June 16, 1931. H. F. SHEDD 1,810,440

CALENDAR

Filed Feb. 6, 1930 2 Sheets-Sheet 1

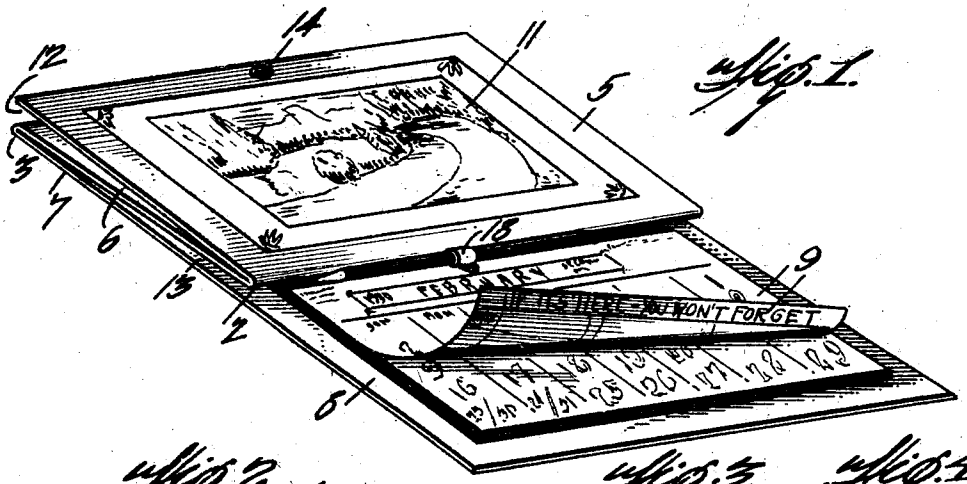


Fig. 1.

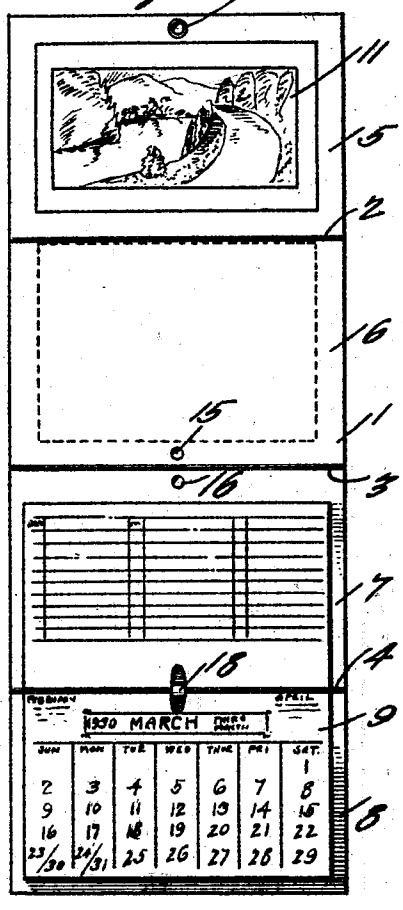


Fig. 2.

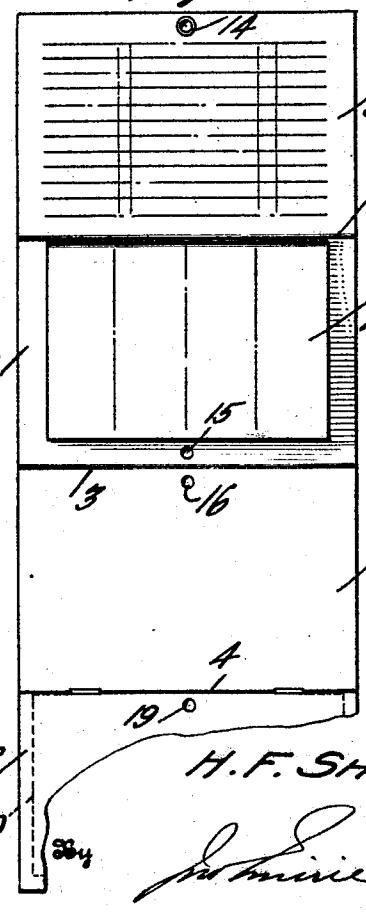


Fig. 3.



Fig. 4.

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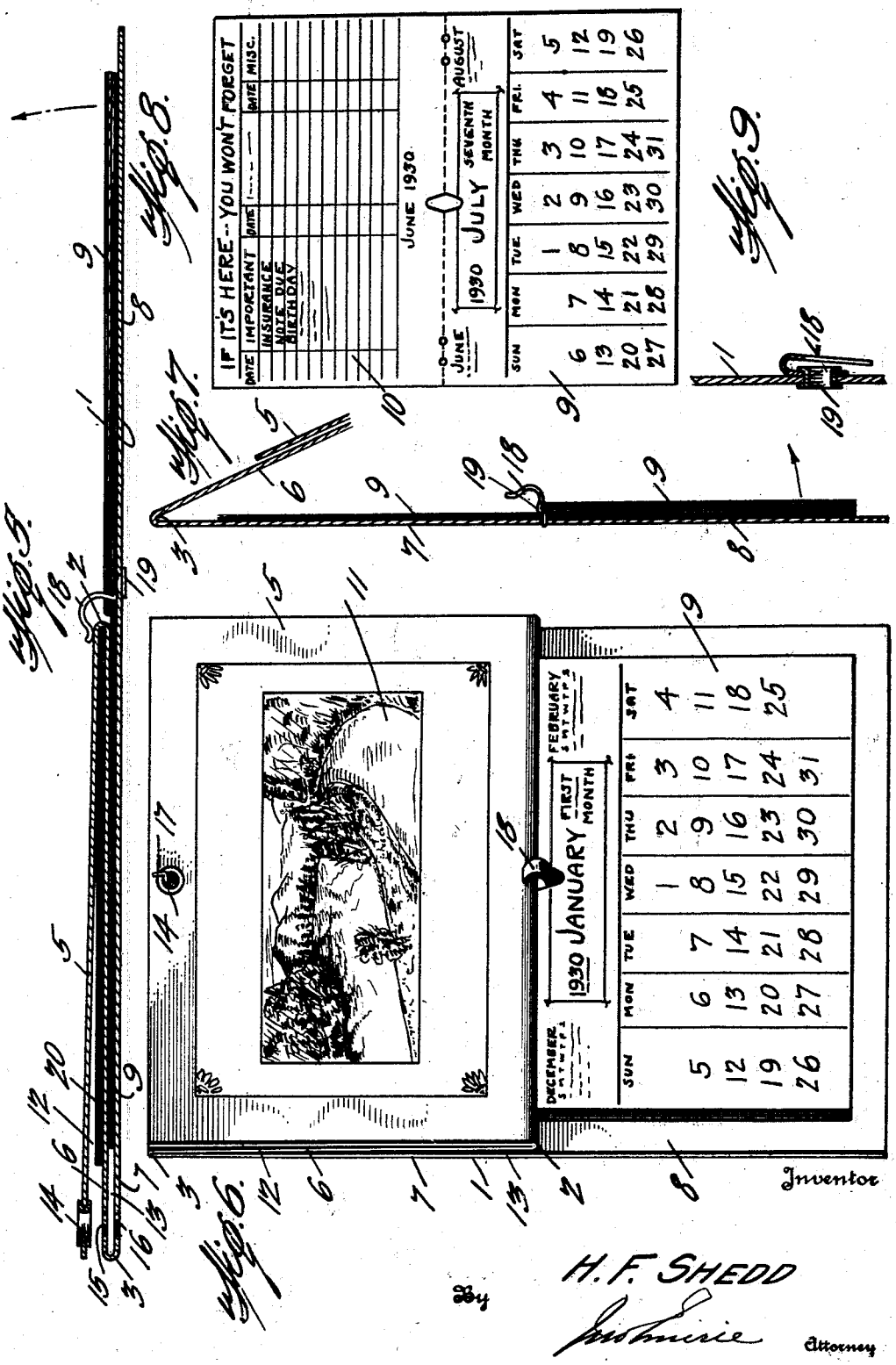
By

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CALENDAR

Filed Feb. 6, 1930 2 Sheets-Sheet 2



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UNITED STATES PATENT OFFICE

HUGH FRANKLIN SHEDD, OF MINNEAPOLIS, MINNESOTA

CALENDAR

Application filed February 6, 1930. Serial No. 426,404.

This invention is directed to an improvement in calendars designed primarily for presenting, when the parts are in normal relation, a conventional calendar including an upper section usually employed for advertising and generally including a pictorial reproduction and a lower section bearing the date sheets, the calendar additionally presenting a plurality of independent and wholly separate pockets either of which is accessible without interference from the other, and either of which may be used to the exclusion of the other.

Calendars of the present day are utilized to not only visibly indicate the day and date of the month, but every advantage is taken of any and all possible space or spaces to impart additional information to the user of the calendar, so that by thus enhancing the utility of the calendar the user is induced to retain the calendar and thus the advertising benefits to the distributor are increased.

The present calendar is constructed in a manner to minimize the cost of production while at the same time including several unique features which will so materially enhance the value of the calendar to the user over and above its mere value as a date indicator, that the calendar as a whole will be retained by the user long after its date indicating period has expired.

The calendar of the present invention is primarily made up of a backing sheet scored transversely for bending into four separate sections. In arranging these sections in normal calendar position, the second section from the top is folded down onto the third section, and the first section from the top is folded back onto the second section. As thus folded, the calendar presents the appearance of a two-section face, exposing the full area of the first or top section and the full area of the last or bottom section. On this last or bottom section are arranged the date sheets, and on the face of the first or top section is printed the desired pictorial representation and generally the advertisement of the distributor.

When thus arranged, the calendar presents a pocket between the first and second sections, with this pocket accessible from the top or by turning downwardly the first section. There is also an additional pocket presented between the second and third sections, with this pocket accessible from below or by turning upwardly as a unit the first and second sections. The date sheets are printed on their rear surfaces for the reception of important memoranda, and these date sheets are designed to be turned up into the second pocket when their date period has expired in order to not only expose the next date sheet but preserve the memoranda on the first date sheet or hold the memoranda spaces on the first date sheet for convenient accessibility when desired.

In normal calendar position, the upper section is held temporarily in closed relation by a clip which is also formed to retain a pencil in conveniently accessible position, this clip being extended in flat relation onto the date sheets for convenient shipping of the calendar. The upper edge of the first fold or top section and the second and third sections of the backing sheet adjacent their lines of fold are appropriately perforated to provide aligned openings for hanging the calendar and at the same time close the upper pocket.

The invention in its preferred form is illustrated in the accompanying drawings, in which:

Figure 1 is a perspective view of the improved calendar with the parts arranged in calendar-forming position.

Figure 2 is a plan view of the backing sheet ready to fold into calendar position.

Figure 3 is a rear view of the same.

Figure 4 is an edge view of the same.

Figure 5 is a longitudinal section through the calendar with the parts in calendar relation.

Figure 6 is a perspective view of the calendar, supported for use as a calendar.

Figure 7 is a vertical sectional view showing the parts opened to permit access to the lower pocket.

Figure 8 is a face view of the calendar sheets showing one of such sheets turned back to expose the data surface on the rear of such sheet.

Figure 9 is a broken sectional view showing the position of the clip to avoid obstruction in the shipment of the calendar.

The improved calendar is made up of what may be termed a backing sheet 1 of light cardboard or heavy paper, though obviously readily constructed of other appropriate material. This backing sheet is scored or weakened for folding on three transverse lines 2, 3 and 4 which are arranged to provide a top or first section 5, a second section 6, a third section 7, and a fourth section 8. These sections are preferably of the same surface area, though obviously the section 8 may, if preferred, be of less height than the remaining sections.

A series of calendar sheets 9 suitably printed on their faces to indicate the appropriate date designations for the particular period, either a week or a month for which the sheet may be designed, are secured substantially at the line of fold 4 and overlie the section 8 of the backing sheet. These calendar sheets, which may be single sheets or double sheets folded upon themselves, are each designed to be printed on the reverse side or face with appropriate columns and spaces for the reception of data which may be used in connection with a particular day or date to refresh the memory of the user along a particular line. This arrangement is indicated at 10 in Figure 8.

The face of the uppermost or top section 5 of the backing sheet is suitably imprinted, generally with a pictorial representation and the advertisement of the distributor, such being illustrated at 11 in Figure 2.

The backing sheet is folded in a particular manner when assembling the parts in calendar-forming relation and in order to secure the desired advantages of the present construction. For this purpose, as clearly indicated in Figures 1 and 5, the sections 5 and 6 are folded on the line of fold 3 downwardly onto the sections 7 and 8, and the section 5 is then folded back or upwardly on the line of fold 2, so that when thus arranged the sections 5 and 6 of the backing sheet overlie the section 7, and the face 11 of section 5 is immediately above the section 8 on which the calendar sheets are disposed. There is thus presented a calendar in the form shown in Figure 1, which is conventional in appearance. However, it is to be noted that between the sections 5 and 6 there is what is termed a front pocket 12 accessible from the upper end of the calendar and between the sections 6 and 7 there is a further or rear pocket 13 accessible from beneath, that is by turning upwardly the sections 5 and 6.

The upper section 5, centrally of its width and near the upper free edge, is formed with an opening 14, and the sections 6 and 7 immediately adjacent the line of fold 3 are formed with corresponding openings 15 and 16. When in calendar-forming relation, these openings 14, 15 and 16 are in alignment, so that the calendar may be supported upon a nail or hook 17 and hold the parts in calendar-forming relation.

It will be apparent that by simply moving the section 5 off the hook 17, the front pocket 12 is accessible, or by simply lifting the sections 5 and 6 upwardly from the section 7, the rear pocket is accessible. In order to secure the parts in calendar-forming relation, there is provided a thin strip of metal 18 secured by a hollow rivet 19 to the section 8 immediately adjacent the line of fold 4. When the calendar is prepared for shipment, this strip is extended flat either over the calendar sheets or over the lower edge of section 5. When the calendar is to be used, however, this strip is bent outwardly and then bent loosely around a pencil with its free upper edge lying in advance of the lower edge of section 5, as indicated in Figure 6. The strip then acts to hold the section 5 against casual displacement and at the same time support a pencil in a conveniently accessible position.

It will of course be understood that the contacting faces of sections 5 and 6 which form the front pocket may be suitably printed with any desired type of information. For example, these faces may be printed with various information as to cooking temperatures for various vegetables and fruits. If desired, and as preferred, there may be secured in this front pocket a series of sheets bearing important data, as for example various recipes, these sheets being secured in any appropriate way immediately adjacent the line of fold 2, and being normally pendant against the rear face of the section 6, such sheets being indicated at 20 in Figures 3 and 4. When the parts are folded in calendar-forming relation, these sheets rest in the front pocket, and being hingedly connected in place at their lower edge, may be readily separated one from the other on opening the pocket in order to permit convenient inspection of these sheets.

As each calendar sheet is used, that is the date period expires, it is turned upwardly into the rear pocket, the sections 5 and 6 being temporarily raised to permit this movement. When the sections 5 and 6 are returned to calendar-forming relation, the upturned calendar sheet is entirely concealed in the rear pocket, but the data contained on the rear of this sheet is of course instantly visible and available by merely raising the sections 5 and 6 to expose the rear pocket.

It is of course to be understood that if desired the side edges of the sections 5 and 6 may be connected by the conventional bellows walls in order to close the sides of the front pocket, or the section 5 may be supplied with a hanging cord which passes loosely through the sections 6 and 7 so that when hung by the cord both front and rear pockets

are held closed. Neither of these details is necessary to illustrate as they form subject-matters of co-pending application, Serial No. 267,700 filed April 5, 1928, and while contemplated for use in connection with the present calendar, are not essential to the present invention.

The present calendar readily lends itself to another advantageous result. That is, after use of all the date sheets, or before such use if desired, the backing sheet may be physically divided on the line of fold 3. This will separate the front and rear pockets, permitting the sections 5 and 6 to form a separate pocket-like container for the retention of the material therein, and permitting the section 7 to be folded down onto the section 8 on the line of fold 4 to present a further container preserving the memoranda on the backs of the calendar sheets. This is particularly important where the calendar is devised for the use of the house-wife, as the valuable and continually useful information relative to cooking periods and recipes contained in the front pocket may be indefinitely preserved.

By the particular folding of the backing sheet, it will be noted that the front pocket must be closed by folding the section 5 upwardly in order to permit an exposure of the date sheets. Therefore, this pocket will not ordinarily be left open with the consequent advantage of presenting at all times to the eye of the observer the advertisement of the distributor, which is of course an important factor.

The improved calendar is compact yet highly ornamental. It presents a diversity of purposes and provides against a careless arrangement of parts which would otherwise tend to a material diminution of its value as an advertising medium. The construction is extremely simple and owing to the unusually large space capable of use for supplying data of value to the user and in addition to its calendar function, the calendar has an exceedingly large and variable utility in its particular field.

An important characteristic of the improved calendar is the folding so as to provide the front and rear pockets and the capability of transverse division on the line of fold 3, so that the front pocket and its contents may be preserved intact separate from what may be termed a rear pocket formed by folding up the fourth section 8 onto the third section 7 or folding the latter down onto the section 8. As the upper pocket is designed to contain appropriate data and as the record faces of the calendar sheets are also designed to receive valuable and appropriate data, it is apparent that after the use of the calendar as such, the blank is completely divisible so that the front pocket with its contents may be preserved intact from a rear pocket formed by the sections 7 and 8 to preserve the record data on the calendar sheets. Thus, the separate sections are substantially in a complete account book form and becomes a valuable adjunct following the use of the calendar as such.

It will be appreciated that the data in the front pocket is designed for and capable of more or less permanent service and therefore provision for its retention independently of the calendar sheets is a valuable acquisition, for by itself the front pocket constitutes a fold or pocket proper which with its data may be filed away in a comparatively small space with the data at all times conveniently accessible.

If the calendar sheets have been used for record data on their rear surfaces, they too may be likewise preserved in a folder separate from the upper folder and readily accessible for use when the data is to be referred to. Thus, the calendars from year to year may be preserved in their separate units, each of which performs a valuable service long after the service of the calendar as such is completed.

It is therefore to be borne in mind that an essential characteristic of the present calendar is its capability, after calendar use, of forming two independent flat folders for the retention and complete accessibility of the contained data. The separability is important, for as stated the data of the front pocket is more or less permanent while the data of the rear pocket or folder will be permanent until the incidents indicated in the memoranda on the back of the calendar sheets have been taken care of. Thus, the upper folder will be ordinarily permanently retained and the lower folder retained for an appreciable time after calendar use. If the memorandum data in the lower folder has been completely taken care of and there is no necessity for retaining such data, the lower folder with its contained data may be thrown away while the upper folder with its permanent data is retained without the added bulk of the lower folder and its contents.

What is claimed to be new is:

1. A calendar constructed of a backing sheet divided into sections, date sheets on the lower section, the remaining sections being folded to present oppositely opening front and rear pockets above the date sheets.

2. A calendar including a backing sheet transversely divided to present four sections, date sheets on the lower section, the upper and second sections being folded downwardly onto the third and lower sections, the upper section being folded upwardly onto the second section to present front and rear pockets above the lower section.

3. A calendar including a backing sheet having transverse lines of fold to present four sections, date sheets on the lower section, the upper and second section being folded on

the lines of fold relative to the third section and to each other to form a rear pocket included between the second and third sections and a front pocket included between the first and second sections.

4. A calendar including a backing sheet having transverse lines of fold to present four sections, date sheets on the lower section, the upper and second sections being folded on the lines of fold relative to the third section and to each other to present a rear pocket included between the second and third sections and a front pocket included between the first and second sections, the front pocket being accessible from above and the rear pocket being accessible from below.

5. A calendar constructed of a backing sheet divided transversely into sections, date sheets on the lowermost section, the uppermost sections being folded to present the face of the upper section immediately above and in substantially the same plane as the date sheets, the upper, second and third sections when folded forming a plurality of pockets, and a clip for engaging the lower edge of the upper section when in folded relation to prevent casual displacement thereof.

6. A calendar constructed of a backing sheet divided transversely into sections, date sheets on the lowermost sections, the uppermost sections being folded to present the face of the upper section immediately above and in substantially the same plane as the date sheets, the upper, second and third sections when folded forming a plurality of pockets, and a clip for engaging the lower edge of the upper section when in folded relation to prevent casual displacement thereof, the clip being normally flat and adapted to be bent to embrace a pencil.

7. A calendar constructed of a backing sheet divided into sections, date sheets on the lower section, the remaining sections being folded to present oppositely opening front and rear pockets above the date sheets, said sections being formed with means to support the calendar and serving when operative to maintain the pockets against casual opening.

8. A calendar including a backing sheet having transverse lines of fold to present four sections, data sheets on the lower section having their reverse sides marked for the reception of data, the sections being folded to cause the upper and second sections to form a pocket overlying the third section, the backing sheet being divisible on the line between the second and third sections to thereby divide the upper folder from the third and fourth sections, said third and fourth sections being relatively foldable to provide a pocket to enclose the data sheets.

In testimony whereof I affix my signature.

HUGH FRANKLIN SHEDD. [L. S.]