

Aug. 23, 1927.

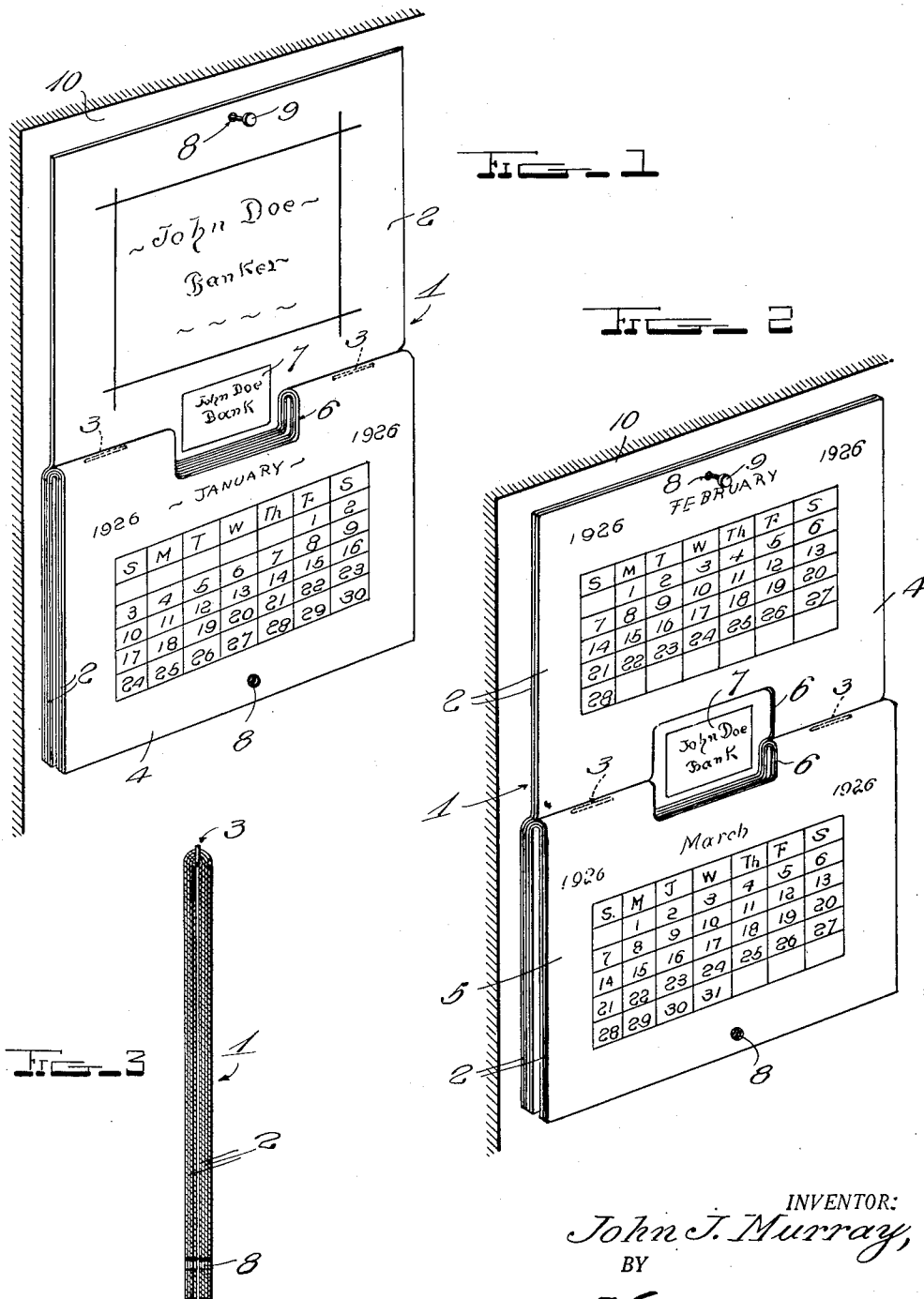
J. J. MURRAY

1,640,246

BOOKLET

Filed April 15 1926

2 Sheets-Sheet 1



INVENTOR:

John J. Murray,

BY

C. C. Hines, ATTORNEY.

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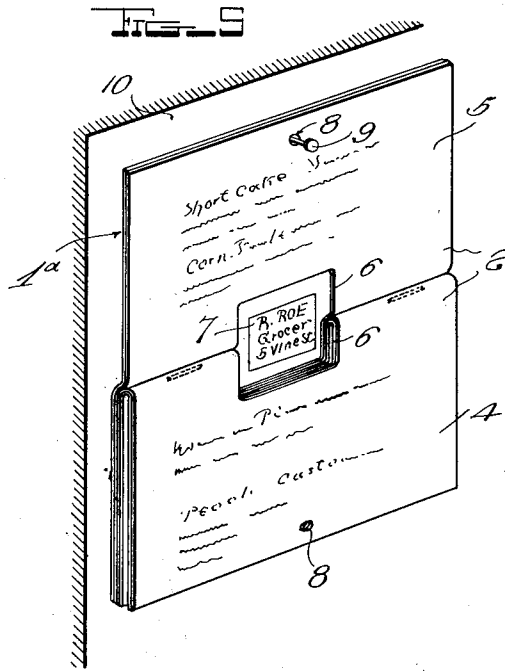
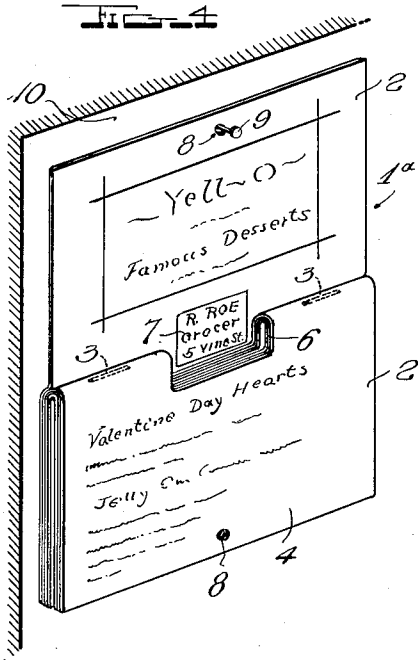
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BOOKLET

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2 Sheets-Sheet 2



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UNITED STATES PATENT OFFICE.

JOHN J. MURRAY, OF YONKERS, NEW YORK.

BOOKLET.

Application filed April 15, 1926. Serial No. 102,247.

This invention relates to booklets, and has special reference to booklets intended for daily or other periodic or casual ready reference use, such, for example, as calendars, cookbooks or other recipe books, docket, 5 almanacs, maps, advertising art books containing advertising matter in association with a calendar, historical matter or other matter of constant or periodic interest to certain persons or to the public at large, 10 music leaf booklets, cost sheet booklets, booklets containing formulæ, arithmetical or other forms or tables, booklets containing in whole or in part advertising and topical matters, and other like booklets of a character more or less frequently consulted. More particularly the invention relates to a booklet embodying, in addition to matter of 20 any one or more of the kinds noted, an advertising or other display space or field, printed once only, but, through a novel construction and arrangement of the associated elements of the booklet, showing throughout the entire booklet as the leaves are turned.

25 Booklets of this character are very generally used for advertising purposes and distributed gratuitously to the trade or public, and the item of manufacturing cost is an important one to both small and large distributors, and particularly when one or more 30 portions of the booklet are printed in two or more colors and the booklet is of art character. Where the distributor is advertising a certain product, and desires to have such product or his name and business, or both, 35 prominently displayed in an attractive manner throughout the book, the cost of printing display matter in several colors on all the leaves of a book is very high, in many 40 cases prohibitive to small manufacturers and others and, in fact, an item of expense important to large concerns customarily putting out large numbers of booklets for gratuitous distribution. Such booklets are also 45 supplied by manufacturers to dealers in their goods with the business cards of the dealers printed therein or with display spaces left blank so that a dealer may have his business card printed therein if desired, 50 the booklets in such case being distributed by the dealers. It is, of course, of great advertising value to the distributor to have his card printed on each page, or upon pages simultaneously displayed, so as to show 55 throughout the booklet, but this is seldom done because of its great cost and the sacrifice of space intended for reading or other 60 informatory matter. In order to reduce this cost of printing the distributor's name throughout the booklet, when a constant showing of the name is desired, it has been a common practice to mount the booklet 65 upon a hanger backing, of cardboard or the like, having a portion projecting beyond the booklet on which the name is printed. This requires but a single printing impression, but is necessarily costly in the use of a backing of good quality material attractively 70 printed.

One object of my invention is to provide a booklet which may bear matter of general or special interest throughout its pages, 75 in connection with an advertising or display field, so located and associated with cut portions of the leaves of the booklet, as to be visible at any point in the booklet at which the booklet may be opened.

A further object of the invention is to provide a construction of the booklet whereby 80 an advertising or other display field, in as many colors as desired, may be presented and need be printed once and at a single point only, but nevertheless will show throughout the booklet.

A still further object of the invention is 85 to provide a booklet having bound leaves with openings or cut away portions extending across the binding line of the leaves in such manner that a display field disposed upon the inside faces of the front and back 90 cover leaves will show throughout the booklet.

A still further object of the invention is to provide a booklet of this character whereby, 95 if desired, the cover portions, including the display field, may bear display matter of multi-chrome character, while the leaves bear matter of monochrome character, the two showing in contrast throughout the 100 booklet, allowing an attractive type of booklet to be produced at a comparatively low cost.

A still further object of the invention is to provide a booklet of the character described embodying simple and effective 105 means adapting the leaves of the booklet to serve as hangers, whereby the booklet may be suspended from a support.

With these and other objects in view, the invention consists of the features of con- 110

struction, combination and arrangement of parts, hereinafter fully described and claimed, reference being had to the accompanying drawings, in which:—

5 Figure 1 is a perspective view of an advertising-calendar booklet of hanger type, showing it as it appears with the first or front cover leaf opened and engaged with a support.

10 Figure 2 is a view similar to Figure 1 showing the booklet as it appears with the first leaf and one or more intermediate leaves opened and engaged with the support.

Figure 3 is a central vertical section through the closed booklet.

Figures 4 and 5 are views similar to Figures 1 and 2 of an advertising-recipe form of hanger booklet.

In the practical embodiment of my invention as shown in Figures 1 to 3, inclusive, 1 designates a booklet of generally oblong rectangular form in plan, and having its major length in a horizontal direction, i. e., transverse to the plane of the drawing sheet. This booklet consists of any desired number of superposed leaves 2 hingedly bounded together at their upper edges by fastening members, as indicated at 3. The fastening members are herein shown as staples, but any other type of fastening means may be employed. In the illustrated example, the booklet as shown is composed of a stack of double-leaf sheets which, when assembled, are folded along a central transverse line, thus disposing all the leaves in superposed relation, the fastenings 3 passing through the sheets along the line of fold at the top of the booklet. By this construction each leaf is integrally united to a fellow leaf, and all the leaves are joined by the fastening members along a flexible point of bend or hinging point which adapts the leaves to be easily turned up or opened without restriction or interference from the fastening members. The leaves, however, may be in the form of single-leaf sheets permanently bound together at their upper edges in any suitable manner, or they may be of loose-leaf type, to admit of the use of interchangeable leaves when it is desired to provide a more or less permanent booklet, the printed subjects-matter of which may be changed or amplified at certain intervals whenever desired.

All the leaves of the booklet may be, if desired, of flexible paper or other flexible material, including the front and back leaves, or, if desired, the said front and back leaves may be of stiff or heavy paper in order to provide front and back covers of any suitable degree of durability. In practice, the obverse face 4 and reverse face 5 of each leaf is printed, engraved or lithographed so as to bear any desired reading matter or matter of information. The obverse and reverse faces 4 and 5 of the leaves 2 of the booklet

1 shown in Figures 1 to 3, inclusive, may, for example, bear successively the month tables of a calendar, alone or in connection with suitable appropriate historical or other matter, or the obverse faces of the successive leaves may bear the calendar month tables and the reverse faces thereof other printed matter related thereto or of other suitable sort. The arrangement of these tables and reading matter is or may be such that upon the first or front cover leaf being opened or turned up, as shown in Figure 1, and at all times thereafter, the printed matter shown upon juxtaposed surfaces of two adjacent leaves will simultaneously be exposed to the view of the observer. By reference to Figure 2, it will be seen that when the front cover leaf and one or more inside leaves are opened or turned up, the reading matter appearing upon the reverse face of one leaf and the obverse face of the succeeding leaf will be exposed to view, which arrangement of the reading matter on the obverse and reverse faces of succeeding leaves may prevail throughout the booklet as successive leaves are turned. The construction of the booklet is, therefore, such that the printed subjects-matter appearing on simultaneously exposed pages of adjoining leaves may be of related character, for ready and convenient reference, each with respect to the other, such as a month calendar table and historical events or astronomical data pertinent thereto. The arrangement of the printed matter may also be such as to show in connection with the calendar table of any month significant and appropriate information, for example, that stated flower or other seeds should be planted during such month, the house painted during such month, or other work done, at an appropriate time under the best climatic conditions. The tables and reading matter may, of course, be shown in connection with such advertising matter as the distributor of the booklet may desire to have incorporated therewith.

In Figures 1 and 2 I have shown a type of booklet which may be used, for example, for advertising purposes by a business concern desiring to keep its name before the public, and which booklet may be of the calendar type referred to or of any other suitable type, and hence have incorporated therein matter of general or particular interest so that it will be preserved by the recipient for a determined period, during which the distributor has the benefit of the advertising presented thereby. An important feature of my invention consists in providing such a booklet with means whereby the name, business card or other advertising matter of the distributor may be printed once only, but will nevertheless show throughout the booklet as the leaves are turned. It will, of course, be understood

that any desired advertising matter of the distributor may be printed on any or all the pages of the cover sheet, so that such advertising matter will show when the front cover leaf is opened, as illustrated in Figure 1; but, it is desirable, in addition to this, to provide means whereby the name of the distributor will also be prominently displayed throughout the booklet and at any point or page at which the booklet is opened. To this end, I provide the inside or intermediate leaves with cut-out spaces, openings or windows 6, made by forming a rectangular or oblong rectangular, or other suitable shape of cut-out, at the central portion of each sheet or double leaf. These cut-outs or openings in each double sheet or leaf are made in such manner as to extend to equal degrees on opposite sides of the central fold line of the sheet, by which construction when the leaves are folded and bound together, the openings 6 in the superposed leaves will extend through the fold line at the top of the booklet and register with each other and expose a display field or portion 7 disposed on the inner faces of the front and back cover leaves and extending to equal degrees on opposite sides of the fold line thereof. In this display field or space 7 may be printed the name of a manufacturer, dealer or other distributor, a trademark or name of a product, or a picture of a product or other matter designed to be kept in constant view. When the front cover leaf is turned up or opened to expose the first inside leaf, the field 7 will show in part directly above the fold lines of the inside leaves and partly through the registering openings or windows 6 thereof, while when the front cover leaf and one or more inside leaves are turned up or opened, as shown in Figure 2 the field 7 will be displayed through a rectangular opening or sight space formed jointly by the upturned intermediate leaf or leaves and the unturned leaf or leaves, so that at any point or page throughout the booklet at which the booklet is opened the field 7 will be exposed directly to view. Assuming, for example, that the distributor is a bank desiring to keep its name before the public, the cover leaves may be printed in one or more colors if desired, with such advertising, or advertising and advisory matter as the bank may desire to have appear, which will show when the booklet is closed, and in addition the name or name and location of the bank may be printed in the field 7 so that the bank's advertisement will continue to be displayed as the booklet is opened and throughout the full period of use of the booklet. It will be evident from this that, while the cover leaves may be, if desired, made of more or less expensive material, and printed in a number of colors, the inside leaves may be made of less expensive paper and may be

printed, for the sake of economy, in but a single color, so that an attractive booklet may be produced at a comparatively small expense. Economy may also be secured, and an attractive booklet still presented, if the matter contained in the field space is printed in colors, as such matter showing in colors may produce a pleasing or aesthetic effect in association with matter on the inside leaves printed in but a single color only, by having the colors of the field contrast with the color of the printed matter on the inside leaves. By forming the spaces, openings or windows 6 in the region of and extending through the fold line or binding line of the inside leaves, an important advantage is gained in that the openings or windows extend largely through normally unprinted margins allowing display openings or windows of comparatively and desirably large size to be formed without intrusion upon or restriction of the surfaces or areas of the inside leaves designed to receive the printed matter.

Figures 4 and 5 disclose a booklet 1* of the same general construction as that shown in Figures 1 to 3, inclusive, differing therefrom only in the nature of the informatory printed matter and advertising matter appearing in the booklet. In Figures 4 and 5, the cover sheet, as shown by the inside cover sheet in Figure 4, may bear the name and advertising matter of a manufacturer of a product, for example, a food product, and the inside leaves may bear suitable informatory matter relative to this product, such, for example, as recipes for making dishes or desserts from the product in question. It is assumed here also, for example, that the booklets are supplied by the manufacturer to the grocers or other dealers handling the product, for distribution by the dealers to the consumers. In this case the name or card of the dealer handling the product may be printed in the display space 7. The printing of the dealer's name may be done by the manufacturer or by the dealer himself, economy in the cost of printing being secured in either case by reason of the fact that the dealer's name need be printed once only on the inner faces of the cover sheet, but will be displayed through the openings or windows 6 throughout the booklet. While Figures 1 and 2 show a calendar type of booklet and Figures 4 and 5 a recipe type of booklet, it will, of course, be understood that the invention is not limited in these connections, such being given merely as two examples of many uses to which the booklet may be put.

Figures 1 to 5, inclusive, also illustrate another feature of the invention which may be employed in a hanger type of booklet, whereby each leaf or successive leaves when opened up to expose printed matter at any point in the booklet may be held in open

position, and whereby also the leaf or leaves so opened up is or are adapted to perform the function of a hanger whereby the booklet may be hung up or suspended from a suitable support against any possibility of being lost or mislaid and in a position, for ready observation and use. To this end each leaf 2 is provided at or near its edge opposite its hinged edge with a perforation or opening 8. In the booklet 1 the perforation or opening 8 is arranged adjacent to the lower edge of each leaf 2, and the perforations or openings in the leaves are adapted to register in both the closed and opened positions of the leaves. These perforations 8 adapt each leaf when turned to open position to be engaged with a nail, hook or other suitable holding or supporting member 9 projecting from a wall 10 or other suitable support. Figures 1 and 4 show the front cover leaf of the booklet opened and its perforation 8 engaged with a holding or suspending member 9, from which it will be seen that the opened leaf will not only be held in open position by its engagement with said support, but that the open leaf will serve as a hanger whereby the booklet is suspended from the holding member. When so supported the printed matter on the obverse side 5 of the first inside leaf 2 will be exposed to view for ready and convenient reference thereto. Figures 2 and 5 show the front cover leaf and a number of the inside leaves 2 turned upward to open position with their openings 8 registering and engaged with the supporting member 9, whereby the booklet will be supported and the reverse face of one inside leaf and the obverse face of the succeeding inside leaf will be exposed to view. As the leaves are successively turned to open position periodically, their perforated portions 8 are successively engaged with the member 9 to hold the turned leaves raised and the booklet open for the display of the printed matter at the appropriate point. Any number of the leaves 2 may be lifted at a time and engaged with the member 9 to hold the booklet open at any point therein containing matter which the user may desire to have permanently displayed or displayed for convenient reference for any determined period of time. This construction provides an economical type of means adapting the booklet to be supported and held open at any point for observation without the use of a suspending backing of cardboard or other like material

which, when used, must also be attractively printed at considerable expense.

From the foregoing description, taken in connection with the drawings, the construction and mode of use of my improved booklet will be readily understood, and it will be seen that the invention provides a booklet of the character and for the purpose described by means of which a ready reference type of advertising and information booklet, of attractive appearance, may be produced at a low cost. Other advantages of the invention will be apparent from the foregoing description.

Having thus fully described my invention, I claim:—

A booklet comprising a stack of double leaves folded along a central line and bound together at the line of fold, the front and rear leaf portions of the outer double leaf being uncut at the hinge and forming cover leaves jointly bearing on their inner faces a display panel centrally registering with the line of fold of said leaf portions and extending to equal degrees in opposite directions on said leaf portions beyond the binding line, each intermediate double leaf of the stack being provided with a central cut out opening through its line of fold and extending to equal degrees in its leaf portions on opposite sides of the line of fold, the front leaf portion of the outer double leaf adapted to be turned on the fold line to an open position in which it lies in the plane of the rear leaf portion of said double outer leaf and in which its inner face is exposed simultaneously with the front face of the adjacent leaf portion of the outermost intermediate double leaf of the stack, whereby when the front cover leaf is opened into the plane of the back cover leaf, the display panel will be exposed fully on both sides of the binding line through the cut outs of the leaf portions of all the inner double leaves in both the normally closed and open or turned positions of the latter, the front cover leaf portion and each intermediate leaf portion being provided at its free edge opposite the binding line with a perforation, said perforations registering in the open position of the leaves, whereby the opened leaves may be engaged with a hanger to suspend the booklet from a fixed support.

In testimony whereof I affix my signature.

JOHN J. MURRAY.