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N. E. COVEL

ADVERTISING WRAPPING FOR PACKAGES

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Fig. 1

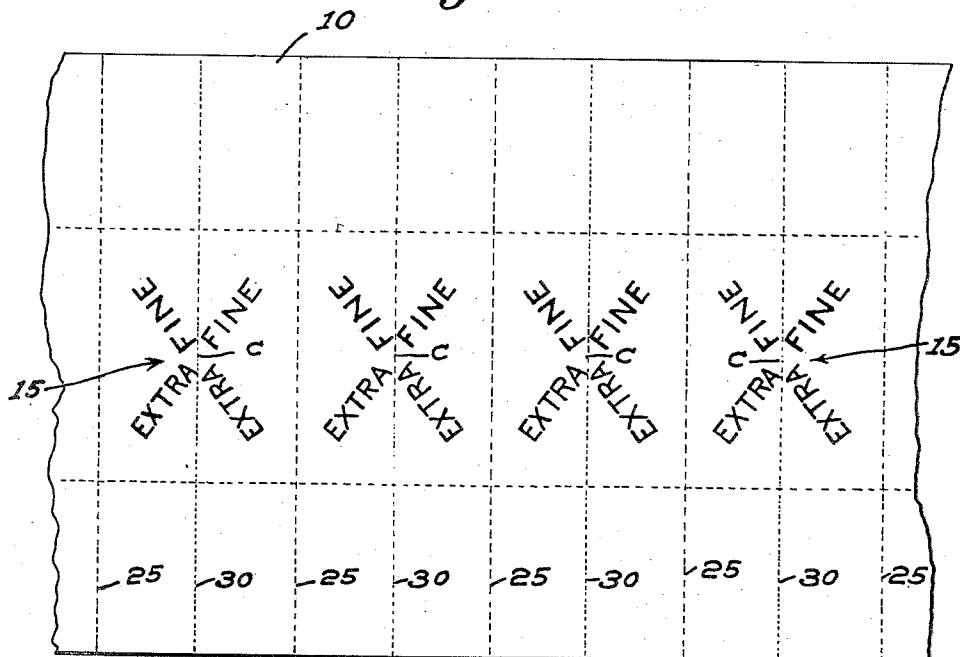


Fig. 2

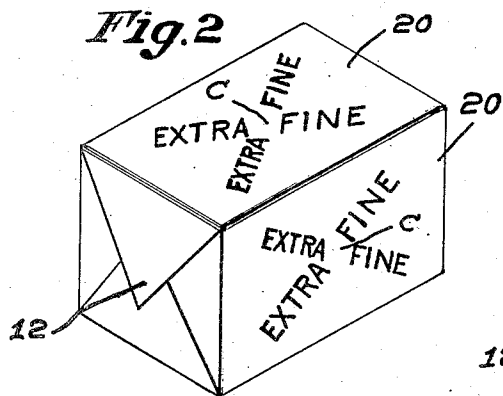
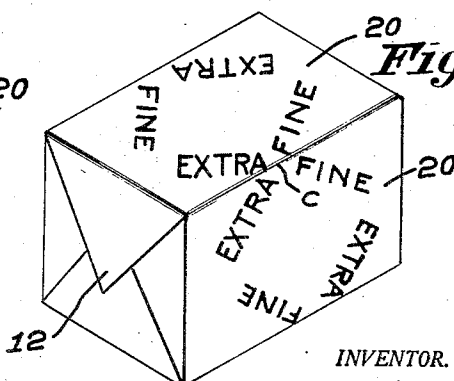


Fig. 3



INVENTOR.

Nathan Edwin Covell

BY

Henry R. Thomson

ATTORNEY.

UNITED STATES PATENT OFFICE.

NATHAN EDWIN COVEL, OF NEWTONVILLE, MASSACHUSETTS.

ADVERTISING WRAPPING FOR PACKAGES.

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This invention relates to advertising wrapping for packages sold in trade upon which the advertising is usually displayed by printed indicia and more particularly to paper wrappers used for enclosing and protecting confections of parallelepipedal form having side faces of equal area.

The object of the invention is to provide an advertising medium, in the form of a wrapper having displayed thereon selected indicia constituting the advertising matter, having the advertising so assigned on the face of the wrapper in relation to the dimensions of the package to be enclosed thereby, as to be completely visible upon adjacent side faces of the package even when the folds, formed by the angles of the package between said faces, pass through said indicia.

To the accomplishment of this object and such others as may hereinafter appear, as will readily be understood by those skilled in the art, the invention comprises the features and combinations of elements hereinafter described and then particularly pointed out in the appended claims.

The features and scope of the invention will best be understood from a description of the preferred embodiment thereof illustrated in the accompanying drawings, in which:

Figure 1 is a view, in plan, of a portion of an endless strip of paper, or other material, suitable for the protection of confections or the like on which advertising indicia may repeatedly be printed or otherwise displayed;

Fig. 2 is a view, in perspective, of a caramel confection enclosed by a suitable length cut from the strip shown in Fig. 1 and illustrating one way in which the advertising indicia may be displayed on adjacent side faces of the wrapped package; and

Fig. 3 is a view, in perspective, similar to Fig. 2 but illustrating another way in which the advertising indicia may be displayed on said side faces of the package.

In the embodiment of the invention illustrated in the drawings, disclosure is made of its use as a wrapper for caramels, but those skilled in the art will recognize from the following description that in its broader aspects any parallelepipedal package may have the wrapper applied with the same advantageous results.

Figure 1 illustrates an endless strip 10 of some material adapted to take printing, embossing or other marking from which suitable lengths are separated for wrapping single

packages by folding transversely and then tucking the extended side margins. Figs. 2 and 3 illustrate caramels wrapped by a length or section taken from the strip 10, the end tucks being shown at 12, and for confections of this nature a wax-paper strip is preferred for obvious reasons.

In accordance with the principle of the present invention, as will presently appear, the successive sets of indicia 15 constituting the advertising must be in such form and arrangement that it can readily be divided centrally into two parts of substantially equal size. In the drawing a very simple form is shown, namely the two words "Extra fine" wherein the two parts consist each of one word only, but it will be understood that the advertising may be in the form of one or more phrases, sentences, pictures or symbols so arranged as to be balanced on either side of a substantially central division, or may be in the form of a single name or notation that lends itself to a like central division.

The important feature of the display of the advertising 15 on the strip 10 is that the phrase, notation, symbol, etc. be displayed in the form of a cross, and that in one form both lines of each set of advertising indicia forming the bars of the cross, in the event that an arrangement of words or the like is used, shall be so related that each may be read without reversing the strip on which they appear. Thus in the illustration (Fig. 1) it will be observed that both phrases "Extra fine" of any cross 15 throughout the length of the strip 10 may be read on holding the strip vertically within the line of vision. To explain in another way the novel manner in which the crosses 15 (Figs. 1 and 2) are formed, if the illustrated strip 10 be folded along its longitudinal medial line, then for each cross 15 one longitudinal half of the strip will display only the word "Extra" and the other longitudinal half will display only the word "Fine". The crosses 15 may be so displayed, as illustrated by Fig. 1, that the phrases of all may be read from a single direction, but the novel result of practicing this invention will still be obtained if the crosses are so arranged that only alternate crosses may have their phrases read from the same direction (see Fig. 3). Furthermore it is within the scope of the invention to vary the advertising display presented by the successive crosses by alternating crosses composed of different phrases, or otherwise varying the features de-

sired to be brought to the attention of the public.

The wrapper is primarily adapted to a package of parallelepipedal form wherein the four side faces 20 (Figs. 2 and 3) are all of equal width and for this reason the centers C of the successive crosses 15 are equally spaced, the distance from center to center being equal to the width of a side 20 of the package to be enclosed. Preferably, but not necessarily, the degree of the angles formed by the two bars of a cross is that of the angles between the diagonals of the parallelogram forming a side 20. Accordingly when the corner creases are at the dotted lines 25 in Fig. 1 the entire indicia constituting a cross will be fully displayed on each side of the package (see Fig. 2). The corner creases may, however, be formed on the dotted lines 30 in Fig. 1 passing through the centers C of each cross. When the package is so wrapped the advertising indicia forming each cross 15 is split into two parts and said two parts appear upon different, but adjacent, sides 20 of the package (see Fig. 3). But, because of the manner in which the two phrases are printed, i. e. their relative position in forming a cross 15, the splitting of the cross centrally does not detract in any way from the advertising value of the wrapper. Even when so split the complete phrase may still be read on any side face 20 of the package as illustrated by Fig. 3 although with this mode of folding the complete phrase is composed of the first part of one cross-bar and the last part of the other cross-bar.

The nature and scope of the invention having been indicated, and its preferred embodiment having been specifically described, what is claimed as new, is:—

1. An advertising wrapper for parallelepipedal packages having side faces of equal area comprising a wrapping strip on which advertising matter is displayed in successive sets of indicia lengthwise the strip, each set of indicia being arranged in the form of a

cross comprising words or symbols which are duplicated on each side of a transverse line through the intersection of the bars of the cross, said crosses being spaced from center to center a distance equal to the width of a side face of the package to be wrapped whereby said strip may be folded about the package on either one of two series of transverse lines and yet present the complete advertisement on each side face of said package.

2. An advertising wrapper for parallelepipedal packages comprising a wrapping strip on which advertising matter is displayed in successive sets of indicia lengthwise the strip, each set of indicia being composed of two like linear arrangements of words or symbols readily divisible substantially centrally and associated in the form of a cross so located on the strip that the portions of said two linear arrangements lying on either side of the longitudinal medial line of the strip are alike and the centers of said crosses being spaced apart a distance equal to the width of a side face of the package, whereby the words or symbols comprising said linear arrangement may be presented twice on each side face by folding the wrapper transversely through said crosses.

3. A wrapping strip for parallelepipedal packages on which there appears throughout its length successive, equally spaced, sets of advertising phrases or the like, each set consisting of two like, two-part phrases arranged in two crossed lines, all of said phrases having their first parts on the same side of the longitudinal medial line of the strip and their last parts on the other side of said line, by virtue of which folding transversely through either the centers of said crossed lines or midway therebetween ensures presentation of the advertising phrase twice between any two folds, both presentations being readable from the same direction.

In testimony whereof I affix my signature.

NATHAN EDWIN COVEL.