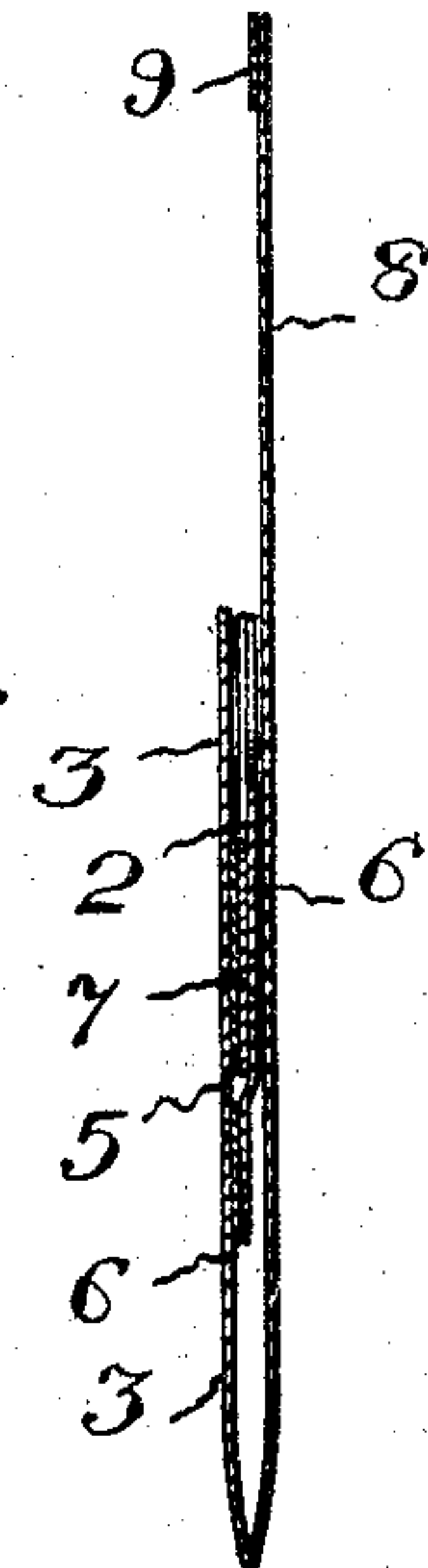
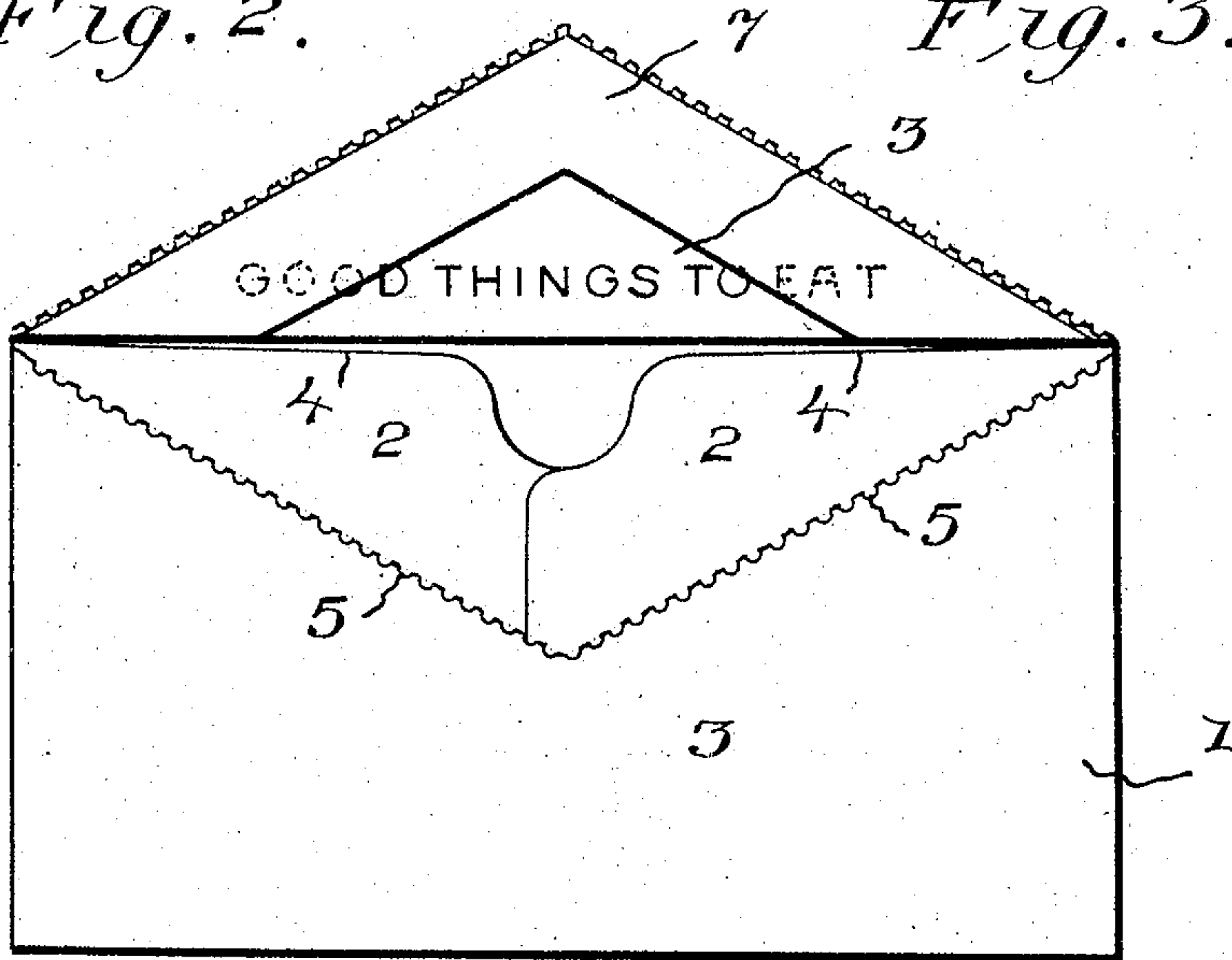


Fig. 2.



WITNESSES:

J. W. Riley.

Herbert D. Lawson.

INVENTOR
Mortimer L. Hinchman.

BY

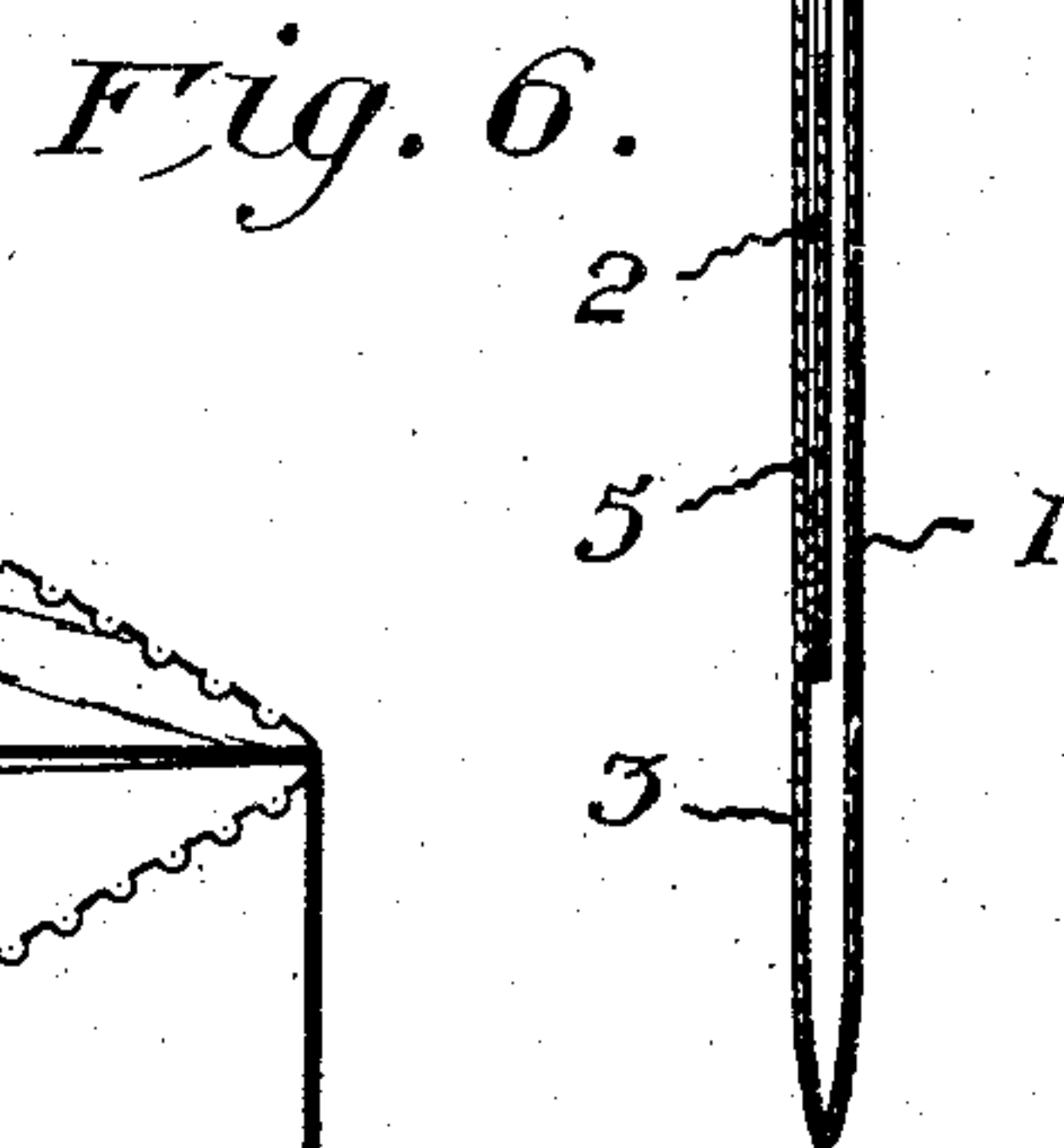
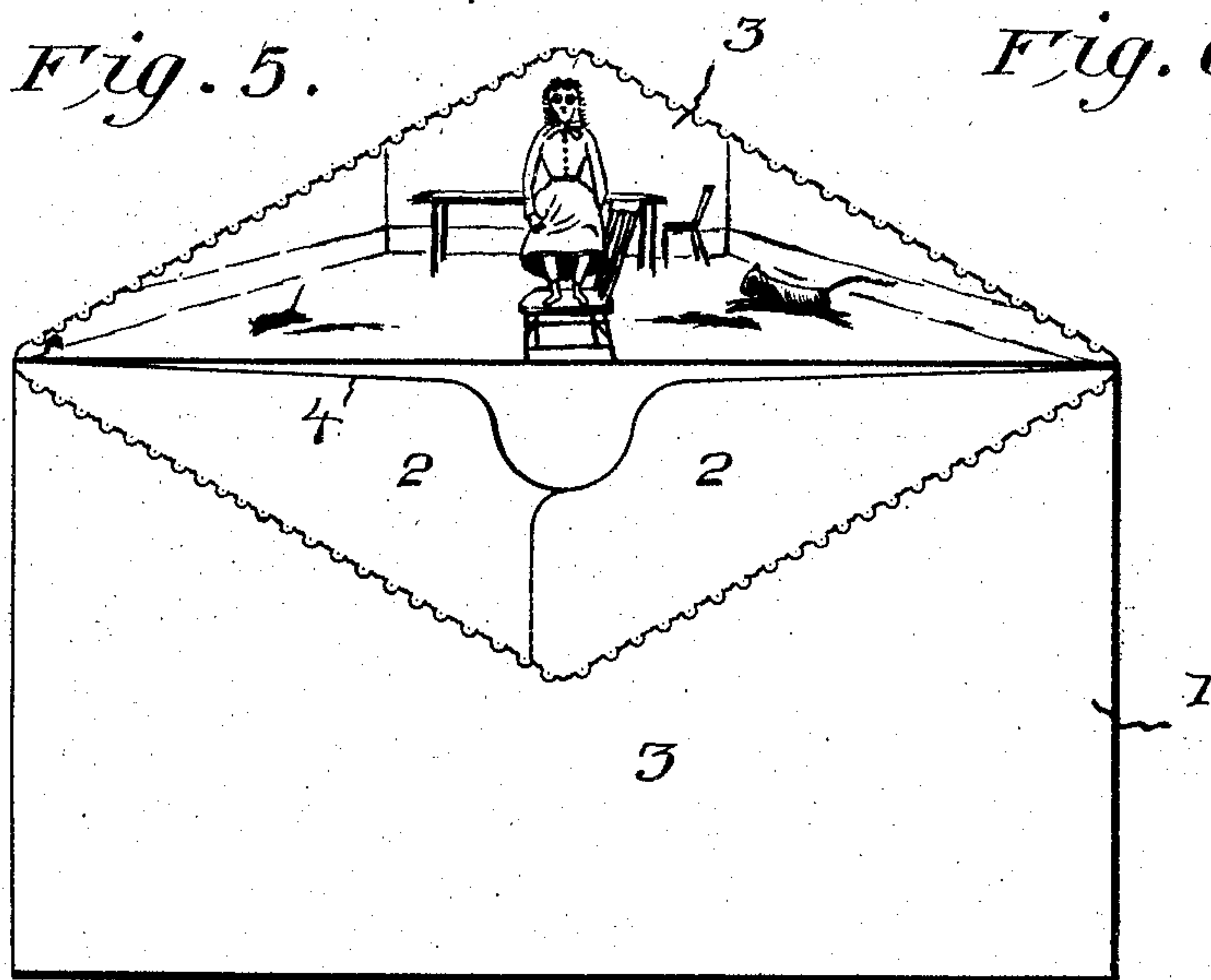
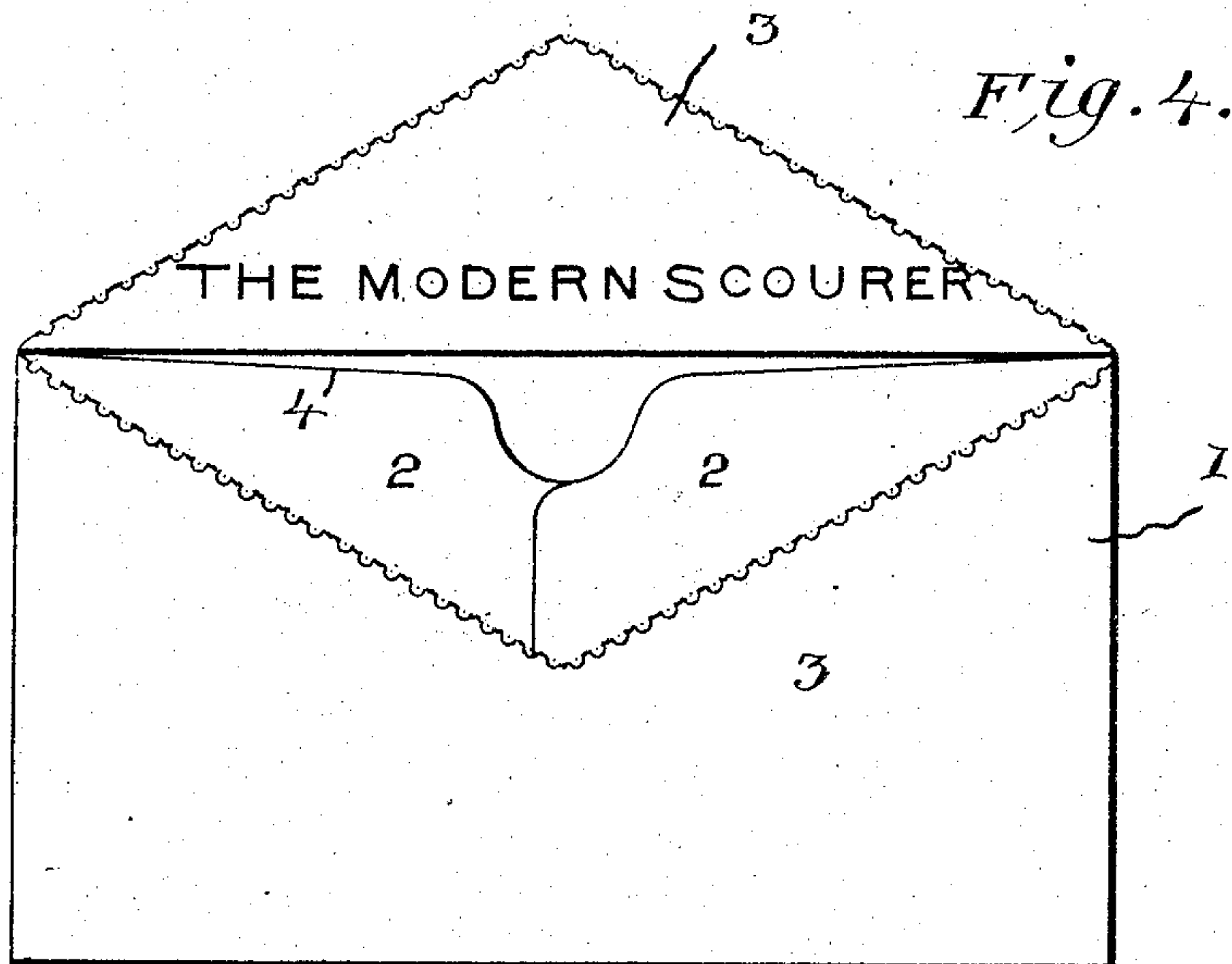
Victor J. Evans
Attorney

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UNITED STATES PATENT OFFICE.

MORTIMER LIVINGSTON HINCHMAN, OF RUTLAND, VERMONT.

ADVERTISING DEVICE.

SPECIFICATION forming part of Letters Patent No. 780,883, dated January 24, 1905.

Application filed November 18, 1903. Serial No. 181,735.

To all whom it may concern:

Be it known that I, MORTIMER LIVINGSTON HINCHMAN, a citizen of the United States, residing at Rutland, in the county of Rutland and State of Vermont, have invented new and useful Improvements in Advertising Devices, of which the following is a specification.

My invention relates to new and useful improvements in advertising devices; and its object is to provide an envelop of novel construction having advertising matter arranged thereon at a point which is invisible to the eye prior and subsequent to the sealing of the envelop and which only becomes visible after the said envelop has been opened subsequent to the sealing operation.

With the above and other objects in view the invention consists in the novel construction and combination of parts hereinafter more fully described and claimed, and illustrated in the accompanying drawings, showing the preferred form of my invention, and in which—

Figure 1 is an elevation of an envelop constructed in accordance with my invention and subsequent to the opening thereof. Fig. 2 is a similar view of a slightly-modified form of envelop. Fig. 3 is a section through either of said forms prior to the sealing thereof. Figs. 4 and 5 are similar views of further modifications, and Fig. 6 is a section through the modifications illustrated in Figs. 4 and 5 prior to the sealing operation.

Referring to the figures by numerals of reference, 1 is the body of an envelop which is formed by bending the side flaps 2 so as to cause them to overlap at the center and then folding the bottom flap 3 upward, so as to cause the edge thereof to aline approximately with the edges 4 of the flaps 2. This bottom flap 3 is perforated along a V-shaped line, as shown at 5, and is affixed to the side flaps 2 by means of suitable adhesive material 6. A V-shaped opening-strip 7 is secured to the inner face of the flap 3 at a point between the perforations 5 and the edges 4, and this strip alines with said perforations and is secured to the flap 3 by means of any suitable adhesive material. As shown in Fig. 1, suitable advertising matter may be printed upon the in-

ner face of this opening-strip 7 prior to the folding of the envelop. If desired, however, and as shown in Fig. 2, the printed matter may be arranged upon the inner surface of flap 3 between the converging series of perforations, and the opening-strip 7 can be secured over said matter, so as to render the same invisible until the strip has been removed. In this last-mentioned form of envelop the strip 7 is preferably connected to the flap 3 by means of paraffin or other light material which will melt at a predetermined temperature.

In using the envelop the sealing-flap 8, which has adhesive material 9 along the edges thereof, is folded down upon the flap 3 as ordinarily and affixed thereto. When the flap is in this position, its edges will coincide with the line of perforations 5. When it is desired to open the envelop, the flap 3 is torn along the line of perforations and the opening-strip 7 serves to assist the operator in tearing said flap accurately along the line of perforations. When the flap is open, the strip 7 and the inner portion of the flap 3 is carried therewith, and therefore the advertisement upon the inner face of the strip 7 is exposed to view. The same course is pursued in opening the form of envelop illustrated in Fig. 2, with the exception that after the same has been opened it is first necessary to detach the opening-strip 7 in order to ascertain the nature of the advertisement printed thereunder. By providing this opening-strip with paraffin, which is interposed between it and the flap 3, it will be understood that it is impossible to open the envelop by softening the adhesive material through the use of steam without causing the paraffin to melt and grease the envelop, thereby accurately detecting the operation.

In Fig. 5 is shown a form of envelop in which the opening-strip is dispensed with and the ordinary sealing-flap of the envelop affixed directly to the flap 3, which has suitable advertising matter printed upon its inner face. In Fig. 5 the construction is similar to that illustrated in Fig. 4.

I do not restrict myself to any particular

form of advertising matter, and, if desired, suitable pictures or other printed matter may be placed upon the envelopes.

Having thus fully described my invention,
5 what is claimed as new is—

An advertising device of the character described comprising an envelop formed in a single piece of material and having overlapping side flaps, a bottom flap extending entirely over and affixed to the side flaps, said
10 bottom flap having converging lines of perforations forming a detachable portion of the bottom flap therebetween provided with printed matter upon its inner face which is normally invisible, a sealing-flap integral with
15

the envelop and adapted to be affixed to the bottom flap along the lines of perforations and to overlap all portions of the removable part of said bottom flap, whereby when the envelop is opened along the lines of perforations
20 the removable portion of the bottom flap will remain affixed to the opened sealing-flap and the printed matter thereon will be exposed to view.

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

MORTIMER LIVINGSTON HINCHMAN.

Witnesses:

C. W. STAFFORD,

E. H. WOOD.