March 4, 1958 J. J. ALVES 2,825,498

MAILING ENVELOPE

Filed Jan. 13, 1955

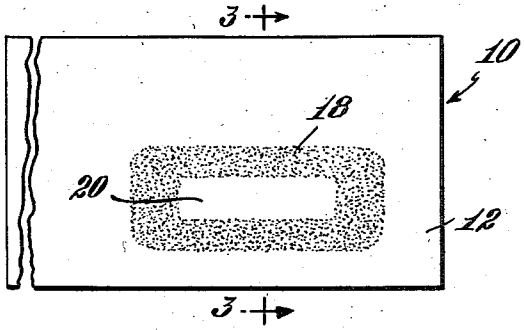


Fig. 1

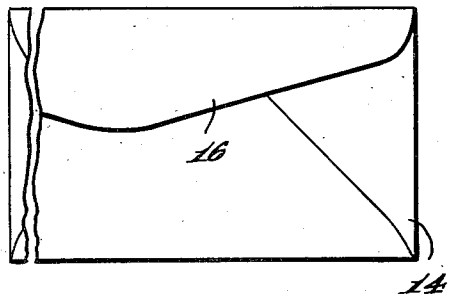


Fig. 2

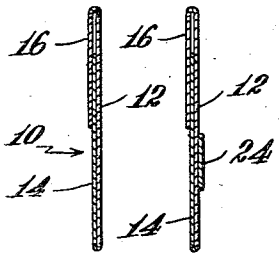


Fig. 3

Fig. 5

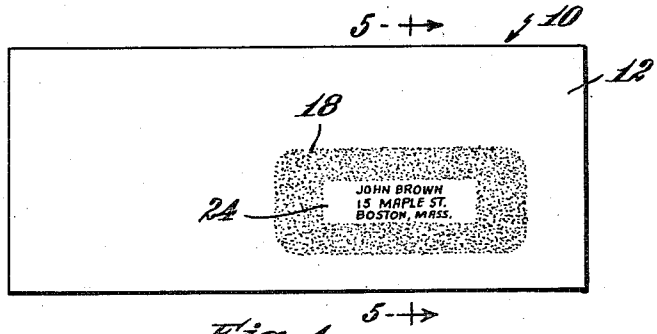


Fig. 4

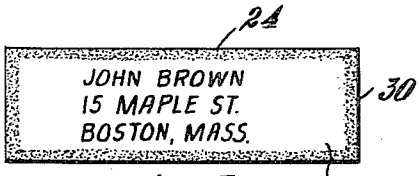


Fig. 7

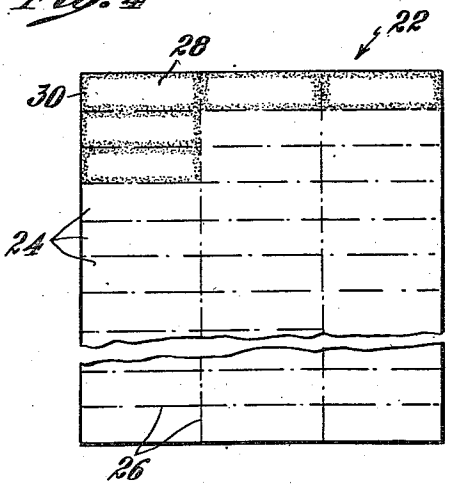


Fig. 6

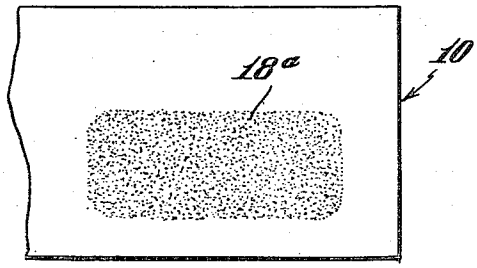


Fig. 8

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MAILING ENVELOPE

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1 Claim. (Cl. 229—68)

This invention relates to mailing envelopes and more especially to envelopes provided with an area specially treated to receive the address of the recipient.

Advertising by mail has become so widespread and prolific that many recipients upon receiving mail which looks like an advertisement will tear it up and throw it away without taking time to examine its content. This is especially true where the address is typed on a gum label which is affixed to the envelope in a somewhat haphazard fashion, so that it is skew and especially if the label has a ragged edge such as is the case when the label is torn from a sheet of labels pre-perforated for separation after the sheet has been typed with the addresses of persons to which the advertising matter is to be mailed.

It is well known that the window type of envelope for mailing having a transparency in it through which the recipients address may be seen and which is frequently used by banks, insurance companies and by departments of the government, bears a considerable amount of prestige since it is official in appearance. As a result such envelopes are seldom disposed of without first opening them. Such envelopes however are more expensive than plain envelopes and hence are not used generally for advertising purposes.

The principal objects of this invention are to provide a mailing envelope which will simulate the appearance and hence have the prestige and official bearing of the conventional window envelope but at the same time will be nearly as inexpensive to manufacture and use for volume advertising as the conventionally used plain envelope. Another object is to provide an envelope with a simulated window which is adapted to receive the address of the recipient directly as by typing or to have applied to it a gum label carrying the address. Another object is to provide an envelope with a simulated window to which a gum label bearing the address of the recipient may be applied accurately without skew and with a minimum delineation of its edges so that it appears not to be a label. Another object is to provide an envelope with a simulated window and applied label that will require no special manufacturing practice other than printing in its preparation, filling or mailing. Another object is to provide an address label for application to an envelope having a simulated window characterized in that after application its edges will blend with the window area so as to be indistinctly visible.

As herein illustrated the envelope is of the conventional kind having front and back walls and a flap which may or may not have glue for sealing it. In accordance with the invention the front wall has on it an area designed to simulate a window transparency within which the address of the recipient may be placed. The area simulating the window transparency is in the form of stippling applied directly to the wall of the envelope and is of generally rectangular shape, rounded somewhat at its corners; however, its shape may be varied to correspond to any preferred shape of window aperture. The stippled

area has within it a blank area for receiving the address of the recipient and a gum label of corresponding shape is applied to the blank area on which the address of the recipient is typed so as to appear to be visible through the simulated window. The gum label itself is preferably stippled at its marginal edges so that its edges non-definitively merge with the stippled area on the envelope when applied thereto. Alternatively the blank area within the stippled area may itself receive the address without the addition of the gum label thereto.

While in the preferred form there is a blank area within the stippled area this may be omitted so that the window area is stippled all over. In this case the label may be applied over the stippling and be centered with respect thereto or if the label was not used the address may be applied and/or typed directly on the stippling.

The invention will now be described in greater detail with reference to the accompanying drawings wherein:

Fig. 1 is a front view of an envelope showing a stippled area applied to the front wall thereof;

Fig. 2 is a rear or back view of the envelope;

Fig. 3 is a section taken on the line 3—3 of Fig. 1;

Fig. 4 is a front view of the envelope showing the stippled area applied to the front wall thereof and a gummed address label applied thereto;

Fig. 5 is a section taken on the line 5—5 of Fig. 4;

Fig. 6 shows a sheet of gum labels prior to separation into individual labels for application to the envelope;

Fig. 7 shows a single label addressed and ready for application to the envelope; and

Fig. 8 shows a fragmentary portion of an envelope and stippling applied thereto omitting a defined blank area for the gum label.

Referring to the drawings there is shown a conventional mailing envelope **10** having a front wall **12**, a rear wall **14** and a closure flap **16** which may be secured in place to close the mouth of the envelope either by adhesive or by other suitable fastening means. While the mailing envelope shown herein is of the size conventionally referred to as the No. 10 business size envelope the invention is equally applicable to the shorter personal size envelopes or to larger envelopes, such as may be fabricated of Manila paper to take unfolded legal size documents.

In accordance with the invention the front side **12** of the envelope as shown herein, which is the side ordinarily employed to receive the address of the recipient, has applied thereto in that portion which is conventionally selected for receiving the address, stippling **18**. The stippling may be applied by use of any conventional printing method. The stippling is applied so as to simulate a transparent window in color, size and shape. The color may be varied both by the shade of the ink and by the density of its application. The stippled area as herein shown is substantially rectangular, its top and bottom edges and its end edges being parallel respectively, with the top and bottom edges of the envelope and with the ends of the envelope and its corners being rounded. The specific shape of the stippled area may however be varied without departing from the scope of the invention so as to be oval, elliptical or perfectly rectangular without rounded corners and its position may be changed to suit the taste of the user. Moreover the size of the area may be made larger or smaller depending upon the size of the envelope and upon the amount of printing to be applied thereto in addressing the envelope.

In accordance with the preferred practice there is left within the stippled area a blank area **20**, that is an area from which stippling is omitted. This area, as shown herein, is perfectly rectangular, its edges paralleling the edges of the stippled area; however, it may as previously

indicated with respect to the stippled area be modified both in size and shape. The purpose of the blank area is to receive a gum label on which is placed the address of the recipient. By omitting the stippling the blank area serves to assist in centering the gum label within the stippled area. Moreover in the absence of any substance applied to the wall of the envelope there is less likelihood that the gum label will become detached by reason of the adhesive improperly bonding thereto. Additionally there is an appreciable saving of ink.

A sheet **22** of gum labels **24** is shown in Fig. 7, the individual labels being detachable along lines of weakness or perforations **26**. Each gum label has a central blank area **28** of generally rectangular shape which is bounded along its margins by stippling **30** applied thereto which is of the same characteristic color and density as that applied to the envelope. The overall dimensions of each label are such as to cover the blank area on an envelope with a very slight overlapping of the edges beyond the blank area onto the stippled area of the envelope.

Prior to separation of the individual labels a sheet of labels is placed in the typewriter or other address machine and the addresses of various recipients are typed in the blank spaces **28** of the labels. The individual labels are then separated as shown in Fig. 6 and each envelope is properly addressed by moistening a suitable gum label and applying it to the blank area within the stippled area on the envelope. The blank area serves to guide the application of the label so that it will be perfectly square with respect to the edges of the envelope and centered within the stippled area and the stippling on the individual gum labels will blend with that on the envelopes so as to substantially obscure the places at which the edges of the labels meet the stippled areas of the envelopes. When properly applied and pressed firmly into place the edges of the gum label blend so uniformly with the stippled area as to be substantially invisible so that the label itself appears to be a part of the simulated window and the address appears to be visible through the simulated window.

While the use of the blank area **20** within the stippled area is preferred it is within the scope of the invention to apply the stippling to the entire address area as shown at **18***a* in Fig. 8. The gum label may then be applied to the stippled area in the same fashion as heretofore described the only disadvantage being that it may not be as easy to apply the label in a properly centered position.

It is also within the scope of the invention to omit the gum labels entirely and to type or otherwise apply the address of the recipient directly to the blank area **20** within the stippling **18** of the envelope as shown in Fig. 1 or to the stippled area **18***a* in the alternative form shown in Fig. 8. The effect in the case of applying the address to the blank area of the envelope shown in Fig. 1 is quite similar to that secured by applying the gummed label

thereto but has the disadvantage that each envelope must be placed in the typewriter and typed individually which requires more time and necessitates addressing the envelope before it is filled. If envelopes such as shown in Fig. 8 are employed and the address is typed directly on the stippling the effect of the window is somewhat lessened, although, for use where economy requires it such envelopes may be employed.

The important advantages of envelopes as described above in its various forms illustrated are that a comparatively inexpensive envelope is available for advertising purposes which may be manufactured without material alterations to simulate the window type envelope and thus to secure the advantages of appearance and prestige ordinarily associated with such envelopes, which will provide means for rapid addressing and stuffing of the envelopes and which will not materially increase the cost of the envelopes for the addressing and preparing for mailing over those of the conventional plain business envelope.

It should be understood that the present disclosure is for the purpose of illustration only and that this invention includes all modifications and equivalents which fall within the scope of the appended claims.

I claim:

An envelope including a pocket comprising front and back walls of opaque sheet material and a flap for closing the same, said front wall being normally reserved for carrying the address of the recipient, stippling of contrasting color carried by the front wall simulating a transparency in the wall and being generally rectangular in shape, an opaque gummed label affixed to the wall of the envelope within the boundaries of the stippled area so that the latter frames the label, said label being adapted to receive the address of the recipient, and stippling on the marginal edges of the gummed label substantially blending into and effacing the meeting place of the definitive edges of the label with the stippling on the wall of the envelope.

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