

No. 666,924.

Patented Jan. 29, 1901.

F. P. D'OPDORP.

ADVERTISING LETTER PAPER AND ENVELOP.

(Application filed Apr. 27, 1900.)

(No Model.)

2 Sheets—Sheet 1.

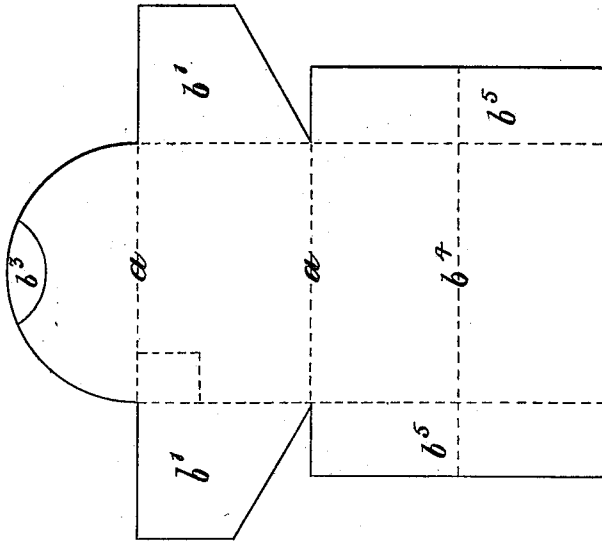


Fig. 2

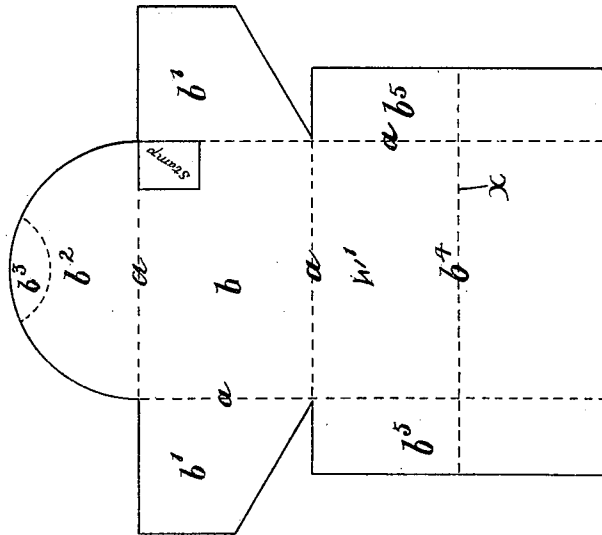


Fig. 1

**Witnesses**

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**Inventor**  
*F. P. D'Opdorp*  
 per *Chas. S. Beach*  
**Attorney**

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2 Sheets—Sheet 2.

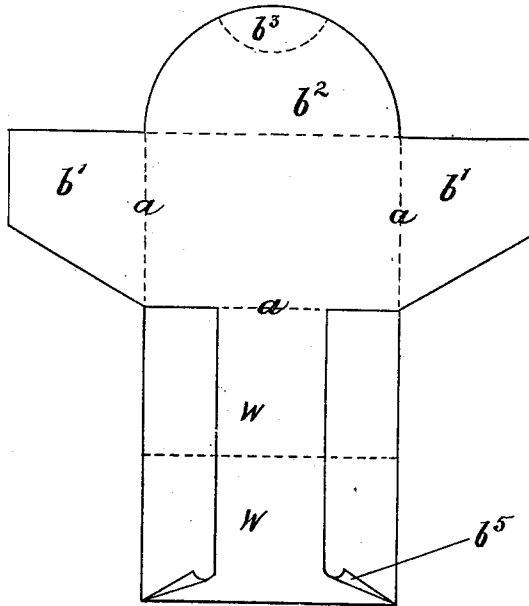


Fig 3

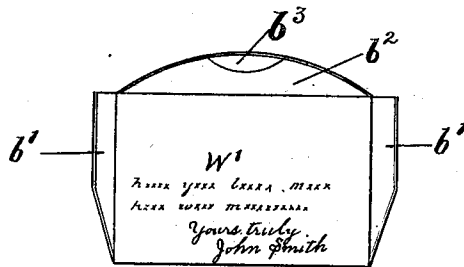


Fig 4

**Witnesses**

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# UNITED STATES PATENT OFFICE.

FRANÇOIS PANGAERT D'OPDORP, OF BRUSSELS, BELGIUM.

## ADVERTISING LETTER-PAPER AND ENVELOP.

SPECIFICATION forming part of Letters Patent No. 666,924, dated January 29, 1901.

Application filed April 27, 1900. Serial No. 14,573. (No model.)

*To all whom it may concern:*

Be it known that I, FRANÇOIS PANGAERT D'OPDORP, a subject of the King of Belgium, residing at Brussels, Belgium, have invented certain new and useful Improvements in Advertising Letter-Paper and Envelops, of which the following is a specification, reference being had therein to the accompanying drawings.

Figure 1 is a front view of my new blank. Fig. 2 is a back view of the blank shown in Fig. 1. Fig. 3 shows the blank partially folded, with the side flaps of the letter-page turned inwardly. Fig. 4 is a top plan view showing the combined envelop and letter-blank partially folded, the envelop end flaps being in position to be folded in on the folded letter-receiving blank and the envelop sealing-flap in position to be folded down on the infolded envelop end flaps.

It is frequently a fact that persons receiving advertising matter through the mails throw it away without reading it.

The object of my invention is to produce an improved advertising letter-paper and envelop which, though bearing advertising matter, will uncover writing on the letter-page immediately on the opening of the envelop, and thus attract the receiver's attention to the written message, thereby rendering his attention to the advertising matter more likely than otherwise might be the case. To this end in accordance with my invention a portion, preferably the bottom or signature-bearing portion, of the letter receiving-sheet is brought immediately against the inner surface of the envelop end flaps when the combined blank (of whatever exterior configuration it may be) is folded for transmission, so that when the end flaps and sealed flaps are open the writing or signature of the sender is thereby made visible.

In the drawings illustrating the principle of my invention and the best mode now known to me of applying that principle the advertising letter and envelop blank is divided by suitable creases or the like  $a$  into portions, of which  $b$  is the envelop-front,  $b'$   $b'$  the envelop end flaps, and  $b^2$  the envelop sealing-flap gummed on its inner surface at  $b^3$ . The outer surface of envelop-front  $b$  is utilized for addressing and stamping the folded blank, and both sides of the flaps  $b'$ ,  $b^2$ , and  $b^3$  may

be utilized for the printing thereon of advertisements.

Integral with the envelop front flap  $b$  is a flap  $b^4$ , with side flaps  $b^5$   $b^5$ , which when folded in over the inner surface of flap  $b^4$  do not meet, but are of a combined width that is insufficient to completely cover the inner surface of the flap  $b^4$ . Each surface of the side flaps  $b^5$  may be utilized for the printing of advertising matter thereon. The inner surface of flap  $b^4$  may be used as a page of the letter-sheet, and by making the side flaps of a combined width less than that of the flap  $b^4$  the writing on the flap  $b^4$  will be exposed at  $w$  between the opposed inturned edges of the side flaps  $b^5$   $b^5$ . This is not of prime importance, however, because some or all of the inner surface of the flap  $b^4$  may be used, if desired, for the printing of advertisements, and the main feature of my invention lies in having writing of the writer on the reverse side of flap  $b^4$  in the space  $W'$ , which is between the end flaps  $b'$   $b'$ , in position to be covered thereby when the flaps  $b'$   $b'$  are folded in and the sealing-flap  $b^2$  is sealed. In the present form of blank the flap  $b^4$  is adapted to be folded once between the contiguous edge of the envelop-front  $b$  and its outer end  $b^6$ ; but it may be made longer, if desired, and consequently folded more than once, or it may be cut off along the line  $x$ . At any rate, whatever the configuration of the blank as a whole and however the various flaps may be folded in a portion of the letter receiving sheet or page is to lie immediately under and opposed to the folded-in envelop-flaps, so that when they are opened the writing of the sender shall be uncovered and disclosed to the eye of the person who opens the envelop. This is the advantage of my improvement and is a wholly novel feature in advertising letter-paper and envelops made out of one blank.

I purpose printing numerous advertisements on various parts of the blank, as above indicated, affixing postage-stamps thereto and placing the stamped and folded blanks in hotels and public resorts, street and railway cars, and other places for either free distribution or for sale at less than the cost of the affixed or imprinted postage-stamps.

What I claim is—

As a new article of manufacture, the herein-

described advertising letter and envelop comprising an envelop-front and end flaps; a sealing-flap; an integral letter-page and foldable side flaps thereon, separate from the end  
5 flaps; each foldable side flap being of a width less than half the intermediate width of said letter-page, and the letter-page extending from the envelop-front on that side thereof which is opposite the sealing-flap; and the

vertical side flaps thereon folding inwardly thereupon, on a line corresponding to the folding-line of the end flaps.

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

FRANÇOIS PANGAERT D'OPDORP.

Witnesses:

EDWARD S. BEACH,  
E. A. ALLEN.