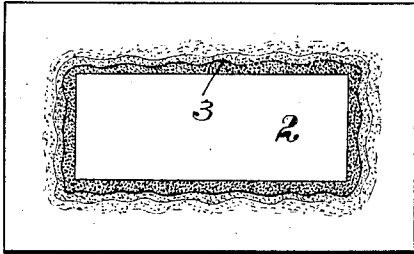


M. M. COHN.

ENVELOP.

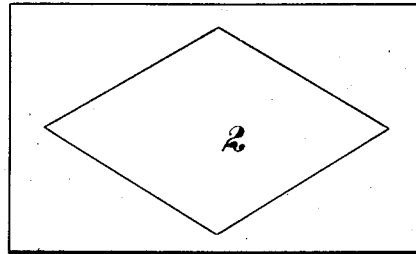
APPLICATION FILED NOV. 8, 1904.

Fig.1.



A

Fig.2.



A

Fig.3.

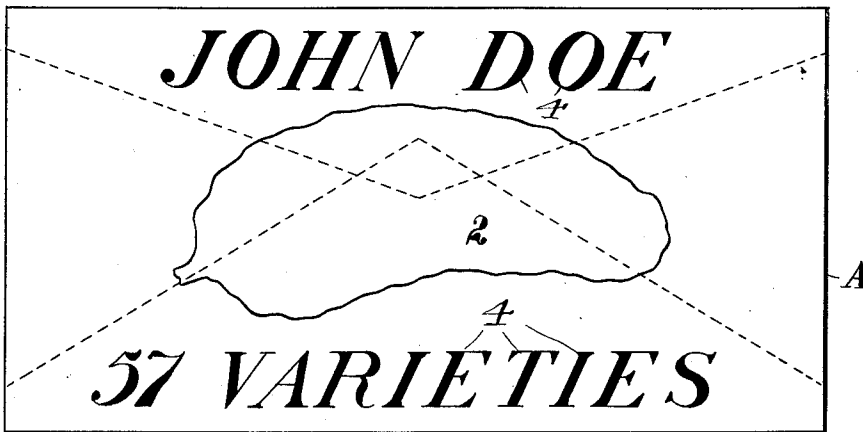
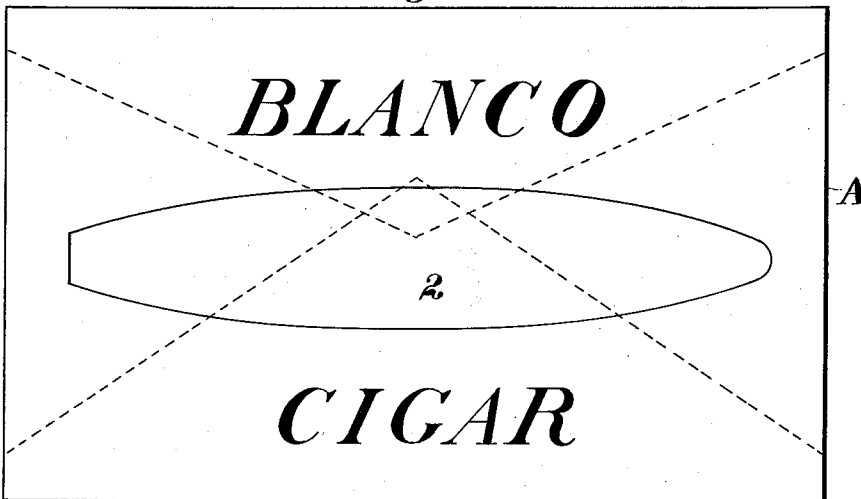


Fig.4.



Witnesses:-

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J. A. Anse

Inventor,

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UNITED STATES PATENT OFFICE.

MAX M. COHN, OF SAN FRANCISCO, CALIFORNIA.

ENVELOP.

No. 835,850.

Specification of Letters Patent.

Patented Nov. 13, 1906.

Application filed November 8, 1904. Serial No. 231,886.

To all whom it may concern:

Be it known that I, MAX M. COHN, a citizen of the United States, residing in the city and county of San Francisco, and State of California, have invented new and useful Improvements in Envelops, of which the following is a specification.

My invention relates to an improved envelop of the type having a generally opaque surface with a more or less limited transparent area for the addressee's name and address to show through.

The object of my invention is to provide an unpunctured envelop of this character which shall be simple and cheap to manufacture, practical in every way, and which shall offer novel and unique possibilities for advertising.

The invention consists of the parts and the construction and combination of parts, as hereinafter more fully described and claimed, having reference to the accompanying drawings, in which—

Figure 1 shows an envelop embodying my invention, in which I employ a tinted or colored border around the window-opening to cover up signs of "creeping" or "bleeding" of the preparation into the surrounding body of the paper. Fig. 2 represents an envelop with a different-shaped opening from that of Fig. 1 and in which the entire face of the envelop around the window is assumed to have been imprinted or colored to give definition to the window-opening and obliterate signs of "creep" in the transparency-producing preparation. Figs. 3 and 4 show modifications of the invention applied to advertising purposes.

In carrying out my invention I take a blank sheet of paper or an envelop-blank of suitable strength and texture which is, say, semitransparent and apply to a portion of one side of the blank, generally on the inside, a preparation which has the property of rendering transparent the portion to which it is applied. The remaining portion or a part of the remaining portion of the blank which forms the face of the finished envelop A is then imprinted with a suitable opaque coloring-matter.

I employ a compound or preparation, such as paraffin-oil and resin or a grease, which produces the desired result of rendering a semitransparent paper transparent. This preparation is stamped or printed on or otherwise applied to the blank to provide the transpar-

ency or window of the desired design, and it is applied to such part of the blank where the transparency is desired to appear on the face of the envelop, and it may cover a larger or a lesser space, according to the desired size of the transparency or window.

Since the oily preparation has a tendency to creep or "bleed" beyond the borders of the space imprinted by the stamp or die by which it is applied, and so possibly stain or discolor the rest of the envelop or give a ragged appearance to the window-opening, it is preferred, even where the paper might ordinarily be deemed sufficiently opaque, to apply some sort of coloring-matter at least around the immediate borders of the transparency. This coloring-matter may be applied solid over the face of the envelop around the window, as in Fig. 2, or it may take the form of graduated tints or of being shaded, or the representation of a surrounding cloud effect, as indicated at 3 in Fig. 1. In any event the effect and object of the colored border is to give definition to the window-opening and obliterate or cover up the otherwise rough unfinished outline of the window resulting from the encroachments of the oil or grease or other substance beyond its desired limits.

Usually, and perhaps preferably, the preparation and coloring-matter are applied on opposite sides of the blank, the preparation on the inside and the coloring on the outside.

Developing out of this idea of making an unpunctured envelop with a window or transparency for the addressee's name to appear through is the idea of changing the form or outline of this transparency to correspond with the trade-mark, design, or advertised object of a merchant, manufacturer, advertiser, or other person, company, or firm.

In Figs. 3, 4 are shown possible modifications of this idea adapted to advertising purposes, in which the transparency is made to assume the shape of some advertised article, trade-mark, or the like, together with certain letters or words, as 4, standing out uncolored and non-transparent in the generally opaque surrounding border.

Fig. 3 shows a transparency in the shape of a cucumber, the trade-mark of a well-known manufacturer of a great many varieties of goods. Fig. 4 shows a cigar in transparency and the words "Blanco-cigar" in non-transparency on colored opaque field. The number of shapes this transparency may take is almost limitless. Different people

might use an envelop with a window in the shape of an oyster, a fish, a cake of soap, and other toilet articles, a cascade, a dress-shield, a biscuit, an article of hardware and other articles of manufacture, and so on indefinitely, having due regard for the necessary size of the transparency, so as not in any way to interfere with the clear showing up of the addressee's name inside. The essential feature in this connection is a window which in general outline is characteristic of a symbol of trade. By "symbol of trade" is meant any design such as mentioned above or trademark characteristic of certain goods or the product of a certain manufactory. Where the window-opening is formed by the application of a grease or equivalent compound to the envelop-blank, the colored or shaded border is essential to the production of a window of properly-defined outline. I thus produce a most unique and at the same time inexpensive and effective advertising medium. Every one needs envelops. These advertising-envelops can be made at small expense. They can be made of any shape or size and made to fit the stationery rather than the stationery made to fit the envelop.

They can be used not only for mailing but for sending out circulars and the like by messenger. The characteristically-shaped window and the associated letters and colored background constitute a most striking advertisement to attract public attention—the object of all advertising.

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

As a new article of manufacture, an envelop with an unpunctured face of relatively opaque stock, said envelop-face having a portion to which a preparation has been applied to render such portion transparent, and a colored or tinted border surrounding said transparent portion for the purpose of obliterating or concealing the effects of the tendency of the said preparation to creep into the surrounding opaque stock.

In testimony whereof I have hereunto set my hand in presence of two subscribing witnesses.

MAX M. COHN.

Witnesses:

J. M. ELLIS,
S. THOM.