April 24, 1956 C. B. WOOFTER 2,743,011

DISPLAY ARTICLE

Filed Nov. 12, 1952 2 Sheets-Sheet 1

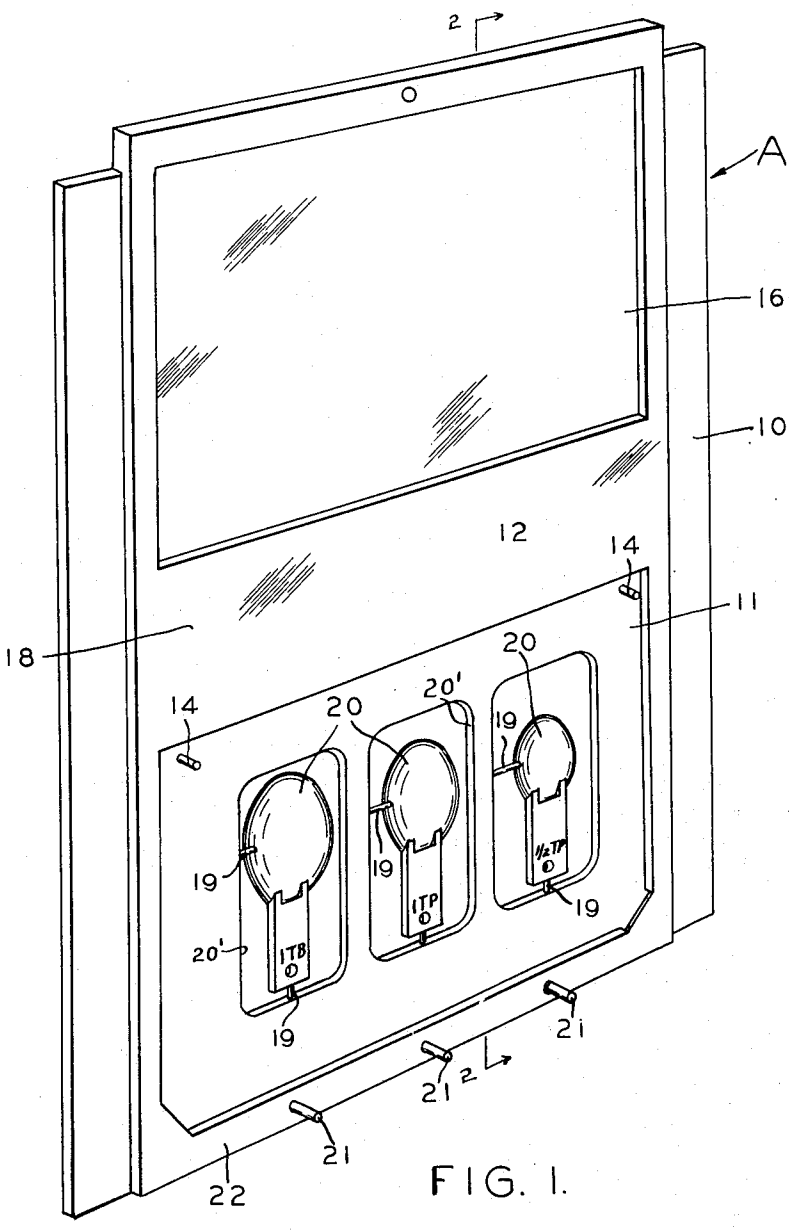


FIG. 1.

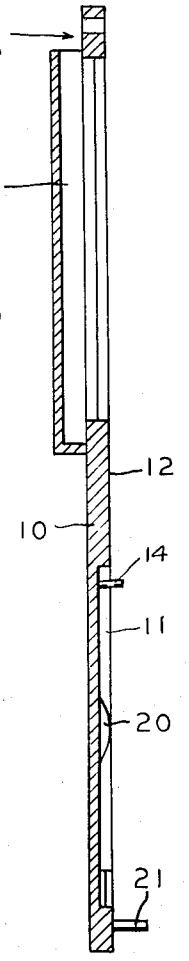


FIG. 2.

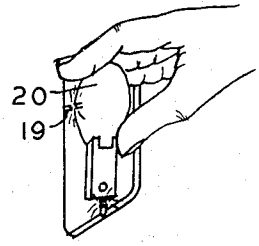


FIG. 3.

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DISPLAY ARTICLE

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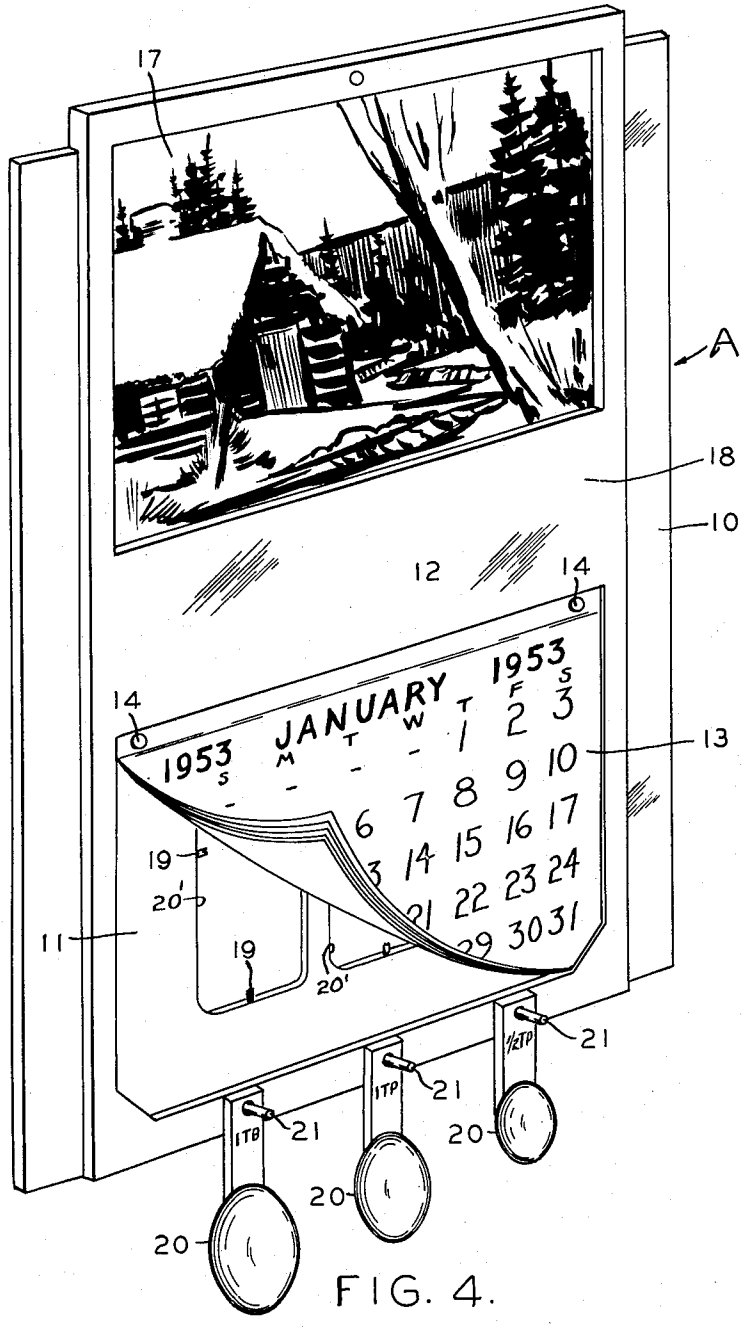


FIG. 4.

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United States Patent Office 2,743,011 Patented Apr. 24, 1956

2,743,011

DISPLAY ARTICLE

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Application November 12, 1952, Serial No. 319,837

2 Claims. (Cl. 206—78)

This invention relates to a plastic calendar which is provided with a display portion at the top for a picture or illustration, below which an advertising space is provided, and directly below this space a monthly calendar is adapted to be attached in any suitable form.

This calendar is designed primarily to be hung on the wall where it is convenient for reference by the housewife or the recipient thereof so that the features of the calendar may be utilized. In a calendar of this character it is desired to provide a utility medium, both as a reference to the recipient and as having certain features to provide articles of utility which may be primarily of interest to the housewife or one who desires to have a handy means for measuring quantities of material as will be indicated.

A primary feature of the invention resides in molding the body of the calendar which forms the back support for the picture and the support for the monthly calendar sheets, all formed in a single piece and being of such simple construction that the same may be injection molded of plastic (non-metallic material), thus reducing the cost of the same.

It is a feature to mold in the body of the back a series of spoons, one of which represents one tablespoon full, one one teaspoon full, and another one-half teaspoon full. These spoons are formed integral with the forming of the back of the calendar and are connected by thin sprues which can be broken away to remove the respective spoons.

A series of plastic pegs are also molded with the back in the forming of the same so that the spoons may be hung on the respective pegs and thus be conveniently supported for use when desired. The pegs on which the spoons are adapted to be supported may be formed integral at the time the back of the calendar is formed, or they may be formed by the sprues which connect the spoons to the back when the calendar is molded. These sprues may be broken away and inserted in holes formed in the lower marginal edge of the calendar back so as to provide pegs on which the spoons may be carried.

It is a further feature of this calendar to provide an integrally formed plastic pocket for receiving the picture illustrations at the top of the calendar in a manner to display the pictures as if they were framed by the plastic body of the calendar. Thus, the recipient of the calendar can change the pictures held in the pocket from time to time, and thereby make the calendar more attractive. The advantage of the pocket for the respective pictures to the recipient is further enhanced by the fact that the recipient can change the respective pictures to conform with the different seasons of the year as indicated by the calendar pads hanging below.

It is also a feature that the calendar pad may be changed and inserted on a pair of plastic pegs which support the pad. In this manner, the utility of my calendar will be apparent owing to the fact that it may be used for a considerable time, year after year, by simply changing the monthly calendar pads and sending a series of

pictures for the calendar to be inserted in the pocket thereof. Thus, my calendar becomes more valuable as a utility product for the recipient because it not only provides a display having utility to indicate the days of the month, but it also provides the articles which are economically formed at the time the body of the calendar is molded, and thus adds to the value of the calendar and makes the same more desirable.

A further object of my display device resides in providing a plastic back which may be readily molded in a single piece and which is provided with a pocket in which recipes may be stored, either on the back of the pictures enclosed in the pocket or as direct visible recipes through the opening in the front of the pocket. Thus, the recipes in the pocket may be readily referred to, and the utility items such as spoons may be used in carrying out the recipes which also tends to increase the value of the utility of the display device.

The various features of my calendar will be more clearly and fully hereinafter defined.

In the drawings forming part of the specification:

Figure 1 is a perspective view of the plastic body of my calendar as it would appear when molded in a single integral piece.

Figure 2 is a section on the line 2—2 of Figure 1.

Figure 3 illustrates the manner in which the article which was formed integral with the back can be broken away from the body.

Figure 4 illustrates my calendar as it would appear in use.

The calendar A is formed of plastic, and the body **10** thereof is molded by injection molding so that the entire calendar back is formed in one operation of an injection molding machine (not illustrated in the drawings). The body **10** may be of any suitable form or design. However, in the form I have illustrated it has the essential features of providing a space **11** which is slightly recessed from the front surface **12** so as to receive the calendar pad **13**. The calendar pad **13** is made up of a series of sheets to illustrate the different months of the year and also to indicate the current year. In Figure 4, I have illustrated the sheets of the calendar pad turned up at one corner to show a portion of the back of the calendar. Integral pegs **14** are formed for supporting the calendar pad **13**. It will be apparent that the calendar pads may be changed from year to year and supported by the pegs **14** so as to lengthen the utility of the calendar A. The pegs **14** are inserted through holes in the sheets of the pad **13** and then flattened in the outer end, as in Figure 4 by means of a heated element to thereby hold the sheets thereof in place on the pegs **14**.

At the top of the body **10** of the calendar A, I provide a pocket **16** into which a series of pictures **17** may be inserted. The pocket **16** extends rearwardly of the upper portion of the body **10**. These pictures **17** are framed by the marginal edge of the pocket formed by the opening **16** to enhance the beauty and appearance of the calendar. The picture sheets **17** inserted in the pocket **16** are loosely held in the pocket so that they can be changed from time to time, either as a whole or individually. This permits the recipient of the calendar to change the pictures to conform with the season of the year. The pocket feature of my calendar also provides a means of supplying the user with a new series of pictures from time to time, thereby further increasing the value of the calendar to the recipient.

In a calendar of this character, it is usually desirable for an advertiser to place his advertisement on the space **18** positioned between the picture pocket **16** and the calendar pad **13**. The value of this calendar to the adver-

tiser resides in its utility to the recipient, and thus the recipient thereof will keep the calendar hanging year after year when supplied with a new series of pictures for the pocket **16** and a new pad **13** for the respective year.

To further enhance the value and utility of my calendar, without increasing the expense of making the same, I provide a series of articles which are molded simultaneously with the molding of the back **10** and which form a part thereof until such articles are removed by breaking the small thin sprues **19** which hold the articles **20** in virtually flat position with the back **10**. The articles **20** are positioned within the openings **20'** which are secured in the recess space **11**, the articles **20** being substantially no thicker than the combined thickness of the back **10** and the recess **11**. As a result, the articles **20** are submitted with the calendar in flat form. The sprues **19** are integral with the back **10** and the articles **20**.

In one form which I have illustrated in the drawings, the articles **20** may be spoons. Thus, measuring spoons may be provided to indicate one tablespoon, one teaspoon and one-half teaspoon as illustrated.

Further, I provide a series of pegs **21** which may be molded integral with the forming of the back **10** and which are positioned in a row along the lower margin **22** of the body **10** of the calendar A.

Where it is desired to form the entire body of the calendar A with the articles **20** in a flat form so that the calendar may be easily shipped or mailed without any protruding portions, the pegs **21** may be formed by the longer sprues **19**, and holes may be molded in the lower margin **22** for receiving the pegs which would be the sprues **19** that have been broken away from the body and the article. In this manner, the whole calendar A may be comparatively flat and may be easily and readily mailed or shipped as well as packed into a compact state when stored.

It has been the custom of various advertisers to give away calendars each year to their customers on which the giver's advertisement appears. Furthermore, it is desirable that these calendars be attractive, that they have utility value, and that they will be retained by the recipient so as to keep before the recipient the giver's name, business and telephone number. It will be apparent that I have accomplished this with the calendar A which is chuck full of utility, attractiveness and convenience for supporting the articles which are formed when the body of the calendar is made by injection molding or other similar molding processes wherein the entire back of the calendar may be formed in one piece with one operation of the molding machine, and thereby economically form an article of utility and value.

I claim:

1. In a one-piece utility article, a flat body member, a recess formed transversely in said body member with a flat back portion for said recess, one or more openings formed in said back portion, a utility item positioned in said opening, said utility item having a hole formed therethrough adjacent the end thereof for hanging the same on said body member, sprues connecting the end and side edges of said utility item to the side edge of said openings to place said utility item within the outline of said body member and allow the same to be removed therefrom, one or more peg members extending outwardly from the bottom of said body member adjacent said opening on which said utility items may be hung when removed by means of said holes in said utility items.

2. A one-piece utility article adapted to be molded in a comparatively flat state to facilitate shipping and packing including a body portion formed with a recess portion having openings formed therein, a series of utility articles having a hole formed therein and connected by frangible sprues to the edges of said openings of said body portion, and a series of pegs formed on said body portion adjacent said openings and adapted to receive said utility articles when they are broken away from body portion of said article.

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