Sept. 28, 1926. 1,601,356

R. F. FARTHING

INTERCHANGEABLE INDICATING BINDER

Filed August 25, 1925 2 Sheets-Sheet 1

Fig. 1.

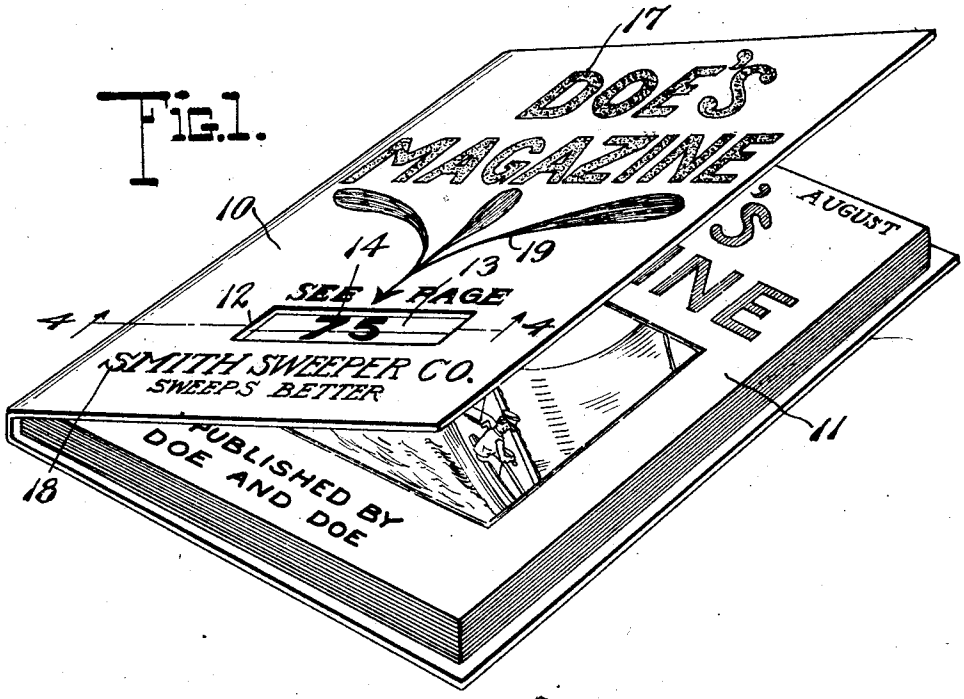
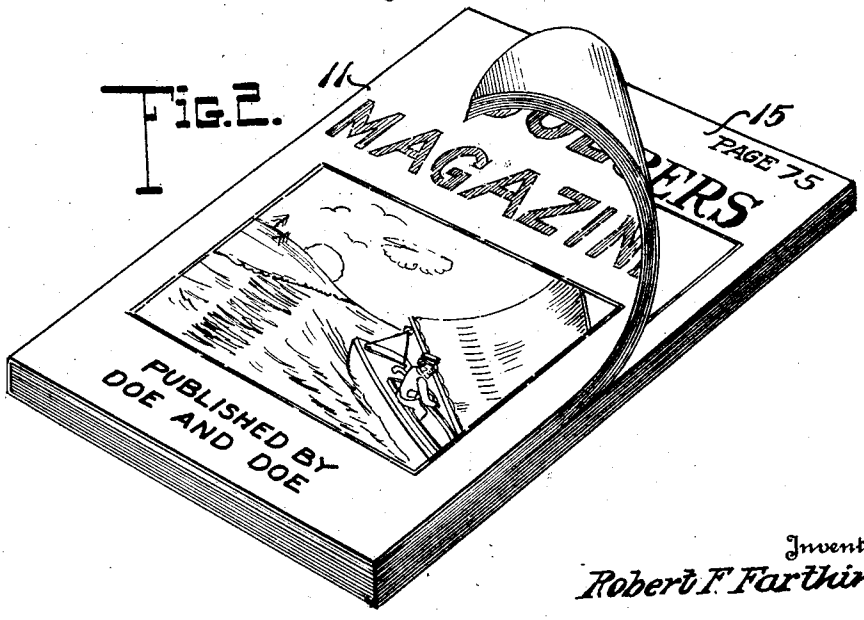


Fig. 2.



Inventor
Robert F. Farthing

By Robb, Robb & Hill
Attorneys

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Fig. 1.

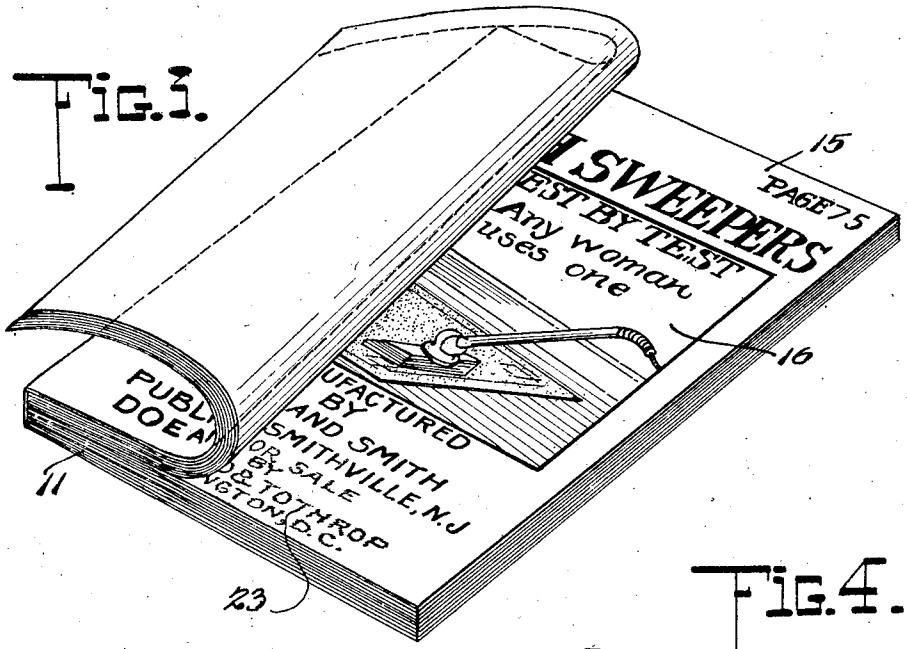

Fig. 4.

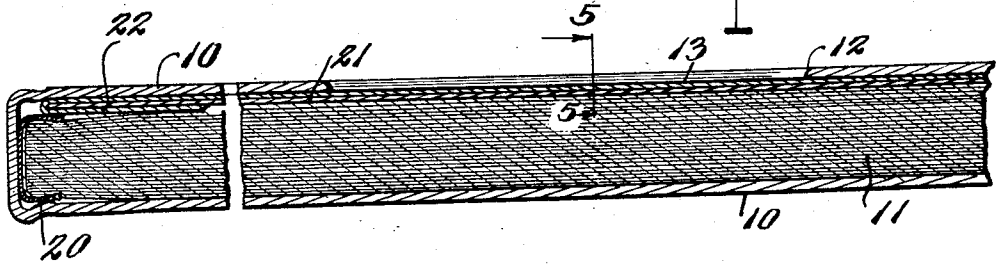

Fig. 5.

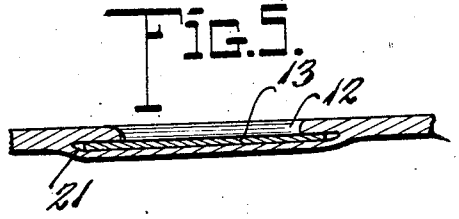

Fig. 6.

Inventor
Robert F. Farthing

By Robb Robb & Hill

Attorneys

Patented Sept. 28, 1926. 1,601,356

UNITED STATES PATENT OFFICE.

ROBERT F. FARTHING, OF WASHINGTON, DISTRICT OF COLUMBIA.

INTERCHANGEABLE INDICATING BINDER.

Application filed August 25, 1925. Serial No. 52,358.

This invention relates to an interchangeable indicating binder, and particularly to a device for application to publications and containing a reference to a specific portion of the publication enclosed thereby.

It has become the common practice to provide copies of current magazines and other publications in waiting rooms, rest rooms and other public places, and such publications become quickly torn and soiled through repeated handling so that it is desirable to provide a protecting binder for maintaining the same in the best possible condition. In order that this binder may perform more than the enclosing function for the publication I have found it desirable to utilize the binder for an advertising purpose and directly associate it with the enclosed publication through a page indication upon the binder referring to a corresponding page of the enclosed publication upon which an advertisement appears of the party furnishing either the binder or the magazine for public use.

In order that such a binder may be repeatedly used in different issues of the publication it also becomes essential that the page indication be of a changeable character because the advertising matter of one issue may appear upon a different page from that of another issue and this involves the provision of a removable slip so mounted in the binder that it may be readily replaced by a different slip carrying the proper page number for reference to the issue of the publication to which the binder is applied. By this arrangement the binder becomes directly associated with the enclosed publication and by the indicating means thereon calls attention to the portion of the magazine referred to on the binder which causes the binder to become a valuable advertising agent in its cooperative relation thus justifying the furnishing of the binder and if desired also of the magazine without cost to the room or public place where the magazine is disposed for reading.

The invention has for an object to provide an improved construction of binder adapted to enclose an associated publication and identify the same, the said binder carrying an interchangeable reference to a portion of said publication.

Another object of the invention is to provide a binder for an enclosed publication having a window or opening therein containing a replaceable slip adapted to be readily removed and replaced by another proper slip referring to a subsequent issue of the publication containing the binder.

A further object of the invention is to provide an advertising device comprising a temporary binder adapted to identify an enclosed publication and provided with an interchangeable page indication referring to a corresponding page of the enclosed publication containing more full advertising announcement of the goods in which the party furnishing the binder is interested.

Other objects and advantages of the invention will be hereinafter set forth and the novel features thereof defined by the appended claims.

In the drawing:—

Figure 1 is a perspective of the binder applied to a publication;

Figure 2 is a similar view of the publication partially opened at the page referred to by the binder;

Figure 3 is a like view showing more fully the advertising matter contained upon such page;

Figure 4 is a section on line 4—4 of Figure 1 with the binder closed upon the publication;

Figure 5 is a detail section on the line 5—5 of Figure 4 of the window in the binder; and

Figure 6 is a detail perspective of the replaceable indicating slip.

Like reference numerals designate corresponding parts throughout the several figures of the drawing.

The invention is applicable to a binder for any desired class of publications and the indication thereon may refer to a portion of the enclosed publication containing an article or other matter of general interest but in the specific application of the invention here shown it is adapted for advertising purposes and in this form the binder 10 consists of folded leaves adapted to enclose a publication 11 which in the present instance comprises a magazine carrying advertising matter.

The upper leaf of the binder is formed in any desired position with a window 12 in which an indicating slip 13 is properly supported. This slip contains a page number or reference 14 referring to a similar page in the enclosed publication as indicated at 15, such page containing an advertisement 16 to

which the indication 14 refers. This cover is provided with an identifying title 17 for the magazine and may also carry advertising matter 18 directly associated with the page number indicated at 14. The cover may also contain a device or symbol as at 19 directing attention to the page indication.

The magazine may be retained within the binder by any suitable means such as the clip 20, as shown in Figure 4, and the window 12 of the front cover of the binder is formed with grooves or ways 21 to receive the interchangeable slip 13 as shown in Figure 5. For the purpose of permitting the removal of this slip one end thereof is extended as at 22 and bent upon the inner face of the binder as indicated in Figure 4 and by dotted lines in Figure 6. This provides a withdrawal tab by which the slip may be conveniently removed and replaced when the binder is changed from one issue of a publication to another.

The invention provides a protecting binder for the publication and utilizes this binder for a valuable advertising or indicating purpose through the direct association of the page reference upon the binder with a corresponding page of the enclosed publication as it has been found in practical use that where attention is called to a particular page of a magazine or publication the natural inclination of the reader is to refer to this page and his attention is called to the desired advertisement which would probably be overlooked unless the reader inspected all of the numerous advertising pages carried by the usual magazine. The advertising advantages may be supplemented by the application of a printed or stamped announcement of a local dealer applied to the page containing the advertisement, as indicated at 23.

While the specific construction of the binder has been shown and described, the invention is not confined thereto as it will be obvious that changes may be made in the announcements contained upon the binder and in the mounting of the interchangeable page reference which adapts the binder for use with different issues of the same publication.

Having thus described my invention what I claim as new is:—

1. An indicating binder adapted to enclose and provided with indicia to identify an associated publication, and an interchangeable element carried by the binder and referring to a specific portion of said publication.

2. An indicating binder containing data identifying an enclosed publication, a window therein, and a page indicating slip in said window provided with indicia directly referring to a corresponding page of the enclosed publication.

3. An indicating binder containing data identifying an enclosed publication, a window therein, a page indicating slip in said window provided with indicia directly referring to a corresponding page of the enclosed publication, and a representation upon the binder directing attention to said slip.

4. An indicating temporary binder containing data identifying an enclosed publication, a window in the binder having slide ways, and a page indicating slip removably mounted in said ways and having an extended withdrawal tab.

5. An advertising device comprising a temporary binder adapted to enclose a publication, and an interchangeable reference carrier engaging the binder and bearing a legend referring to a particular specific portion, advertising matter of said publication associated with the binder.

6. The combination of a wrapper adapted to detachably receive a publication and indicia carrying means detachably sustained by the wrapper and referring to a particular specific page of the publication.

In testimony whereof I affix my signature.

ROBERT F. FARTHING.