

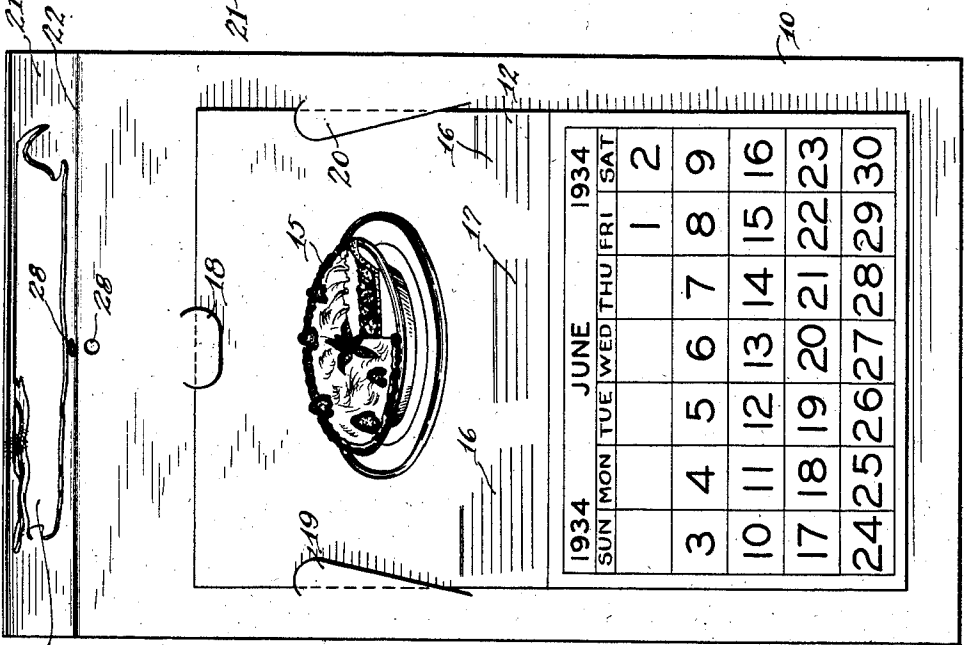
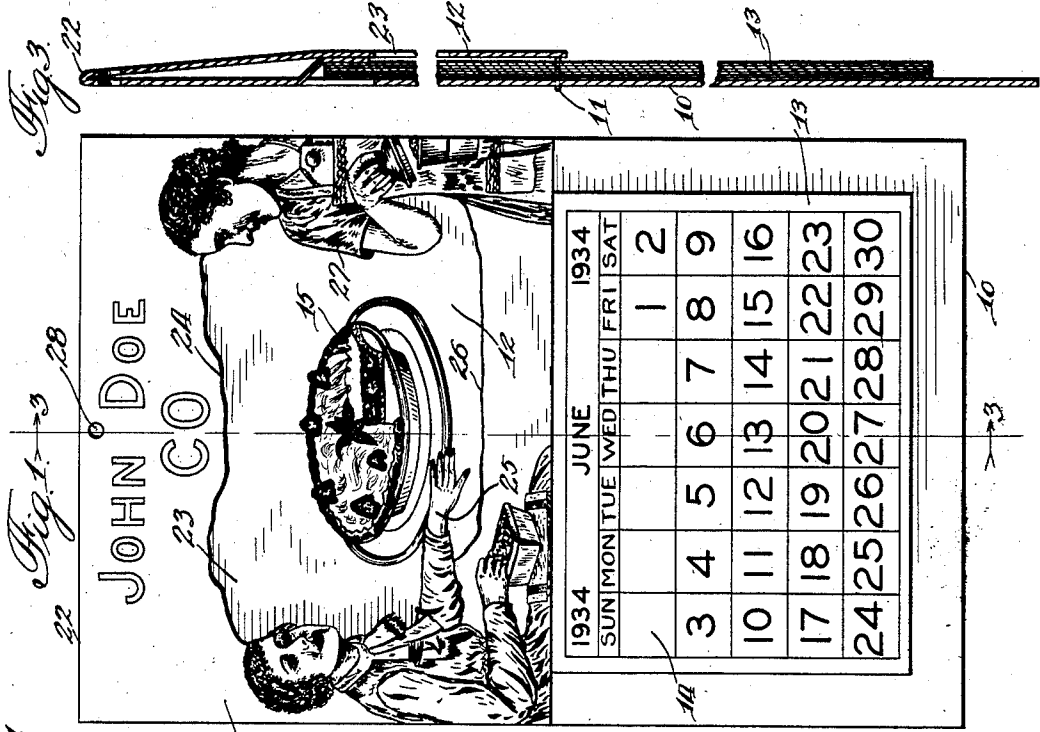
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ILLUSTRATED DISPLAY CALENDAR

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ILLUSTRATED DISPLAY CALENDAR

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8 Claims. (Cl. 40—122)

This invention relates to illustrated display calendars, more particularly of the advertising type, and preferably for hanging on the wall; and comprises a calendar having pages bearing the calendars for the different months of the year, other pages simultaneously exposed to view bearing advertising or other display matter having preferably some significance with reference to the months exposed, and a complementary sheet or frame-like member overlapping the display pages and having an opening outlining and exposing to view the matter on the pages beneath and itself carrying featured items to be displayed, embellishment, configuration, or other matter, which is appropriate or conforms to or co-operates with the views or matter disclosed therethrough on the display pages as they in turn appear beneath it.

In carrying out the invention in its preferred form, a back sheet of heavy paper or cardboard is provided, to which a pad of six or seven rectangular sheets of thinner paper, centrally folded, is stapled along the fold horizontally to the back about midway of its length, whereby the halves of said sheets may turn as leaves from their upper to their lower positions, or vice versa. Suitable tabs are cut from the back along the free edges of the upper leaves, under which the edges of the pad of leaves may be inserted to retain the same in their upper position as long as desired but from which they may be withdrawn readily one or more at a time and permitted to hang or lie flatly against the back in their lowermost position. When in this position, opposed upper and lower pages are exposed. On the face of the first lower page the first month of the calendar is placed in the usual or desired form, while on the opposite upper page appears the advertising or other matter having preferably some significance of that month. On the opposite side of this upper display page, preferably, a calendar of the next succeeding month is placed, so that when that leaf is turned down the calendar of the next month is exposed and a new display page comes into view on the upper opposite page. By this arrangement seven sheets are sufficient to form the pad to accommodate the monthly calendars for the year, together with the display picture or the season's greetings or other matter opposite the last month, or, if this last display matter is printed directly on the back of the calendar, six sheets suffice.

A complementary sheet, preferably integral with the back, is hinged thereto, as by creasing and folding the same over at the top line of the back,

and hangs down overlapping the juxtaposed display pages. It is provided with a suitable opening appropriately to expose the scene or matter on the display sheet beneath. The frame thus formed carries, preferably, illustrated featured items to be displayed, embellishments, figures, scenes, or matter complementary to and co-operating with the matter shown on the display pages, and the opening formed therein may be of ornamental outline suitably conforming to the display matter beneath or to the outline of figures or matter on the frame itself, or otherwise to suitably co-operate with the display pages. The outline of the frame thus formed conforms to the outline of the back of the calendar, its lower edge being above the calendar pages, and covers the retaining tabs formed in the back sheet as well as the staples of the calendar sheets.

In the drawing, which illustrates an embodiment of the invention—

Fig. 1 is a front view of the calendar with the complementary sheet down in normal position;

Fig. 2 is a similar view with the complementary sheet raised, disclosing the pages beneath; and

Fig. 3 is a vertical cross-section on the line 3—3 of Fig. 1, but on a larger scale, as shown and as indicated by the breaks in the length of the same.

Referring to the drawing, a back or body sheet, preferably of heavy paper or cardboard of the desired size, has attached or hinged thereto in any desired way, as by staples 11, and at a suitable height on the back 10, a pad of six or seven sheets of preferably thinner paper. This pad is preferably previously folded along the line of the staples so that the halves of the sheets will readily turn about the stapled line, like the leaves of a book, and when opened present opposed upper pages 12 and lower pages 13.

On the exposed faces of the lower pages 13 the calendars 14 for the months appear, that shown in the drawing being for June. This calendar may be in any desired form and is printed thereon or applied thereto in any desired manner.

On the face of the opposed page 12 appears the advertising or other desired matter which it is desired to display and which preferably has some reference or significance to the month then appearing on the opposite page. Thus, as shown in the drawing, if the advertising has to do with pies or the materials entering into the same or other matters associated therewith, the strawberry pie 15 may be appropriately displayed for the month of June. At the same time, recipes 16 and 17 for such pies or other matter desired may be printed thereon.

In order to retain the upper leaves in that position, one or more tabs preferably, such as 18, 19 and 20 (Fig. 2), may be formed of the material of the back by cutting or slitting the edges thereof and lifting the same sufficiently to slip the leaves thereunder and to permit their ready withdrawal.

On the reverse side of the leaf showing the pie or other matter the calendar for another month, preferably the next month, is placed, and this order follows throughout the pad,—i. e., on each leaf a calendar is on one side and the display matter on the other. With this particular arrangement the leaves are all at the top at the start of the year, where they may be placed by the makers of the calendar, and may be readily drawn out by the user from under the tabs one at a time and turned down to show the current month.

A complementary sheet 21 suitably hinged or otherwise secured to the back 10, preferably by being integral therewith and folded along the top edge 22 of the back, hangs down and normally overlies or overlaps the display pages 12. The opening 23 in this complementary member is such as properly to outline and harmonize in an ornamental or other manner with the display matter on the page 12 beneath, and the member itself preferably bears the main featured item of the advertisement, embellishment, figures, or the like, which not only add to the attractiveness of the matter on the display page as well as its own, but cooperates therewith to make a two-plane illustration and a complete scene, picture or showing with the matter on each of the display pages. Thus, in the example shown in the drawing the opening and its outline conforms to the figures shown thereon, including the hand and arm of the woman at the left, both figures representing persons having something to do with the pies shown on the display sheets. Thus the upper edge 24 of the opening is of irregular contour; that at the left follows the outline of the woman sitting with extended arm and hand 25; the lower edge 26 extends straight across, and the edge 27 at the right follows the outline of the face, body, arm, etc., of the standing person. At the same time the edges of the display pages, their retaining tabs and if desired the staples securing the pad to the back, are all concealed by this complementary sheet, which adds to the appearance of the calendar as a whole.

The unbroken portion of the complementary sheet or cover-frame at the top above the opening 23 affords room for the name of the advertiser, as indicated in Fig. 1, or for other desired matter. The same is true of the lower portion below the opening, and, in fact, of the side portions also if the figures or other illustrated matter does not appear thereon. This unbroken portion of the sheet may also, and in the illustration shown does, cover the printed recipes 16 and 17 or other like matter, helpful hints, etc., when down, which matter might if shown through the opening detract from the scene intended to be presented. If desired, however, such matter may be so located as to be seen through the opening 23. This opening also enables the pages to be turned down from their upper display position to their lower calendar position without raising or substantially raising the complementary cover sheet, by reaching through the opening and rubbing the fingers, dampened if desired, on the face of the exposed top sheet. This releases the top sheet or leaf from the side holding tabs which are formed to avoid tearing of the pages in such action, and enables the page to be turned down into its lower

position to expose the calendar on the opposite side and bring into view the display matter on the next upper page or leaf.

A hole 28 at the top extending through both the front and back sheets may be used for hanging the calendar from a nail, hook or suitable support on the wall, or a string may be threaded therethrough and used for hanging the same from such support.

A calendar thus formed is comparatively cheap, is readily changeable for the different months, is attractive in appearance, and permits the introduction into the main featured plan, scheme or idea intended to be conveyed by the device as a whole, of lesser features or details varying with the months or other things but harmonizing therewith; all accomplished automatically in the normal use of the calendar and which is very desirable and important in certain types of advertising or illustrated display calendars. It will be understood, also, that this construction readily adapts itself to many lines of advertising and for many types of products.

We claim:

1. A calendar comprising a pad of assembled sheets suitably mounted to turn as leaves and presenting pairs of opposed pages, one of said pages of each said pair bearing a calendar of a different month of the year, the other page of each said pair bearing display matter significant of the month opposed, and a complementary sheet overlapping said display pages having an opening outlining the matter presented in turn on said pages and conforming therewith.

2. A calendar comprising a pad of assembled sheets suitably mounted to turn in leaf form to present a plurality of opposed pages, one of said pages bearing the calendar for one of the months of the year, the other of said pages bearing advertising matter significant of or appropriate to the month opposed, and a complementary sheet overlapping said advertising pages suitably outlining the matter thereon and visible therethrough, said sheet being in itself and bearing matter complementary to such advertising pages.

3. A calendar comprising a back, a pad of sheets hinged horizontally midway of their length to the back, the ends of which turn as leaves, the lower exposed pages bearing each a monthly calendar and the upper opposite pages bearing advertising matter significant of the month opposed, and a sheet complementary to the said advertising pages hinged to the back above the advertising pages and overlapping the latter, said sheet having an opening exposing to view the advertising matter on the advertising page uppermost and being itself complementary to said advertising pages.

4. A calendar comprising a back of comparatively heavy material, a pad of thinner sheets folded midway and hinged at the fold to the back across the same, the ends of said sheets turning as leaves at the hinge, temporary retaining means to hold the leaves in their uppermost position against the back but permitting the same to be withdrawn therefrom to hang in their lowermost position, a complementary sheet integral with the back and folded forward at the top of the back to hang down over the upper leaves of the pad, concealing from the front the margins of said upper leaves and said retaining means, and having its central part cut away to expose the body of the upper leaf beneath, said sheet terminating above the lower leaves, the said lower leaves bearing on their exposed faces monthly calendars and said upper leaves bearing display matter, the said

front sheet being formed and bearing matter complementary to said display sheets.

5 5. An illustrated advertising calendar comprising a pad of assembled sheets mounted to turn in leaf form, each leaf having a calendar for a month of the year on one side and advertising matter on the other side, and a sheet overlapping the advertising pages and having an opening over the matter on the advertising page
10 beneath, the overlapping sheet bearing the main featured items of the advertising and the individual advertising pages bearing items appropriate to the month exposed, the two pages co-
15 operating to form a complete two-plane illustrative display.

6. An illustrated display calendar comprising a pad of assembled sheets mounted to turn as leaves and presenting pairs of opposed pages, each leaf having a calendar for a month of the
20 year on one side and display and other matter on the other side, and a complementary sheet overlying the leaves in their display position, said complementary sheet concealing said other matter on said display pages and having an
25 opening outlining and exposing the display matter thereon.

7. A calendar comprising a back, a pad of assembled sheets hinged midway of their length to the back, the ends of said sheets forming leaves

bearing a calendar for a month on one side and display and other matter on the other side, the calendars and the displays being on opposite sides and ends of the sheets, and a sheet complementary to said display sheets also hinged to said back
5 and overlapping said display sheets, said complementary sheet having an opening exposing the display matter on said sheets and its surrounding portions concealing said other matter on said
10 display sheets.

8. An advertising calendar comprising a back, a pad of assembled sheets mounted on said back to turn in leaf form from an upper to a lower position, each leaf thus formed having a calendar for a month on the side exposed in the lower
15 position and advertising matter on the other side, said leaves being turned from the upper to the lower position to expose the months of the year successively, and a cover sheet for said
20 leaves in their upper position having an opening to expose the advertising matter on the top leaf beneath, and said opening providing access for turning said leaves from their upper to their
25 lower position, said advertising matter being appropriate to the month exposed, and the cover sheet bearing advertising matter appropriate to that of all the individual pages.

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