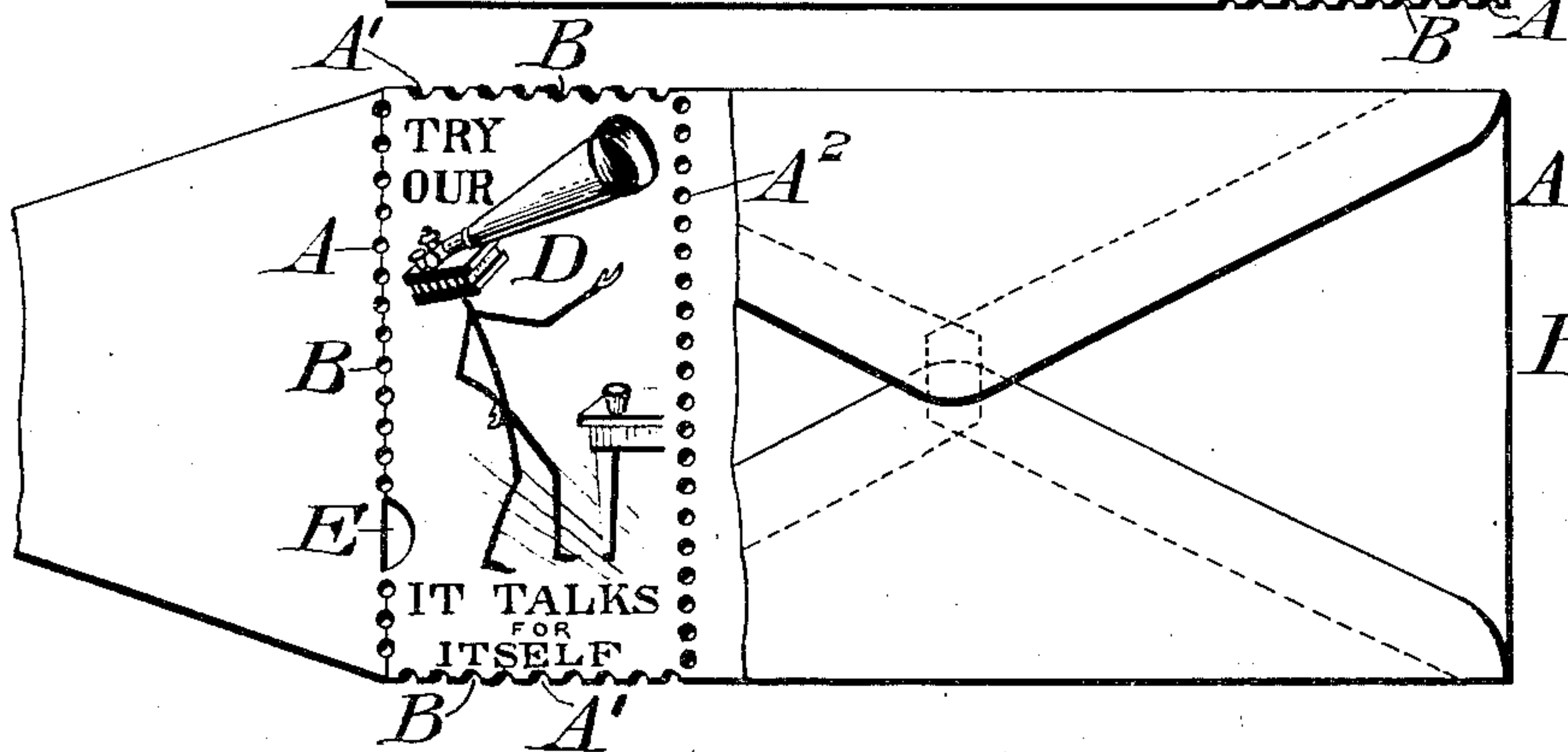
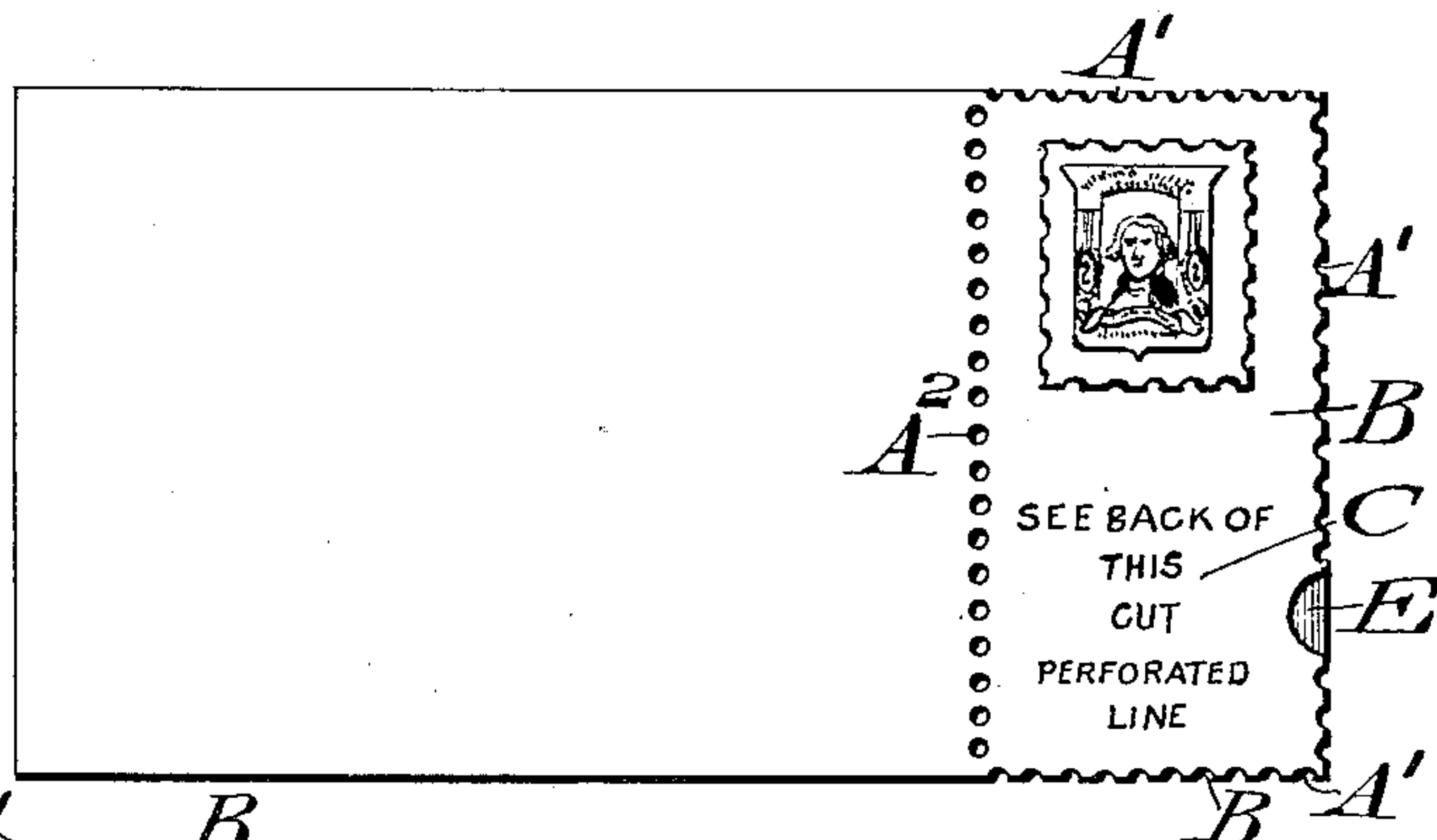


J. R. RITCHIE.  
ENVELOP.  
APPLICATION FILED OCT. 19, 1905.

910,862.

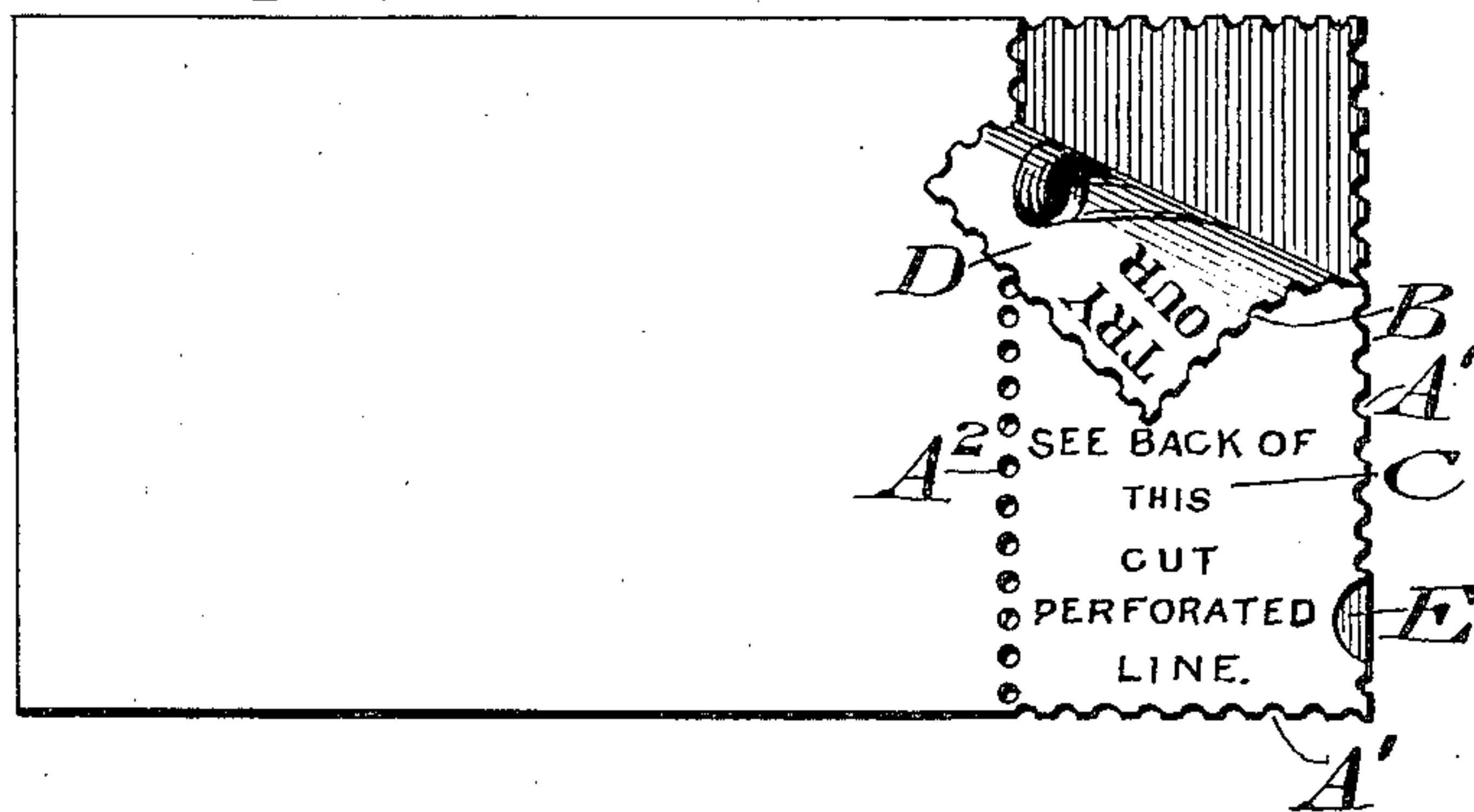
Patented Jan. 26, 1909

*Fig. 1.*



*Fig. 2.*

*Fig. 3.*



Inventor

Witnesses  
P. F. Nagle.  
L. Cowville.

By Joshua R. Ritchie,  
Gledersheim & Fairbanks  
Attorneys



# UNITED STATES PATENT OFFICE.

JOSHUA R. RITCHIE, OF PHILADELPHIA, PENNSYLVANIA.

## ENVELOP.

No. 910,862.

Specification of Letters Patent.

Patented Jan. 26, 1909.

Application filed October 19, 1905. Serial No. 283,405.

*To all whom it may concern:*

Be it known that I, JOSHUA R. RITCHIE, a citizen of the United States, residing in the city and county of Philadelphia, State of Pennsylvania, have invented a new and useful Envelop, of which the following is a specification.

My invention consists of an envelop provided on an exposed face with a concealed advertisement, the same being visible when the portion or section of the envelop containing said advertisement is released from the remainder of the envelop, when as attention is directed to the advertisement by suitable notice of the same on the outer face of said portion, the advertisement is sought on the rear of the latter, hence readily accomplishing its purpose.

It also consists in providing the envelop with a recess so placed as to allow the insertion of a paper cutter or other implement, thus facilitating the opening of the envelop and the removal of the advertising portions or section of the same.

Figure 1 represents a front elevation of an envelop embodying my invention. Fig. 2 represents an elevation partly of the back of the envelop and partly of the inner face of the front of the envelop. Fig. 3 represents a front elevation of the envelop showing the feature of advertising embodying my invention.

Similar letters of reference indicate corresponding parts in the figures.

Referring to the drawings: A designates an envelop, the same having a portion or section B of the exposed face thereof adapted to be severed from the remaining portion by lines of perforations A', A<sup>2</sup> around said portion, the perforations A' being on the edges of the envelop. On the outer face of said section is a notice C of the existence of an advertisement D on the back wall thereof, said notice in the present case consisting of suitable words, such as "See back of this". "Cut perforated lines". The advertisement consists of any matter printed on what will constitute the inner face of the front of the envelop, say prior to completion of the envelop, whereby when the envelop is occupied and in the course of transmittal, the advertisement is concealed, but when it reaches its destination, the receiver perceives the notice C and so relieves the section B by entirely or partly cutting or tearing the perforations, when as his attention is directed to the back of the

section B, he turns the latter and so presents the advertisement which of course becomes more interesting and impressive than if its nature was known prior to the severance of the portion in question, the object of the advertisement thus being accomplished.

It is evident that after the section B is removed, the remaining portion of the envelop remains intact so that while the envelop is useless for re-mailing, it is left in condition to return a letter or other matter therein and retain the latter therein, as an inclosure sufficient for all practical purposes as such.

The section B in the present case is in part that occupied by the postage stamp, which is preferably the right hand side of the front of the envelop, but the position of the hand may be changed to the left or elsewhere.

E designates a recess which is formed in the face of the envelop at the inner edge thereof along the perforations thereat, the same being adapted for the insertion of a paper cutter or knife, which by proper manipulation may cut through said perforations and thus practically open the envelop and release the section B.

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

1. A commercial envelop having on the normally exposed face and on an integral section thereof a primarily concealed advertisement normally facing the interior of the envelop, said section being adapted to be released and render the advertisement visible and at the same time permitting the contents of the envelop to be removed, and means on the normally exposed face of said section directing attention to the back of the same whereon said advertisement is concealed and how the same is made accessible.

2. A commercial envelop having on the normally exposed face and on an integral section thereof a primarily concealed advertisement normally facing the interior of the envelop, said section being surrounded by perforations for release from the remaining intact portion, a recess formed in said section only and communicating with said perforations for the insertion of an implement to the latter, whereby said section may be opened and reversed to expose the advertisement on its other face, and the contents of the envelop removed and means on the normally exposed face of said section directing attention to the back of the same, whereon said advertise-



ment is concealed, and how the same is made accessible.

3. A commercial envelop having on the normally exposed face and on an integral  
5 section thereof a primarily concealed advertisement normally facing the interior of the envelop, said section being surrounded by perforations for release from the remaining  
10 intact portion, a recess formed in said section only and communicating with said perforations for the insertion of an implement to the latter, whereby the envelop may be opened  
and said section reversed to expose the advertisement on its other face, and the  
15 contents of the envelop removed without further opening, said section being entirely independent of the sealing flap and means on the normally exposed face of said section directing attention to the back of the same,  
20 whereon said advertisement is concealed, and how the same is made accessible.

4. A commercial envelop having on the

normally exposed face and on an integral  
section thereof a primarily concealed advertisement normally facing the interior of the  
25 envelop, said section being surrounded by perforations for release from the remaining intact portion, a recess formed in said section only and communicating with said perforations for the insertion of an implement to the  
30 latter, whereby the envelop may be opened and said section reversed to expose the advertisement on its other face, and the contents of the envelop removed without further  
opening, said perforations being disposed at  
35 the marginal edge of the envelop and means on the normally exposed face of said section directing attention to the back of the same, whereon said advertisement is concealed, and how the same is made accessible.

JOSHUA R. RITCHIE.

Witnesses:

JOHN A. WIEDERSHEIM,  
S. R. CARR.