

Aug. 20, 1935.

S. W. BARKER

2,011,703

WRAPPER OR CONTAINER

Filed May 28, 1932

2 Sheets-Sheet 1

Fig. 1.

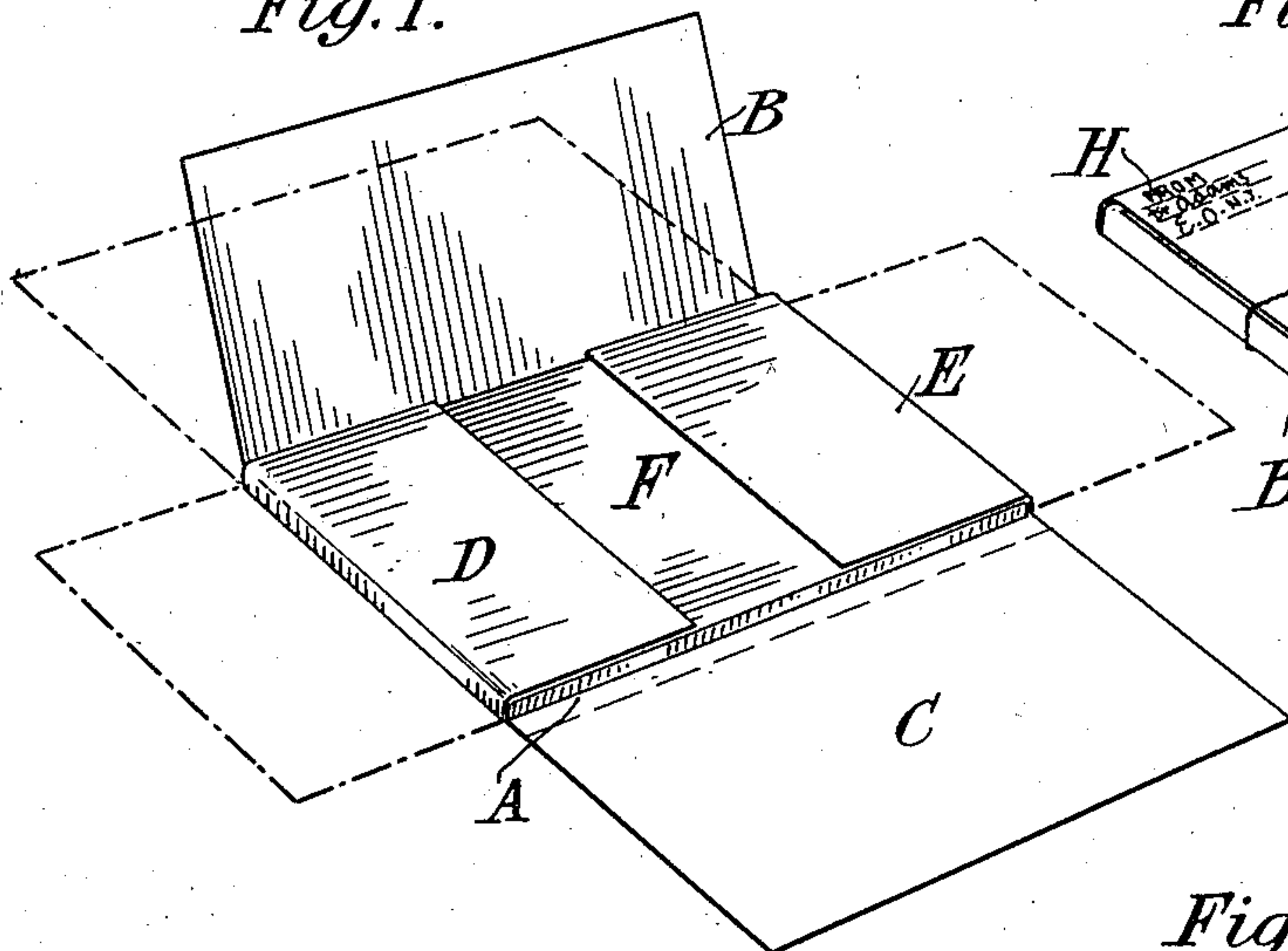


Fig. 3.

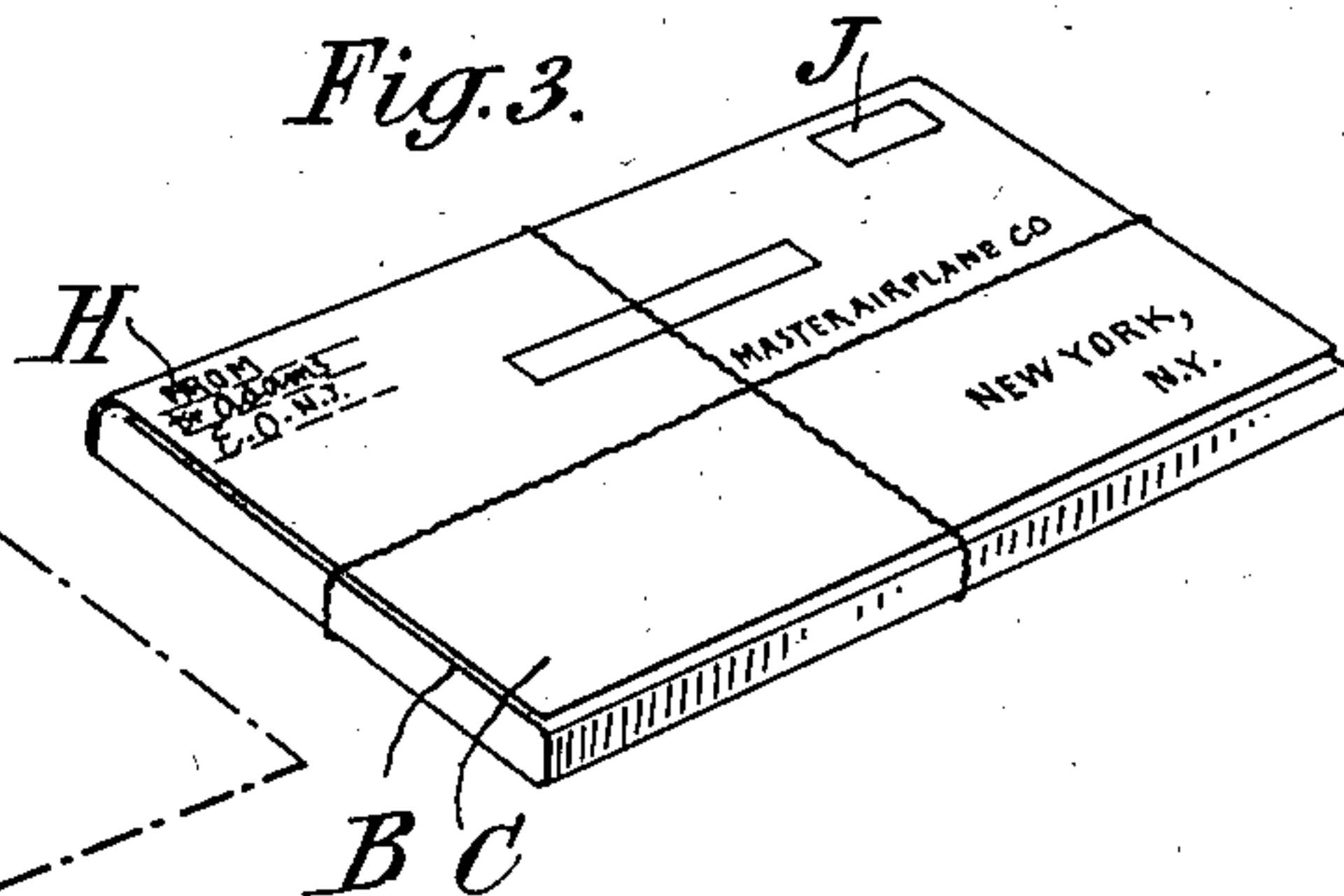


Fig. 2.

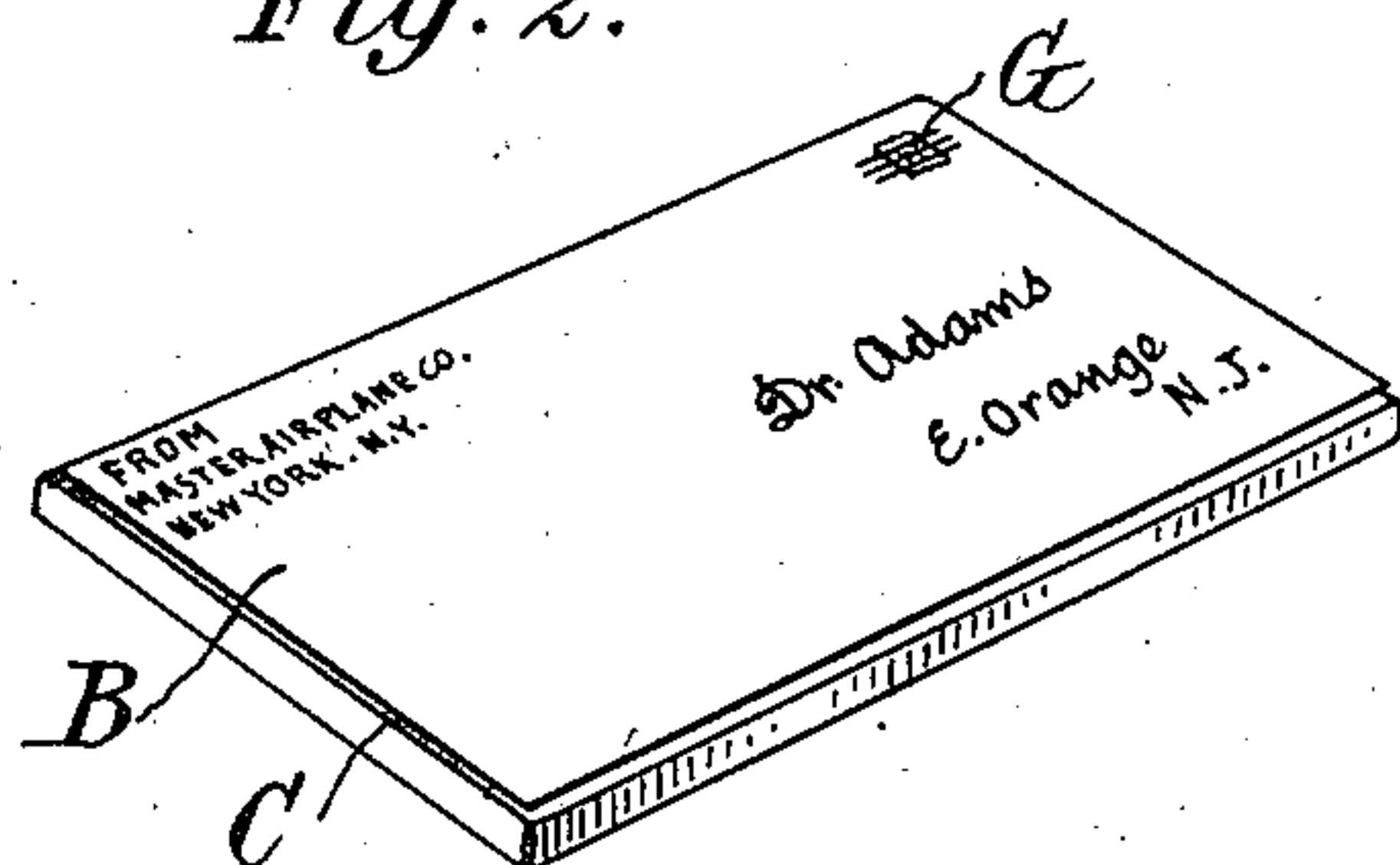


Fig. 4.

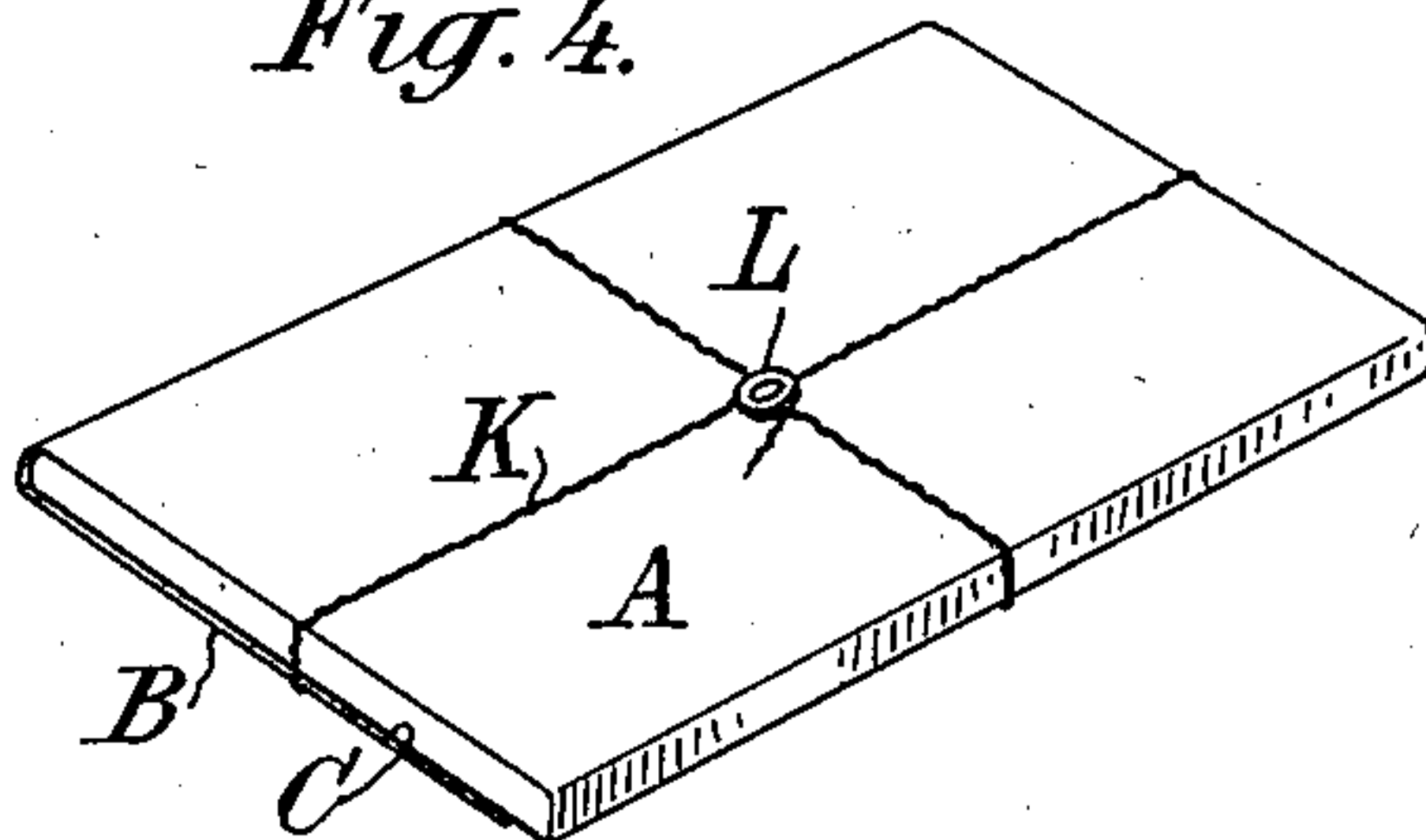


Fig. 5.

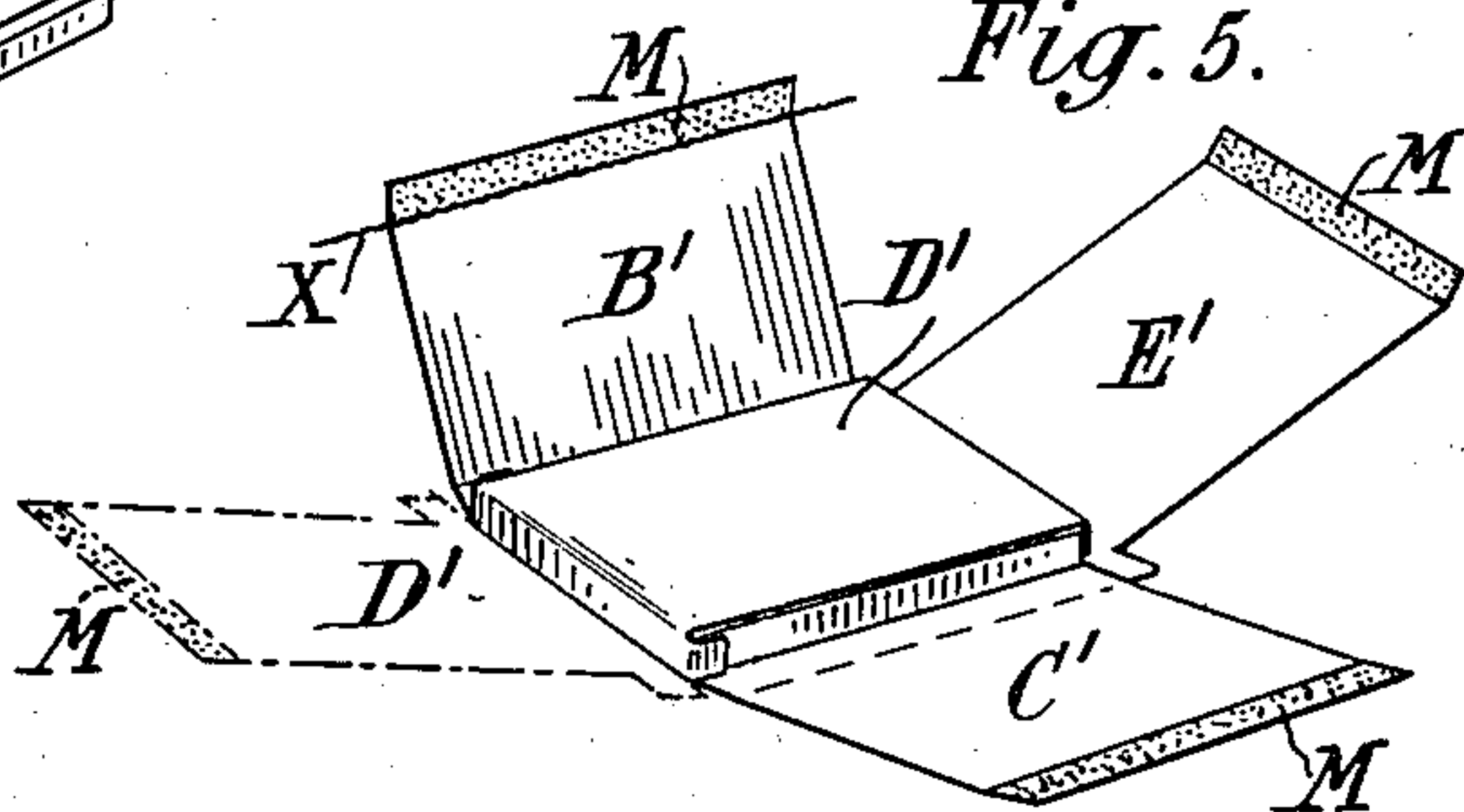


Fig. 6.

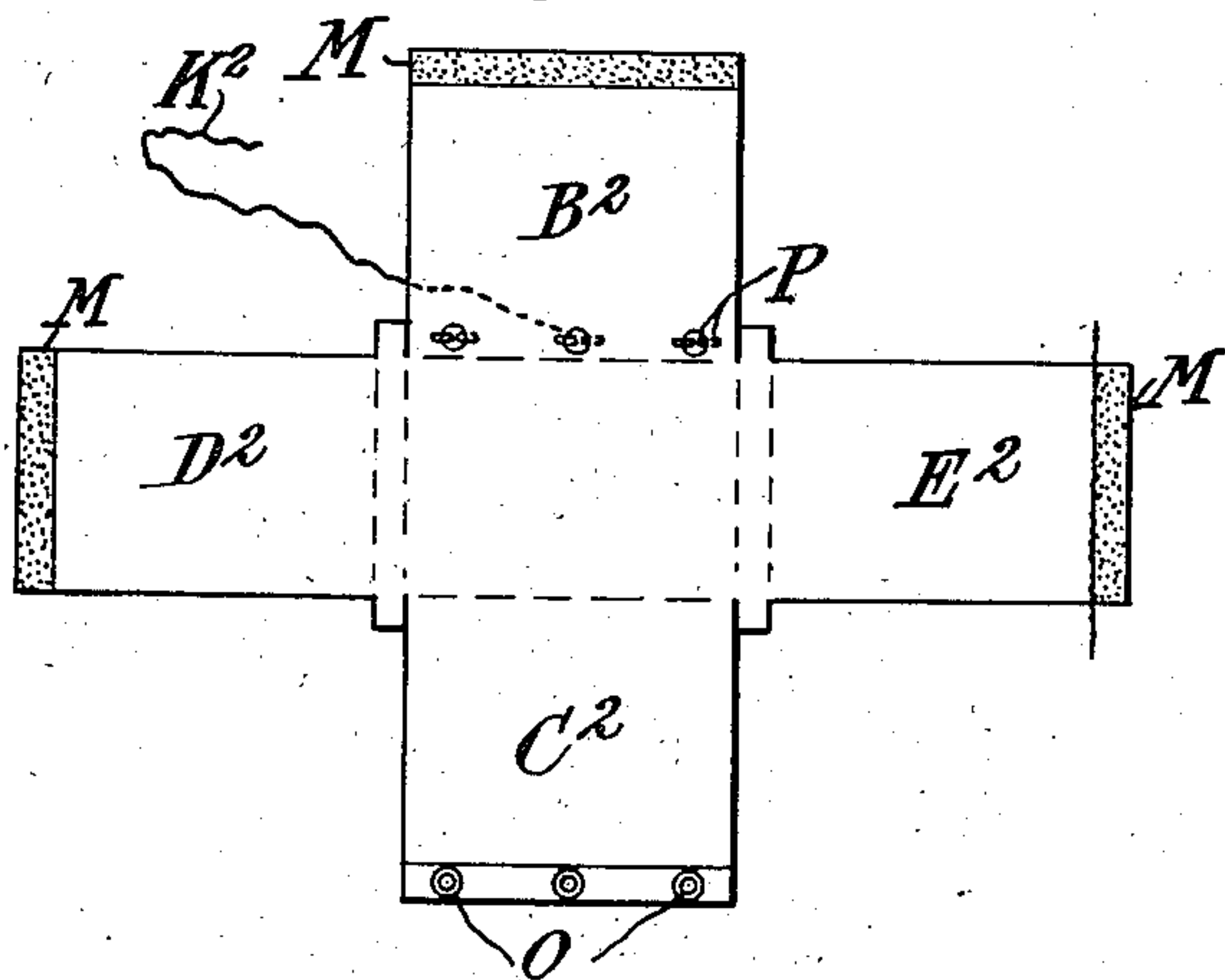
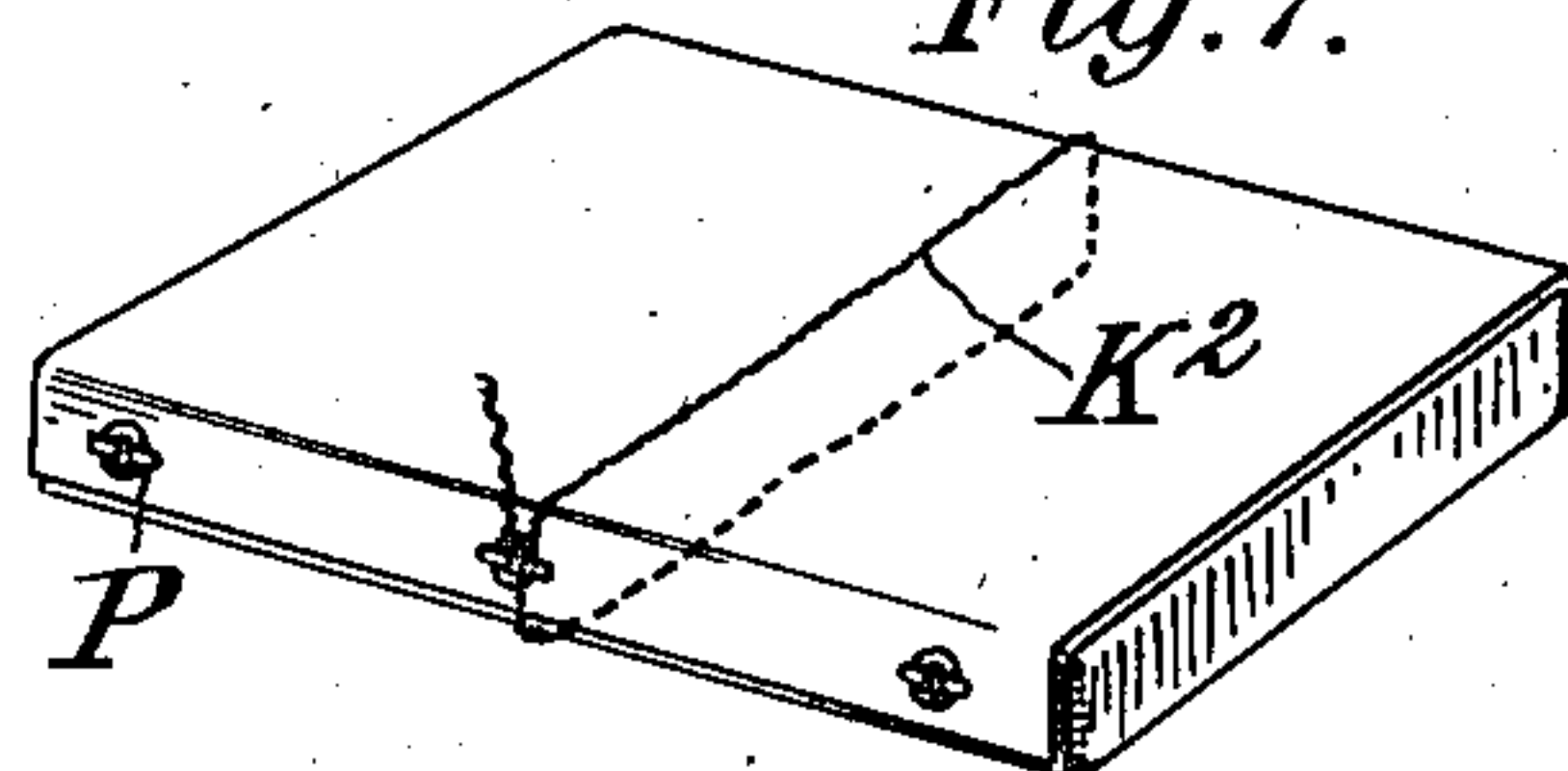


Fig. 7.



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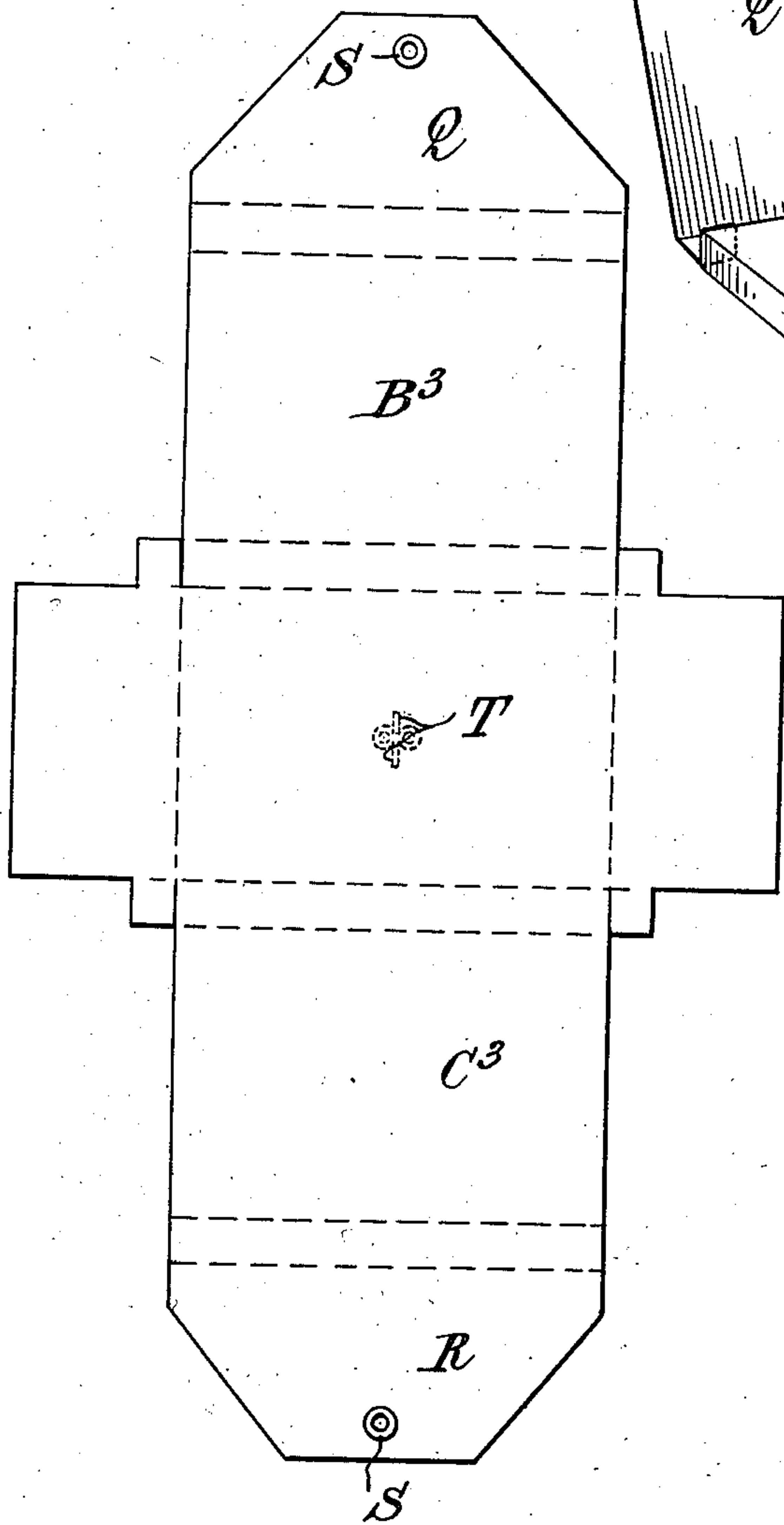
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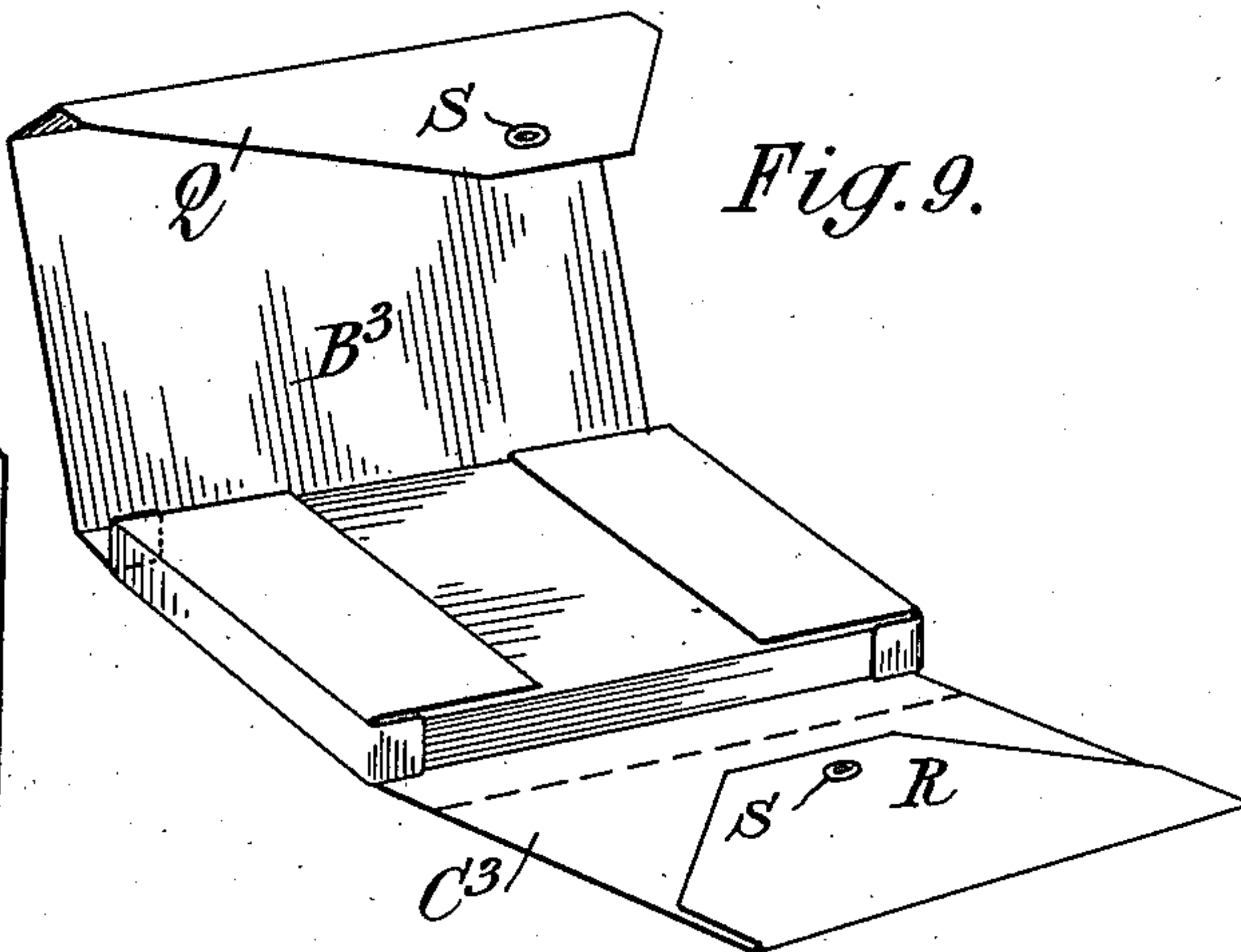
Filed May 28, 1932

2 Sheets-Sheet 2

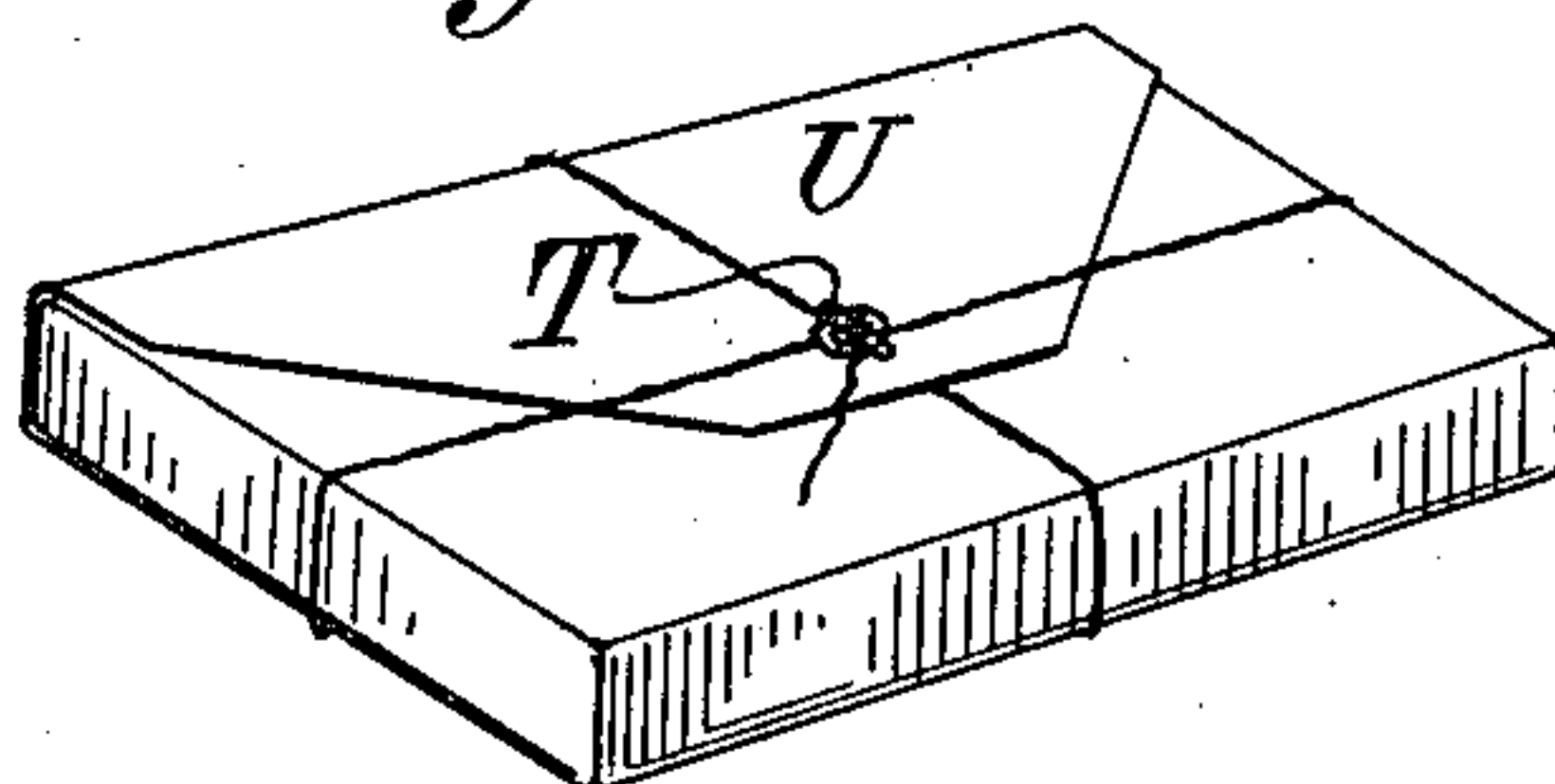
*Fig. 8.*



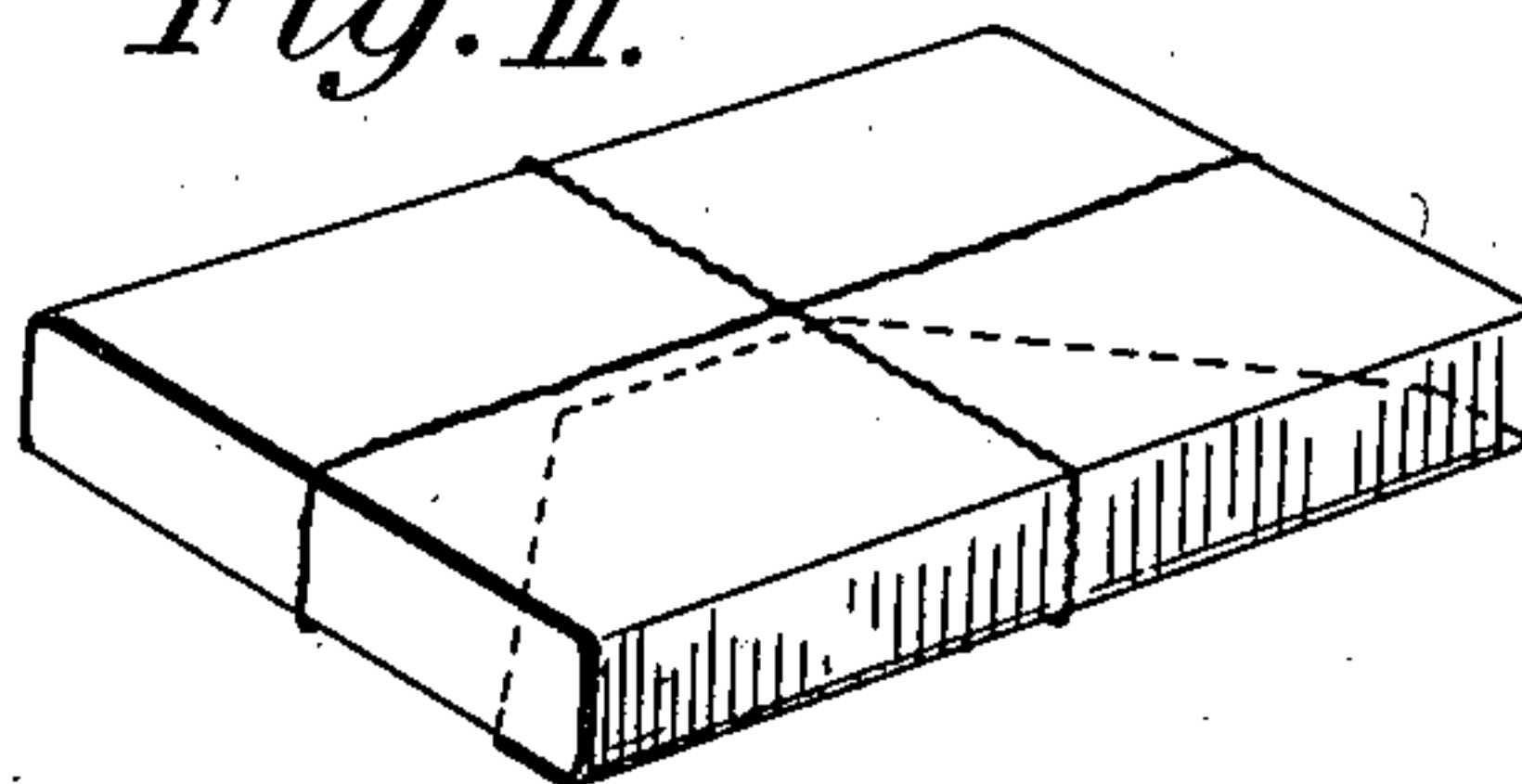
*Fig. 9.*



*Fig. 10.*



*Fig. 11.*



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## UNITED STATES PATENT OFFICE

2,011,703

## WRAPPER OR CONTAINER

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Application May 28, 1932, Serial No. 614,069

4 Claims. (Cl. 229—87)

This invention relates to a wrapper or container for shipping articles by post, express or other means of transportation.

It is customary in many lines of trade to ship the article intended to be sold to an actual or prospective purchaser, with the possibility that the article may be, for one reason or another, returned to the original shipper. Books or other articles sent on approval constitute one class of such merchandise. Another class comprises pamphlets, books, cards, etc., which are not shipped on original order but which are sent to prospective purchasers in the expectation that a sufficient percentage of them will purchase the articles to warrant the expense and risk in connection with such a system of merchandising. In such systems it is highly advantageous, if not necessary, that some wrapping means be employed which will facilitate as much as possible the return of the article, if unwanted, to the merchandiser. This is due to the fact that many prospective customers react unfavorably to a proposed purchase where the merchandiser leaves the customer in a position where it is difficult or bothersome to return the merchandise. This is also expensive to the merchandiser on account of the fact that a certain percentage of prospective customers will destroy or throw away the merchandise rather than go to the necessary trouble incident to returning it.

According to my invention, I provide a wrapper in which such merchandise may be initially packed, and in the use of which practically all burden is taken from the prospective customer if he wishes to return it. The invention is applicable to any method of shipping, and is also applicable to unsealed or sealed packages. It is also economical to the merchandiser, for the reason that with little or no expense he may utilize the same package for several shipments.

The invention includes other features of improvement, which will be hereinafter more fully pointed out.

Referring to the drawings, which illustrate several forms of the invention,—

Figure 1 is a perspective view of one form of my improved device, showing an article of merchandise partially enclosed therein, and the device itself in partially open position.

Fig. 2 is a perspective view illustrating the package and wrapper of Fig. 1, with the package completely closed.

Fig. 3 illustrates the same package ready for the return trip.

Fig. 4 is a perspective view showing the preferred method of tying the package.

Fig. 5 is a perspective view of a modified form for sealed shipments.

Fig. 6 is a plan of wrapper showing another fastening means.

Fig. 7 is a perspective view of Fig. 6 folded.

Fig. 8 is a plan of a wrapper showing another form of the invention.

Fig. 9 is a perspective view of a package partially enclosed therein.

Fig. 10 is a perspective view of one side of the device of Fig. 9, with the package fully closed.

Fig. 11 is a view of the opposite side.

Referring first to the form of the invention set forth in Figs. 1 to 4 inclusive, the wrapper comprises a cruciform sheet or sheets of material such as paper, or any other suitable material, comprising a body portion A having a primary cover portion B and a secondary cover portion C, which cover portions are preferably substantially of the same area as the body portion and of similar shape. Extending from the ends of the body portion are end flaps D and E. Cover B is shown extended, in dotted lines, and partly folded in full lines. End flaps D and E are shown extended, in dotted lines, and fully folded in full lines. F is an article of merchandise such as a thin book or box or the like which is shown in Fig. 1 in place on the body portion A, the end portions being folded over the top of the same.

It will be observed that if in Fig. 1 the secondary cover portion C be first folded over the portions D and E and the primary cover portion B then folded on top of the portion C, the under side of the portion B will then be exposed. This is the condition of the package as shown in Fig. 2. The under side of the cover portion B has now become the top of the package. According to the preferred form of the invention, the cover portion B is utilized for the address of the prospective customer, being provided with lines for this purpose if desired. In the upper left-hand corner may well appear the card of the merchandiser. In the upper right-hand corner may be affixed a suitable postage stamp if the article is to go through the mails, such as is indicated at G, or any permissible post office substitute for the stamp may be utilized.

If the customer does not wish to purchase the article of merchandise, he merely replaces it in the wrapper and instead of folding down the secondary cover C first, folds down the primary cover B, with the cover C on top of it. The condition of the package in this case is indi-



cated in Fig. 3, wherein the cover C is outermost. The name and address of the merchandiser is printed on what is now the upper side of the cover C, and lines are provided in the upper left-hand corner for the card of the customer, as indicated at H. At the upper right-hand corner is preferably provided a post office permit J of the type well known, which permits the merchandiser to pay the postage on the package if it is returned, thus avoiding the expense of affixing stamps originally to this secondary cover portion.

To complete the article as thus described, my invention provides a means, preferably carried as part of the package, by which the package may be securely fastened together in either of its two conditions, that is to say, when it is originally shipped with the primary cover outermost or when it is returned with the secondary cover outermost. This means of fastening the package together is particularly desirable when merchandise is sent unsealed either through the mails or by any other means of transportation. The device I prefer to employ upon this comprises a single length of string K, which is fastened to the bottom or outside of the body portion A by a friction or clamping button L. This button may be very easily applied to the body portion, and is preferably located at a middle point in the latter. The end of the string K may be tied to the button or may be otherwise fastened to the package. When this means is adopted for fastening the package the string is merely led in one direction or the other around the package, then around the button and then around the package in a direction normal to the first, and then again around the button, where two or three turns will be sufficient to fasten the end of the string.

As thus constituted, the package provides the greatest facility and simplicity in re-wrapping the article of merchandise by the user.

The package when initially used may well contain a return envelope with a coin card for the payment for the merchandise in case it is retained, or it may contain any desired literature advertising the advantages of the article shipped. If the article is not purchased and is returned the package can be reused by the simple expedient of pasting a sheet of paper over the primary cover for the reception of the name and address of the new consignee.

It will be observed that the important features of the invention are the provision of the primary and secondary covers with means forming a part of the unit package for holding the package together. While it might be possible to use a clip of one kind or another as a separate article, this is unsatisfactory, and if applied to a thick package is expensive.

In Fig. 5 I have shown a form of the invention in which the end portions shown at D and E in Fig. 1, are enlarged to make a third and fourth cover portion lettered D' and E' respectively in Fig. 5.

This figure also shows a form of means for keeping the package closed, which comprises gummed strips M, the gum being applied directly to the ends of the cover portions, and the latter being preferably long enough so as to reach over the top of the package and be gummed along the edge thereof. If the package is thin the gummed strips M may extend around to the body portion and be pasted to that portion.

This construction of package will permit at

least two separate mailings and returns without change. That is to say, the portions D' and E' may be provided on their surfaces with mailing indicia similar to those on the cover portions B' and C', as already explained with relation to Figs. 1 to 4. One set could be used in the first issuance of a package, and if the latter is returned the second set may be used.

A similar construction is shown in Figs. 6 and 7, except in place of the primary and secondary covers B<sup>2</sup> C<sup>2</sup> being provided with gummed edges, one of these covers, such as C<sup>2</sup>, is provided with one or more holes or eyelets O, which when the cover B<sup>2</sup> is first folded down and the cover C<sup>2</sup> folded over it aline with bendable prongs P connected with the body portion at the base of the cover portion B<sup>2</sup>, preferably being located on the cover portion or on the body portion near the inner edge of the cover portion. One of these bendable prongs may be utilized as a fastening point for a cord K<sup>2</sup>, which may be permanently fixed to the prong and tied around the package, as illustrated in Fig. 7.

In the construction shown in Figs. 8 to 11, the covers B<sup>3</sup> C<sup>3</sup> are provided with tab portions Q and R respectively. The special purpose of these tab portions is to extend around the rear of the package, so that one of the eyelets S with which each is provided may register at the rear of the package with a bendable pronged fastener T permanently connected with the back of the body portion. In the use of this construction one address will be carried on the cover B<sup>3</sup> and the other on the cover C<sup>3</sup>, and the uppermost cover will have its tab folded under the package and connected through the pronged fastener with the body portion. If desired, the pronged fastener may be utilized as a point of application of a string, such as U, which can be wrapped side-wise or lengthwise around the package, or in both directions, the pronged fastener constituting in effect a friction fastening device so that the fastening of the bendable prong may be reinforced.

At any point where the package is provided with a gummed strip, such as M in Figs. 5 and 6, I may introduce a tearing cord X along the inner margin of the strip, so that the consignee may easily open the package by tearing it with the cord.

While I have shown in detail several forms of the invention, it will be understood that I do not wish to be limited thereto, since various changes can be made therein without departing from the spirit of the invention.

What I claim is:

1. A package wrapper comprising a foldable blank and fastening means for securing the blank in a closed position; said blank having an inside surface and an outside surface and a back portion and a plurality of cover portions, the outside surfaces of which cover portions are adapted to carry forwarding indicia, each of said cover portions being adapted to be selectively folded into either an exposed or a substantially unexposed position, one portion of the blank having its outside surface exposed regardless of the manner in which the blank is folded for use; and the fastening means being a single means permanently connected to such latter exposed outside surface and being adapted to pass around the package in one or more directions.

2. A package wrapper in accordance with claim 1, in which the fastening means is connected to the outside surface of the back portion of the blank.



3. A package wrapper comprising a foldable blank and fastening means for securing the blank in a closed position, said blank having an inside surface and an outside surface, and a back portion and a plurality of cover portions, the outside surfaces of which cover portions are adapted to carry forwarding indicia, each of said cover portions being adapted to be selectively folded into either an exposed or a substantially unexposed position, one portion of the blank having

its outside surface exposed regardless of the manner in which the blank is folded for use and the fastening means comprising a cord, one end of which is fixedly connected to such latter exposed outside surface.

4. A package wrapper in accordance with claim 3, in which the cord is connected to the outside surface of the back portion of the blank.

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