May 18, 1943 C. BEDELL 2,319,200

DISPLAY BOOKLET

Filed Jan. 10, 1942 2 Sheets-Sheet 1

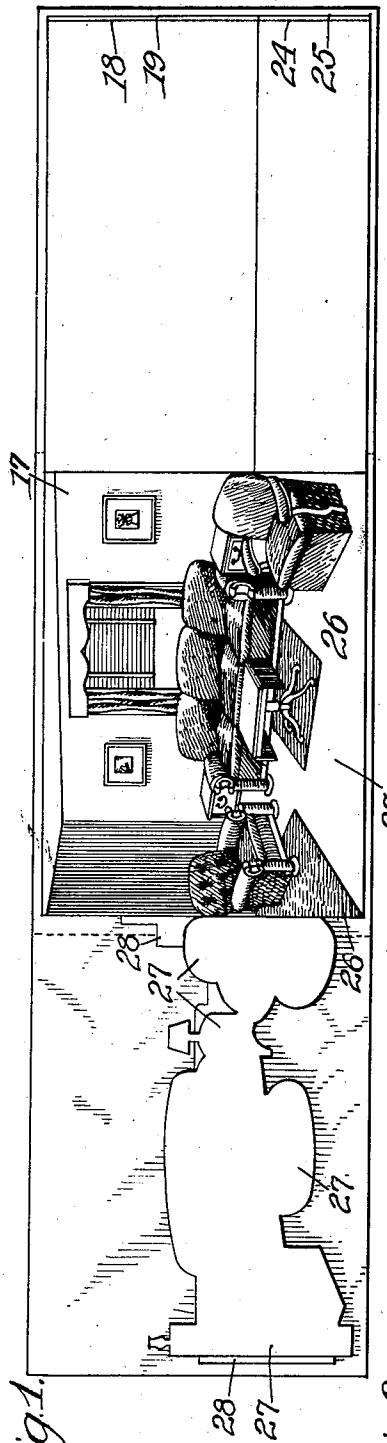


Fig. 1.

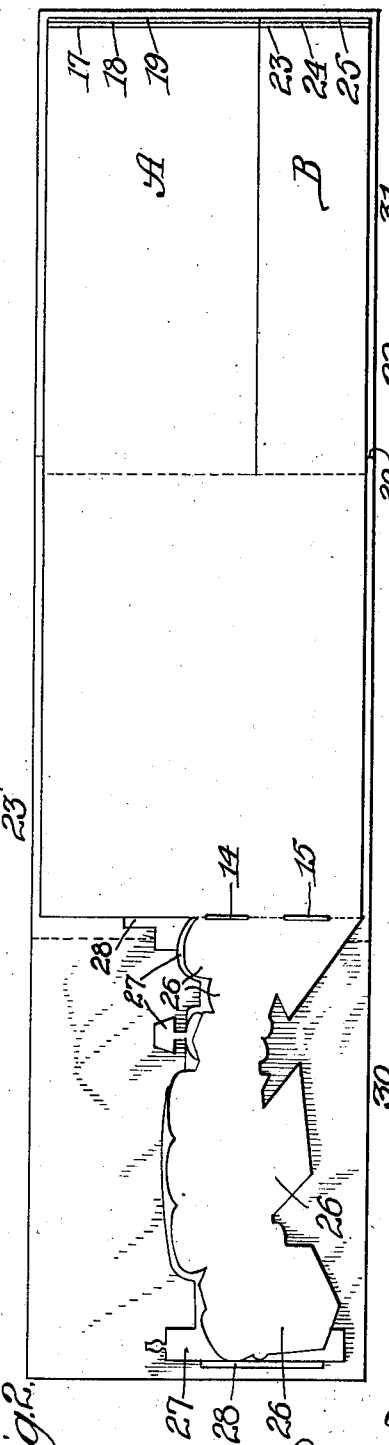


Fig. 2.

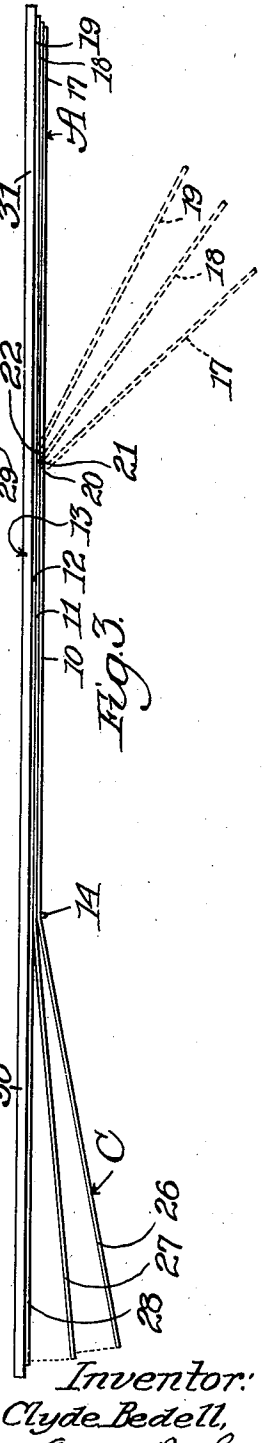


Fig. 3.

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DISPLAY BOOKLET

Filed Jan. 10, 1942 2 Sheets-Sheet 2

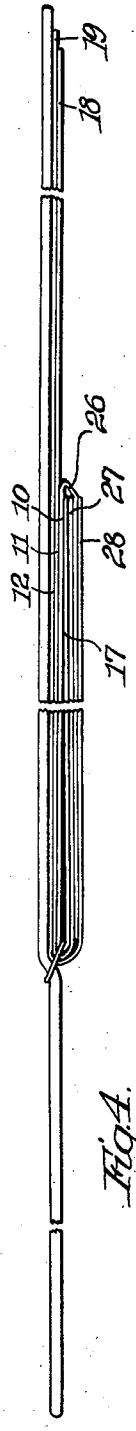


Fig. 4.

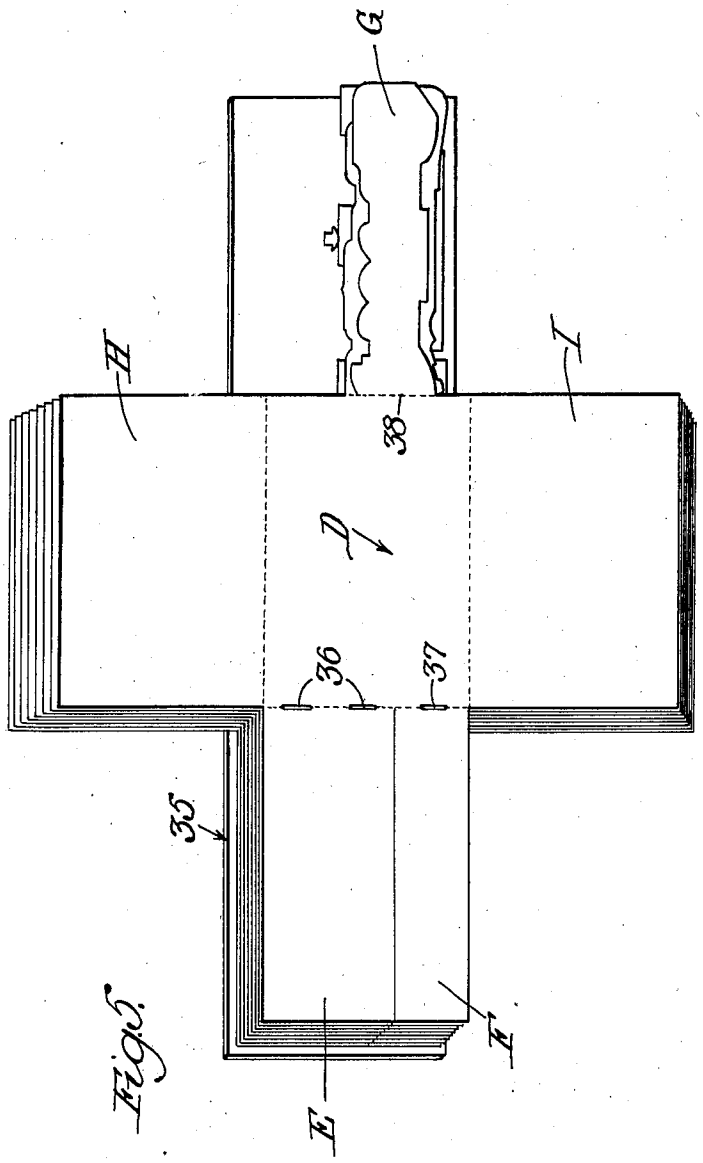


Fig. 5.

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UNITED STATES PATENT OFFICE

2,319,200

DISPLAY BOOKLET

Clyde Bedell, Park Ridge, Ill.

Application January 10, 1942, Serial No. 426,266

10 Claims. (Cl. 35—53)

This invention relates to a display booklet, and more particularly to a booklet for displaying composite representations. The invention is useful, for example, in illustrating a room setting with various rug, wall paper, and furniture combinations, in setting forth a menu, the individual items of which can be changed, and for a great variety of other obvious uses. The present application constitutes a continuation-in-part of my co-pending application Serial No. 337,335, filed May 27, 1940.

An object of the invention is to provide a booklet or folder which may be manipulated to show one object or type of objects in relation to several settings or backgrounds. In the case of menus or other printed matter, the object would be by interleaving to illustrate the matter with changed lines of print.

A further object is to provide a booklet device which may be manipulated to show the same object or element in different settings and also to show different objects or elements in the same setting. Also, it is desired that the device permit varied setting combinations. For example, the device might be desired to illustrate different types or colors of furniture as against various combinations of wall and floor colors and styles.

Another object is to provide such a booklet which is conveniently manipulated to secure a maximum of combinations with a minimum of waste material and which can be prepared at a minimum of cost. Other objects and advantages will appear as the specification proceeds.

The invention is illustrated in the accompanying drawings, in which—

Figure 1 is a top plan view of the booklet shown in open position and illustrating a suite of furniture against a rug and wall combination as a background; Fig. 2, a view similar to Fig. 1, the furniture sheet being as yet unfolded and not brought against the central background; Fig. 3, a top edge view of the booklet; Fig. 4, a similar top edge view but showing the side sheets folded inwardly upon each other; and Fig. 5, a perspective view of a booklet forming a modification of the invention.

In the embodiment of the invention illustrated in Figs. 1 to 4, the folder is formed of three sheets of paper and a heavier sheet providing a cover. The central section of the sheets form the pages proper of the folder or booklet and the edge sections form the leaves which are folded over the central section in forming the various desired combinations.

As seen particularly in Fig. 3, the pages proper of the central section are numbered 10, 11 and 12, 10 being the foremost page and 12 the rear page. The numeral 13 indicates the heavier sheet comprising the cover for the booklet. As shown, the left vertical edges of the pages 10 to 13 may be secured to each other by staples 14 and 15 which are disposed along the fold lines at the edges of the pages 10, 11 and 12. Any suitable type of fastening means may be used to secure the pages together and, if desired, the fastening means may be varied in number and located at any points along the binding edge.

Extending laterally from the right vertical edges of the front pages 10 to 13 are the leaves of the series designated by A and numbered 17, 18 and 19. Each of the leaves 17, 18 and 19 is foldable inwardly to cover respective portions of the pages 10 to 12. The leaves 17, 18 and 19 are provided with fold lines 20, 21 and 22 respectively between said leaves and the pages 10, 11 and 12. The fold lines 20, 21 and 22 are preferably out of alignment with each other with the rear fold line 22 being spaced to the right of the fold line 21 and the fold line 21 being spaced to the right of the fold line 20.

The leaves 17, 18 and 19 are also preferably of varying length with the lower leaves being slightly longer than the leaves above the same and in flat position extending beyond the upper leaves as seen in Figs. 2 and 3.

From the same right-handed edge of the pages 10, 11 and 12 and immediately below the leaves 17, 18 and 19, the leaves B numbered 23, 24 and 25 may extend. The leaves 23, 24 and 25 are equipped with fold lines (not shown) which are in alignment with the fold lines 20, 21 and 22 respectively. Similarly, the leaves 23, 24 and 25 are of varying length with the lower leaves being of the greater length. The ends of these leaves are in alignment with the ends of the leaves 17, 18 and 19.

The series of leaves A and B are thus disposed immediately adjacent each other and are independently foldable over portions of the center pages 10, 11 and 12. By reason of the disposition of the fold lines for the leaves A and B and the progressively lower length of the lower leaves, the leaves of the series A and B may be folded over the center pages 10, 11 and 12 and will, in each case, be substantially in register at the left end of the leaves in folded position. Preferably, the leaves of the series A and B are of such length that when folded, the ends of the leaves do not quite reach the staples 14 and 15 as seen particularly in Fig. 4.

The backs of the leaves 17, 18 and 19 carry

representations of wall coverings and window treatment while the backs of the leaves 23, 24 and 25 carry representations of rug styles and colors. Thus, as seen in Fig. 1, the leaves 17 and 23 are folded over upon the center page 10 to provide a representation of a wall covering and window treatment together with the rug style and color.

By folding different leaves of the series A and B over the center pages, it is possible to obtain any desired window and wall treatment and any desired rug style. Since the leaves of the series A and B are independently foldable any window treatment may be combined with any rug style. In the folding operation, any number of the leaves of series A and series B may be folded over the foremost page 10, or, if desired, any leaf of either series may be folded over the page to which it is attached. In other words, each leaf can be folded in front of the page to which it is attached or in front of any more forward page. The series A and B may be replaced by single unslit pages or by pages slit to form a larger number of series. Such series may be die-cut, if desired.

At the bound edges at the left-hand side of the pages 10, 11 and 12, a series C of leaves may be secured. These leaves which are numbered 26, 27 and 28 may be cut out to represent various pieces of furniture. Each of the leaves may represent suites of furniture in different colors or suites of different shapes or suites arranged in different ways in relation to the setting over which they are to be imposed. The inner edges of the leaves 26, 27 and 28 are secured to the pages 10, 11 and 12 respectively along the binding edge and beneath the staples 14 and 15. The fold line between the leaves of the series C and the pages of the folder is in each case disposed directly beneath the staples 14 and 15. The leaves 26, 27 and 28 are of varying lengths with the lower leaves being of progressively greater lengths so that the bottom leaf 28, for example, extends beyond the leaves 26 and 27 when the leaves are in unfolded relation as seen in Fig. 2. When the leaves are folded over the pages 10, 11 or 12, the ends of the leaves are in alignment. The difference in length of the leaves 26, 27 and 28 should thus be sufficient to compensate for the folding of the leaves about the staples 14 and 15.

The page 10, as shown, is integral with the leaves 17, 23 and 26. Similarly, the pages 11 and 12 are integral with the corresponding leaves. Thus, the folder is formed of a plurality of sheets which are bent along various fold lines to provide the various foldable leaves.

Although the leaves 26, 27 and 28 are of varying lengths so that in folded position the ends of the leaves may be in register with each other, the leaves are preferably as seen in Fig. 4, slightly shorter than the pages 10, 11 and 12 so that the ends of the leaves of series C fall slightly short of the closest fold line 20 in the leaves of series A and B.

The leaves of series C are preferably die-cut to represent the various furniture settings and may be folded over the forward page 10 or over any folded leaf of series A and B. Thus, as seen in Fig. 4, the leaves 26 and 27 are folded over page 10 while the leaf 28 is folded over the folded leaf 17 of series A. The leaves 18 and 19 of series A remain unfolded. In the representation of this figure, the furniture setting of leaf 28 is thus superimposed on the background of the wall covering and window treatment of leaf 17. Similarly, if desired, the furniture setting of any leaf may be superimposed on any wall covering and window treatment leaf. The leaves of series B may be independently folded to provide with any combination of furniture setting and wall covering any desired rug style.

The arrangement of the leaves in varying lengths with the lower leaves being progressively longer than the leaves immediately above the same, provides registration of the ends of the folded leaves. The staples 14 and 15 provide a binding edge for the entire folder assembly. As seen in Fig. 4, the staples are moved slightly from the vertical position when the leaves 26, 27 and 28 are folded. The arrangement of the folding lines for the leaves 17, 18 and 19 out of alignment with each other permits the folding of these leaves without difficulty.

The cover page 13 is preferably equipped with a fold line 29 which is disposed beyond the limits of the pages 10, 11 and 12 and thus, permits the section 31 of the cover to be folded over the entire assembly. The section 30 at the other end of the cover page 13 may be folded inwardly along the fold line of the staples 14 and 15.

With this construction it is, therefore, possible to utilize any furniture setting of the series C with any wall covering of the series A and to use this combination with any rug style of the series B. The leaves of the series C which are to the inside of the C leaf to be viewed are preferably folded over upon the page 10 as seen in Fig. 4. The leaves of series A and B are then folded upon the folded leaves of series C until the desired representation of wall covering and rug style is obtained. The desired leaf of series C showing the furniture setting is then folded forwardly upon the chosen leaves of series A and B to complete the assembly.

In the modification of the invention illustrated in Fig. 5, the folder includes a cover 35 and a series of pages D bound together along the edge 36 by staples 37. From the binding edges of the left-hand side of the pages D extend the series E and F of leaves bearing any suitable representations. At the fold line 38 at the right-hand side of the pages of the series D are connected die-cut leaves of the series G. Above the pages of the series D extend the leaves of the series H while the leaves of the series I are connected to the lower portion of the page D. The leaves of the series E and F are arranged to fold along the fold line 36 provided by the staples 37. The fold lines for the leaves of the series G, H and I are spaced progressively farther from the binding means as the lower leaves are approached. The fold lines of the series G, H and I thus correspond to the fold lines of the series A and B in Figs. 1 to 4. The leaves of the series E, F, G, H and I are of varying length with the lower leaves of each series being of the greater length. These variations in length correspond to the variations in length of the leaves of the series A, B and C in Figs. 1 to 4.

In the modified embodiment of the invention seen in Fig. 5, each series is provided with seven leaves although, of course, this number may be varied as desired. Each of the leaves of series E and F may be combined with any of the leaves of series G and each leaf of series E may be combined with any leaf of series F. Similarly, any of the leaves of series H or I may be combined with any of the leaves of series G or with any combination of leaves from series E and G or F and G.

The leaves of series E and F may represent wall

covering and rug styles as in Figs. 1 to 4 and the leaves of series G may represent furniture settings. The leaves of series H and I may represent any background settings and, if desired, may represent combined wall coverings and rug styles.

The device is particularly valuable for sales purposes since it permits the articles such as furniture to be illustrated in proper settings where they appear to a better advantage. While the drawings illustrate only two embodiments of the invention, it will be apparent that the device may take many forms and be adapted for many specific uses.

The device of the invention may be arranged with any desired number of series of leaves. Thus, in the embodiment shown in Fig. 5, either the series H or I may be omitted. Similarly, any of the various series may be omitted and almost any combination of the different series of leaves may be employed, depending upon the purpose for which the device is intended and the number of combinations desired. It is also possible to vary the number of leaves in the different series.

If desired, not all, but only a part of the pages may have extensions forming leaves for folding forwardly and in one or more series the leaves may be connected at every page while in the other series only one or two leaves may be included; for example, only one or two suites of furniture would be represented in the embodiments here shown and these could be represented as against any of the combinations or backgrounds which are possible with the number of sheets used.

While in the embodiment of Fig. 5, the series of leaves H and I have been shown as substantially coextensive in size with the pages, and as covering nearly the entire page when in folded position, this need not necessarily be the case and the leaves of these series might cover only portions of the page or might overlap only in parts when both series are folded. For example, the series H might represent the wall coverings, the series I, the floor coverings and series E and F might be combined in a new series of leaves foldable about the left vertical edges of the pages to represent the furniture. If desired, they may be superimposed as the furniture representation is superimposed over the wall and floor settings, it is preferable that the different series of leaves be connected to different edges of the pages since this has been found to be more economical in the cutting of the pages. In fact, greatest economy is had when, if two series are used, the series of leaves be extending from opposite edges of the pages, and in this form the device consists merely of several strips of paper having two lines of fold as seen in Figs. 1 to 4.

Since the number of pages and leaves may be varied, the plurality of pages referred to herein should be taken to mean all those pages from the first or foremost page to the lower page which has a foldable leaf attached thereto.

Still another phase of this device is that it can be reversed or turned over, and the back sides of the pages and the other sides of the foldable leaves employed in still other and new combinations. To operate the device this way, it is only necessary to fold the leaves the other way about their connecting lines of fold. For such operation, the front leaf of the cover should preferably be omitted.

The types of representations with which this invention can be employed are many. In the specific description given, there is shown the application of different furniture suites with different combinations of wall and floor settings. Other representations may include various other merchandise such as automobiles, clothes, lamps, etc., against the setting with which these specific articles will be associated in actual use. A particularly advantageous use of the device is in presenting menus. For such a use one series of leaves might, for example, call for appetizer dishes in various forms, and this series go along with the other pages or series of leaves to form the composite menu. Many other applications and uses will be apparent.

The foregoing has been given for purposes of clearness of understanding only, and no unnecessary limitations should be understood therefrom, it being understood that the device is susceptible of many modifications and changes all within the spirit of the invention.

I claim:

1. A booklet or device for display of composite representations wherein the representations from several sheets may be brought into a variety of different juxtaposed relationships, comprising a plurality of sheets stacked one upon the other in book form, said sheets being folded along a plurality of spaced lines and each providing a plurality of connected leaves bearing respectively different representations, and means adjacent one of said lines connecting said sheets in bound relation.

2. A booklet or device for display of composite representations wherein the representations from several sheets may be brought into a variety of different juxtaposed relationships comprising a plurality of sheets stacked one upon the other in book form, said sheets being folded along a plurality of spaced lines and each providing a plurality of connected leaves bearing respectively different representations, and means adjacent one line connecting said sheets in bound relation, the leaves extending from at least one of said lines being reduced in size so that the reduced leaf covers only a portion of the adjacent leaf when folded thereon whereby the leaf which is reduced in size may be seen in juxtaposed relation to said adjacent leaf.

3. A booklet or device for display of composite indicia wherein the indicia from several sheets may be brought into a variety of different juxtaposed relationships, comprising a plurality of sheets one upon the other in book form, each of said sheets being folded along a plurality of lines to provide at least one central leaf and two side leaves connected thereto along said lines, respectively different indicia upon certain of said leaves, and means adjacent at least one line connecting said sheets in bound relation, at least one of said side leaves being divided.

4. A booklet or device for display of composite indicia wherein the indicia from several sheets may be brought into a variety of different juxtaposed relationships, comprising a plurality of sheets one upon the other in book form, said sheets being folded along a plurality of lines of fold to provide at least one central leaf and two side leaves integrally connected thereto at said lines of fold, respectively different indicia upon certain of said leaves, and means adjacent one line of fold connecting said sheets in hinged relation, at least one of said side leaves being reduced in size so as to cover only a portion of a central leaf when folded thereon, whereby the leaf which is reduced in size may be seen in juxtaposed relation to said central leaf.

5. A booklet or device for display of composite

indicia wherein the indicia from several sheets may be brought into a variety of different juxtaposed relationships, comprising a plurality of sheets one upon the other in book forming relation, corner portions of said sheets being cut away to provide leaves on different sides of an integral central leaf and foldable thereon along connecting lines of fold, at least some of said sheets bearing respectively different indicia, and means adjacent one of said lines of fold connecting said sheets, at least some of said leaves being divided.

6. A booklet or device for display of composite indicia wherein the indicia from several sheets may be brought into a variety of different juxtaposed relationships, comprising a plurality of sheets one upon the other in book forming relation, corner portions of said sheets being cut away to provide leaves on different sides of an integral central leaf and foldable thereon along connecting lines of fold, at least some of said sheets bearing respectively different indicia, and means adjacent one of said lines of fold connecting said sheets, at least some of said leaves being reduced in size so as to cover only a portion of a central leaf when folded thereon whereby the leaf which is reduced in size may be seen in juxtaposed relation to said central leaf.

7. A booklet or device for display of composite indicia wherein the indicia from several sheets may be brought into a variety of different juxtaposed relationships comprising a plurality of sheets one upon the other in book relation, said sheets being folded along a plurality of spaced lines of fold and each providing a plurality of integrally connected leaves bearing respectively different indicia, and means adjacent one line of fold connecting said sheets in hinged relation, said sheets being free along the other line of fold, the leaves extending from at least one of said lines of fold covering only a portion of an adjacent leaf when folded thereon, whereby the leaf which is reduced in size may be seen in juxtaposed relation to said adjacent leaf.

8. A booklet or device for display of composite indicia wherein the indicia from several sheets may be brought into a variety of different juxtaposed relationships comprising a plurality of sheets one upon the other in book form, the corners of said sheets being cut away to provide a central leaf and four laterally extending leaves, said leaves being connected along lines of fold to said central leaf, at least some of said leaves bearing respectively different indicia, and means adjacent one line of fold connecting said sheets together in hinged relation.

9. A booklet or device for display of composite indicia wherein the indicia from several sheets may be brought into a variety of different juxtaposed relationships comprising a plurality of sheets one upon the other in book form, said sheets being folded along a plurality of spaced lines of fold and each providing a central leaf and laterally extending leaves, at least certain of said leaves bearing respectively different indicia, means adjacent at least one line of fold connecting said sheets in hinged relation, at least some of said laterally extending leaves being adapted when folded to cover only a portion of the central leaf whereby the leaf which covers only a portion of the central leaf may be seen in juxtaposed relation with respect to said central leaf.

10. A booklet or device for display of composite indicia wherein the indicia from several sheets may be brought into a variety of different juxtaposed relationships comprising a plurality of sheets one upon the other in book form, said sheets being folded along a plurality of spaced lines of fold and each providing a central leaf and laterally extending leaves integrally connected thereto by said lines of fold, at least certain of said leaves bearing respectively different indicia, a single connecting means adjacent one line of fold joining said sheets in hinged relation but leaving said sheets free at the other line of fold, the leaves extending from at least one of said lines of fold being adapted when folded upon the central leaf to cover only a portion thereof, whereby the leaf which covers only a portion of the central leaf may be seen in juxtaposed relation with respect to said central leaf.

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