

No. 824,908.

PATENTED JULY 3, 1906.

M. M. COHN.

ENVELOP.

APPLICATION FILED JAN. 17, 1906.

FIG. 1.

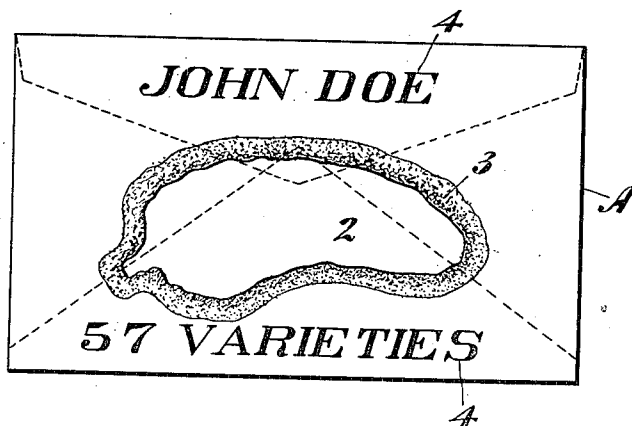
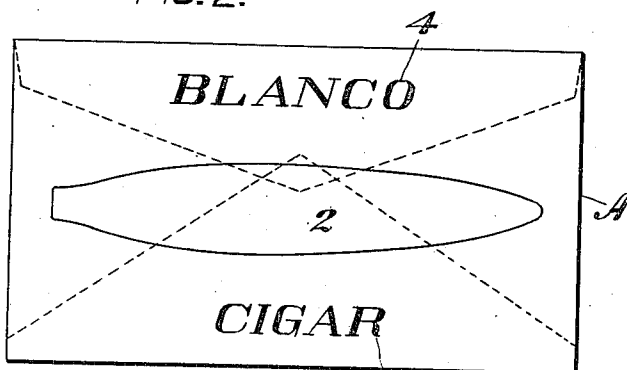


FIG. 2.



WITNESSES,

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UNITED STATES PATENT OFFICE.

MAX M. COHN, OF SAN FRANCISCO, CALIFORNIA.

ENVELOP.

No. 824,908.

Specification of Letters Patent.

Patented July 3, 1906.

Original application filed November 8, 1904, Serial No. 231,886. Divided and this application filed January 17, 1905. Serial No. 241,459.

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, being a division of my original application, "Envelop," filed November 8, 1904, Serial No. 231,886.

My invention relates to an envelop having a transparent space or window in its face through which the name and address on an inclosure may show through.

The object of this invention is to so design the window-opening and to associate with said window such descriptive matter as will 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—

Figures 1 and 2 show my invention in its application to specific brands of goods.

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 transparency 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 rag-

ged 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, or it may take the form of graduated tints or of being shaded, or the representation of a surrounding border, or cloud effect, as indicated at 3 in Fig. 1.

In any event the effect and object of this colored border are to give a 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.

Fig. 1 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. 2 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 trade-mark characteristic of certain goods or the product of a certain manufactory.

When the window-opening is formed by

the application of a grease or equivalent compound to the envelop-blank, the colored or stained window is essential to the production of a window of properly-defined outline.

5 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
10 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
15 and colored background constitute a most striking advertisement to attract public attention, the object of all advertising. I do not wish, however, to limit myself in the application of this idea of an envelop having a
20 window which in outline is characteristic of a symbol of trade to envelops made originally from non-transparent stock, as above described, for I may employ a transparent
25 stock and form the window-opening by printing with or otherwise applying opaque coloring-matter to a portion of the envelop. Generally the window-opening by itself alone and unassociated with any descriptive
30 matter or words forming an essential feature of the trade-mark would have very little significance as referring to a particular manufacturer. For instance, a window in the outline of a bolt might refer to many bolt manu-
35 facturers, or a window in the shape of a cigar unassociated with a trade-name would be meaningless; but when there is associated with the window-opening of characteristic or peculiar design a trade-name or some word
40 or words usually associated with or relating to the pictorial feature every one seeing the envelop is confronted with a striking adver-

tisement of a particular brand of goods of a particular merchant or firm. At the same time the envelop not only performs its ordinary function as a closure, but the transparent portion of the envelop allows the name and address on the inclosure to show through, protects the writing thereon, and obviates the necessity for an address on the exterior
50 of the envelop.

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

1. An advertising device comprising an envelop having a window through which the addressee's name on an inclosure may show through, said window being in outline characteristic of some symbol of trade, a tinted or colored border surrounding and giving
55 definition to said window and permanent advertising matter forming no part of the address, appearing on said tinted border, and related to and in juxtaposition with the outline of said window.

2. As an advertising device, an envelop having a generally opaque face except for a transparent window portion through which an addressee's name on an inclosure may show through, said window being in general outline characteristic of a symbol of trade, and permanent printed matter on the face of the envelop related to and in juxtaposition with the outline of the window and cooperating with said outline to indicate a particular
65 brand of goods.

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

MAX M. COHN.

Witnesses:

J. M. ELLIS,
S. THORP.