

GIFT-WRAPPING METHODS IN SELECTED DEPARTMENT STORES  
IN THE NORTH TEXAS AREA

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IN THE NORTH TEXAS AREA

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## CHAPTER I

### INTRODUCTION

#### Statement of the Problem

Gift wrapping has come to be considered more and more important by stores in the last few years. It has proved to be an invaluable promotional instrument, and it is now considered an essential part of the merchandising programs of most larger stores. Much time and effort have been directed to the organizing of special departments to handle gift wrapping for such stores. Results appear to be more than worthwhile because sales for such stores have increased a noticeable amount due to their outstanding gift-wrapping programs.

Gift wrapping, however, has not always enjoyed such popularity. In the beginning special Christmas wrappings were all that stores considered as necessary for a successful merchandising program; however, gift wrapping gained so much popularity and public acceptance that wrappings for other special days were introduced. Birthday wrapping proved to be very successful, and wrappings for such special days as Valentine's Day, Easter, Hallowe'en, and Thanksgiving also acquired rapid fame.



Today, most larger stores have special departments set aside in the store that devote full time to gift wrapping. These departments have their own director and their own specially trained personnel. All of the designs that they use for wrapping packages are specially designed to fit the needs of the store. Each store usually has distinctive wrapping paper, ribbon, and other supplies used in the process of gift wrapping.

Since gift wrapping has proved so popular in larger stores, it seems logical that it should be equally successful in smaller stores as well. This, unfortunately, has not been the case. This lack of success appears to be due mainly to the deficiency of essential knowledge concerning gift wrapping upon the part of smaller store owners. Such a lack of knowledge is due in part to the limited amount of written material upon the subject of gift wrapping. Therefore, there seems to be an immediate need for a compilation of data concerning the subject of gift wrapping so that smaller store owners can profit by the methods employed so successfully by larger stores.

A study and analysis of gift wrapping as used in large stores would put in definite form the available data concerning the subject. Smaller store owners, when supplied with such information, could begin to see the possible profits in gift wrapping. The study could be used by the

smaller store owners as a basis for organizing a gift-wrapping department in their own stores.

#### Limitations

The study is limited to a survey of the gift-wrapping departments of selected stores in Dallas, Fort Worth, and Denton. It is felt that the stores selected give a representative picture of the gift-wrapping methods used by the larger department stores in the area. If all stores were covered, such a study would be too extensive for the amount of time available.

Allowance must be made for the use of interviews as a limiting factor in the study. The interview technique was necessary because of the lack of published information concerning gift-wrapping procedure.

#### Sources of Data and Procedure

Data for this study were secured through the use of interviews. The questions asked during the interviews were based on a detailed outline concerning organizational structure and selection and training of employees.

The people in charge of the gift-wrapping departments in selected stores were interviewed personally. Information gained from these interviews was organized and form the main body of this study.

Special thanks should be extended to the Fair, Cox's, and Meacham's in Fort Worth, Texas; Sanger's, Harris's, Neiman-Marcus, and Titcher's of Dallas, Texas; and Russell's, the Boston Store, the Varsity Shop, and Young Moderns of Denton, Texas, for the special materials and information they contributed to this study.

#### Organization of the Study

The first chapter of this study is composed of the introduction. The organizational structure, selection of employees, and the training of employees are discussed in Chapter II. Wrapping of various shaped packages, tying of different types of bows, and materials used in gift wrapping are discussed in Chapter III. Designs for gift wrappings for various occasions are presented in Chapter IV. The summary and conclusions are presented in Chapter V.

## CHAPTER II

### ORGANIZATION OF GIFT-WRAPPING DEPARTMENTS

Gift-wrapping methods are somewhat affected by the organization of the gift-wrapping departments. Although many of the departments are organized along similar lines, each one has its own particular way of carrying out its operations. An analysis of the organization of the gift-wrapping departments of selected stores would therefore aid in the understanding of why a gift-wrapping department operates in a specific way.

Since there was no available printed material concerning gift-wrapping departments, interviews were made of a selected number of stores in the Dallas, Fort Worth, and Denton area. The stores interviewed were selected according to their popularity.

The persons in charge of the gift-wrapping departments at the various stores were interviewed personally. The questions asked these people were based on a detailed questionnaire. (See page 6.)

#### Where Gifts Are Wrapped

A study was made to determine where the gift wrapping is actually done in the respective stores. All the stores

## Questionnaire

1. Is gift wrapping done on a departmental or a store-wide basis?
2. If on a departmental basis, is it done by all employees or special employees?
3. Who is in charge of gift wrapping?
4. How many people are employed in the gift-wrapping department?
5. How long have you had a gift-wrapping department?
6. Where is the gift-wrapping department located in the store, and why is this location chosen?
7. From what source are employees selected?
8. Are any special qualifications required?
9. Who makes the selection?
10. Is there any special training for employees given by the store?
11. Of what does this training consist?
12. How long does this training last?
13. Does your gift-wrapping department make a profit, break even, or lose money?
14. What is the estimated cost of material used during the year?
15. How many packages does your department wrap during the year?
16. What is the estimated cost per package?
17. What are charges for gift wrapping?
18. Is cost of gift wrapping charged to the separate departments or to general operating expense?
19. Who supplies ideas for designs for packages?
20. Is material used specially designed, and if so who does it?
21. What occasions are represented with special wraps?

interviewed have a place set aside where all the gift wrapping is done. This is the only place where a gift package can be wrapped in the store.

The usual procedure is for the customer to go to the wrapping department, and, from the designs on display there, choose the appropriate one for the gift. The gift is then wrapped by the departmental personnel. However, there is one store that has the different package designs on display in each department throughout the store. The customer makes the purchase and chooses the design at the same place. The gift is then sent to the gift-wrapping department and the customer can either pick the package up or have it delivered.

#### Location of Gift-wrapping Department

The location of the gift-wrapping departments in the stores studied may be almost any place. The gift-wrapping departments range from the top floor to the basement. The two smaller Denton stores have their gift-wrapping departments located in the back. The more exclusive stores, such as The Fair in Fort Worth and Neiman-Marcus in Dallas, have the gift-wrapping department located in the basement. All the other stores use a location which is convenient to their customers.

Table 1, page 8, shows the location of the gift-wrapping department in each of the stores included in this study.

TABLE 1  
LOCATION OF GIFT-WRAPPING DEPARTMENT

Store	Location
The Fair . . . . .	Basement
Cox's . . . . .	Sixth floor
Meacham's . . . . .	Third floor
Sanger's . . . . .	Third floor
Harris's . . . . .	Third floor
Neiman-Marcus . . . . .	Basement
Titche's . . . . .	First floor
Russell's . . . . .	First floor
Boston Store . . . . .	First floor
Varsity Shop . . . . .	Back of store
Young Moderns . . . . .	Back of store

#### Person in Charge of Gift Wrapping

The person in charge of the gift-wrapping department is generally the gift-wrapping department manager. The person in charge of the department at The Fair in Fort Worth is the display manager. The three smaller stores in Denton included in this study have no special person in charge since the store owner manages the department in addition to his other duties.

The title of the person in charge of the gift-wrapping department in each of the stores studied is shown in Table 2, page 9.

#### Number of Employees

The number of people employed by the stores for their gift-wrapping department seems to vary according to the size of the store and the volume of business.

TABLE 2

TITLE OF PERSON IN CHARGE OF  
GIFT-WRAPPING DEPARTMENT

Store	Title
The Fair . . . . .	Display manager
Cox's . . . . .	Gift-wrapping manager
Meacham's . . . . .	Gift-wrapping manager
Sanger's . . . . .	Gift-wrapping manager
Harris's . . . . .	Gift-wrapping manager
Neiman-Marcus . . . . .	Gift-wrapping manager
Titche's . . . . .	Gift-wrapping manager
Russell's . . . . .	Gift-wrapping manager
Boston Store . . . . .	Store owner
Varsity Shop . . . . .	Store owner
Young Moderns . . . . .	Store owner

In the two smaller stores in Denton, no special personnel are assigned to the gift-wrapping department. Each employee in these two stores wraps the gift he has sold. Table 3, below, indicates the number of people employed in the gift-wrapping department of the stores included in this study.

TABLE 3

NUMBER OF PEOPLE EMPLOYED IN  
GIFT-WRAPPING DEPARTMENT

Store	Number
The Fair . . . . .	5
Cox's . . . . .	3
Meacham's . . . . .	2
Sanger's . . . . .	4
Harris's . . . . .	3
Neiman-Marcus . . . . .	15-17
Titche's . . . . .	12
Russell's . . . . .	2-3
Boston Store . . . . .	1
Varsity Shop . . . . .	All employees
Young Moderns . . . . .	All employees



The number of employees in the gift-wrapping department in each store, as shown in Table 3, page 9, indicates full-time personnel. During the Christmas season, all the stores employ extra people.

#### Type of Employees

Most of the larger stores in the area employ people to work only in the gift-wrapping department. However, three of the local stores do not employ special people. In these three stores, all the sales personnel wrap the gifts they have sold. One of these three stores employs special people during the Christmas season. The classification of the employees in the gift-wrapping departments of the various stores is shown in Table 4, below.

TABLE 4

#### CLASSIFICATION OF EMPLOYEES IN GIFT-WRAPPING DEPARTMENT

Store	Type
The Fair . . . . .	Special
Cox's . . . . .	Special
Meacham's . . . . .	Special
Sanger's . . . . .	Special
Harris's . . . . .	Special
Neiman-Marcus . . . . .	Special
Titche's . . . . .	Special
Russell's . . . . .	Special
Boston Store . . . . .	Regular*
Varsity Shop . . . . .	Regular
Young Moderns . . . . .	Regular

\*Special employees are used during the Christmas season.

### Qualifications of Employees

No special qualifications are required of gift-wrapping department employees in the stores included in this study except those set for all store employees. However, the employees in the gift-wrapping departments must be exceptionally neat in their work.

The personnel of the gift-wrapping departments are trained on the job, either by the head of the department or by other department employees. The employees in the smaller stores in Denton are trained by the store owners.

### Charges for Gift Wrapping

The Dallas and Fort Worth stores have a set rate for gift wrapping. These charges are as follows: Twenty-five cents for small packages, thirty cents for medium-sized packages, and from fifty cents up for large packages.

With one exception, this rate is observed in all the Denton stores studied. This store charges twenty-five to thirty-five cents for small packages, fifty to sixty cents for medium-sized packages, and one dollar up on large packages.

Fourteen dollars ninety-five cents is the average minimum purchase price for free gift wrapping. This minimum is subject to change if the store is putting on a special sale. The two smaller Denton stores provide for free gift wrapping for any merchandise purchased in the store.

Table 5, below, lists the charges for gift wrapping set by the stores in the area included in this study.

TABLE 5  
CHARGES FOR GIFT WRAPPING

Store	Small Packages	Medium-Sized Packages	Large Packages	Minimum Purchase for Free Wrap
The Fair	\$ .25	\$ .35	\$ .50	\$14.95
Cox's	.25	.35	.50	14.95
Meacham's	.25	.35	.50	14.95
Sanger's	.25	.35	.50	14.95
Harris's	.25	.35	.50	14.95
Neiman's	.25	.35	.50	14.95
Titche's	.25	.35	.50	14.95
Russell's	.25-.35	.50-.60	\$1-\$2	14.95
Boston	.15	.25	.35	--
Varsity	Free	Free	Free	No minimum
Moderns	Free	Free	Free	No minimum

#### Profitability of Gift-wrapping Departments

Although some stores would not give information as to the profitability of the gift-wrapping department, it is apparent that these departments do not make money. Table 6, page 13, tabulates the information received from the stores as to whether the gift-wrapping departments make a profit, break even, or lose money.

TABLE 6  
 PROFITABILITY OF GIFT-WRAPPING DEPARTMENTS

Store	Make Money	Do Not Make Money	No Answer
The Fair			1
Cox's		1	
Meacham's		1	
Sanger's			1
Harris's			1
Neiman-Marcus		1	
Titche's			1
Russell's			1
Boston Store			1
Varsity Shop		1	
Young Moderns			1
Total	--	4	7

None of the stores interviewed claimed that the gift-wrapping department as a department made money. Four of the stores estimated that they lost money and seven of the stores refused to answer. According to the information received during the interviews, gift wrapping is considered a customer service. In addition, it is also considered to be an excellent advertising instrument, since gift wrapping brings the store's merchandise to the favorable

attention of the one who receives the gift, inevitably building good will.

All the stores interviewed, except the two smaller Denton stores, charge the cost of gift wrapping to the department. The two Denton stores, however, charge this cost to operating expense.

#### Source of Design Ideas

Gift wraps for the stores in Dallas are designed by special designers. The Fort Worth stores, with the exception of The Fair which uses special designers, use ideas supplied by the department personnel. The Denton stores use ideas supplied by those in the department or in the store.

The source of design ideas for gift wraps for the various stores is shown in Table 7, below.

TABLE 7

#### SOURCE OF DESIGN IDEAS FOR GIFT WRAPS

Store	Source
The Fair . . . . .	Special designers
Cox's . . . . .	Departmental employees
Meacham's . . . . .	Departmental employees
Sanger's . . . . .	Outside display house*
Harris's . . . . .	Outside display house*
Neiman-Marcus . . . . .	Special designers
Titche's . . . . .	Special designers
Russell's . . . . .	Departmental employees
Boston Store . . . . .	Store employees
Varsity Shop . . . . .	Store employees
Young Moderns . . . . .	Store employees

\*Adams and Lynns, wholesale display house, Dallas, Texas.

### Stores Using Special Materials

The Fair, Neiman-Marcus, and Titcher's have special designers in the gift-wrapping department. These designers spend all their time designing papers and wraps for the store. Sanger's and Harris's use ideas supplied by wholesale display houses. These display houses decorate the stores and carry out the decoration theme in the gift wraps. All the other stores interviewed use ideas supplied by the departmental or store employees.

Table 8, page 16, gives a check list of the stores that use specially designed wrapping materials.

All the Dallas stores and The Fair and Meacham's of Fort Worth use specially designed materials. These materials include both the wrapping papers and the ribbons used to tie the gift packages.

### Additional Service

An additional service offered by some stores is the branch post office, but only three stores in the area included in this study have a branch post office. The owners of the other stores believe that it is too expensive to operate a branch post office. The three stores that operate a branch post office feel that it builds customer good will since such a service is designed for customer convenience.

TABLE 8  
STORES USING SPECIALLY DESIGNED  
WRAPPING MATERIALS

Store	Are Gift Wraps Specially Designed?	
	Yes	No
The Fair	X	
Cox's		X
Meacham's		X
Sanger's	X	
Harris's	X	
Neiman-Marcus	X	
Titche's	X	
Russell's		X
Boston Store		X
Varsity Shop		X
Young Moderns		X

Table 9, page 16, indicates the stores that operate a branch post office.

#### Summary

The eleven stores studied include gift wrapping as one of their customer services. Although gift wrapping is not a profit-making enterprise, it is considered an excellent advertising medium.

TABLE 9  
STORES HAVING A BRANCH POST OFFICE

Store	Branch Post Office	
	Yes	No
The Fair	X	
Cox's		X
Meacham's		X
Sanger's		X
Harris's		X
Neiman-Marcus	X	
Titche's		X
Russell's	X	
Boston Store		X
Varsity Shop		X
Young Moderns		X
<b>Total</b>	<b>3</b>	<b>8</b>

The location of the gift-wrapping departments varies from the basement to the top floors in the stores studied. Generally, the person in charge of the gift-wrapping department is the manager of that department. Some of the smaller stores in Denton, however, do not have a separate gift-wrapping department, and the service is carried on by the sales personnel. The number of employees working exclusively in the gift-wrapping department varies according



to the size of the store. Ordinarily, no special qualifications beyond those required for other store personnel, are required of the gift-wrapping personnel.

Charges for gift wrapping are uniform, with some few exceptions. Some of the larger stores employ special designers to create exclusive materials and designs for their gift wraps, but the smaller stores use ideas contributed by store employees.

Three stores offer a branch post office as a customer service, but the other stores believe such a service is too expensive to justify its existence.

## CHAPTER III

### STEPS IN WRAPPING AND TYING GIFT PACKAGES

One of the most important considerations in a study concerning gift-wrapping methods is the actual steps involved in wrapping and tying packages. Designs and wrapping procedure are the main distinguishing features of the gift-wrapping departments of various stores. Every store has its own ideas about types of bows to be used in completing the package and about the papers utilized for the wrapping process. It is therefore necessary for one to be familiar with the basic fundamentals of gift wrapping in order to understand the procedures followed.

The various paper manufacturing companies in the area conduct a gift-wrapping school from time to time to help the gift-wrapping department personnel become familiar with the latest materials and techniques.

The wrapping and tying procedures shown in this chapter are generally used by all the stores interviewed. These methods have proved to save time, material, and, therefore, money.

### Wrapping of Various Shaped Packages

#### When the Gift Is in a Box

Most gift items are placed in boxes before they are wrapped. However, there are a few things that should be done before wrapping to make the gift more attractive.

To add richness to the appearance of the gift, the box should usually be lined with tissue paper. White or any appropriate color may be used.

Cut a sheet of tissue paper so that it is about twice as long as the box. Pleat the paper down the center to make it exactly the width of the box. (See Figure 1.)

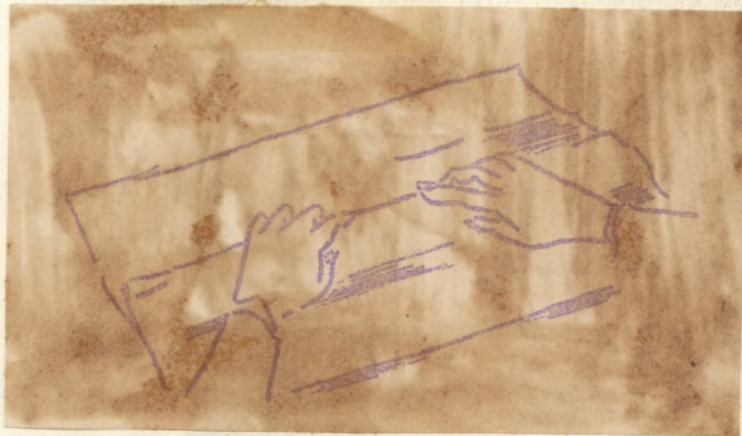


Fig. 1.--Pleat in tissue paper

One or two pleats may be made. Smooth the tissue paper down into the box to line the sides and bottom and extend enough to be folded over the contents when they are in the box. Figure 2 shows how to line the box.





Fig. 2.--Lining box with pleated paper.

Lay a second sheet across the width and pleat to fit in the same way. Figure 3 shows this step.

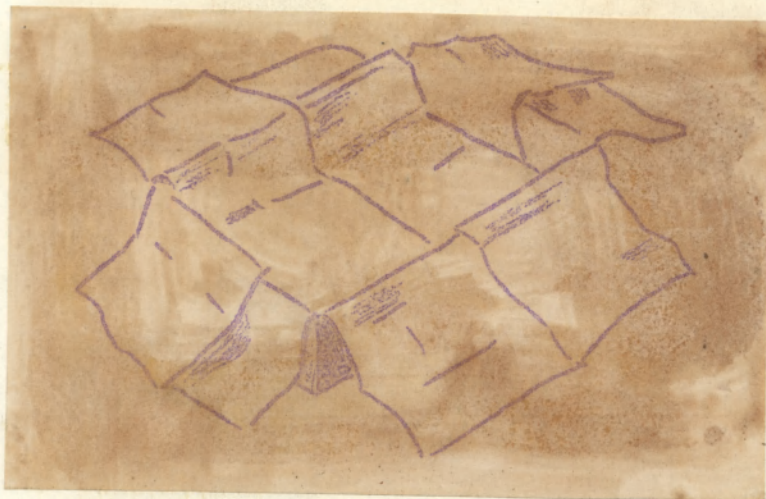


Fig. 3.--Second sheet of tissue paper.

If the box is so large that the sheets of tissue are not long enough to go across the bottom and fold up over



the contents, a separate piece may be used for each side. Make pleats in the tissue as described already and fasten to the lower edge of the box with bits of Scotch tape. Bring up the sides just as if the paper went across the bottom. It will not always be necessary to fasten the tissue paper; the contents, when placed in the box, will often hold it in place.<sup>1</sup>

✓ If the gift is fragile or might easily be mussed by shifting around, crush several sheets of tissue loosely and tuck around the gift to hold it in place. (See Figure 4.)

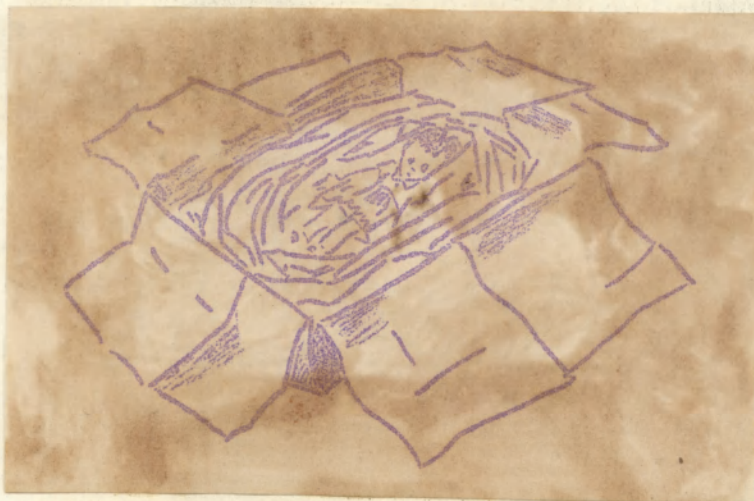


Fig. 4.--Tissue paper crushed around gift.

✓ Fold the tissue paper over the top of the gift from the long ends and then across the width. Hold in place with an

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<sup>1</sup>Dennison Manufacturing Company, How to Gift Wrap the Dennison Way, p. 2.



appropriate gummed seal or leave loose. At this point, place a gift enclosure card on top. Replace the cover of the box, and it is ready to be wrapped and tied with a bow.<sup>2</sup>

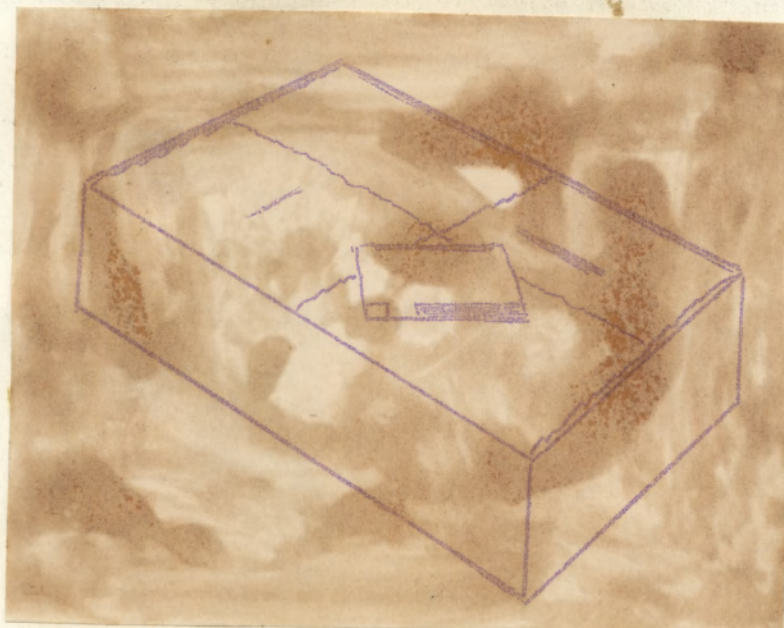


Fig. 4.--Box ready for cover

#### When a Gift Is Not in a Box

There are some articles, such as umbrellas, golf clubs, and many other ungainly items, that are not boxed. These articles would be almost impossible to wrap neatly without some type of firm covering. While these items cannot be made to fit a box, a box of cardboard can be made to fit the items.

For wrapping a long, thin article, an umbrella or golf club for instance, make a tube of cardboard, pliable enough to roll into the correct size, and overlap about two inches.

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<sup>2</sup>Drucilla Lowrie, The Art of Wrapping Gifts, pp. 14-15.



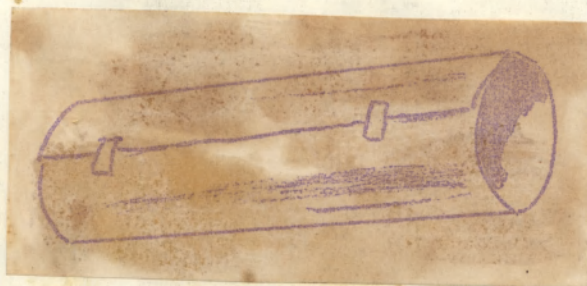


Fig. 5.--Ends of cardboard tube taped together.

Fasten with Scotch tape. If necessary, cut two circles of cardboard and fasten across the ends of the tube with Scotch tape. (See Figures 5 and 6.) Wrap appropriately and tie with a bow.

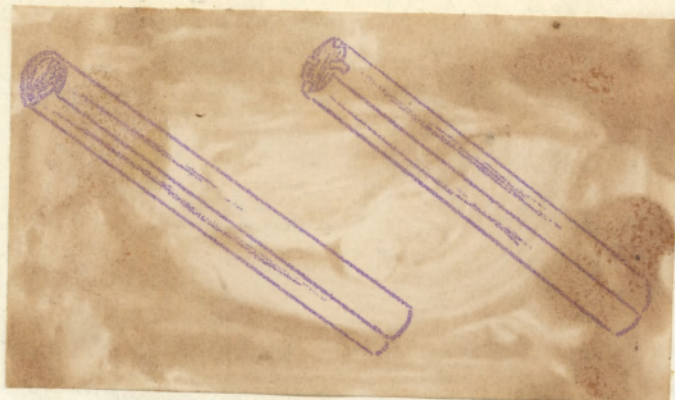


Fig. 6.--Two tubes of cardboard may be used.

A tissue paper or cellophane fluff is the best way to wrap jars of jelly, bottles and similar containers if they are not boxed. Cut two squares of tissue paper, cellophane,



or one of each, large enough so that when the container is placed on the center they may be brought to the top and fastened in a big fluff. Arrange one square on the other diagonally. Place the bottle in the center. Bring the paper up to the top and arrange in a fluff. Fasten with ribbon. Add decorative bows.<sup>3</sup> Figure 7 shows how to wrap a jar or a similar shape.

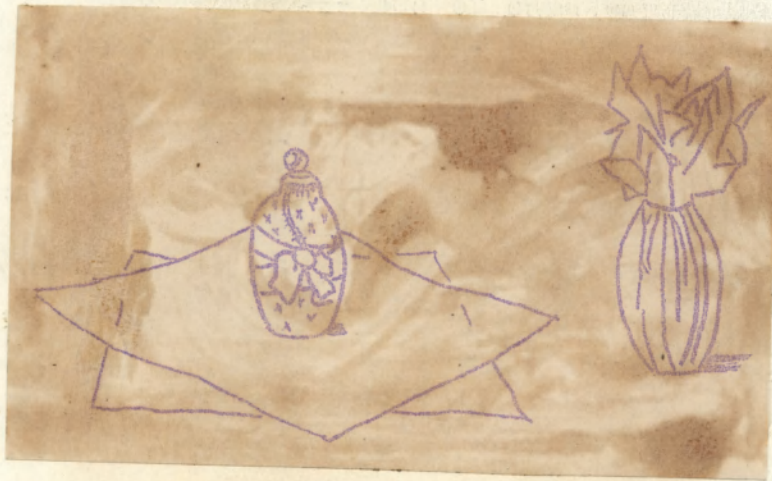


Fig. 7.--Tissue or cellophane fluff

#### Wrapping the Box with Paper

The gift package should be planned before wrapping begins. Wrapping paper of an appropriate color should be selected with a design of suitable size for the box to be wrapped. Then a ribbon of just the right shade and width to make a bow should be chosen, always keeping in mind the size of the box. Before wrapping, enclose a gift card.

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<sup>3</sup>Dennison Manufacturing Company, op. cit., p. 3.



If the box being wrapped is dark colored and the wrapping paper has a white background thin enough to see through, wrap the box with plain white paper before using the gift-wrapping paper.

Place the paper, face down, on the table. Put the box, upside down if possible, on the paper. Place it so that the design will show to the best advantage when the package is wrapped and tied. (See Figure 8.)



Fig. 8.--Box placed on paper

Cut the paper wide enough to go around the box and overlap one and one-half inches (less for a very small box) and long enough to extend a little more than half the depth of the box at both ends. This extending length will have to vary slightly according to the shape of the box and should be a trifle more for a deep box than for a shallow one.

If the box is to be wrapped with colored cellophane, place it on the table with a piece of white wrapping paper



on top and cut the two to correct size at the same time, and wrap the two around the box together. If preferred, the box can be wrapped with the white paper first, then with cellophane.

Place the box on the now correctly cut sheet of paper. Bring the paper up, overlapping as near the center of the top as possible, and fasten with Scotch tape, as indicated by Figure 9.



Fig. 9.--Paper overlap, fastened with Scotch tape.

Fold the top ends of the paper down and make sharp diagonal creases at both sides, as illustrated in Figure 10.



Fig. 10.--Diagonal creases



Fold in the sides of the paper, as seen in Figure 11.



Fig. 11.--Side fold

Next, fold the bottom of the paper up, as indicated by Figure 12.



Fig. 12.--Bottom fold

Then fasten in place with Scotch tape. Repeat at the opposite end. (See Figure 13.)



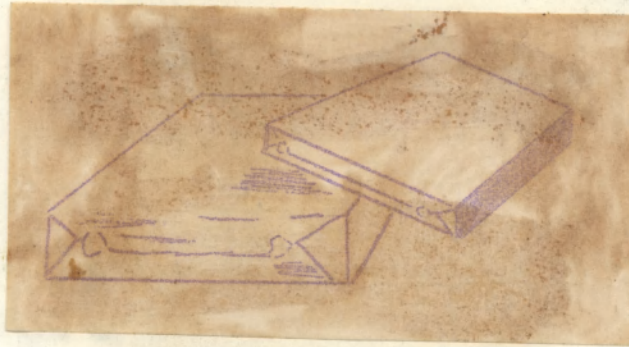


Fig. 13.--Ends of paper taped

If the box cannot be turned upside down to wrap it, cut the paper about one-half inch wider and turn the raw edge together. Arrange so that the overlap will come under the tying ribbon.

When a deep box is being wrapped, the sides of the paper may be folded in first, making the diagonal creases at the sides, top and bottom. (See Figure 14.) Then fold the top down and the bottom up.

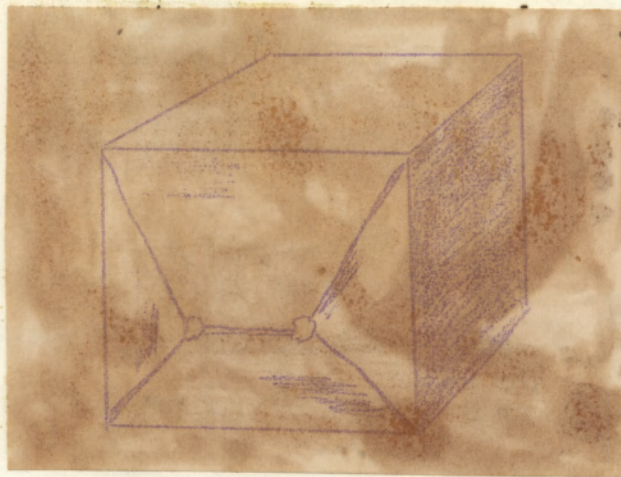


Fig. 14.--Deep box wrap



Turn the box over. It is now ready to tie and add the bows.<sup>4</sup>

#### When the Box Is Larger Than the Paper

When the box is just a little too large to wrap with a single sheet of gift-wrapping paper, cut a second piece of paper the width of the box top, and long enough to extend well down on both ends. (See Figure 15.) If necessary, hold in place with Scotch tape.

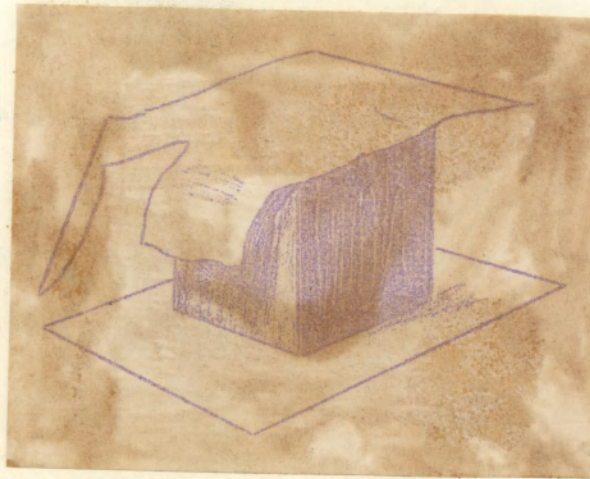


Fig. 15.--Wrapping a box too large for the paper.

Now proceed to wrap the box, fastening the edges of the large sheet to the extra piece as necessary. If the box cannot be turned upside down, arrange the tying ribbon to cover the piecing of the wrapping paper. Figure 16 shows how the second sheet of paper is used for piecing.

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<sup>4</sup>Ibid., p. 4.



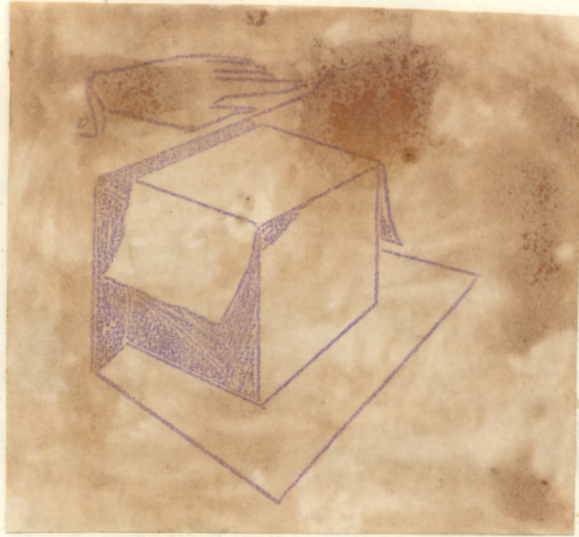


Fig. 16.--Extra sheet of paper for piecing.

When the box is so large that two whole sheets must be used, wrap one half of the box at a time. Place one sheet of paper extending the correct length beyond one end. Fasten at the center with Scotch tape, then wrap just as described earlier. Repeat on the opposite end with a second sheet of paper. (See Figure 17.)

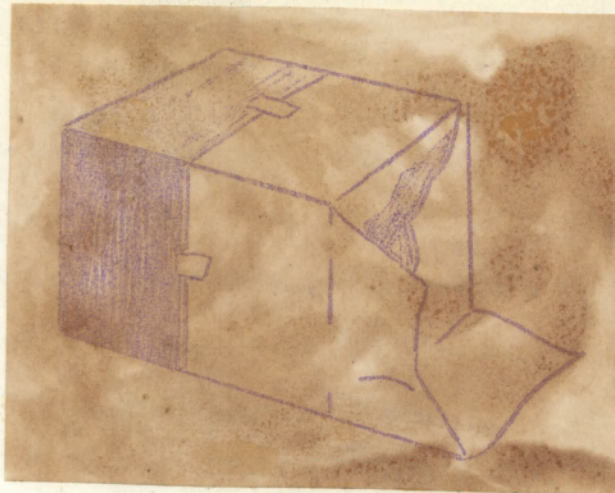


Fig. 17.--Using two sheets of paper.



A very large package may require four sheets of paper. It is usually easier to fasten the sheets together with Scotch tape before starting to wrap the box. Working on the wrong side, fasten the two long edges of two sheets together, overlapping them about one inch. Then fasten the now long edges of the double sheets together in the same way, as shown in Figure 18. Now the box is ready to wrap.

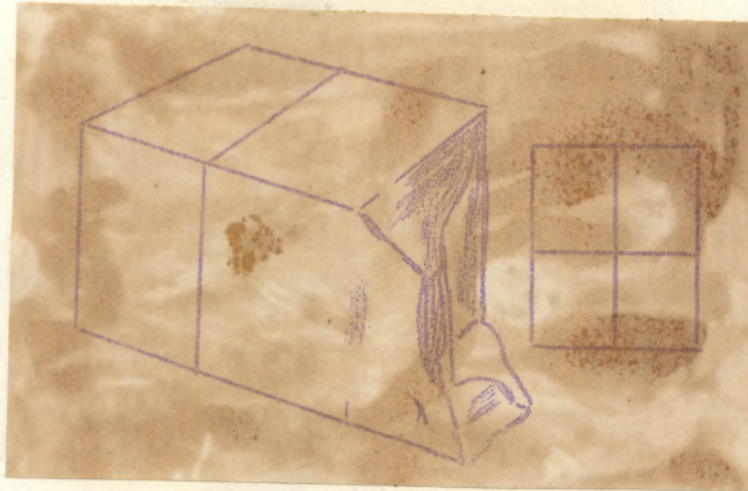


Fig. 18.--Using four sheets of paper.

When the gift is so large and heavy that it cannot be handled, a wide band of ribbon may be placed around it and a bow made from strips of similar ribbon. Cut strips five or six inches wide and use one piece for each loop of the bow. Cellophane is attractive for this purpose.<sup>5</sup>

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<sup>5</sup>Ibid., p. 5.



Figure 19 illustrates a wrap for a gift that is too large and heavy to be handled in the usual manner for wrapping.



Fig. 19.--Wrap for a bulky gift.

#### Wrapping a Round Box

A round box is not difficult to wrap, but a certain skill must be used to make a neat wrapping.

Lay the box on its side on a piece of wrapping paper long enough to go around it, and overlap about one and one-half inches (less for a small package) and wide enough to extend a little more than one half the diameter at both ends. Figure 20 illustrates the first step in wrapping a round package.



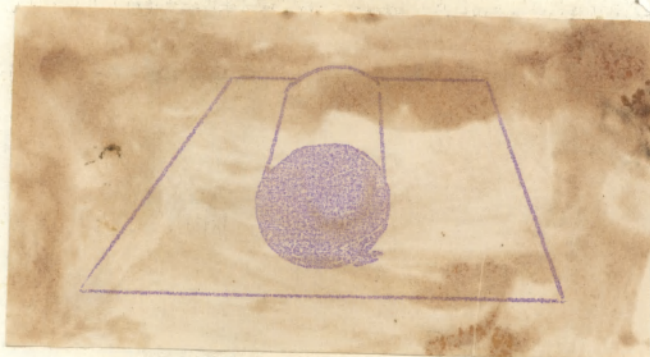


Fig. 20.--First step in wrapping a round package.

Roll the paper around the box tightly and smoothly. Fasten with Scotch tape, as shown in Figure 21.

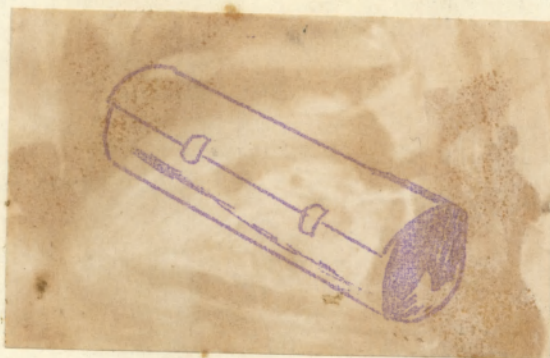


Fig. 21.--Paper fastened with Scotch tape.

Now fold the ends down in small pleats and hold with Scotch tape. (See Figure 22.) Repeat on the other end. Now the box is ready to tie and add bows as desired.<sup>5</sup>

#### Too Pretty to Open

How many times has someone said, "It is almost too pretty to open?" Here is a way to prepare a gift package

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<sup>5</sup>Ibid., p. 5.



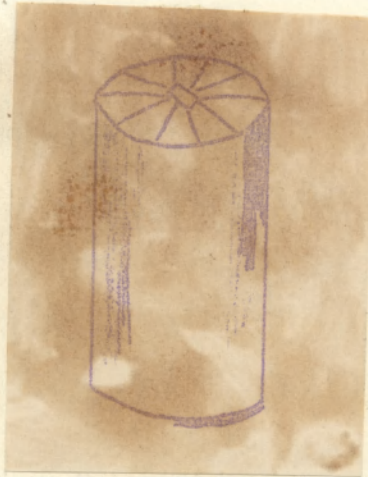


Fig. 22.--Round box wrap ready to tie.

so that it may be opened without disarranging the wrappings. At the same time the boxes can be made suitable for permanent use.

Place the open box right side up on the wrapping paper, which is face down on the table. Measure and cut the paper the correct size to allow it to come up all four sides and be turned over the top about one-half inch.

Bring the paper up around the box and paste smoothly and tightly to the top edge, and on the long sides. Make sharp diagonal creases at the corners, then turn them over the ends, as shown in Figure 23. Now paste the surplus paper over the top edge.

Arrange the paper on the cover in the same way. (See Figure 24.) Match the design or arrange it so that the design will show to the best advantage when the box is tied.



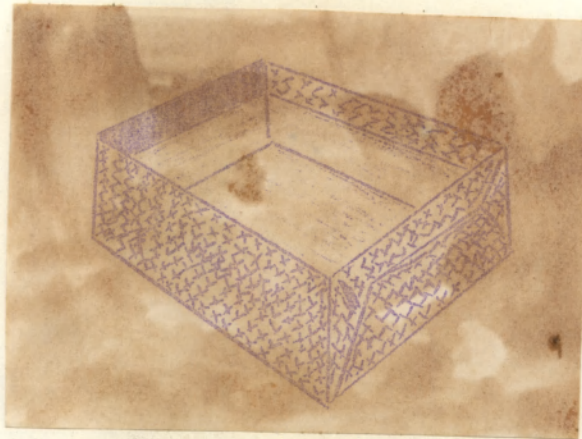


Fig. 23.--Permanent box wrap

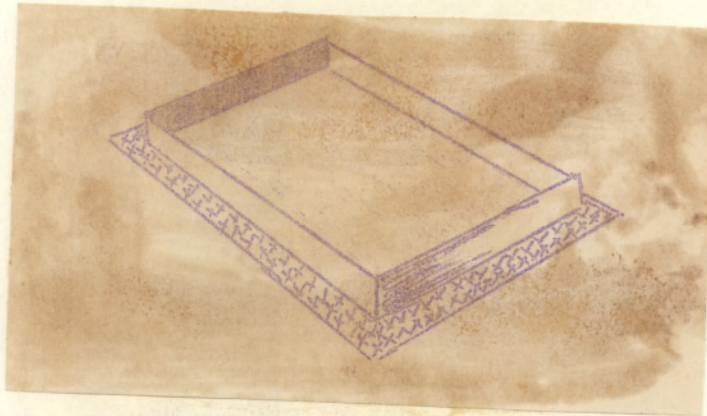


Fig. 24.--Cover for permanent box wrap.

Decide now how the ribbon is to be used. The ribbon can be tied on just as a regular gift or it can be pasted on. If the ribbon is to be pasted on, an off-center tying is suggested because of its festive appearance. Paste one end of the ribbon to the inside top edge of the box. Bring it around under the bottom and paste the other end in place exactly opposite. Now put the ribbon in the opposite direction, pasting the ends in place as before. (See Figure 25.)



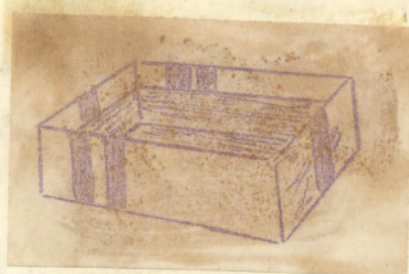


Fig. 25.--Ribbon pasted on box

Attach the ribbon to cover in exactly the same position so that when the cover is put on the ribbon will appear to go around the entire box. (See Figure 26.)

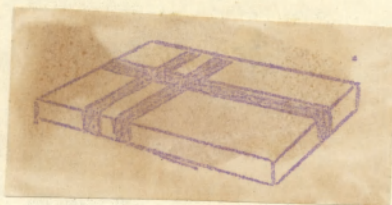


Fig. 26.--Ribbon pasted on cover

Bows are added next. They may be tied, wired or pasted in position. When the contents are in place and the package is ready to be presented, a narrow ribbon of the same color as that used to decorate the box may be tied around as inconspicuously as possible. This will keep it tightly closed but it should be so fastened that it may be easily untied to open the box.



If the box is round, cut the paper long enough to go around the box and about two inches wider. Paste to the box with one inch extending above the top and bottom. Turn under and paste. (See Figure 27.)



Fig. 27.--Permanent wrap for a round box.

Cover the top with a single sheet, cutting about one-half inch larger than the cover. Slash the edges and paste down the width of the rim plus one inch. Paste the paper to the top edge. Then turn the surplus over and paste inside.<sup>6</sup> (See Figure 28.)



Fig. 28.--Permanent wrap for round box top.

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<sup>6</sup>Ibid., p. 12.



### Tying the Box

There are many ways of fastening ribbon around a package. Although the basic arrangement may be the same, the effect will be entirely different depending on the size of the box, the width and texture of ribbon and its position on the package.

#### Regulation Tying

The regulation tie is the basic one that is used most commonly by all stores. It can be used for any occasion and always makes an attractive package.

To make the regulation tie, hold the ribbon with the left thumb on top of the box so that the short end extends four or five inches beyond the center, as illustrated in Figure 29. The length should not be cut until later.

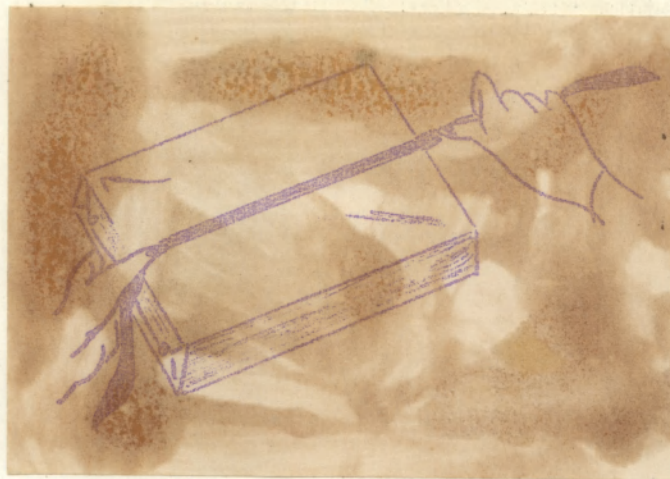


Fig. 29.--First step in the regulation tie.



Bring the ribbon around the length of the box to the starting point. Cross the ribbon, bringing the long end around the box and back to the starting point, as shown in Figure 30. Do not twist the ribbon on the bottom of the package.



Fig. 30.--Second step in the regulation tie.

Cut off the ribbon, leaving five or six inches. Bring this end over. (See Figure 31.) Then tie the ribbon. (See Figure 32.) Follow the same routine when the ribbon is tied off the center one way. (See Figure 33.) Also, follow this routine when the ribbon is off center both ways. (See Figure 34.)<sup>7</sup>

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<sup>7</sup>Ibid., p. 6.





Fig. 31.--Third step in  
the regulation tie.

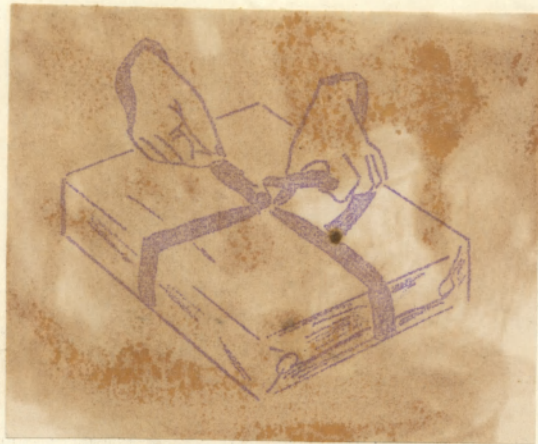


Fig. 32.--Fourth step in  
the regulation tie.



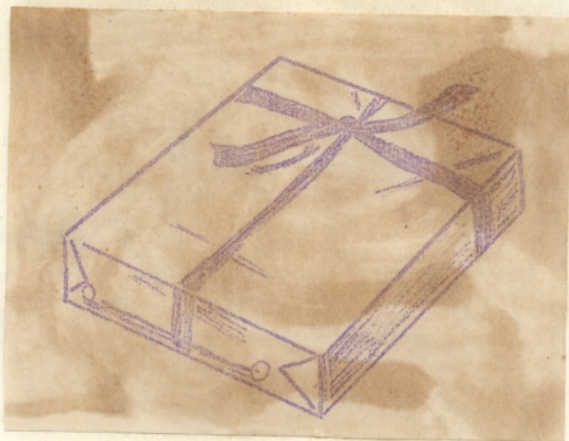


Fig. 33.--Ribbon tied off  
center one way.

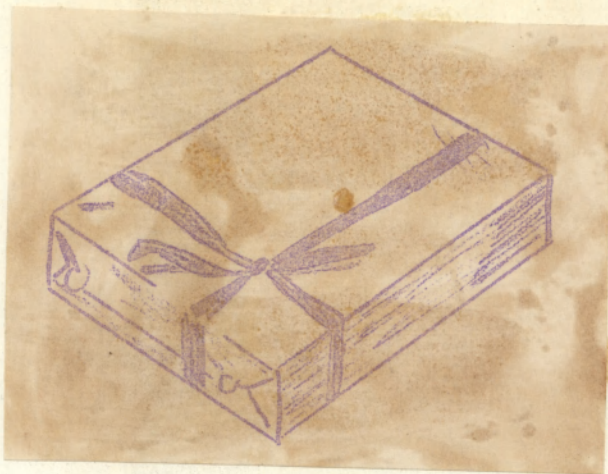


Fig. 34.--Ribbon tied off  
center both ways.



### Diagonal Tying

Diagonal tying is often used to frame some particularly attractive motif of the wrapping paper. It also may be done quickly.

To begin the diagonal tie, hold the short end of the ribbon at the upper left of the top with the thumb, as seen in Figure 35.

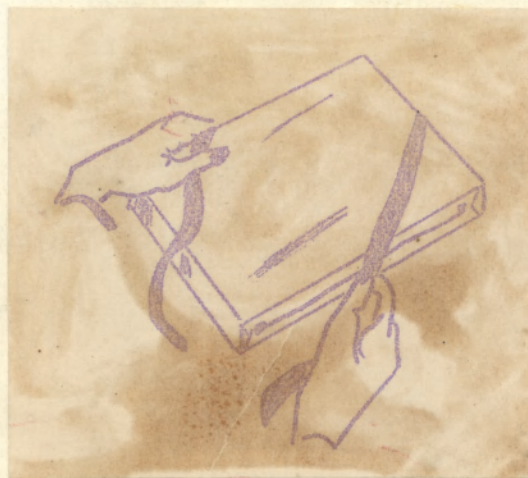


Fig. 35.--Beginning the diagonal tie.

Carry the ribbon across the top, down the side, under, up the side, across the top, under and up to the starting point. Now cut the end and tie in a single knot. (See Figure 36.)

For extra security, instead of cutting the ribbon, bring it straight around the box the short way, then cut it off and tie. (See Figure 37.)





Fig. 36.--Diagonal tie

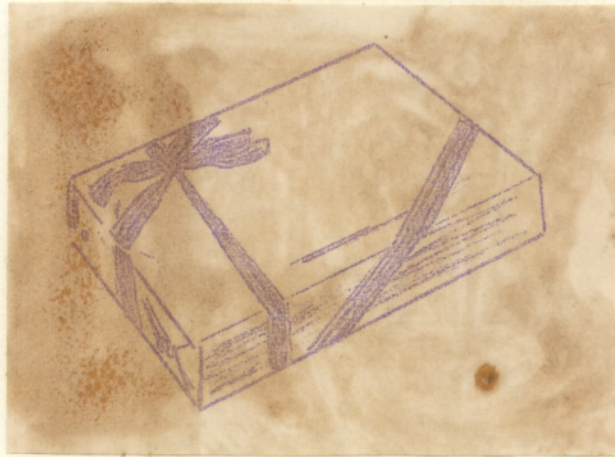


Fig. 37.--Extra security  
in diagonal tie.

For double diagonal tying, do not cut the end but tie it. Repeat tying, but in the reverse direction. (See Figure 38.)

For a triple diagonal, hold the end of the ribbon in the middle of the upper edge. Instead of bringing it back to the starting point, go around the left side diagonally again and then to the starting point. The ribbon is now ready to tie. (See Figure 39.)



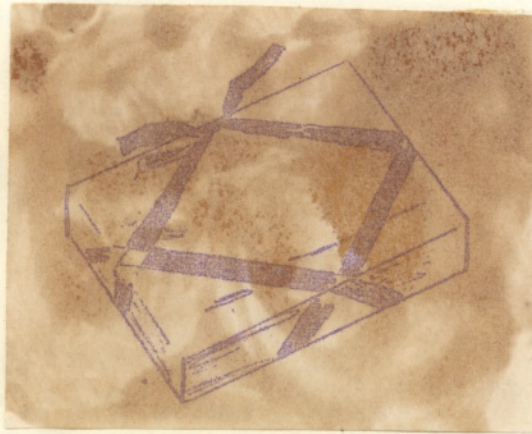


Fig. 38.--Double diagonal tie



Fig. 39.--Triple diagonal tie

There are many other possible ways to arrange ribbons. Many of them are not needed actually to hold the package together but are used only for decoration. When these tyings are used, the wrapping paper should be more securely fastened at the ends with Scotch tape.<sup>8</sup>

Hold an eight- to ten-inch ribbon end with the thumb. Bring the ribbon around the box. This first step is shown in Figure 40.

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<sup>8</sup>Ibid.





Fig. 40.--First step

Cross the ribbon and bring the long end around the other way, under the box and up the opposite side. This step is shown in Figure 41.



Fig. 41.--Second step

Bring eight-inch end to desired position on top, cross the two ends. Bring the long end around the box to crossing point. Tie and cut the ends. (See Figure 42.)

For a two-and-one tying, the ribbon is to go around twice one way and once the other. Do not twist the ribbon on the bottom of the box.<sup>9</sup> The two ribbons may go lengthwise or across the width, whichever is preferred.

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<sup>9</sup>Ibid.





Fig. 42.--Third step

For a separate ribbon tying, one is tied at the lower left, and the other one at the upper right, as illustrated in Figure 43.

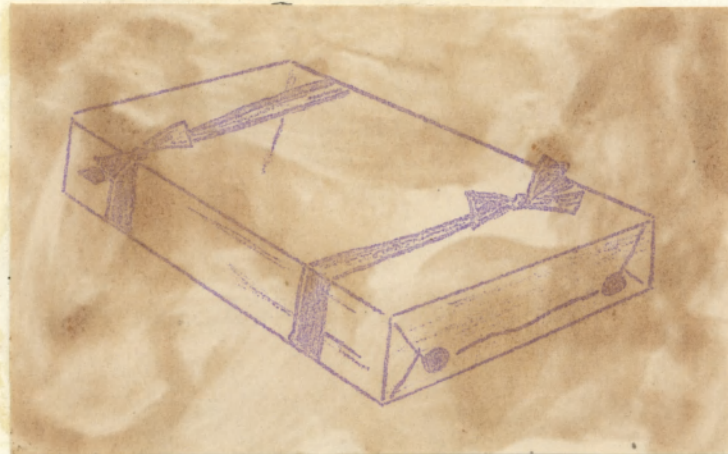


Fig. 43.--Separate ribbon tie

A three-ribbon tying, with a center and two off-center tyings is done best with a narrow ribbon. (See Figure 44.)

Three parallel ribbons are for a tailored package. Fasten by overlapping flat at the bottom, holding with Scotch tape. (See Figure 45.)



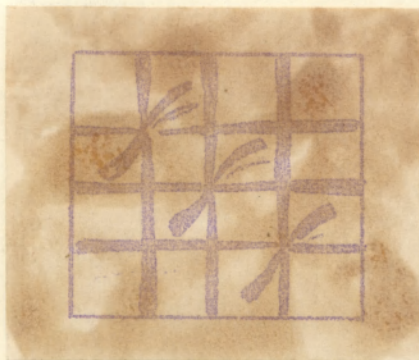


Fig. 44.--Three-ribbon tie

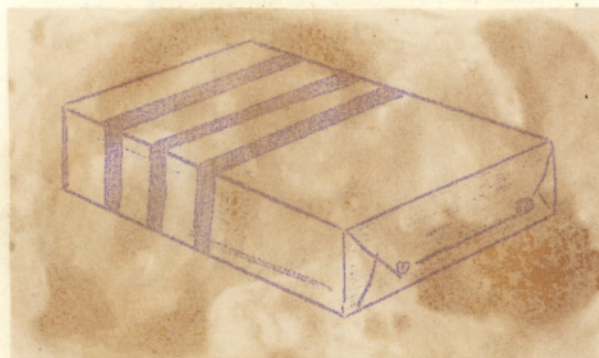


Fig. 45.--Tailored package

For a "V" tying, start at the center edge of the short side. Bring the ribbon around the box twice, spreading apart at the opposite end. (See Figure 46.)

For a double "V" tying, start at the center, bring the ribbon around the box three times, making a parallel on top. Tie together at the starting point to bring all together.<sup>10</sup> (See Figure 47.)

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<sup>10</sup>The Fair, Fort Worth.





Fig. 46.--"V" tie



Fig. 47.--Double "V" tie

For a wide and narrow tying, fasten wide ribbon in place, then tie narrow ribbon at the edges of the wide ribbon. (See Figure 48.) This can also be done by placing the narrow ribbon in the center of the wide ribbon.<sup>11</sup> (See Figure 49.)

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<sup>11</sup> Dennison Manufacturing Company, op. cit., p. 7.



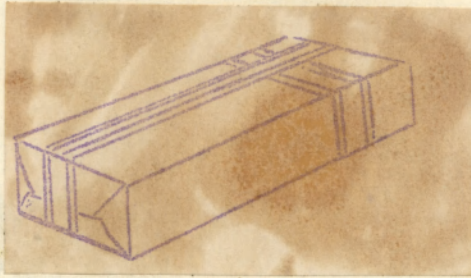


Fig. 48.--Wide and narrow tie

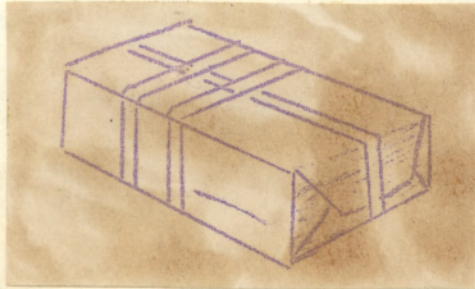


Fig. 49.--Narrow ribbon in center of wide ribbon.

#### Tying of Different Types of Bows

Crisp, perky bows are important for creating lovely gift packages. Making them does not require a lot of practice. However, there are three rules that should be followed if the desired effect is to be achieved. These are as follows:

1. Do not handle the ribbon except to hold the loops in the exact position.
2. Be sure that the ribbon is not allowed to twist as loops are being formed.



3. Fasten the loops in place with fine spool wire. Cotton-covered spool wire is ideal. It is very fine wire covered with cotton thread and does not slip.

Rosette bow.--The rosette bow is the most often used type of bow. Once this bow has become familiar, variations can be easily made.

Hold the ribbon between the thumb and forefinger or the thumb and middle finger of the left hand, whichever is easier. Form a loop of the desired length, allowing the short end to extend down the same length as the loop. Pinch tightly. Do not cut off the length until after all the loops have been formed. (See Figure 50.)



Fig. 50.--Rosette bow. Form a loop over the left forefinger.

Form another loop of the same length but in the opposite direction. Be sure that the ribbon does not twist as the loops are being formed. Push this loop between the thumb and the finger. (See Figure 51.)





Fig. 51.--Push between thumb and middle finger.

Use the forefinger or middle finger to help measure the length for the loops at the top, as shown in Figure 52.



Fig. 52.--Use forefinger to measure length of loops at top.

Use the little finger to measure the loops on the lower side. (See Figure 53.)

Repeat, making loops first in one direction, then in the other, pushing each loop as it is formed tightly between the thumb and finger, until there are five or more loops in





Fig. 53.--Use little finger to measure lower loops.

each direction closely side by side, and the end extends on the opposite side from the original end. Still holding tightly, cut off the length of the loops on the diagonal.

Now, still holding the bow tightly between the left thumb and finger, put a six-inch piece of spool wire across the middle of the bow. Bring the wire to the under side and give two or three very tight twists. Cut off the surplus wire, leaving about one-half inch. Bend this flat against the under side of the bow. The bow is now ready to attach to the package.<sup>12</sup> (See Figure 54.)

#### Types of Formal Bows

Varied loop bow.--Make the loops of the bow of different lengths but progressively on both sides the same.<sup>13</sup> (See Figure 55.)

<sup>12</sup>Ibid., p. 8.

<sup>13</sup>Ibid., p. 9.





Fig. 54.--Push each loop between the fingers as it is formed. Fasten with a tightly twisted piece of spool wire.



Fig. 55.--Varied loop bow

This bow can be made fuller by making the loops of the bow of different lengths but progressively the same on both sides.<sup>14</sup> (See Figure 56.)

Pointed-end bow.--Make a rosette bow with four loops on each side. After it is complete, snip the middle of each loop. Then cut the ends diagonally. (See Figure 57.)

---

<sup>14</sup>Lowrie, op. cit., p. 28.





Fig. 56.--Fuller varied loop bow



Fig. 57.--Pointed-end bow

Curly bow.--Make this bow with long loops of ribbon. When complete, cut a number of loops and curl the ends with a pair of scissors. (See Figure 58.)

Double rosette bow.--Follow the routine for making a rosette bow, making two separate bows, one with shorter loops and of a contrasting color. (See Figure 59.)

Narrower ribbon can also be used for the smaller bow. It may also be a different kind, width and color. (See Figure 60.)





Fig. 58.--Curly bow



Fig. 59.--Double rosette



Fig. 60.--Narrower ribbon  
used for the smaller bow.



To use balls or bells on a bow, add the balls or bells to the already finished bow by slipping them on a narrow ribbon which has been placed under the wire that holds the bow together. Knot this ribbon tightly and leave the ends the same length as the ends of the bow, or cut them off short enough not to show.<sup>15</sup> (See Figure 61.)



Fig. 61.--Balls or bells added to finished bow.

Flower bow.--Lay the stem of small artificial or real flowers across the wire and fasten in place with the tying ribbon.<sup>16</sup> (See Figure 62.)



Fig. 62.--Flower bow

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<sup>15</sup>Dennison Manufacturing Company, op. cit., p. 9.

<sup>16</sup>Ibid.



Pointed rosette bow.--Start with the end flat between the thumb and the forefinger. (See Figure 63.)



Fig. 63.--Pointed rosette bow. Beginning the bow.

Turn the ribbon completely over as each loop is formed and bring down to the center, having the same side of the ribbon up as at the beginning, as illustrated in Figure 64.



Fig. 64.--Making loops

Repeat, first on one side and then on the other, crossing perfectly flat at the center. Fasten with spool wire, keeping as flat as possible and yet fastening it tightly. (See Figure 65.)



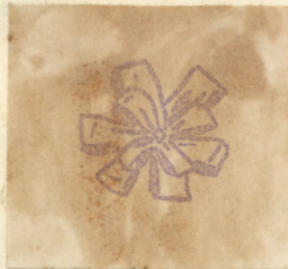


Fig. 65.--Completed pointed rosette bow.

Two-ribbon bow.--Make the bow in the regular way, holding a very narrow ribbon on the wider one as the bow is made.<sup>17</sup> (See Figure 66.)



Fig. 66.--Two-ribbon bow

Loop bow.--Loop a six-inch piece of stiff ribbon, overlapping one-half inch. Fasten with Scotch tape. (See Figure 67.)

Make as many additional loops as required in the same way, each piece one inch longer. (See Figure 68.)

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<sup>17</sup>Ibid.





Fig. 67.--Loop bow. Beginning



Fig. 68.--Additional loops

Place one directly on the other with the overlap in the center underneath, as shown in Figure 69.



Fig. 69.--Overlap in center

Fasten together with Scotch tape. Finish by putting a short piece of ribbon around the middle.<sup>18</sup> (See Figure 70.)

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<sup>18</sup>Russell's, Denton, Texas.



Fig. 70.--Completed loop bow

Circle bow.--To make a circle bow, use separate pieces about fifteen inches long for each circle. Slip a piece of spool wire around the ends, as illustrated in Figure 71.

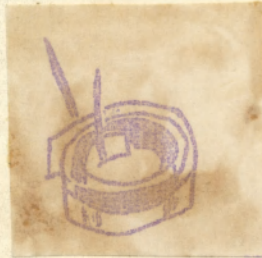


Fig. 71.--Circle bow. Spool wire around ends.

Pull the wire up and fasten tightly, but do not crush the ribbon. (See Figure 72.)



Fig. 72.--Fasten wire tightly



Fasten circle bow to package with Scotch tape.<sup>19</sup> (See Figure 73.)

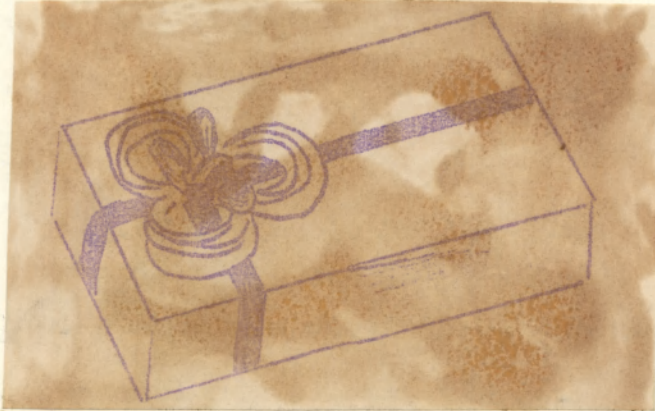


Fig. 73.--Circle bow on package

Cartwheel bow.--Make the first loop with the end held flat between the thumb and the forefinger under the loop, as illustrated in Figure 74.



Fig. 74.--Cartwheel bow.  
First loop.

Repeat, making about ten additional loops exactly the same length on each side. Cut off end at center and fasten with Scotch tape. (See Figure 75.)

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<sup>19</sup>Gladys Thompson Bowers, "Can You Tie This One?" American Home, XLV (December, 1951), 85-88.



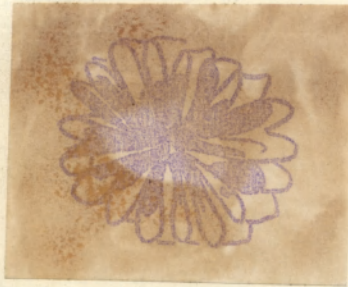


Fig. 75.--Additional loops  
in cartwheel bow.

To make a cartwheel bow with long loops, fasten for about one and one-fourth inches in the middle with Scotch tape, as shown in Figure 76.<sup>20</sup>



Fig. 76.--Cartwheel bow  
with long loops.

Fan decoration.--For a fan decoration use one-half inch ribbon. Two fans may be made from one hank of ribbon.

Slip a nine-inch piece of spool wire through the loops at each end of the hank. Pinch the ribbon together tightly and twist the wire to hold it in place. (See Figure 77.)

Cut through the entire hank at both ends close to the metal binder. (See Figure 78.)

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<sup>20</sup>Chicago Printed String Company, "Can You Tie This One?" American Home, XLIII (December, 1959), 78, 79.





Fig. 77.--Fan decoration.  
Beginning.



Fig. 78.--Cut through both  
ends of hank of ribbon.

Be sure the binder is in the middle of the hank before cutting. The section under the metal binder will not be used. Now, shape the ends to points by cutting through all thicknesses at once, as shown in Figure 79.



Fig. 79.--Shape ends to point



Hold the ribbon in both hands and spread out carefully, top layer to the right, lower one to the left. Pinch tightly at the bottom to hold in place, as indicated in Figure 80.



Fig. 80.--Pinch tightly at bottom of loops to hold in place.

Two fans may be fastened together by twisting together the extending wires, as shown in Figure 81.

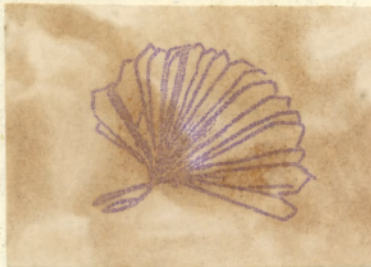


Fig. 81.--Two fans fastened together.

Attach to the package with Scotch tape. Add a bow of the same or of a contrasting color.<sup>21</sup> (See Figure 82.)

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<sup>21</sup>Dennison Manufacturing Company, op. cit., p. 10.



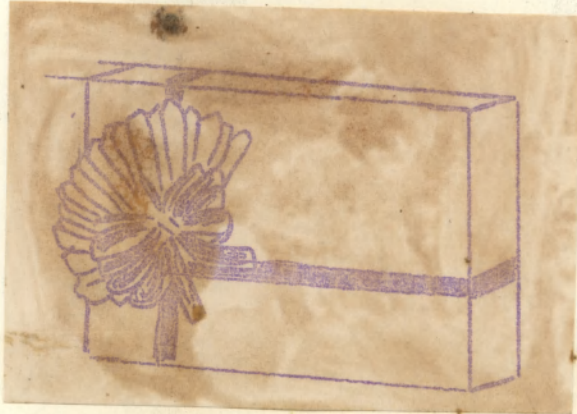


Fig. 82.--Cartwheel bow attached to package.

#### Fastening Bows to the Package

After tying the ribbon around the package and making the separate bows, attach the bows to the package with the ends of the tying ribbon. Hold the center of the bow on the knot of the tying ribbon, then tie the ends tightly over the bow. Be careful that the tying ribbon covers the wire fastenings of the bow, as shown in Figure 83.

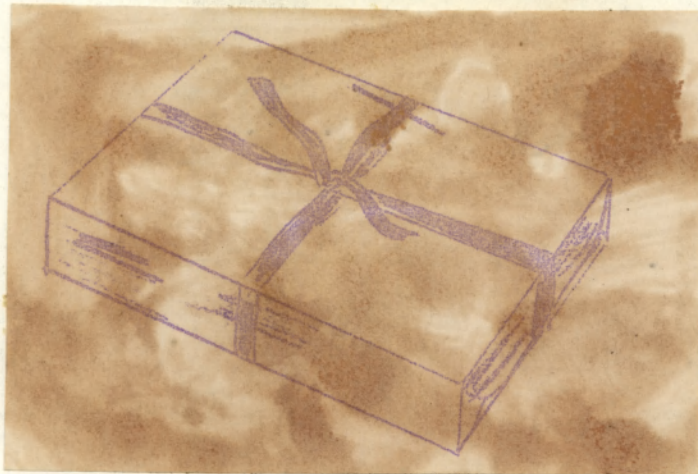


Fig. 83.--Make a tight firm knot with the tying ribbon.



When wide stiff ribbon is used, and it is desirable to keep it flat across the top of the package, the bow may sometimes be fastened with narrow ribbon of the same color or with a piece of spool wire. Slip the narrow ribbon under the tying ribbon and tie the bow on with a firm knot, as illustrated in Figure 84.

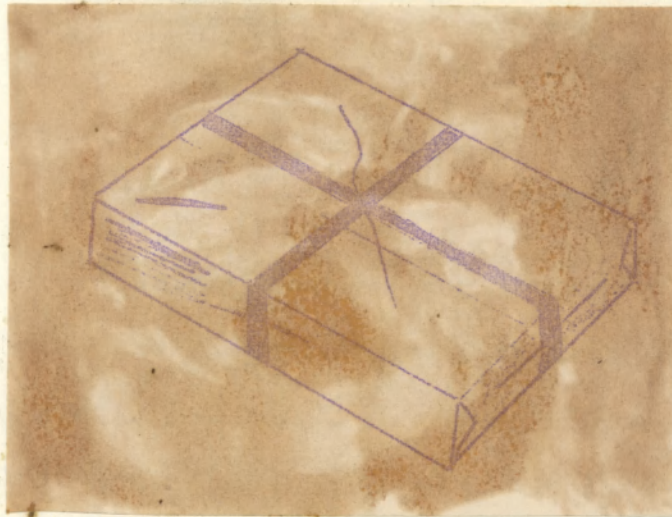


Fig. 84.--Fasten bow with narrow ribbon.

When many packages must be tied quickly without using as much ribbon as would be needed for a separate bow, a double bow may be made with the same ribbon that is tied around the box. Tie the ribbon in the regulation way but arrange it so that one end is three times as long as the other and the shorter one is long enough to make one loop and one end.

Fasten the tying ribbon with a single knot. Make a loop of the long end, bringing the end beyond the knot the



desired length for the end of the finished bow, as shown in Figure 85.



Fig. 85.--Make loop of long end, bringing it back to the knot.

Now bring the looped end across the knot to make a loop of the same length as the end, as illustrated in Figure 86.

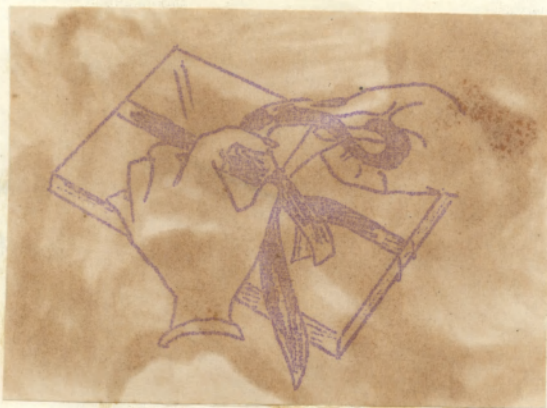


Fig. 86.--Bring looped end across knot to make another loop.



Now holding the loops with the left hand, tie the original shorter end into a tight bowknot of one loop and one end, as seen in Figure 87.

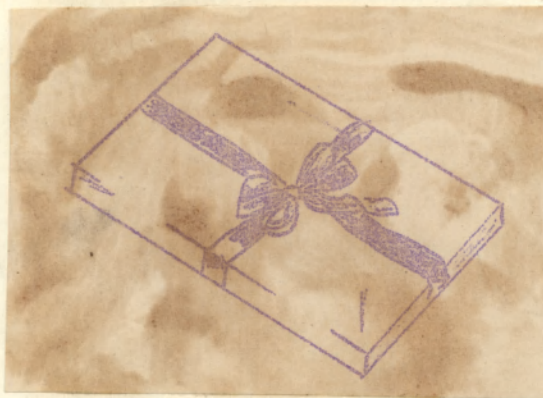


Fig. 87.--Tie original shorter end into a tight bowknot of one loop and one end.

When a soft ribbon is being used, the bow may often be tied to the package without first being fastened together.

Make a regulation bow with four or five loops on each side. Cut off the end diagonally and, while still holding the bow tightly in the left hand, place over the tying ribbon knot. (See Figure 88.)

With the right hand, tie the loose ends tightly around the center of the bow. (See Figure 89.)

Cut the ends of the tying ribbon diagonally and, if necessary, pull the loops around to make the bow even.

Sometimes the bows are held in place with Scotch tape. A tailored bow is almost always attached in this way. Rosette bows, too, may be put in place in the same manner.





Fig. 88.--Tie bow to package with ends of tying ribbon.



Fig. 89.--Still holding the bow as formed in the left hand, tie to package.

Cut off pieces of Scotch tape about two and one-half inches long. With the sticky side out, roll into a circle and fasten by overlapping the ends about one-half inch.

(See Figure 90.)

Use two to hold each bow in place, sticking to the under side of loops and then placing the bow in the desired





Fig. 90.--Roll Scotch tape into a circle.

position and pressing down, either to the ribbon or to the box.<sup>22</sup> (See Figure 91.)

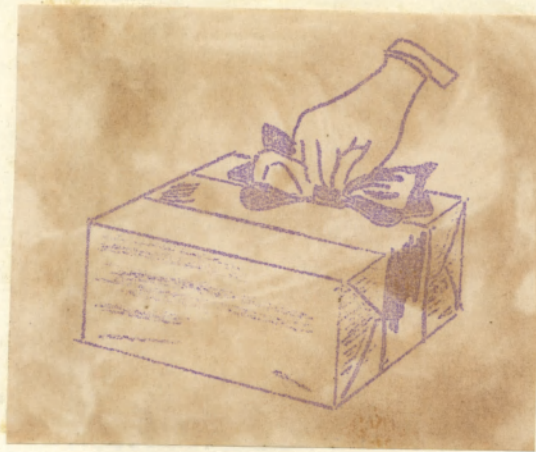


Fig. 91.--With fold from outside, stick to bow and to package.

#### Summary

The steps in wrapping and tying gift packages discussed and illustrated in this chapter are generally used by all the stores included in this study. These methods have proved to be efficient in that they save time,

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<sup>22</sup>Dennison Manufacturing Company, op. cit., p. 11.

material, and money. The steps involved in gift wrapping are shown for variously shaped packages when the gift is placed in a box and when the gift is too bulky or too un-  
gainly to be placed in a box. In addition, the steps to be followed for tying the wrapped package are shown in detail, including the different kinds of ties and bows which may be used.



## CHAPTER IV

### MATERIALS USED FOR GIFT WRAPPING FOR VARIOUS OCCASIONS

The one main characteristic upon which a gift-wrapping department is judged by the public is the type of wrapping that is produced. Some stores use only conventional wrapping designs which usually bring no particular attention their way. Other stores have found that original designs for every occasion have paid off in increased sales and customer good will. In this chapter a presentation is made of successful wrapping materials used for various occasions which should help one to understand this fundamental factor in the success of a gift-wrapping department.

#### Papers

For many years plain tissue paper was the only kind available for wrapping gifts. Then a demand for a stronger paper resulted in the manufacture of wrapping paper somewhat heavier than tissue. This was made in a few colors. Later the papers were printed with appropriate Christmas designs. As the demand for colorful papers increased, the variety in designs also increased, until today papers are available in all patterns and colors, including gold and silver, for every gift occasion.

Textured papers have also been developed. One type looks and feels like suede. Some of these papers have embossed designs with raised patterns. Another type of paper is made with glossy enameled finish resembling patent leather, while still another has a dull finish.

Papers fall into the following categories:

Tissue.--Tissue is a thin, soft paper, plain, ribbed, or creped. Two layers of tissue may be necessary for strength and better color. It may be used under the regular gift paper to keep any printing on the package from showing through. Tissue printed in fine strips or delicate floral designs is available. This is especially effective for use as an inside lining for boxes.

Cellophane.--Cellophane is a clear, tough, plastic type of wrapping. It is widely used to cover flowers, food, toys, or any item whose beauty or interest is to be seen, yet protected. Cellophane comes in many colors and is either printed or plain. A good grade may be twisted or crumpled without tearing.

Solid-color papers.--These papers are made in both dull and glossy finish and are always in good taste and suitable for any occasion. They vary in price, depending on the weight and texture. Suede and embossed-finished papers usually cost a little more than regular sheets. All solid-color papers make a fine background for printed ribbons.



Metallic papers.--Metallic papers are made by coating a regular paper with a film of metallic paint. Other types are made by laminating a layer of metal foil on to a paper backing. They come in a wide range of beautiful colors. Those with printed designs or embossed surfaces may again cost a little more than the plain paper.

Printed papers.--These papers are made by a process much like that used in making wall paper. The design is etched on metal rolls which pass through troughs of color, and the imprint of the design is left on the paper as it passes swiftly between the rolls. Other, more unusual designs are printed by a hand screen process which is slower and therefore more expensive. The skill of the artist, the method of printing, the type of color used, and the quality of the paper are all factors which enter into the price paid.

### Ribbons

Ribbon is the most universal decorative tying material. The ease with which it may be manipulated, its general availability, and the wide price range make it ideal for this purpose.

Ribbon is woven on looms into various widths and has a woven selvage which keeps it from fraying. It has been used as decoration for centuries.

Ribbons are made in an endless variety of types, colors, widths, and textures. The most familiar types are listed below.

Satin ribbon.--Satin, the most popular ribbon for packages, is smooth and glossy on the right side, and plain and duller on the reverse side. When the satin finish is on both sides, it is called double-faced satin ribbon.

Metallic ribbon.--This ribbon is woven of silver or gold strands. These are sometimes combined with rayon or silk fibers to make a beautiful and flexible ribbon.

Tinsel ribbon.--Tinsel ribbon combines sheer fibers with strands of gold or silver in a firm-type weave.

Lacelon ribbon.--Lacelon is a fiber shaped into lace-like designs and pressed into bands of assorted widths. It looks as delicate as fine lace, yet is crisp.

Laminated ribbon.--Laminated ribbon is a new type of gift tie with an exceptionally brilliant sheen which has been developed in the last few years. It has a glossy, silk-like appearance and is made by laminating long rayon fibers to an acetate film.<sup>1</sup>

The following sections illustrate papers and ribbons which may be used effectively for various types of gift wraps.

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<sup>1</sup> Drucilla Lowrie, The Art of Wrapping Gifts.



## Valentine's Day

Love birds, the activities of Cupid and his bow and arrow, and tiny hearts are traditional expressions of this holiday.

Glazed papers are used most commonly for Valentine wrappings. Red glazed paper, which is also a tradition for Valentine's day, is used with white or silver lacelon ribbon in any width.<sup>2</sup> (See Figure 92.)

Fig. 92.--Red glazed paper,  
silver lacelon ribbon.

If white ribbon is used on the red paper, a diagonal tie is used, and lacy white hearts are placed in the center of the package.<sup>3</sup> (See Figure 93.)

White glazed paper is used with red satin ribbon to make an attractive package for a man.<sup>4</sup> (See Figure 94.)

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<sup>2</sup>Russell's, Denton, Texas.

<sup>3</sup>Dennison Manufacturing Company, Wrapping the Dennison Way.

<sup>4</sup>Cox's, Fort Worth, Texas.



Fig. 93.--Red glazed paper,  
lacy white heart.



Fig. 94.--White glazed  
paper, red satin ribbon

Metallic printed papers are also successfully used for Valentine wrappings. Figure 95 shows a rose metallic paper with the lace design in white to be tied with white satin ribbon.

Silver metallic paper with red hearts and white lace design is tied with red satin ribbon. (See Figure 96.)

Red embossed metallic paper with heart and flower design is used best with white satin ribbon, as in Figure 97.<sup>5</sup>

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<sup>5</sup>Russell's, Denton, Texas.



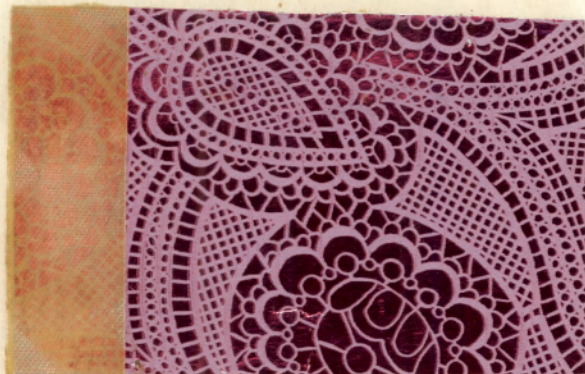


Fig. 95.--Rose metallic paper, white satin ribbon.



Fig. 96.--Silver metallic paper, red satin ribbon.

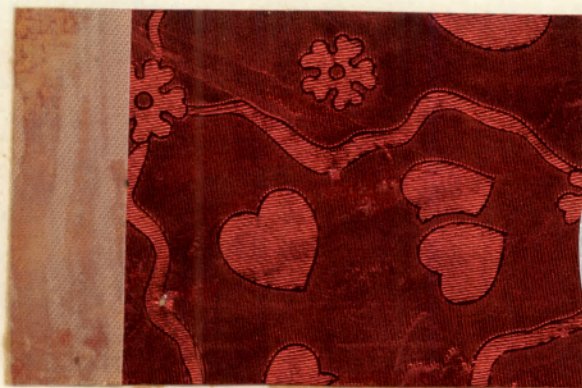


Fig. 97.--Red embossed metallic paper, white satin ribbon.



For a most unusual valentine wrapping, Figure 98 illustrates a suede paper with a modern design. This paper is used with black satin ribbon.<sup>6</sup>



Fig. 98.--Modern design on suede paper, black satin ribbon.

#### Easter

For Easter, pastel metallic papers are used in shades symbolic of the season, orchid, yellow, blue, green, rose, chartreuse, and aqua, as well as silver. Figure 99 shows these papers.



Fig. 99.--Pastel metallic papers.

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<sup>6</sup>Meacham's, Fort Worth.



Satin ribbons of a matching or darker shade are used for tying the pastel metallic papers, as shown in Figure 100.



Fig. 100.--Satin ribbons for tying pastel metallic papers.

Malines are also used for Easter wrappings because they give a lacy, dainty effect. The maline is cut in strips and gathered along the bottom edge. It is then wired to hold the gathers in. Also, the wire is used to attach the maline to the package. When finished, the maline strips are called "puffs." From three to five puffs are placed under the bow on a package.<sup>7</sup> (See Figure 101.)

Silver and orchid printed paper, used with wide, silver lacelon ribbon, makes an attractive package for Easter.<sup>8</sup> (See Figure 102.)

Silver, printed paper is used with purple satin ribbon. This paper can be used for many occasions, but is most effective for Easter.<sup>9</sup> (See Figure 103.)

<sup>7</sup>Cox's, Fort Worth.

<sup>8</sup>Sanger's, Dallas.

<sup>9</sup>Dennison Manufacturing Company, op. cit.



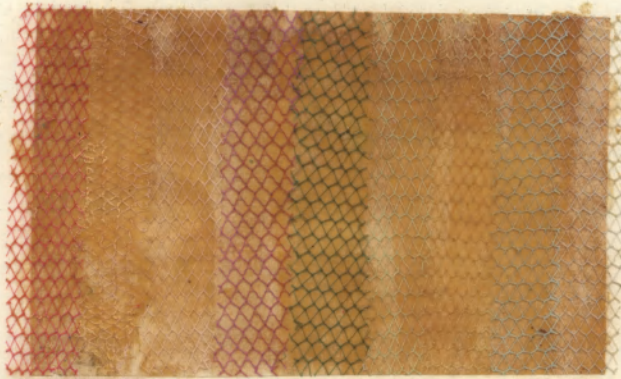


Fig. 101.--Malines in pastel colors.

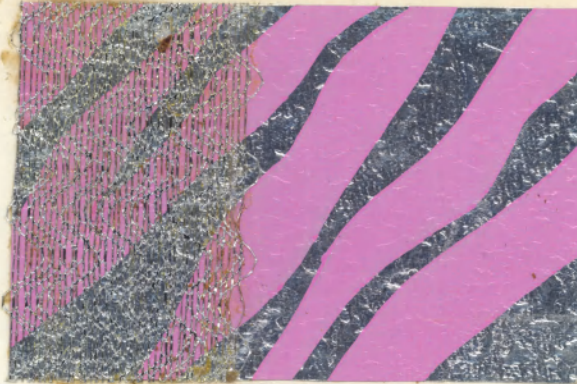


Fig. 102.--Silver and orchid printed paper, silver lacelon ribbon.

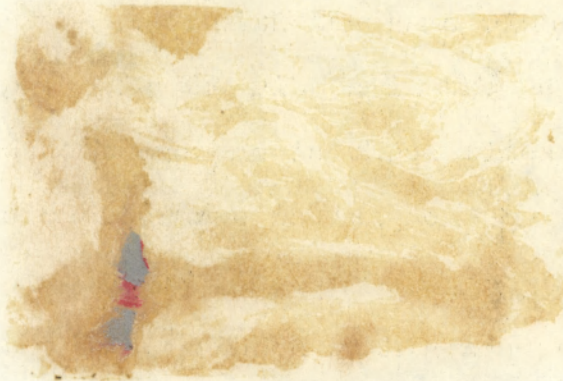


Fig. 103.--Silver printed paper, purple satin ribbon.



For a child's gift, black paper with a cherub design is tied with aqua or yellow satin ribbon. Sometimes the two colored ribbons are used together by placing a smaller width on a wider ribbon.<sup>10</sup> (See Figure 104.)



Fig. 104.--Black paper, cherub design, aqua and yellow satin ribbon.

Candy Easter eggs, wired through the center, give a charming effect if placed in the center of the bow. Small rabbits cut from styrafome can also be used on the bow.

For children, a printed paper with an Easter design is also desirable.<sup>11</sup> (See Figure 105.)

The central design, if cut out and mounted on stiff cardboard, makes an interesting accessory to be placed in the center of the bow. Any of these motifs can be used to avoid waste.<sup>12</sup> (See Figure 106.)

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<sup>10</sup>Meacham's, Fort Worth.

<sup>11</sup>Samples from Dennison Paper Company, Fort Worth.

<sup>12</sup>Cox's, Fort Worth.





Fig. 105.--Printed paper  
with Easter design, satin ribbon.



Fig. 106.--Easter motif  
used as accessory for bow.

#### Mother's Day

Pastel metallic paper in shades of rose, blue, orchid, yellow, green, and silver is used for Mother's day wrappings. These papers are tied with matching satin ribbon and ribbon rosettes are made and tied in the bows.<sup>13</sup> (See Figure 107.)

Orchid metallic paper, tied with purple ribbon makes an unusually effective package if a large, lavender, live orchid

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<sup>13</sup>Cox's, Fort Worth.





Fig. 107.--Pastel metallic papers, matching satin ribbons.

is tied in the center of the bow. The flower can be removed after the package is opened and be worn as a corsage.<sup>14</sup>

#### Father's Day

This is a day for giving father a gift package designed especially for him. For Father's day, solid colored glazed papers are used. While many colors are used, the most popular is black. This wrap is tied with either silver or yellow lacelon ribbon.<sup>15</sup> (See Figure 108.)

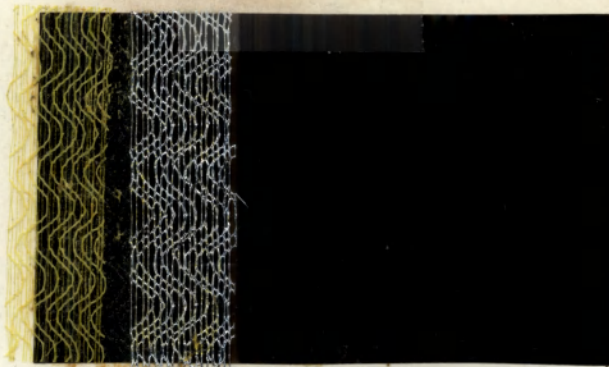


Fig. 108.--Black glazed paper, silver and gold lacelon.

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<sup>14</sup>Neiman-Marcus, Dallas.    <sup>15</sup>Varsity Shop, Denton.



A green and white glazed paper, tied with a darker green satin ribbon, makes an attractive gift package for father.<sup>16</sup> (See Figure 109.)



Fig. 109.--Green and white glazed paper, darker green satin ribbon.

Brown suede paper makes a masculine looking package and is tied with brown and tan satin ribbon.<sup>17</sup> (See Figure 110.)

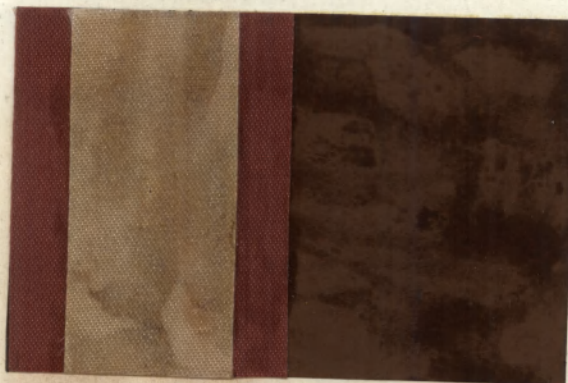


Fig. 110.--Brown suede paper, brown and tan satin ribbon.

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<sup>16</sup>Varsity Shop, Denton.

<sup>17</sup>The Fair, Fort Worth.



The figure below shows an unusual striped crinkle and metallic paper in green and gold. This paper is tied with yellow satin ribbon.<sup>18</sup>

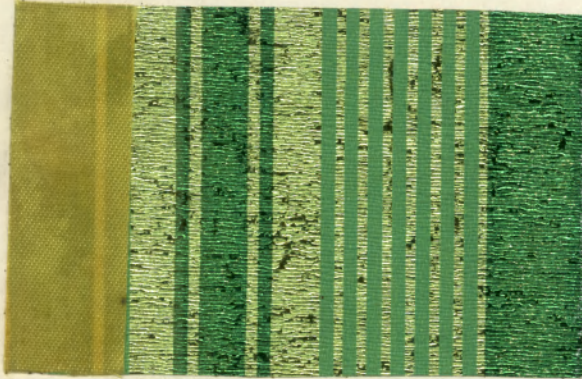


Fig. 111.--Striped crinkle and metallic paper, yellow satin ribbon.

#### Patriotic Days

For special wraps on Washington's or Lincoln's birthdays, or for the Fourth of July, white glazed paper is used to wrap the package. Blue and red and white satin ribbons are used to tie the package. (See Figure 112.)

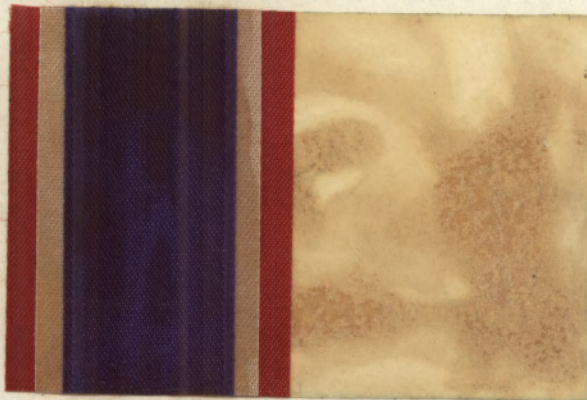


Fig. 112.--White glazed paper, red, white and blue satin ribbon.

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<sup>18</sup>Russell's, Denton.

For Washington's birthday, small bunches of cherries are used in the bow. Also paper hatches can be used.

For the Fourth of July, firecrackers are tied in the bow.

A general patriotic package, good for any patriotic holiday, is wrapped with white paper and tied with a red and blue diagonal tie. The ribbons are arranged just their width apart at the lower corner and wide enough apart at the top so that gold gummed eagle seals can be stuck between them. Tailored bows of red, white and blue complete the package.<sup>19</sup>

#### Hallowe'en

Since the traditional Hallowe'en colors are orange and black, these colors are carried out with ribbon and paper on the gift wraps.

The half and half package has become popular during the last few years. This package is wrapped half in black glazed paper and half in orange glazed paper. No ribbon is used. Sometimes if desired, a black mask sprinkled with gold glitter, is used on this package.<sup>20</sup> (See Figure 113.)

#### Thanksgiving

Gold metallic paper makes a most attractive Thanksgiving wrapping. This wrap is tied with brown satin ribbon. It can also be used for a general fall wrap. (See Figure 114.)

<sup>19</sup>Cox's, Fort Worth.

<sup>20</sup>Neiman-Marcus, Dallas.



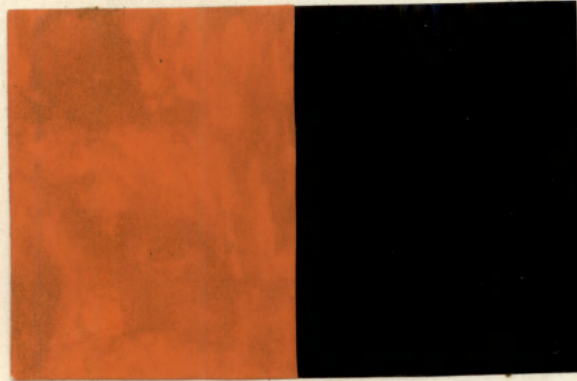


Fig. 113.--Orange and black glazed paper.



Fig. 114.--Gold metallic paper, brown satin ribbon.

Other metallic papers in fall colors such as copper and green are also used. All of these papers are used with matching satin ribbons. (See Figure 115.)

Glazed papers in dark green, yellow and brown, tied with either contrasting or matching satin ribbons, make effective Thanksgiving or fall wrappings.<sup>21</sup> (See Figure 116.)

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<sup>21</sup>Neiman-Marcus, Dallas.





Fig. 115.--Copper and green metallic paper, matching satin ribbons.

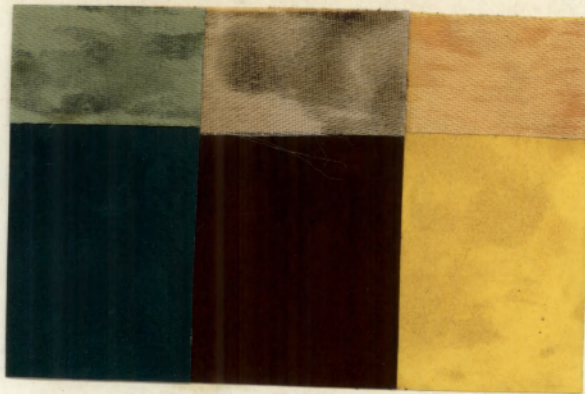


Fig. 116.--Glazed papers, matching or contrasting satin ribbons.

Heads of wheat can be dyed different colors and tied in the bows of these Thanksgiving packages. Miniature turkeys cut out of styaf foam or made out of paper can be put in the bows also.<sup>22</sup> (See Figure 117.)

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<sup>22</sup>Neiman-Marcus, Dallas.





Fig. 117.--Heads of wheat

### Christmas

Christmas, of course, surpasses all other occasions for gift-wrapping activity, and the possibilities for making attractive packages are endless. All types of papers and ribbons are available in many charming designs.

Black suede paper with a candle design makes a beautiful package if it is set off with green satin ribbon, as illustrated in Figure 118.



Fig. 118.--Candle motif on suede paper, green satin ribbon.



Dark green glazed paper with a poinsettia design brings back memories of olden Christmases. Red satin ribbon is used with this paper.<sup>23</sup> (See Figure 119.)



Fig. 119.--Poinsettia design, red satin ribbon.

Solid metallics are very popular for Christmas packages. The most common colors used are gold and silver. These are tied with the traditional red or green satin ribbons.<sup>24</sup> (See Figure 120.)

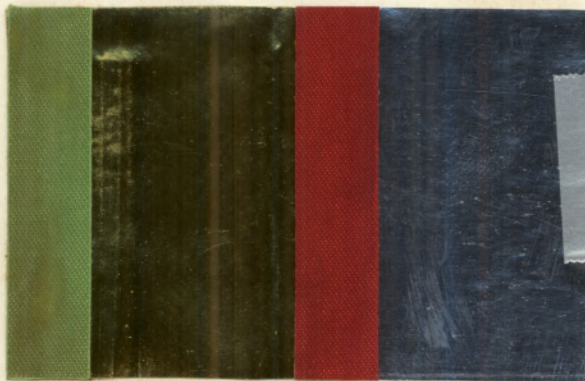


Fig. 120.--Solid metallic papers, red and green satin ribbons.

<sup>23</sup>Meacham's, Fort Worth.

<sup>24</sup>The Fair, Fort Worth.



Also, bright blue, red and green metallic papers are tied with silver ribbon, as shown in Figure 121.<sup>25</sup>



Fig. 121.--Bright metallic papers, silver lacelon ribbon.

Embossed papers are sometimes used for Christmas wrappings. These papers come in a variety of colors and designs. However, green, red, and white are the most popular. The white shown here has a holly design and is tied with either green or red satin ribbon.<sup>26</sup> (See Figure 122.)



Fig. 122.--White embossed paper, green and red satin ribbon.

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<sup>25</sup> Titcher's, Dallas.

<sup>26</sup> The Fair, Fort Worth.



The green metallic paper with a poinsettia design, shown in Figure 123, is used with white satin ribbon or silver tinsel ribbon.<sup>27</sup>

Fig. 123.--Green metallic paper, white satin, silver tinsel ribbon.

White paper with the red, green, and gold metallic stripe, shown in Figure 124, is used with satin ribbon in green or red, or with red or green tinsel ribbon.<sup>28</sup>

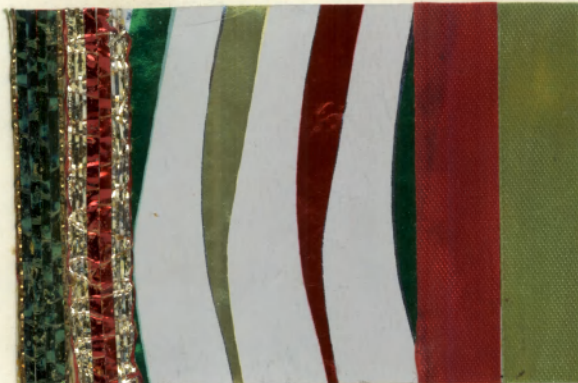


Fig. 124.--Striped metallic paper, satin or tinsel ribbon.

Figure 125 illustrates diagonal blue and silver stripe paper, with blue satin, silver lacelon, or blue and silver tinsel ribbon.<sup>29</sup>

<sup>27</sup>Cox's, Fort Worth.  
<sup>29</sup>Sanger's, Dallas.

<sup>28</sup>Meacham's, Fort Worth.





Fig. 125.--Diagonal blue and silver stripe paper, blue and silver lace and tinsel ribbon.

Figure 126 shows a silver paper with red, white and green stripes that is tied with either red, white or green satin ribbon.<sup>30</sup>



Fig. 126.--Silver paper with red, white and green stripes, red white and green satin ribbon.

Metallic papers with printed designs can be worked into unusual wrappings by carrying out the design on the paper.

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<sup>30</sup>Harris's, Dallas.



For example, Figure 127 shows a green metallic paper with a reindeer design. A package wrapped with this paper would be tied with a silver tinsel ribbon. Then, to carry out the design, small brown and silver reindeer are tied in the center of the bow.<sup>31</sup>



Fig. 127.--Reindeer design on metallic paper, silver tinsel ribbon.

Figure 128 shows a silver and red paper tied with red satin ribbon. One, two, or three small red bells are tied to the bow to dress up the holiday package.



Fig. 128.--Silver and red paper, red satin ribbon.

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<sup>31</sup>Russell's, Denton.



For a child's Christmas package, red metallic paper, shown in Figure 129, tied with green ribbon is most appropriate. A candy cane is tied to the bow to carry out the design.<sup>32</sup>

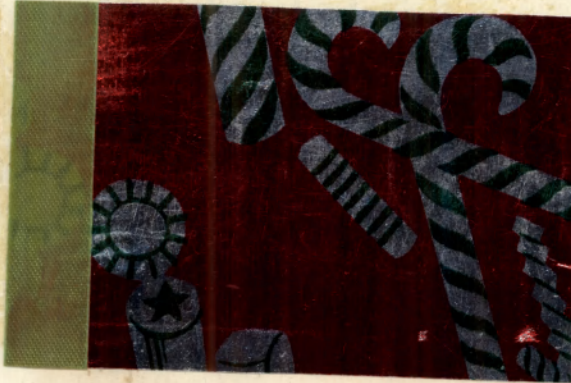


Fig. 129.--Red metallic paper, green satin ribbon.

Silver paper with a red and green design tied with red or green satin ribbon also makes an attractive wrap for a child. For the center of the bow on this package a bean-bag clown or some other toy is suggested.<sup>33</sup> (See Figure 130.)



Fig. 130.--Silver metallic paper, red and green satin ribbon.

<sup>32</sup>Sanger's, Dallas.

<sup>33</sup>Harris's, Dallas.



Though hardly used any more, cellophane papers are still available and come in some very beautiful patterns. These cellophanes are always used over a plain white paper. The green paper shown in Figure 131 is tied with silver lacelon ribbon to carry out the silver in the poinsettia leaves.



Fig. 131.--Cellophane paper, silver lacelon ribbon.

The blue cellophane paper shown in Figure 132 is tied with pale blue satin ribbon, matching the poinsettia design. A small pale blue poinsettia made to match the paper is tied in the bow.<sup>34</sup>



Fig. 132.--Blue cellophane, pale blue satin ribbon.



## Birthdays

Some very unusual papers have been designed for use on birthday gifts. They are made in a variety of textures and, when used with matching ribbon, make beautiful packages.

The silver metallic paper with the balloon design shown in Figure 133 is used with blue or rose satin ribbon. Blue is used for a man's gift and rose for a woman's gift.<sup>35</sup>



Fig. 133.--Silver metallic paper, blue and rose ribbon.

The suede paper with the rooster design shown in Figure 134 is tied with red satin ribbon. This wrap can be used for either a man's or a woman's gift.<sup>36</sup>

Another suede paper with a poodle design is tied with black satin ribbon and also may be used for either a man's or a woman's gift.<sup>37</sup> (See Figure 135.)

<sup>35</sup>Russell's, Denton.

<sup>36</sup>Meacham's, Fort Worth.

<sup>37</sup>Meacham's, Fort Worth.



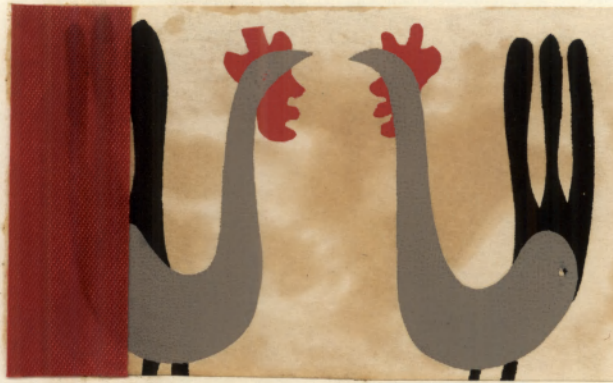


Fig. 134.--Suede paper,  
red satin ribbon.



Fig. 135.--Suede paper,  
black satin ribbon.

The dark green glazed paper shown in Figure 136 is definitely a paper for a man's gift. It is tied with yellow or brown laminated ribbon.<sup>38</sup>

For a boy's gift, the paper with the western design shown in Figure 137 is used with brown ribbon.

The two white and red glazed paper, with striped or dot design, are tied with red satin ribbon and can be used

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<sup>38</sup>Russell's, Denton.





Fig. 136.--Dark green glazed paper, yellow and brown laminated ribbon.



Fig. 137.--Paper with western design, brown ribbon.

for either a boy's or a girl's gift. Figure 138 shows these two papers.

Another dot designed paper is used for children's birthday packages. This paper is tied with bright blue, rose or chartreuse satin ribbon.<sup>39</sup> (See Figure 139.)

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<sup>39</sup>Young Moderns, Denton.





Fig. 138.--White and red glazed papers, red satin ribbon.

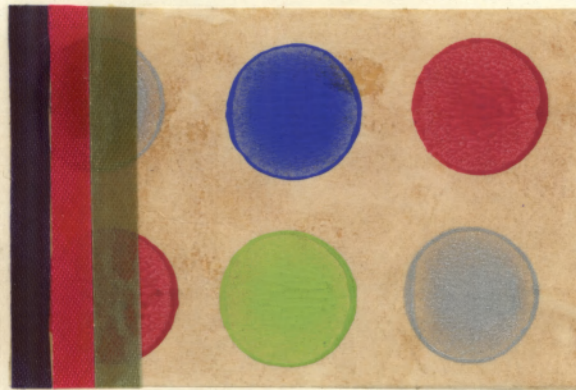


Fig. 139.--Dot designed paper, blue, rose and chartreuse satin ribbon.

For very small children, the papers shown in Figures 140 and 141 are used. The first is a brown glazed paper with a toy design, tied with matching aqua satin ribbon.<sup>40</sup>

The second is a white paper with a toy design and can be tied with a variety of ribbons. The most commonly used is a yellow satin ribbon.<sup>41</sup>

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<sup>40</sup>Meacham's, Fort Worth.      <sup>41</sup>Young Moderns, Denton.





Fig. 140.--Brown glazed paper, aqua satin ribbon.



Fig. 141.--White paper, yellow satin ribbon.

### Weddings

Usually more time and effort are spent creating gift packages for wedding and wedding showers than for any other occasion. Silver and white are the colors most commonly used and are tied with white satin ribbon. Two silver metallic papers with designs in white are shown in Figures 142 and 143. The paper in Figure 142 is tied with white satin ribbon.<sup>42</sup>

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<sup>42</sup>Russell's, Denton.



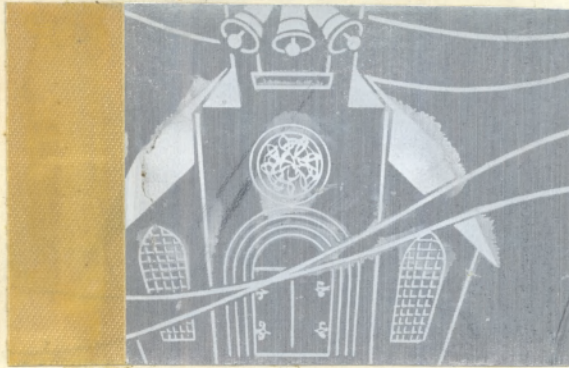


Fig. 142.--Silver metallic paper, white satin ribbon.

The paper in Figure 143 is tied with white satin ribbon edged in silver.<sup>43</sup>



Fig. 143.--Silver metallic paper, white satin ribbon edged with silver.

White paper with a silver design is also used with white ribbon. (See Figure 144.)<sup>44</sup>

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<sup>43</sup>Meacham's, Fort Worth.      <sup>44</sup>Varsity Shop, Denton.





Fig. 144.--White paper  
with silver design.

White glazed paper is a standard for wedding gift wrappings, tied with silver and white tinsel ribbon.<sup>45</sup> (See Figure 145.)

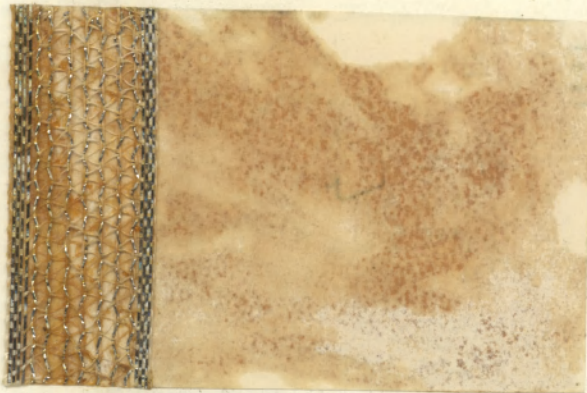


Fig. 145--White glazed  
paper.

A most unusual paper for a wedding gift wrap is the dark green with the light green and white design, shown in

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<sup>45</sup>Russell's, Denton.



Figure 146.<sup>46</sup> This paper is used with white satin ribbon for an effective contrast.



Fig. 146.--Green figured paper, white satin ribbon.

#### Graduates

All boys and girls look forward to their graduation day, whether from grammar school, high school or college. For graduation, all types of papers are used. The two metallic papers shown in Figures 147 and 148 are for girl's graduation gifts. The blue is tied with silver lacelon ribbon and the orchid is tied with purple satin ribbon.<sup>47</sup>

The plaid metallic paper shown in Figure 149 is used for a boy's gift and is tied with brown satin ribbon.<sup>48</sup>

Flint papers are also good for a boy's gift. Blue is a very good color and is tied with a darker shade of blue satin ribbon.<sup>48</sup> (See Figure 150.)

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<sup>46</sup> Meacham's, Fort Worth.

<sup>47</sup> Cox's, Fort Worth.

<sup>48</sup> Cox's, Fort Worth.



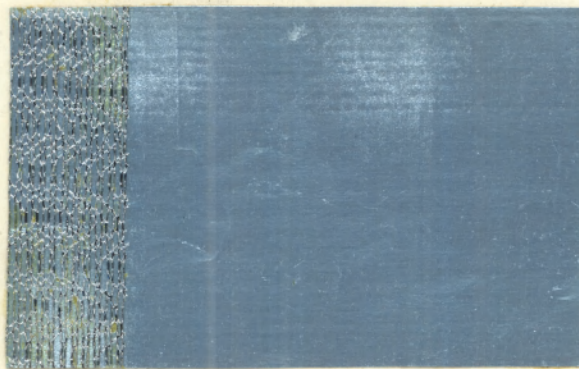


Fig. 147.--Blue metallic paper, silver lacelon ribbon.



Fig. 148.--Orchid metallic paper, purple satin ribbon.

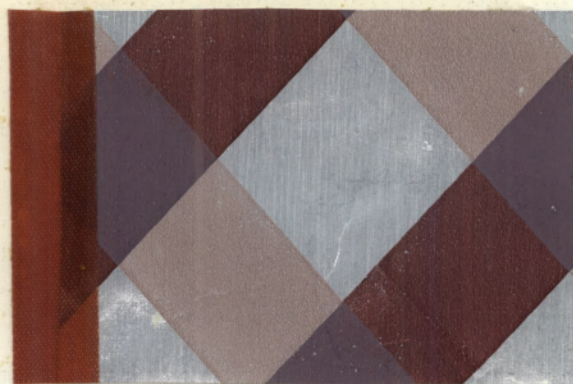


Fig. 149.--Plaid metallic paper, brown satin ribbon.



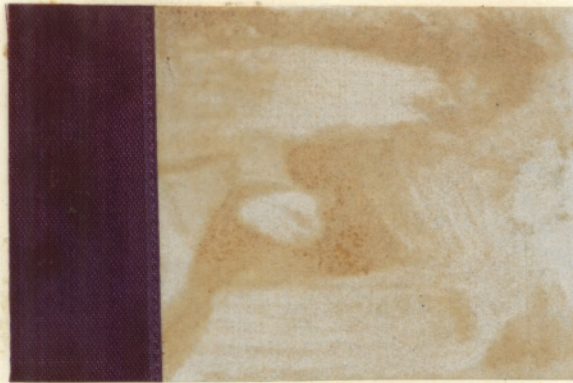


Fig. 150.--Blue flint paper,  
darker blue satin ribbon.

White glazed paper, as shown in Figure 151, is tied with black satin ribbon and is one of the newest ideas for either a boy's or a girl's package.<sup>49</sup>

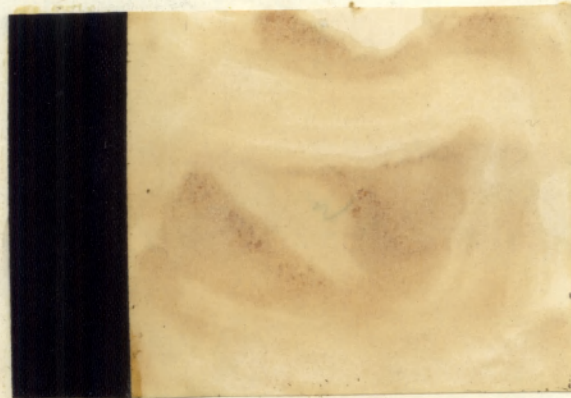


Fig. 151.--White glazed paper,  
black satin ribbon.

Brown is also a good color for a graduation gift. Either glazed or suede paper tied with yellow lacelon ribbon is used.<sup>50</sup> (See Figure 152.)

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<sup>49</sup>Sanger's Dallas.

<sup>50</sup>Varsity Shop, Denton.



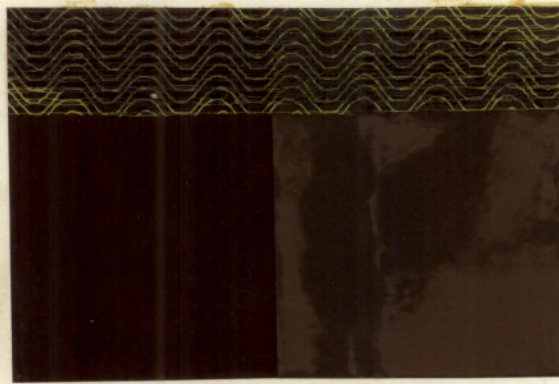


Fig. 152.--Brown glazed or suede paper, yellow lacelon ribbon.

#### Baby Gifts

For baby gifts, the wrappings must be soft and dainty; therefore, pastel glazed papers are often used. Yellow, green and pink, tied with darker or matching satin ribbon are colors frequently used. (See Figure 153.)



Fig. 153.--Pastel glazed papers, darker or matching satin ribbons.

Also papers with baby designs are used. Figure 154 shows a silver metallic paper with pink and blue design.

The package is tied with a pink and blue plastic ribbon, illustrated below.<sup>51</sup>



Fig. 154.--Silver metallic paper, pink and blue design, pink and blue plastic ribbon.

Another paper with a baby design in pink or blue is shown in Figure 155. This package is tied with pink and blue plastic ribbon also.<sup>52</sup>



Fig. 155.--Baby design paper, pink and blue plastic ribbon.

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<sup>51</sup>Young Moderns, Denton.

<sup>52</sup>Ibid.



## Miscellaneous

For the anniversary gift wrap, colored metallic papers are used. The usual gold or silver papers are most common. Figure 156 shows a new paper, striped silver and green, that is tied with silver lacelon or green satin ribbon.<sup>53</sup>

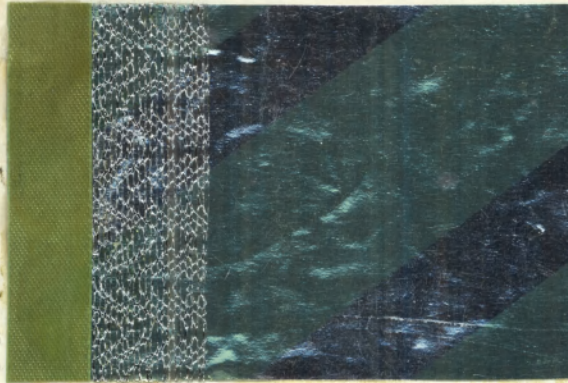


Fig. 156.--Silver and green striped metallic paper, silver lacelon or green satin ribbon.

For going-away gifts, the gold and white paper tied with brown laminated ribbon, shown in Figure 157 is used.<sup>54</sup>



Fig. 157.--Gold and white paper, brown laminated ribbon.

<sup>53</sup>Sanger's, Dallas.

<sup>54</sup>The Fair, Fort Worth.



The gold and green metallic paper shown in Figure 158 is tied with yellow ribbon and may be used for wrapping a hostess gift.<sup>55</sup>

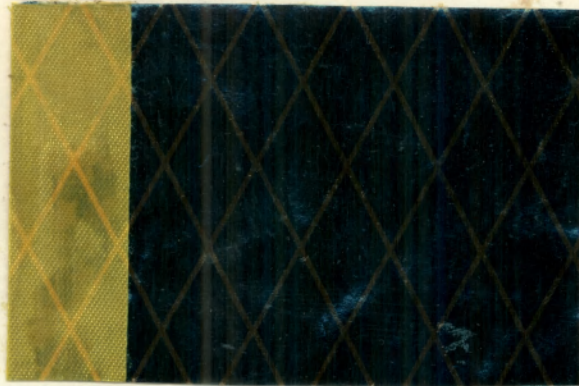


Fig. 158.--Gold and green metallic paper, yellow ribbon.

For the invalid, the package should be bright and gay. The purpose of giving a present to someone confined to bed is to cheer, comfort, and entertain. Figure 159 shows a bright green metallic paper embossed with grape leaves that is tied with gold and white tensil ribbon.



Fig. 159.--Green metallic paper, gold and white tensil ribbon.



The lavender metallic embossed paper shown in Figure 160 may be tied with silver and white tinsel ribbon.<sup>56</sup>

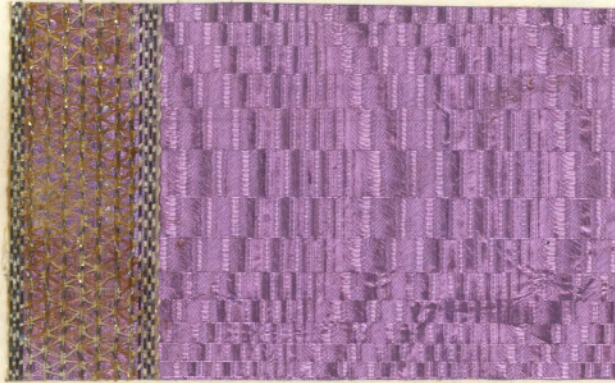


Fig. 160.--Lavendar metallic embossed paper, silver and white tinsel ribbon.

For those in mourning, the gift should never be wrapped in black or even tied with black ribbon. The colors should be plain, neither too bright nor too somber.

A deep green metallic paper is suggested, tied with a lighter shade of green satin ribbon. (See Figure 161.)

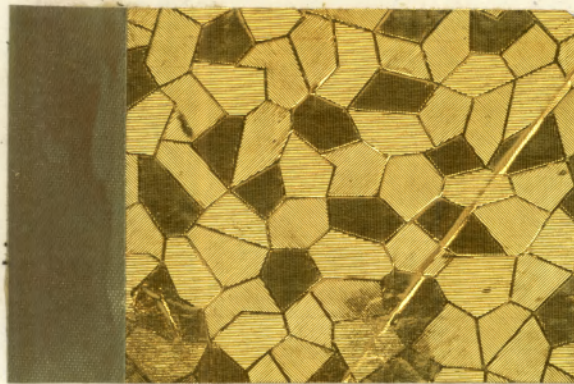


Fig. 161.--Deep green metallic paper, lighter shade of green satin ribbon.

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<sup>56</sup>Cox's, Fort Worth.



A metallic paper that can also be used for a gift for those in mourning is the aqua paper shown in Figure 162.

This package may be tied with a darker shade of satin ribbon.<sup>57</sup>



Fig. 162.--Aqua metallic paper, darker shade of satin ribbon.

For seasonal wrappings, green metallic paper, tied with pale green satin ribbon is used for summer.<sup>58</sup> (See Figure 163.)



Fig. 163.--Green metallic paper, pale green satin ribbon.

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<sup>57</sup>Meacham's, Fort Worth.

<sup>58</sup>Cox's, Fort Worth.



Copper metallic paper, tied with green or brown satin ribbon, is used for fall.<sup>59</sup> (See Figure 164.)



Fig. 164.--Copper metallic paper.

Blue metallic paper tied with pale blue satin ribbon is used for winter, as shown in Figure 165.<sup>60</sup>

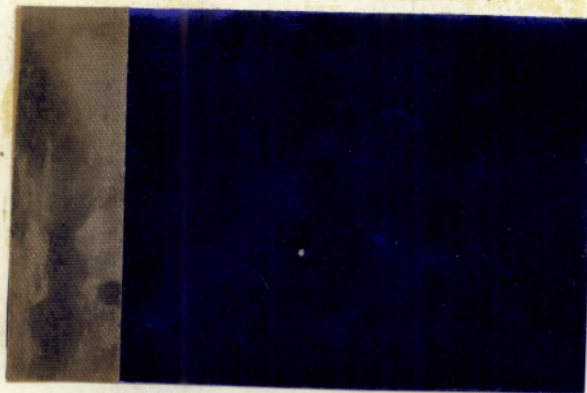


Fig. 165.--Blue metallic paper, pale blue satin ribbon.

For spring, white paper with a spring design may be used with yellow satin ribbon. (See Figure 166.)

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<sup>59</sup>Neiman-Marcus, Dallas.

<sup>60</sup>The Fair, Fort Worth.



Fig. 166.--Spring design  
on white paper, yellow satin  
ribbon.

The design for the above gift wrap may be carried out  
by placing little cut-outs in the bow.<sup>61</sup> (See Figure 167.)



Fig. 167.--Cut-outs for  
bow.

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<sup>61</sup> Meacham's, Fort Worth.



A listing of the average prices of the papers and ribbons included in this study is given below.

## PRICE LIST \*

## Papers

<u>Kind of Paper</u>	<u>Average Price</u> **
Glazed paper . . . . .	\$25.00
Suede paper . . . . .	28.50
Kidskin paper . . . . .	28.50
Flint paper . . . . .	25.00
Plain printed paper . . . . .	20.00
Plain embossed paper . . . . .	27.00
Solid metallic paper . . . . .	30.00
Printed metallic paper . . . . .	48.00
Embossed metallic paper . . . . .	45.00

## Ribbons

<u>Kind of Ribbon</u>	<u>Average Price</u> ***
Satin ribbon . . . . .	1.20
Metallic ribbon . . . . .	2.25
Tinsel ribbon . . . . .	1.50
Lacelon ribbon . . . . .	3.28
Laminated ribbon . . . . .	2.25

\*Figures listed are the average cost for each item paid by the stores included in this study.  
 \*\*Average cost of one ream (500 sheets).  
 \*\*\*Average cost of one spool (50 yards).

### Summary

In this chapter the different kinds of papers, including tissue, cellophane, solid, printed, and metallic; and the different kinds of ribbons, including satin, metallic, tinsel, lacelon, and laminated, are discussed. The papers and ribbons are illustrated by actual samples, and suggestions for their use for appropriate gift packages are made. The average price of the papers and ribbons is included.



## CHAPTER V

### SUMMARY AND CONCLUSIONS

#### Summary

From the investigation of gift-wrapping departments of selected stores in the Dallas, Fort Worth, and Denton areas, and personal interviews with the people in charge of these gift-wrapping departments, the following conclusions relative to gift-wrapping procedures and materials can be stated.

All the stores interviewed have a place set aside where all the gift wrapping is done. Selection of the type of wrapping and payment for wrapping services are made in the gift-wrapping department. The person usually in charge of gift-wrapping operations is generally the gift-wrapping department manager. The number of people employed by the stores in their gift-wrapping department varies from one to seventeen. Most stores have five or fewer gift-wrapping employees. While very small stores let all their employees do gift wrapping, the larger stores have special employees for this service. No particular location was dominant among the stores studied; all stores seemed to place the department wherever space was available.

There were no special qualifications required for gift-wrapping employees except that they be neat in their work.

The majority of the gift-wrapping personnel have received their training on the job; very little other special training is offered by any of the stores.

The usual gift-wrapping rate on packages is twenty-five cents for small packages, thirty-five cents for medium packages, and fifty cents and up for large packages. No charge is usually made for merchandise costing \$14.95 or more.

Most stores would not state whether or not they lost money from gift-wrapping operations, but it may generally be assumed from interviews with certain stores that they did lose money in every case. The cost of gift wrapping is generally charged against the gift-wrapping department only.

Specially designed gift wraps were used by Dallas and Fort Worth stores, but Denton stores depend upon the ingenuity of their employees. About half the stores used specially designed wrapping materials whereas the other half used materials available on the open market. Very few stores have their own branch post office.

The steps in wrapping and tying gift packages discussed in this study are generally used by all the stores in the Dallas, Fort Worth, and Denton area. These methods have proved to be efficient in that they save time, material, and money. The steps involved in gift wrapping are shown



for variously shaped packages when the gift is placed in a box and when the gift is too bulky or too ungainly to be placed in a box. In addition, the steps to be followed for tying the wrapped package are shown in detail, including the different kinds of ties and bows which may be used.

Also, the different kinds of papers, including tissue, cellophane, solid, printed, and metallic; and the different kinds of ribbons, including satin, metallic, tinsel, lace-  
lon, and laminated, are discussed. The papers and ribbons are illustrated by actual samples, and suggestions for their use for appropriate gift packages are made. The average price of the papers and ribbons is included.

#### Conclusions

Gift-wrapping departments, as a rule, are accomplishing fairly well the main purpose for which they were established--to gift wrap any purchase made by the store customers. They could, however, probably do a much better job, at less cost, if the departments were better organized.

There needs to be better training for gift-wrapping employees. Such training has been greatly hampered by a lack of written material on the subject. Any store, however, with a minimum amount of work, could formulate its own written material and training programs. This would result in better looking packages with less waste of material and therefore lower costs.

The gift-wrapping departments need to be put upon as sound a basis as other departments within the store. When these departments begin to replace the money-losing practices commonly used today, they will achieve much more of the success desired for by the store manager.



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