May 8, 1962 H. M. WASHBURN 3,032,904

COUPON CALENDAR

Filed April 18, 1960

Fig. 1

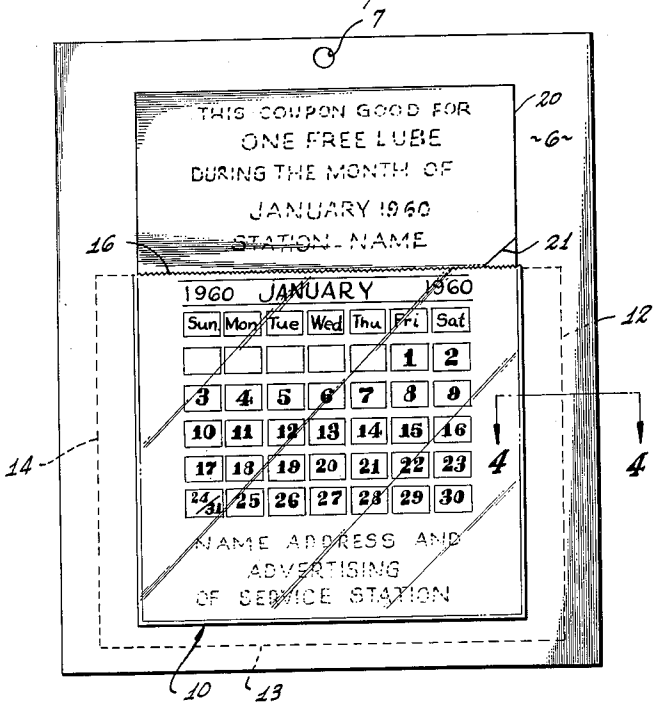


Fig. 2

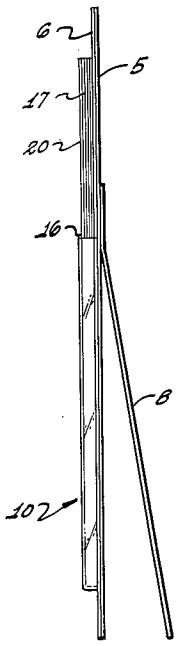


Fig. 3

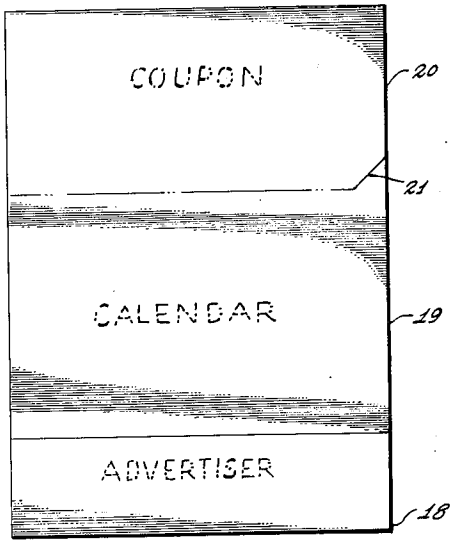
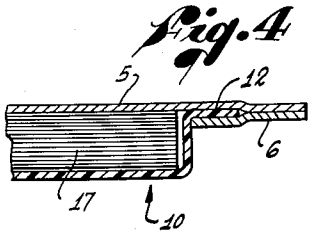


Fig. 4



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COUPON CALENDAR

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1 Claim. (Cl. 40—122)

This invention relates to a combination calendar and advertising novelty, and particularly to a device to permit a "give-away" bonus or other merchandise.

Advertising novelties of various types involving calendar pads and collection calendars are known, the present invention being directed to a unit which will provide a calendar, the name of the advertiser, and a coupon which is easily detachable from the calendar to permit its being taken to the advertiser to receive various free items of merchandise being dispensed by the advertiser. For instance, the unit may consist of an easel having a pocket therein for a plurality of calendar and coupon cards, the lower portions of the cards behind the pockets providing the name and address of the advertiser, the intermediate portions of the cards behind the windows showing the calendar months, while the upper portions of the cards extending above the windows contain the free coupons which are good for various items.

To facilitate the removal of the coupon, one lower corner of each card is notched, while the upper edge of the pocket is saw-toothed to permit easy tearing of the coupons from the cards.

Although the unit may be used in various ways, one suggested use of the device is that one coupon attached to one calendar card is good only during that particular month and by the particular advertiser.

The principal object of the invention, therefore, is to provide a combination calendar and advertising novelty.

Another object of the invention is to provide a device which provides a calendar, advertising space, and a coupon easily removable from the device.

A better understanding of this invention may be had from the following description when read in connection with the accompanying drawings, in which:

FIG. 1 is a front elevational view of a unit embodying the invention;

FIG. 2 is a side view of the unit shown in FIG. 1;

FIG. 3 is a front elevational view of the card used in the unit; and

FIG. 4 is a partial cross-sectional view taken along the line 4—4 of FIG. 1.

Referring, now, to the drawings in which the same reference numerals indicate the same elements, a full backing sheet **5** has an overlying edge sheet **6**, which may be glued or otherwise suitably fastened to one another over a portion of the outer edge portions of the overlying sheet **6**. The sheets **5** and **6** may have a hole **7** at the top thereof for hanging the unit on a wall or may be provided with a backing brace **8** attached to the full backing sheet **5** in any suitable manner, such as by gluing or stapling.

A pocket **10** is shown formed by any suitable transparent plastic material and is rectangular in shape with an opening at the top. The pocket has three extending edge portions as shown by the dotted lines **12**, **13**, and **14**, these edge portions being mounted between the full

backing sheet **5** and portions of the edge sheet **6**. The edge portions **12**, **13**, and **14** and the contacted portions of sheets **5** and **6** may be glued to one another or attached in any other suitable manner. The upper edge **16** of the pocket **10** is sawtoothed to permit the easy separation of the coupon portion of the card from the portion of the card within the pocket when the coupon portion is bent forward.

There is a card for each month of the year, the cards being stacked on one another within the pocket, as shown at **17** in FIG. 4. These cards have a lower portion **18** which may provide the name and address of the advertiser and the nature of his business, a central calendar portion **19**, and the upper coupon portion **20**, a notch **21** being provided at the lower right hand corner of the coupon. This will insure easy and correct starting of the tearing of the coupon portion **20** from the calendar portion **19**.

As mentioned above, the unit may be used in different manners for providing coupons for free merchandise and for advertising products of the advertiser. A complete unit is given to a customer or prospective customer who will maintain it on display by hanging it on the wall or in a standing position on a desk as a reminder of the free item from the advertiser.

I claim:

A pocket type novelty advertising display device adapted to display cards and the like, certain portions of which cards are within said pocket and other portions of which cards extend externally of said pocket and are separable from said certain portions of said cards at predetermined positions characterized by notches, said device comprising said cards, a rectangular backing sheet, a frame sheet having an open center and having its edges attached to the outer portions of said backing sheet, and a rectangular member secured to said backing sheet along three of its four edges with its fourth edge being serrated and having a front portion parallel with said backing sheet, three edge portions at right angles to said front portions and three portions attached to said attached portions and parallel with said front portion, said last-mentioned portion being inserted between portions of said frame sheet and said backing sheet, the position of said serrated edge corresponding to the position of said notches in said cards, said separable portions of said cards being adapted to be separated from said certain portions of said cards by severing said cards along and by the aid of said serrated edge.

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