Sept. 7, 1943. T. C. SHEERIN 2,328,688

BREAD WRAPPER

Filed July 19, 1941

Fig. 1.

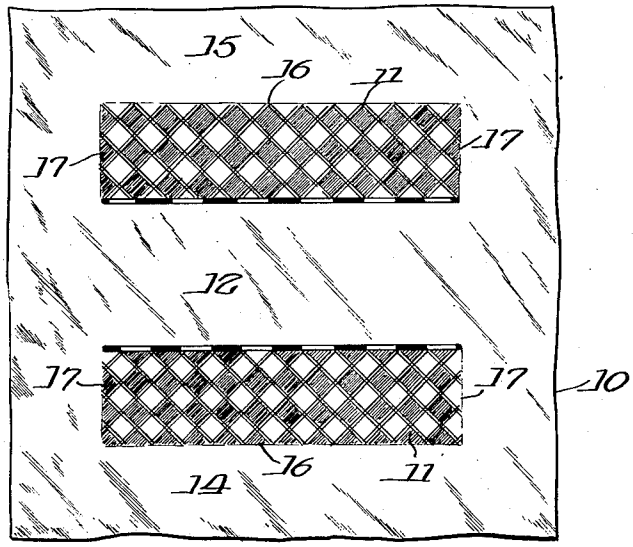


Fig. 2.

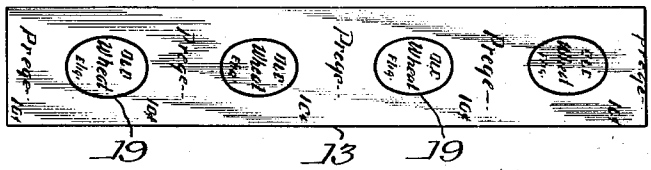


Fig. 3.

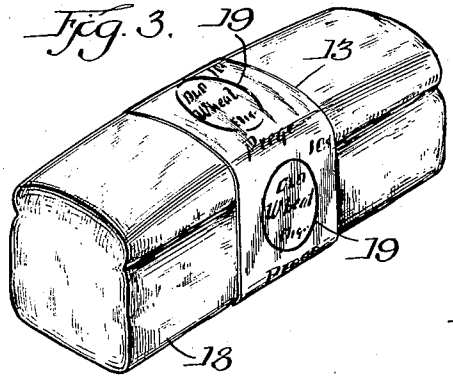
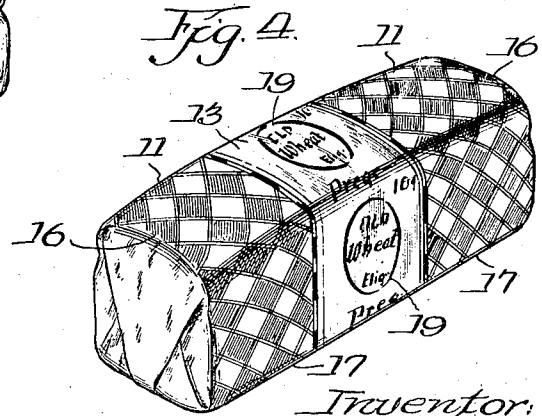


Fig. 4.



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Patented Sept. 7, 1943 2,328,688

UNITED STATES PATENT OFFICE

2,328,688

BREAD WRAPPER

Thaddeus Coleman Sheerin, Chicago, Ill., assignor to The Cuneo Press, Inc., Chicago, Ill., a corporation of Illinois.

Application July 19, 1941, Serial No. 403,107

2 Claims. (Cl. 229—87)

My invention relates to bread wrappers and has particular reference to a wrapper made from thin, transparent foldable material capable of receiving ink or other coloring material on its surface whereby the wrapper may be ornamented in such manner that the name or brand of the baker or manufacturer may appear on another band around the loaf and be visible through one portion of the wrapper.

Another and further object of my invention is the provision of a bread wrapper which is ornamented on certain of its areas in conformity with certain holidays, seasons of the year or the like, and made up in large quantities for use by various manufacturers who may place their own brand or name on a strip of material and then place this band around the loaf of bread, preferably under the wrapper, and in register with the area of the wrapper which is not ornamented, so that such strip of material or the printing or mark thereon is visible through the wrapper.

Another and further object of my invention is the provision of a bread wrapper which may be printed or ornamented with certain characters or types of ornamentation in large quantities, thus materially reducing the cost of the wrappers, particularly for special purposes such as holiday trade or the like.

These and other objects of my invention will be readily and better understood by reference to the accompanying sheet of drawing, and in which—

Figure 1 is a plan view of my improved bread wrapper;

Figure 2 is an elevational view of the under strip which may contain the baker's name, trade mark or the like;

Figure 3 is a perspective view of a loaf of bread with the name strip applied centrally thereof; and

Figure 4 is a perspective view of a loaf of bread with the name strip and wrapper thereon.

Referring now specifically to the drawing, a sheet 10 of thin, transparent foldable material is shown, having ornamented areas 11, 11 thereon in spaced relation with each other, whereby an area 12 is provided in the wrapper 10 of substantially the same width as the marker strip 13 shown in Figure 2. The wrapper 10 is printed in continuous sheets of varying widths, depending upon the size of the loaf the wrapper 10 is intended to enclose, and cut to suitable lengths during the wrapping process, if machine wrapped, or cut into units of suitable length if hand or individually machine wrapped, to adequately cover the surface of the loaf with sufficient margins at each end and overlapped meeting edges, usually at the bottom of the load, to provide proper sealing of the wrapper so that it remains in place during shipping and handling operations.

The printed or decorated areas 11, 11 are positioned inward from the ends of the wrapper 10 so that areas 14 and 15 are provided which when folded in the usual manner form a complete closure for the end of the loaf (Fig. 4), with the outer marginal edges 16, 16 of the ornamented areas so positioned that these lines are in register with the ends of the loaf, while the ends 17, 17 of the ornamented areas terminate short of the sides of the wrapper 10. The printed areas 11, 11 are of sufficient length to extend across the top of the loaf 18 and down on each side thereof to each of the lower corners of the loaf 18, thereby decorating the entire wrapper which is exposed to view when the loaves are packed for shipment or displayed in a container for sale purposes, while the under side of the loaf is visible through the transparent portion of the wrapper if for any reason it may become desirable to examine a loaf during the handling or the sale thereof.

The marker strip 13 is substantially the same width as the area 12 of the wrapper, and is printed while in a continuous strip, with the name of the manufacturer appearing thereon in any manner or form of lettering desired. Areas 19, 19 are provided for the proper name or descriptive matter indicating the kind or charatcer of the particular loaf of bread, or the price of the bread may appear thereon if desired. The printing or marking on the marker strip 13 is visible for use in handling and packing the bread in the bakery, to the merchant in making his display, and to the ultimate purchaser when the sale is made by the retailer.

In packaging a loaf of bread, the initial operation is to place the marker strip 13 around the loaf centrally thereof and draw it fairly tight, preferably overlapping the ends of one of these strips, and to secure the ends together in any approved manner, as by sealing, so that this strip 13 is held against displacement during the future handling operations. Thereafter, the wrapper 10 is placed around the loaf with the adjacent marginal lines of the areas 11, 11 in register with the outer edges of the strip 13. In this position the edges 16, 16 of the ornamented areas terminate substantially at the juncture of the top and side edges of the loaf at the ends thereof. The edges of the wrapper overlap on

the under side of the loaf and the ends are folded and sealed in the approved manner, either by hand or by machine, as is customarily done in large bakeries. Thus the manufacturer's name, his trade mark and the variety or kind of bread, as well as the price thereof if desired, may appear on the marker strip, all of which is visible through the unornamented part of the wrapper, while the ends of the loaf are ornamented in any pleasing design of color or combination of colors which constitute an attention-arresting display, making the merchandise more attractive from a sales standpoint. The wrapper may be decorated with appropriate designs for special seasons of the year, for the various holdays and for many other occasions which may appeal to the buying public.

While I have described more or less precisely the details of construction, I do not wish to be understood as limiting myself thereto, as I contemplate changes in form and the proportion of parts and the substitution of equivalents as circumstances may suggest or render expedient without departing from the spirit or scope of the appended claims.

What is claimed is:

1. A bread wrapper comprising an inner band of flexible material of predetermined width adapted to encircle a loaf of bread centrally thereof, and an outer wrapper, free of said inner band, said outer wrapper having ornamented areas spaced with respect to each other substantially the same distance as the width of the flexible band and terminating short of the marginal edge of the wrapper in a longitudinal direction, with sufficient material in said wrapper to envelop each end of the loaf and be folded on one side of the said loaf, the loaf being vesible at each end and on the folded side of the wrapper.

2. A bread wrapper comprising a band of flexible material of predetermined width adapted to encircle a loaf of bread centrally thereof and a wrapper free of said band of flexible material adapted to completely envelop a loaf of bread, of thin material having ornamented areas spaced with respect to each other and also spaced in relation to the flexible band, of substantially the same distance as the width of the flexible band, the wrapper being of sufficient length to overlap on its under side and of sufficient width to be folded over the ends of the loaf, with transparent areas at the ends between the ornamented areas and at the bottom thereof.

THADDEUS COLEMAN SHEERIN.