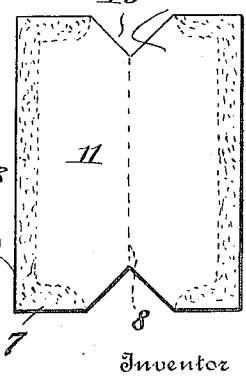
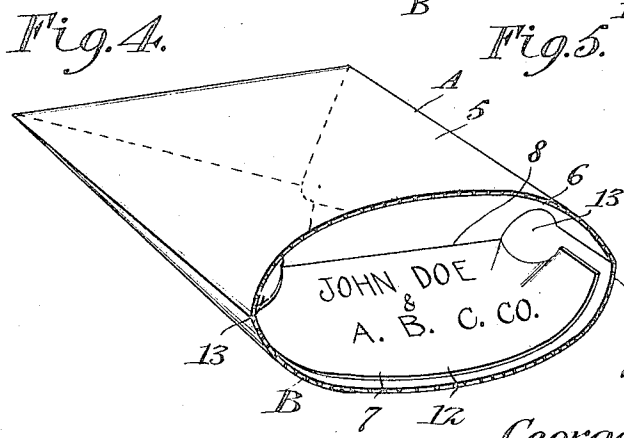
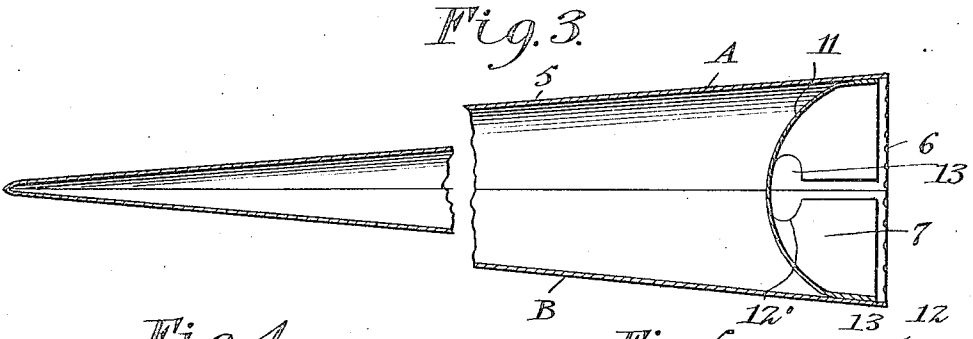
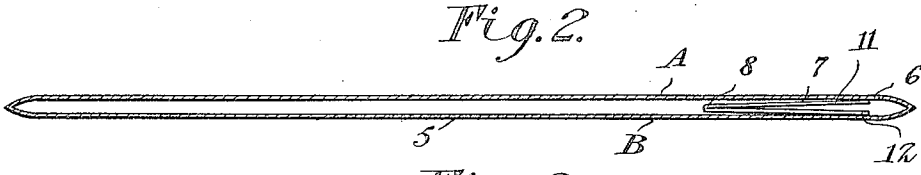
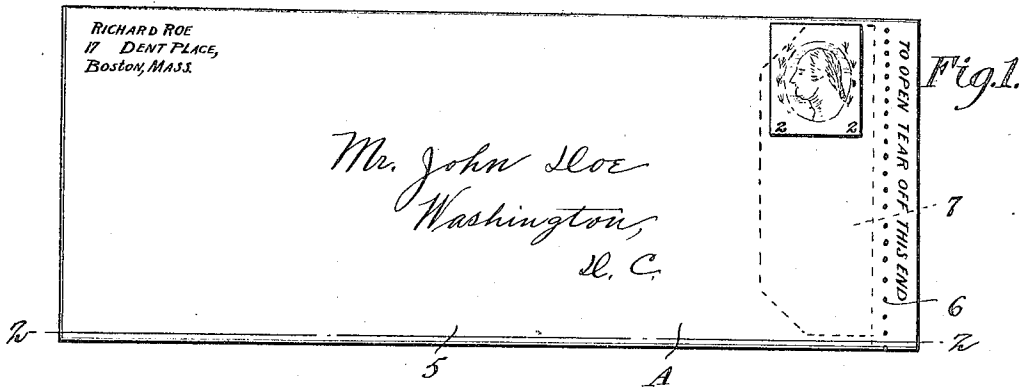


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 ENVELOPE.  
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1,403,414.

Patented Jan. 10, 1922.



Witnesses  
*Frederick W. [unclear]*  
*Edward H. [unclear]*

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 By *Victor J. Evans*  
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# UNITED STATES PATENT OFFICE.

GEORGE C. HOHEIN, OF CLARENDON, VIRGINIA.

## ENVELOPE.

1,403,414.

Specification of Letters Patent. Patented Jan. 10, 1922.

Re filing of application Serial No. 64,519, filed December 1, 1915. This application filed June 4, 1921.  
Serial No. 475,930½.

*To all whom it may concern:*

Be it known that I, GEORGE C. HOHEIN, a citizen of the United States, residing at Clarendon, in the county of Arlington and State of Virginia, have invented new and useful Improvements in Envelopes, of which the following is a specification.

This invention contemplates the provision of an envelope primarily designed and intended for use in business firms or establishments as an advertising medium, and by reason of its simplicity renders its commercial value unlimited.

The principal object of the invention resides in the provision of an envelope wherein an advertising medium is so disposed with regards to the edge of the envelope adapted to be opened, that the medium with its advertising matter will be presented to view subsequent to opening of the envelope.

In carrying out the invention I propose to construct the advertising medium of such material to permit of its expansion as the walls of the envelope are spread during the act of opening the envelope, so as to display fully the indicia or advertising matter on the medium.

Another object of importance resides in the positioning of the medium in the envelope with respect to the edge adapted to be opened, to eliminate withdrawal of the contents from the envelope subsequent to the opening of said edge, thereby forcing the recipient to take cognizance of the medium, which latter must be destroyed to permit access to be had to the envelope.

The nature and advantages of the invention will be more thoroughly understood from the following description when taken in connection with the accompanying drawing, the invention residing in the construction, combination and arrangement of parts as claimed.

In the drawing forming part of this specification like numerals of reference indicate similar parts in the several views and wherein:—

Figure 1 is a plan view of an envelope showing by dotted lines the arrangement of the advertising medium therein.

Figure 2 is a longitudinal sectional view taken on line 2—2 of Figure 1 showing the normal position of parts with the envelope sealed.

Figure 3 is a similar view showing the position of parts when the envelope is open.

Figure 4 is an enlarged end elevation showing the envelope open.

Figure 5 is a view of the advertising medium.

Before entering into a detail description of the article herein disclosed, I desire to have it understood that the drawing illustrates what I now consider the preferred embodiment of the invention, and that various changes in the construction, proportion and arrangement of parts may be resorted to when desired as fall within the scope of the appended claims.

The envelope indicated at 5 may be of the usual or any other suitable construction, and is preferably perforated along one of its marginal edges as at 6 to indicate the end adapted to be opened, as well as to facilitate this operation. The member constituting the subject matter of my invention is indicated at 7, and adapted to be arranged within the envelope with relation to the perforation 6 in the manner illustrated by dotted lines in Figure 1.

As hereinabove stated an envelope constructed in accordance with my invention is primarily intended for use by business firms or the like, and that the member 7 is to have printed or otherwise arranged thereon indicia indicative of the nature of the firm's business. The member may be constructed from any suitable material and of any design, but preferably consists of a substantially rectangular strip of paper adapted to be folded along its longitudinal center indicated at 8 in Figure 5, into substantially V-form, and the branches 11 and 12 secured along their marginal edge in any suitable manner to the opposed walls A and B of the envelope. While these branches may be secured in any suitable manner they are preferably adhesively secured thereto. The member may be of varying proportion for use in connection with different size envelopes, and by reason of its arrangement it does not in any way interfere with the positioning of the contents within the envelope.

It will now be noted that when the edge of the envelope is removed along the perforations 6, and the opposite walls A and B spread apart in an effort to gain access to the contents of the envelope, the branches

11 of the member will be extended assuming the position clearly illustrated in Figures 3 and 4, and thereby present the advertising matter in full view to the recipient  
5 of the envelope. It is obvious that by reason of the manner of arranging the member 7 within the envelope, subsequent to the removal of the edge, the member eliminates access being had to the envelope, by reason  
10 of which fact the attention of the recipient is directed to the member and its contents, and thereby places before the recipient of the envelope the firm's advertising in a most novel and inexpensive manner. It will be  
15 manifest, that in order to remove the contents of the envelope the member 7 must first be destroyed, and with a view to facilitating this duty I provide each of the branches 11 and 12 of the member with a cut away portion 12', which unitedly define the finger receiving openings 13, to permit of a proper  
20 grip being obtained upon the member 7 for the purpose of tearing or removing the same

from the envelope. While the member 7 is shown as positioned adjacent one end of the envelope, its size and shape are unimportant features of the invention, as it may be constructed for use in connection with any edge of the envelope, or with envelopes of different shapes. 30

What is claimed is:—

1. The combination with an envelope, of a flexible advertising element secured therein and adapted to be presented to view upon opening of the envelope, and provided with 35 finger receiving openings.

2. The combination with an envelope having a perforated edge, of a flexible strip having its ends secured to the opposite walls of the envelope beneath said perforations 40 for presentation to view upon opening of the envelope along said perforations as and for the purpose described.

In testimony whereof I affix my signature.

GEORGE C. HOHEIN.