

J. A. STEVENS.
 DROP LEAF CALENDAR.
 APPLICATION FILED FEB. 6, 1920.

1,371,269.

Patented Mar. 15, 1921.

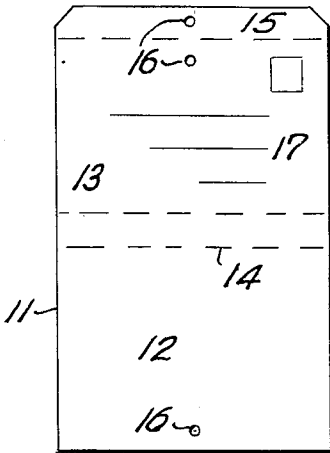


FIG. 1

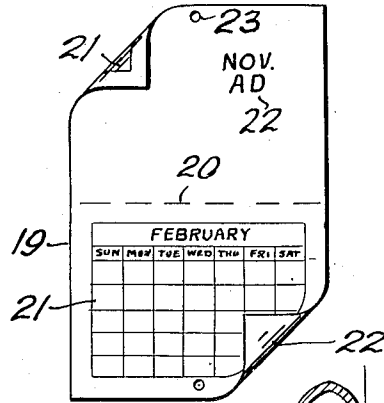


FIG. 2

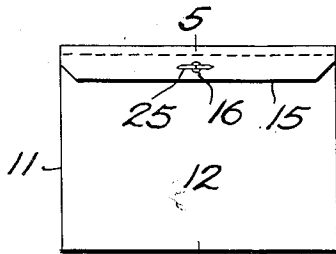


FIG. 3

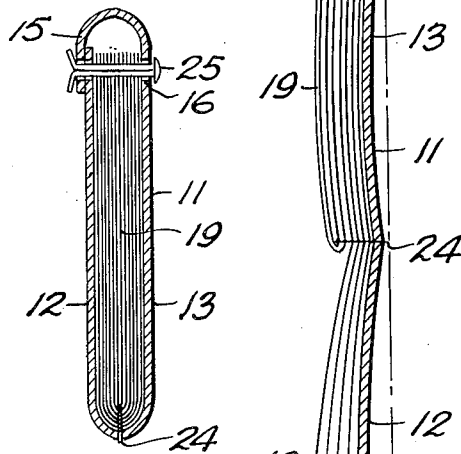


FIG. 5

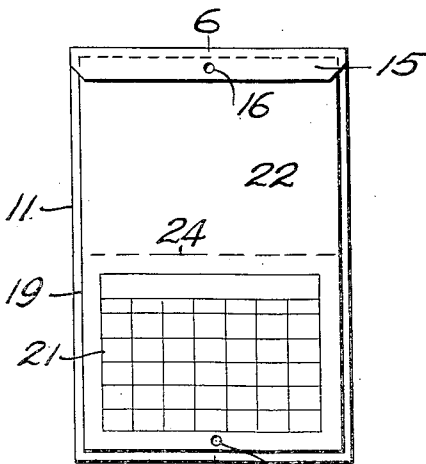


FIG. 4

FIG. 6

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DROP-LEAF CALENDAR.

1,371,269.

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Application filed February 6, 1920. Serial No. 356,611.

To all whom it may concern:

Be it known that I, JOHN A. STEVENS, a citizen of the United States of America, and resident of the city of Montreal, in the Province of Quebec and Dominion of Canada, have invented certain new and useful Improvements in Drop-Leaf Calendars, of which the following is a full, clear, and exact description.

This invention relates to improvements in calendars, and the object of the invention is to provide a calendar which may be manufactured, sold and distributed at a minimum cost.

A further object is to provide a calendar in which it is not necessary to tear-off the sheets of the months as they lapse so that the sheets may be retained, without inconvenience, for reference.

At the present time calendars and particularly advertising calendars are composed of a series of sheets usually one for each month which are bound together at their upper edges. The pad thus formed may have advertisements on each sheet or may be attached to a larger sheet containing advertising matter which shows above the calendar pad and by which the calendar is suspended. These calendars are usually packed for distribution in paper tubes. The cost of distribution is heavy owing to the cost of rolling the calendars and placing them in tubes, the cost of the tubes and the postage on the tubes if delivered by mail. When the calendar is in use the sheet representing each month is usually torn-off at the end of the month and is therefore, not available for reference, although in some instances it may be folded to the back of the calendar.

According to this invention the sheets of the calendar are secured to a backing or cover intermediate their upper and lower edges and the cover is provided with a flap. The calendar sheets and cover are folded at their line of attachment and the flap folded over the edges and secured by any suitable means. The address and postage may be placed on the exposed surface of the cover and the calendar distributed by mail or by hand in flat condition. The stitching and folding may be done by machinery at very small cost. It will thus be seen that the cost of tubes and the cost of inserting calendars in tubes is eliminated. Obviously the tubes weigh much more than the cover of the calendar and there is therefore a consider-

able saving in postage if large numbers of calendars are mailed. As compared with calendars placed in envelopes or wrappers for distribution the cost of inserting is eliminated in each case and in the case of packing in envelopes the cost of the envelop is eliminated.

In the drawings which illustrate the invention;—

Figure 1 is a plan view of the calendar cover showing the upper surface.

Fig. 2 is a plan view of a calendar sheet showing the front surface.

Fig. 3 is a plan view of the calendar folded for distribution.

Fig. 4 is a plan view of the calendar as in use.

Fig. 5 is a vertical, sectional view on the line 5—5, Fig. 3.

Fig. 6 is a section on the line 6—6, Fig. 4.

Referring more particularly to the drawings, 11 designates the cover or back of a calendar comprising portions 12 and 13 of substantially equal size connected at a fold line 14 and provided at one edge, preferably parallel with the fold line, with a flap 15. The flap 15 and the portions 12 and 13 are provided with alined apertures 16 which may be reinforced if desired and which are so disposed as to come into register with one another when the sheet is folded as shown in Fig. 5. One part of the cover, for example the part 13, may be provided with lines 17 for the inscription of an address. The inner surface of this cover sheet may be plain or may be inscribed in the part 13 with advertising or the like and in the part 12 with the first month of a calendar.

Each of the calendar sheets 19 is adapted to fold at a crease 20 located preferably midway between the shorter edges of the sheet. Each sheet is printed on each side with the calendar 21 for a month and the advertising 22 or other matter for a month. These calendars and advertisements or the like are arranged in the manner well known to printers so that when the sheets are superposed and connected at the crease lines the advertising or other matter for each month and the calendar for that month will come together. For example, the sheet illustrated contains on one side the advertisement for November and the February calendar and on the opposite side (not shown) the advertisement for January and the December calendar. It will thus be seen that six sheets

will provide twelve monthly calendars and 12 monthly advertisements or the like. Each sheet is provided adjacent each shorter edge with an aperture 23, these apertures being
5 located to register with the cover apertures 16. The inner surface of the cover may be used for advertising or for yearly calendars or for calendars of the last and first months of the past and succeeding years respec-
10 tively. The calendar sheets are arranged in a pile upon the inner surface of the cover, the creases of all sheets and the cover being in register and any suitable fastening means 24 inserted to secure the sheets to
15 the cover. By passing the calendars through a folding machine the sheets and cover are folded on the connection line and the flap is folded down to cover the edges of the sheets and cover. A removable fastening
20 device 25 may be inserted automatically or by hand through the aligned apertures of the cover, calendar sheets and cover flap to secure the whole in folded form. The calendars are now ready for distribution and
25 require no further treatment beyond addressing and mailing if this is desired. The recipient of the calendar removes the fastening 25 and releases the portion 12 of the cover and one half of the first sheet
30 which drops to the position shown in Fig. 4. The apertures in the remaining sheet edges, in the cover portion 13 and in the flap are still in alinement and serve for the passage of a nail or the like from which
35 the calendar may hang. At the end of each month the user disengages the upper leaf from the support and allows it to drop into position over the calendar for the preceding month, thus concealing the previous month's
40 calendar and displaying the current month. Obviously it is not necessary to remove any calendar sheet so that at all times the calendar represents a complete year.

The advantages of this arrangement to

both the distributor and user of the calendar are apparent from the foregoing description. The cost of producing the calendar is little if any greater than the cost of producing an ordinary twelve-sheet calendar. The calendar is virtually packed for
50 distribution in the process of making and no additional packing is necessary, thus eliminating the cost of packing operations and packing material. In the event of mail distribution the postage on the packing ma-
55 terial is saved. The user obtains a calendar which may be changed from month to month with no greater difficulty than the ordinary tear-off sheet calendar and has, in addition, a calendar which remains complete through-
60 out the year.

Having thus described my invention, what I claim is:—

A calendar comprising a backing in the form of a mailing folder consisting of a
65 sheet having a central transverse line of fold provided at one end with a single aperture and at the opposite end with a plurality of apertures located close together and in alinement with one another and with
70 the first mentioned aperture, and a series of calendar sheets attached to said backing at the line of fold and foldable therewith, said sheets being provided with an aperture at each end thereof, the arrangement being
75 such that the various apertures in the backing and calendar sheets are capable of being brought into registration with one another to provide a transverse passage through
80 which a fastening or supporting member may be inserted according to whether the device is to be sent through the mails or is to be suspended upon the wall in the use thereof.

In witness whereof I have hereunto set
85 my hand.

JOHN A. STEVENS.