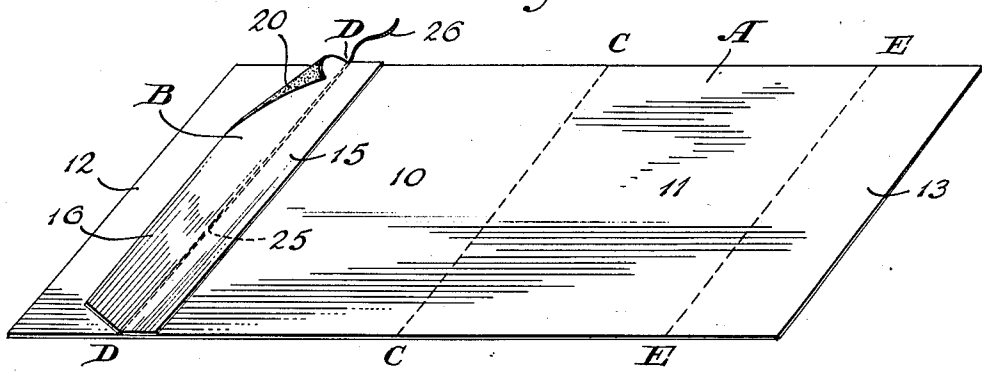
Sept. 28, 1943. H. C. POMERANZ 2,330,619

COMBINED MAILING WRAPPER AND COVER FOR MAGAZINES AND THE LIKE

Filed March 14, 1942

Fig. 1.



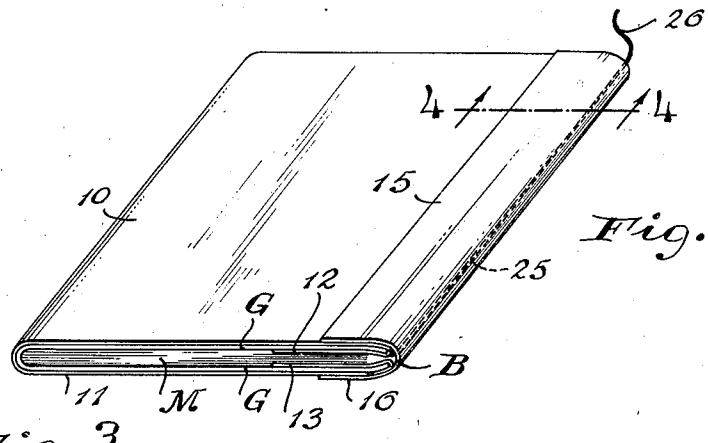


Fig. 2.

Fig. 3.

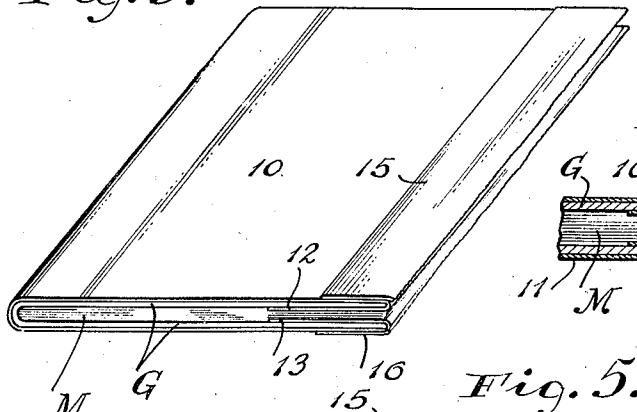


Fig. 4.

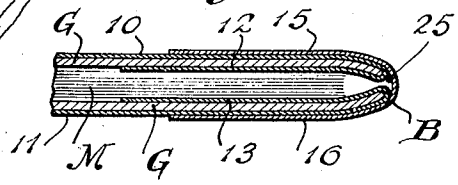
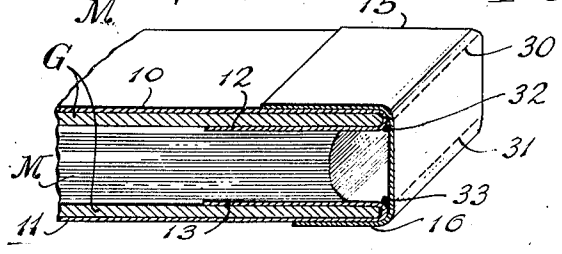


Fig. 5.



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UNITED STATES PATENT OFFICE

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COMBINED MAILING WRAPPER AND COVER FOR MAGAZINES AND THE LIKE

Harry C. Pomeranz, New York, N. Y.

Application March 14, 1942, Serial No. 434,735

2 Claims. (Cl. 229—87)

My present invention relates generally to a combined cover and mailing wrapper for a book or a magazine or merchandise of a similar character.

My invention was developed initially for use with books and magazines and I have therefore illustrated my invention as so embodied and will make my disclosure by reference to such embodiment. This manner of disclosure is not intended to be limitative unless so specifically expressed in the claims.

In one aspect the general object of my invention is the provision with a protecting cover for a book magazine or the like, of an arrangement whereby this protecting cover may serve initially to package a book or magazine for mailing purposes.

From another aspect my invention relates to an arrangement whereby a mailing wrapper or package for a book magazine or the like, may thereafter serve as a protecting cover therefor.

In the embodiment illustrated in the drawing I show the attainment of my objective as follows: I associate with a wrapper so dimensioned that it can be folded about a book or magazine to form a protecting cover therefor with end flaps folded under the top and bottom covers of the book or magazine, an additional flap forming member so characterized and dimensioned and related to the aforementioned wrapper that when the wrapper is folded, this third flap can be caused to span the open end of the book or magazine to thereby complete the packaging of the book or magazine for mailing purposes.

For the attainment of these objects and such other objects as may hereinafter appear or be pointed out I have illustrated one form of my invention wherein:

Figure 1 shows one embodiment of my mailing wrapper and cover in perspective before folding;

Figure 2 shows it in its relation to a magazine when serving as a wrapper for mailing purposes;

Figure 3 shows the mailing wrapper of Figure 2 opened so that it becomes a book cover;

Figure 4 is an enlarged section taken on line 4—4 of Figure 2, and

Figure 5 is a section similar to that of Figure 4 of a modified embodiment.

Upon reference to Figure 1 it will be observed that my combined mailing wrapper or packaging wrapper and cover comprises what I shall term the magazine cover forming member to which the refernce character A has been applied and an extra or added flap member whereby it and the cover forming member may serve initially to package or wrap the book or magazine for mailing purposes.

I here premise that the book or magazine cover forming part A may be formed of a material or so devised that it can readily be folded about the book or magazine to form a protecting cover therefor during the use thereof, and that its dimensions are those dictated primarily by the size of the book or magazine with which it is to be employed and that it may be folded thereabout in any preferred or desired manner to form a protecting cover therefor as for example in the manner shown in Figure 2 and to be more fully described.

In Figure 1, the dotted lines CC, DD and EE are intended to indicate the lines along which the wrapper A is to or may be folded about a magazine or book to form a cover therefor as shown for example in Figure 3. For convenience of description I will refer to the parts 10 and 11 defined in Figure 1 between the central fold line CC and the fold lines DD and EE to each side thereof, as the book or magazine cover engaging portions of the wrapper and the end portions 12 and 13 as the flap portions, which as shown in Figure 4 are intended to be folded to engage around and under the top and bottom covers G—G of the magazine M to complete the protecting engagement of the cover about the magazine.

Referring again to Figure 1 of the drawing it will be observed that the flap B is shown as comprised of portions 15 and 16, and that the line which delimits these portions approximates the fold line DD which defines the flap 12. It will further be observed that the part 15 of the flap B is secured to the part 10 of the cover A in any preferred or desired manner as by adhesive but that the portion 16 thereof is free and unattached. For reasons that will be shortly understood, the width of the portion 16 of the flap B is such that when the wrapper A is folded into its cover engaging relation with the magazine as aforementioned, the portion 16 which in fact is carried by and extends from the book or magazine cover engaging portion 10 of the wrapper, can be caused to span the open end of the magazine or book and to be engaged with the other magazine or book cover engaging portion 11 and to be secured thereto in any preferred or desired manner, again as by adhesive 20. As a result of this arrangement the cover A and the wrapper B when folded and related to a magazine or book as aforementioned and as

shown in Figure 2, completes the packaging of the magazine or book whereby it can be transmitted through the mail. It will be understood that the wrapper B while shown as secured to the cover portion 10 in Figure 1 can be secured equally well to the other cover portion 11 in that figure.

The packaged magazine of Figure 2 can be opened in any preferred or desired manner as for example by tearing through the portion 16 where it spans the open end of the magazine in the showing of Figure 2. To facilitate this operation I show in that figure the incorporation of a tear string 25. By reference to Figures 1 and 2 it will be observed that this tear string 25 is shown as located approximately along the fold line DD although this is not essential. This tear string 25 is operated by using the extending end 26 thereof to tear through the flap portion 16 so that the mailing wrapper assumes the condition shown in Figure 3 wherein it has become essentially a protecting cover for the magazine.

A magazine generally differs from a book in the respect that the former is relatively thin and has covers which are almost as flexible as the printed sheets. This permits the magazine to be bent, folded and compressed at its open edge. This significance of these factors is that the portion 16 which is required to span the open end of the magazine may generally be relatively narrow. I have attempted to show this in Figure 4. As a result when the package is opened as by pulling on the draw string 25, the spanning portion which remains attached to the cover member 11 in Figure 4 will also be relatively narrow and will interfere very little if any with the normal use of the magazine. The situation is somewhat different where the packaging of a book is concerned because a book generally has a thickness of the order of 2½" or more and therefore will require a spanning portion in the flap of a width equal to that thickness. The provision for tearing through this spanning portion disclosed in Figures 2 and 4 will leave a freely hanging flap portion of a width approximately equal to the thickness of the book. To meet this situation my invention contemplates that the arrangement for opening the package be such that the spanning portion is substantially entirely removed and for the attainment of this objective I provide in Figure 5, an arrangement so that the flap B' can be torn through along two parallel lines spaced apart a distance substantially equal to the thickness of the book. These two parallel tear lines can be provided in any preferred or desired manner. In Figure 5 I show the two tear lines 30 and 31 so positioned on the flap B' that when the flap B' is secured in position as shown in Figure 5 to complete the book packaging, the tear lines 30 and 31 will be located approximately in line with the side edges of the front and back covers of the book. Therefore severing the flap B' along these two tear lines, will result in a separation of that portion of the flap B' which spans the open end of the book. In this way opening the package does not leave a hanging portion which impairs or interferes with the convenient use of the book. For convenience I may employ tear strings 32 and 33 at the tear lines 30 and 31 to assist in this operation.

Having thus described my invention and illustrated its use, what I claim as new and desire to secure by Letters Patent is:

1. A combined cover and mailing wrapper for a magazine book and the like of a readily foldable material, said wrapper comprising: (*a*) a main section foldable about a magazine along a line transverse and intermediate of its width to embrace the bound edge of the magazine and to overlie and protect the respective cover members thereof; (*b*) flap portions extending from the opposite side edges of said main section and adapted to be folded around the edges of the respective cover members into engagement with the inner surfaces thereof; and (*c*) a third flap member carried by said wrapper and extending laterally beyond the main section to overlie one of said flap portions to an extent so that when the wrapper is in position to embrace the back and cover members of a magazine with the two first mentioned flap portions in the aforementioned enfolding relation to the cover members of the magazine, the third flap can be caused to extend from one cover member and be secured to the other cover member to thereby complete a closed mailing wrapper for the magazine, whereby upon destruction of the wrapper closure effected by this third flap, the wrapper can then remain to serve as a cover for the magazine.

2. A combined cover and mailing wrapper for a book made of readily foldable material, said wrapper comprising a main section foldable about a book along a line transverse and intermediate of its width to cause said wrapper to embrace the bound edge of the book and to overlie and protect the respective covers of the book, said wrapper comprising also flap portions extending from the opposite side edges of said main section and adapted to be folded around the edges of said cover members and to engage with the inner surfaces thereof, said wrapper comprising a third flap member extending laterally beyond the main section to an extent so that when the wrapper embraces the back and cover members with the two first mentioned flaps in the aforementioned enfolding relation thereto, the third flap can be caused to extend from one cover member and be secured to the other cover member to thereby space the open end of the book and complete a closed mailing wrapper therefor, whereby upon destruction of the wrapper closure effected by this third flap, the wrapper can then remain to serve as a cover for the magazine, said third flap having its top and bottom edges co-terminus with the top and bottom edges of the wrapper cover element with which it is associated, and means whereby the spanning portion can be removed by tearing along parallel lines positioned approximately at the free side edges of the back and front book cover members.

HARRY C. POMERANZ.