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 merchantiser. This is due to the fact that many prospective customers react unfavorably to a proposed purchase where the merchantiser leaves the customer in a position where it is difficult or bothersome to return the merchandise. This is also expensive to the merchantiser 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 merchantiser, for the reason that with little or no expense he may utilise 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.

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

Figure 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 merchantiser. 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 innermost cover B. 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 string K is led around the package in one direction or the other, in such a manner as to secure the package. At any point where the package is provided with a gummed strip, such as M in Figs. 5 and 6, 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, said cover portions being 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 and the other portion of the blank 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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