May 25, 1954 J. A. BOZZI 2,679,047

VISOR CUTOUT FOR PRINTED PROGRAMS

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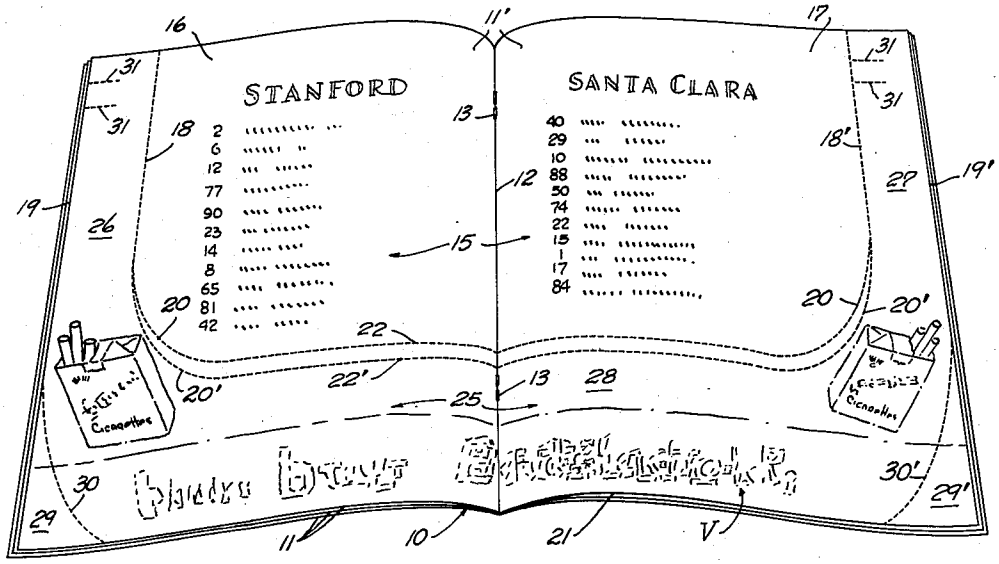


Fig. 1.

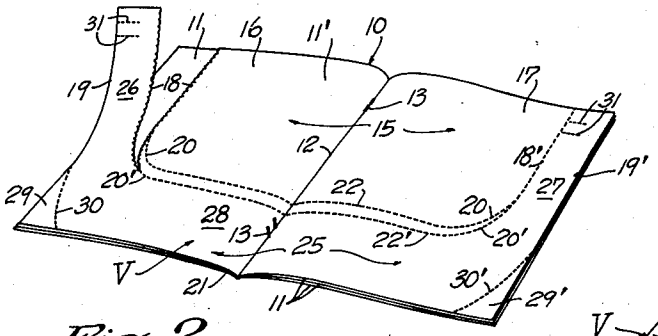


Fig. 2.

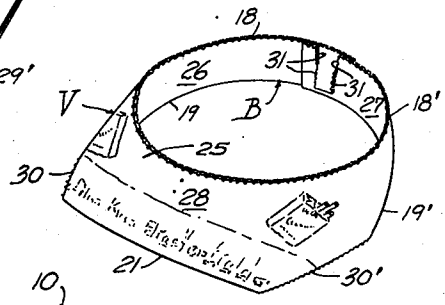


Fig. 3.

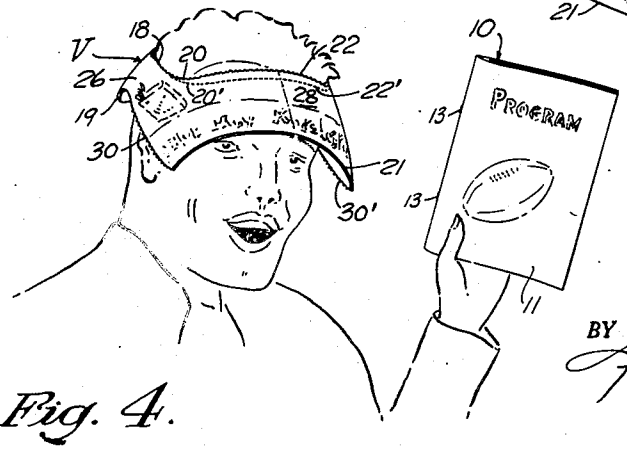


Fig. 4.

Jules A. Bozzi
INVENTOR.

BY Leslie M. Hansen
HIS ATTORNEY.

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VISOR CUTOUT FOR PRINTED PROGRAMS

Jules A. Bozzi, San Jose, Calif.

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4 Claims. (Cl. 2—12)

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This invention relates to visors and more particularly to an improved form of visor cut-out provided as a part of a printed program for athletic events.

The present invention is related to a novel cut-out in combination with a printed program such as is commonly sold at athletic events to better inform the spectators of the participants and lineup of players in the game. These games, such as football or baseball, are played out in the open either in daylight or at night under bright flood lights. Consequently, it is not uncommon for the spectators to shield their eyes from the sun by day or the flood lights by night. In most cases, there being no other medium at hand, the spectator will shade his eyes with the program he has purchased.

One object of this invention is to provide a novel form of visor cut-out in combination with a full page spread in a printed program.

Another object is to provide a full page spread of a program with perforations arranged so that a portion of such page can be torn out in a single piece and adapted to form a head piece having a peak or eye shield.

Another object is to provide a full page spread of a program with perforations defining a substantially U-shaped cut-out having its arms extending contiguous to the vertical edges of said page and its bight portion extending across the full page spread to provide a visor portion.

A further object of this invention is to provide a substantially U-shaped cut-out on a full page spread of a program by perforating the latter at multiple spacings along the inner margins of the bight portion of the U-shaped cut-out to facilitate tearing along one or another of said multiple spaced perforations to form a head band adapted to fit various head sizes at the option of the user.

A still further object of this invention is to provide a U-shaped cut-out by perforating the middle or like full page spread of a printed program, the arms of the U-shaped cut-out extending contiguous to the vertical edges of the full page and provided with transverse partial perforations adapted for interlocking the arms together in the form of a head band. It is another object to provide a plurality of these transverse partial perforations on each arm for factionally varying the head size of the band formed by the arms and bight of the U-shaped cut-out.

These and other objects and advantages of the present invention will appear more fully in the following description and drawings in which:

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Fig. 1 is a perspective view of a full page spread in a printed program showing the perforated layout of the visor of the present invention.

Fig. 2 is a perspective view of the same page at smaller scale illustrating the visor cut-out partly torn out.

Fig. 3 is a perspective view of the visor removed from the full page and assembled for use.

Fig. 4 is a perspective view of the visor of the present invention in use.

Referring to the drawings, a printed program 10 of standard size is shown in Figs. 1 and 2. These programs 10 are usually printed on sheets 11 about 10½ inches wide by 15½ inches long which are folded as at 12 midway their length and secured together by staples 13 along the crease line 12 to form a multi-paged booklet approximately 10½ by 7¾ inches in size.

It is well known that programs sold at athletic events are printed on fairly heavy and highly calendered paper suitable for lithographic color process printing. Moreover, in addition to the informative copy relating to the event programmed, considerable space is allotted for advertising matter. It is in conjunction with such advertising that the present invention is best suited so that none of the intellectual properties of the printed program are lost. Furthermore, even though the advertising matter is removed from the program by tearing out the visor of the present invention, the value of the ad printed on the visor is appreciably enhanced. That is to say, when the visor is worn by a spectator, the advertising printed thereon is visible to the crowd including spectators who have not purchased a program.

The visor V is preferably printed and perforated on the middle page spread 15 of the program which page embodies a sheet 11' spreading over the two center pages of the program. This has an advantage in that the staples 13 by which the program is bound are readily available to facilitate removal of the visor portion V when desired.

In addition to the foregoing, the middle page 11' of the program is usually the dividing line between comments, stories and pictures of the home team and the visting team and consequently carries the starting lineup for the event of the day. As best illustrated in Fig. 1, the lineup for one team appears on the left hand page 16, while the lineup for the other team appears on the right hand page 17, the two lineups being divided by the crease line 12 of the sheet 11'.

The visor V, also on the sheet 11', is divided

from the aforementioned lineups by a continuous main line of perforations 18 arranged thereon in a U-shaped pattern. The perforations 18 run parallel to one vertical edge 19 of sheet 11' beginning at the top of the sheet and then along an arcuate line 20 begining about midway the top and bottom of the sheet. This arcuate run 20 of the perforations terminates about one quarter to one third of the sheet size up from the bottom edge 21 of sheet 11'. Thence the perforations 18 run along a main line 22 substantially parallel to the bottom 21 of the sheet, although a slight curvature rather than a straight line is preferred. The perforations on each side of the crease line 12 of sheet 11' are symmetrical and result in a U-shaped portion 25 adapted to be torn out of the program.

The U-shaped portion 25 constitutes a continuous single piece having a pair of arms 26—27 and a bight portion 28. The arms 26—27 extend parallel and contiguous to the vertical edges 19 and 19' of the sheet 11' while the bight portion 28 runs lengthwise of the bottom edge 21 of the sheet. If desired the lower outwise corners 29—29' of the sheet may also be torn away along perforations 30—30' provided in the sheet 11. These corner tearouts are, of course, optional and can be eliminated if desired.

The upper extremity of each arm portion 26 or 27 is provided with transversely extending perforations 31 which run only half way across the respective arm. Two or more of such perforations 31 are provided on each arm, those on the left arm 26 extending from the center to the outer edge 19 of the sheet; those on the right hand arm 27 extending from the center to the perforated edge 18' of the arm. In other words, the perforated slits 31 on the arms 26—27 are disposed oppositely with respect to each other when the arms are curved into the shape of a band B as shown in Fig. 3.

There being two sets of perforated slits 31 on each arm 26—27, the band B can be adjusted for size to fit various head sizes. In this connection, it should also be noted that the bight portion 28 of the U-shaped portion 25 is provided with two sets of perforations, the main line 22 and an outer line of perforations 22'. These lines of perforations 22—22' are in spaced parallel relation with respect to each other except for the arcuate portions 20 and 20' at either end thereof which merge with the vertical runs of the perforations 18—18' at the inner sides of the arms 26—27 of the U-shaped portion 25.

By the provision of these spaced parallel perforations 22—22' the head band B formed by the assembled visor (Fig. 3) can be sized to fit the smallest to the largest hat size. This, in conjunction with the two sets of slits 31 on the arms 26—27 enables the user to fit the band B for half, quarter and eighth sizes so that the visor V can be used by the smallest child or the largest adult.

As best seen in Fig. 4, when the visor V is in use the advertising matter printed thereon is fully displayed. Meanwhile, the spectator has the full use of his program 10 while his eyes are shielded by the visor cut-out which has been torn out of the program.

While I have described my invention in specific detail it will be understood that it can be altered, modified and/or varied without departing from the spirit of my invention. I, therefore, desire to avail myself of all modifications, alterations and variations of the present invention as may come within the purview of the appended claims.

What I claim as new and desire to protect by Letters Patent is:

1. A visor cut-out for a full page spread in a printed program including a single sheet having a continuous line of perforations formed therethrough to provide a U-shaped blank consisting of a pair of arms each of which is contiguous to a respective vertical side edge of said sheet and a bight portion integral with said arms and extending contiguous to one long edge of said single sheet, means for securing the extremities of said arms together when they are torn from said sheet and curved toward each other to provide a head band, and an additional line of perforations spaced from and running in parallel relation to the perforated margin of said bight portion but merging with the perforated margins of said arms whereby to facilitate the formation of a head band of greater or lesser circumference according to which-ever perforated margin of the bight portion is torn relative to the main sheet.

2. A visor cut-out for a full page spread in a printed program comprising a single sheet having a crease line extending vertically between opposite pages of said full page spread, said single sheet having a continuous line of perforations therein to provide a U-shaped blank having a pair of arms each contiguous to a respective vertical side edge of said sheet and a bight portion contiguous to one long edge of said sheet, a plurality of transverse perforations on each of said arms adjacent the extremities thereof to provide partial slits therein adapted for interlocking relation with each other when said arms are torn from said sheet and curved toward each other, the bight portion of said U-shaped blank being severable from said sheet along a plurality of perforated curved lines spaced parallel relative to each other and each merging with the perforated margin of the respective arms to cooperate with the latter in forming a head band of greater or lesser circumference according to which-ever curved perforated line is torn from the main sheet in the region of the bight portion of said U-shaped blank.

3. A visor cut-out in combination with a full page spread in a book type printed program in which a single sheet extends symmetrically to either side of a crease line along which said program is stapled together; said visor comprising a U-shaped blank consisting of a bight and arm portions contiguous to three sides of said single sheet and defined from the balance thereof by a continuous main line of perforations whereby said U-shaped blank can be torn from said sheet to provide a head band having a peak portion at the bight of said U-shaped blank, said single sheet having an additional row of perforations spaced from and in parallel relation with respect to the main line of perforations at the upper margin of the bight of said U-shaped blank which additional row of perforations when torn facilitate the formation of a head band of greater size than when torn along the main line of perforations at the upper margin of the bight of said U-shaped blank.

4. A visor cut-out in combination with a single sheet comprising a U-shaped blank consisting of a bight and arm portions contiguous to three sides of said single sheet and defined from the balance thereof by a continuous main line of perforations whereby said U-shaped blank can be torn from said sheet to provide a head band having a peak portion at the bight of said U-shaped blank, said single sheet having an addi-

tional row of perforations spaced from and in parallel relation with respect to the main line of perforations at the upper margin of the bight of said U-shaped blank to facilitate, upon tearing, the formation of a head band of greater size than when torn along the main line of perforations at the upper margin of the bight of said U-shaped blank, and a plurality of partially transverse perforations adapted when torn to provide slits adjacent the extremity of each of said arms, said slits being oppositely disposed with respect to each other when the extremities of said arms are disposed in over-lapping disposition relative to each other to form a head band, said plurality of slits on one of said arms being adapted to interlockingly engage in one or another of the plurality of slits on the other one of said arms for fractionally varying the head size of the head band formed thereby.

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