This invention relates to booklets and other like printed articles, and particularly to advertising booklets, pamphlets, folders and the like of the general type disclosed in my prior Patent No. 1,640,246, dated August 23, 1927, and more particularly to the type of booklet disclosed in my prior application Serial No. 11,493, filed March 16, 1935, and now Patent Number 2,052,584 granted Aug. 25, 1936, in which the booklet is provided with an advertising or display strip combined and cooperating with the leaves of the booklet in a certain manner.

The present invention is designed to provide an advertising booklet or like article having an advertising or display strip which is permanently fastened at both ends to leaves of the booklet and which is so constructed and arranged as to fold with leaves of the booklet when the booklet is closed and to be spread out or opened for display of the advertising or display matter thereon when the booklet is opened.

The invention consists of the features of construction, combination and arrangement of parts, hereinafter fully described and claimed, reference being had to the accompanying drawings, in which:

Fig. 1 is a front elevation of a vertically opening advertising-calendar booklet of hanger type embodying my invention, showing it as it appears when closed.

Fig. 2 is a rear elevation of the same, showing a portion of the rear end tab of the display strip freed and turned back.

Fig. 3 is a perspective view of the booklet shown in Figs. 1 and 2 opened and engaged with a support.

Fig. 4 is a section on the line 4-4 of Fig. 3 through the opened booklet.

Fig. 4a is a similar section through the closed booklet.

Fig. 5 is a front elevation showing the application of the invention to a horizontally opening type of booklet or the like.

Fig. 6 is a rear elevation of the same.

Fig. 7 is a perspective view of the booklet shown in Figs. 5 and 6 partly opened.

Fig. 8 is a perspective view showing the application of the invention to a vertically opening booklet and also showing a modified construction.

Fig. 9 is a section on line 9-9 of Fig. 8 of the booklet in closed condition.

Fig. 10 is a front elevation showing the application of the invention to a horizontally opening folder.

Fig. 11 is a rear elevation of the same.

In the following description and claims the term "booklet" is used in a generic sense.

In the practical embodiment of my invention as shown in Figs. 1 to 4a, inclusive, I designates a booklet of generally oblong rectangular form in plan, and having its major length in a horizontal direction, i.e., transverse to the plane of the drawing sheet. This booklet consists of any desired number of leaves hingedly connected together at their line of fold by fastening members, as indicated at 2. The leaves may be single leaves or, as shown, the booklet may be constructed of a stack of double-leaf sheets folded along a central transverse line, thus disposing all the leaves in superposed relation. In the illustrated embodiment there are shown front and rear outer or cover leaves 3 and 4 and a plurality of any desired number of intermediate leaves 5. All the leaves may be made of flexible paper or stiff or heavy paper, or the front and back leaves may be made of stiff or heavy paper to provide durable covers, while the intermediate leaves are made of flexible paper. In practice, the obverse face 8 and reverse face 7 of each leaf is printed, engraved or lithographed to bear any desired reading matter or matter of information. The obverse and reverse faces of the leaves of the booklet I shown in Figs. 1 to 4a, inclusive, may, for example, bear successively within the display spaces 8 or otherwise over said sheet faces the calendar month tables, while the reverse faces of the sheets may bear in similar display spaces or otherwise upon the sheets other printed matter related to the calendar month tables or of other suitable sort. The booklet I is of vertically opening type and the arrangement of these tables and reading matter is or may be that upon the first or front cover leaf being opened or turned up, as shown in Fig. 3, and at all times thereafter, the printed matter shown upon juxtaposed surfaces of two adjacent leaves will simultaneously be exposed to the view of the observer.

By reference to Figs. 3 and 4 it will be seen that when the front cover leaf and one or more inside leaves are opened or turned up, the reading matter appearing upon the reverse face of one leaf and the obverse face of the succeeding leaf will be exposed to view, which arrangement of the reading matter on the obverse and reverse faces of succeeding leaves will prevail throughout the booklet as successive leaves are turned. The construction of the booklet is, therefore, such that the printed subject-matter appearing on simultaneously exposed pages of adjoining leaves may be of related character, for ready and convenient reference, each with respect to the other, such as a month calendar table and historical events or astronomical data pertinent thereto. The arrangement of the printed matter may also be such as to show in connection with the calendar table of any month significant and appropriate information, for example, that stated flower or other seeds should be planted during such month, the house painted during such
month, or other work done, at an appropriate
time under the best climatic conditions. The
and reading matter may, of course, be shown in connection with such advertising mat-
ner as the distributor of the booklet may desire
to have incorporated therewith. The foregoing
explanation has been made as indicating, for
example, one mode of the use of the booklet for
advertising purposes, but it is to be understood
that this is merely exemplificative, and that
the booklet may be used for other advertising pur-
poses of any sort.
An important feature of my invention consists in
providing such a booklet with means whereby
the name, business card, the illustration of a
product or other advertising matter of the dis-
tributor may be printed or added to the booklet
when the front cover leaf is opened, and the leaves are
20 turned. It will, of course, be understood that any desired advertis-
ing matter of the distributor may be printed on
any or all of the pages of the outer or cover sheet,
so that such advertising matter will show when
the front cover leaf is opened, as illustrated in
Fig. 3, but it is desirable, in addition to this, to
provide means whereby the name of the distribu-
tor or an illustration of his product, or other mat-
ter, may also be prominently displayed throughout
the booklet and at any point or page at which the
booklet is opened. To this end, I provide the
booklet with an advertising or display strip 9 which
is extended linearly through guide openings
10 and 11 formed in the leaves 5 adjacent to and
parallel with the hinged edges thereof, so that
when the booklet is opened and the leaves are
turned, which is permitted by the openings 10, a
display panel, symbol, or any other desired illus-
trated or printed matter on the strip will be
prominently and conspicuously displayed. If the
matter printed upon the strip is the name of a
manufacturer or dealer, such matter need be
printed only once throughout the booklet, as it
will appear on the strip between leaves at any
point at which the booklet is opened. The ends
of this strip may be secured to the booklet in any
suitable manner to prevent its displacement and
to permit the turning movements of the inter-
mediate leaves as described. As shown in the
preferred embodiment, the outer or cover leaves 3 and
4 are provided with openings 12 through which
the ends 13 and 14 of the strip are passed, which
ends are gummed or pasted to the outer faces of
said cover leaves, as shown in Figs. 1, 2, and 4.

55 The strip 9 is of a length to extend from cover to
covers 3 and 4 and through the openings 10 in the
intermediate leaves when the booklet is fully
opened, which requires that the strip be so formed
or constructed that it will bend or fold medially
and fold, in the closed condition of the booklet,
between the leaves thereof and between any adja-
cent leaves of the booklet at the point where the
booklet is opened. The strip 9 is, therefore, so
formed or constructed as to be foldable and un-
foldable in the closing and opening movements of
the booklet, to which end the strip may be made of
suitable material for the purpose and creased, if
desired, to facilitate bending at the bending
point. In order to adapt this strip to lie snugly
against the leaves, and the leaves to be turned
without interference from the strip, the
openings 10 and 12 are made of materially greater
width than the thickness of the strip and the ends
of the openings 10 and 12 are also enlarged or
widenen at their inner sides, as indicated at 15.

By this means the portions of the strip adjacent
to the secured ends of the strip, and between the
same and the display portion proper of the strip,
are adapted to have free universal bending or
flexing movements and play in the openings to
adapt the display portion to fold and unfold with-
out restraint, while the movements of the latter and to allow
the display portion of the strip to lie close to and
parallel with the exposed leaves when the booklet
or article is fully opened. Also a material ad-
vantage of this construction is that in the use of the
strip, when the booklet is opened, particularly
when the strip is allowed to bend or flex at an angle
with the leaves of the booklet, if the leaves are so
bent while the booklet is being opened or closed,
in which operation the longitudinal edges of the
strip may move into the widened ends of the
openings to allow the strip to assume an angular
position with relation to the leaves, whereby to
prevent binding of the strip and liability of tear-
ing of the strip or leaves especially when the folder
or booklet is carelessly handled. The printed
matter on this strip may be printed in one or more
colors, and the printed matter on the leaves may
also be printed in one or more colors. The des-
sired, the printed matter upon the strip and leaves,
respectively, may be in single colors, contrasting
with each other, so that an attractive contrast will
be presented at any point at which the booklet is
opened in a simple manner and without the
necessity of resorting to expensive printing. Figs.
3 and 4 show the arrangement of the advertising
or display strip when the booklet is opened and
the strip unfolded, while Fig. 4a shows the ad-
vancing or display strip as it appears in folded
position in the closed condition of the booklet.
If desired, each leaf of the booklet may be pro-
vided at or near its edge opposite its hinged edge
with a perforation or opening 8, whereby the cover
leaf may be opened up and engaged with a nail
or other supporting member to support the book-
let, these perforations also adapting each inter-
mediate leaf when turned to opened position to
be engaged with the supporting member to hold it
in such position, as shown in Fig. 3.

In the construction shown in Figs. 1 to 4, in-
cclusive, the booklet is designed to open vertically
and the printed matter to be printed on the leaves
lengthwise of the paper, but the construction is not
limited thereto. I have shown a booklet 1a of generally similar
construction in which, however, the booklet is
designed to be opened horizontally and the printed
matter to be placed so as to read transversely or
across the shorter dimension of the leaves. This
booklet 1a may be in the form of a booklet or pamphlet comprising any suitable number of
leaves, and may be printed for use for advertising
and informative purposes of any nature. For
example, the cover sheets, or either of them, may
bear the name and advertising matter of a manu-
ufacturer of a product, for example, a food product,
and the inside leaves may bear suitable informa-
tory matter relative to the product, such, for ex-
ample, as recipes for making dishes or desserts
from the product in question. It is assumed here,
also, for example, that the booklets are supplied
by the manufacturer to other dealers handling the
product, for distribution by the dealers to the consumers. In this case the name
or card of the dealer handling the product may be
printed in the field space of the display strip 8.
The printing of the dealer's name may be done
by the manufacturer or by the dealer himself,
economy in the cost of printing being secured in
either case by reason of the fact that the dealer's name need be printed only on the display strip, but will be displayed thereby at any point throughout the booklet. While Figs. 1 to 4, inclusive, show a stated type of booklet and Figs. 5 to 7, inclusive, show another stated type of booklet, it will, of course, be understood that the invention is not limited in these connections, such being given merely as two examples of many uses to which the booklet may be put. It will also be understood that the printing on the leaves of the booklet may be in multi-color, while the printing upon the display strip may be either in multicolor or monochrome, and that in the latter case the colored print may differ from the colors of the printing on the leaves so that a highly attractive type of advertising booklet may be economically produced. It will be noted that the end portions or tabs 14 of the display strip shown in Figs. 5 to 7, inclusive, are pasted to the cover sheets between the openings 12 and the hinged edges of such sheets, so as to lie inside of the adjacent margins of the printed spaces of the leaves, so that such tabs will not encroach upon the printing fields.

In Figs. 8 and 9 I have shown another form of booklet in which is given the method of construction to that disclosed in Figs. 1 to 4, inclusive, but in which the end leaves to which the ends of the display strip are fastened serve as intermediate leaves and in which the intermediate leaves, provided with a display strip of the character described, are disposed between and hinged to the front and rear cover leaves 16 and 17. The tabs of the strip 9 here are shown as secured to the outer face of the front and rear intermediate leaves and as extending toward the printing fields or spaces of these leaves, but they may be otherwise arranged and have the same arrangement as the tabs shown in Figs. 5 to 7, inclusive. From this construction shown in Figs. 8 and 9, it will be understood, of course, that the booklet may be provided with or without a cover, made of some stiff and durable material, and that the display strip may be fastened to these cover leaves or to the intermediate leaves, within the spirit and scope of my invention.

In Figs. 10 to 12, inclusive, I have shown the application of my invention to the simplest form of booklet 1, to wit, a folder consisting of a sheet of material bent or folded to form leaves 16 and 18 hingedly united integrally at the fold point 20, which folder may be employed for various kinds of advertising purposes. The display strip 9a here shown has its end portions or tabs 13a and 14a passed through openings 12a in the leaves 16 and 18 and gummed or pasted to the outer faces of such intermediate leaves, one portion of the strip being adapted to fold and unfold in the closing and opening movements of the folder or leaves. This exemplification shows that the invention may be applied to booklets, folders, or like pieces of printed matter of the simplest form, as well as booklets of larger and more pretentious character.

From the foregoing description, taken in connection with the drawings, it will be seen that my invention provides a booklet, pamphlet, folder, or other like type of advertising and information bearing, such is of attractively adapted, which may be produced at a low cost, and which embodies the desirable advantages stated in a simple and effective manner. While the particular struc-

What I claim is:

1. A printed article embodying hingedly connected leaves provided with openings therein, and a display strip of flexible material formed independent of the hinging connection between said leaves and having its ends passing loosely from the inner sides of the leaves through said openings and fastened to the outer surfaces of said leaves, said strip being free between its ends to provide a display portion extendible for display when the booklet is opened and adapted to fold parallel with the leaves thereof when the booklet is closed, the said openings being of a width materially greater than the thickness of the strip and being widened at their inner ends or adjacent to their ends with respect to their width between their ends to permit the portions of the strip to have free body play in said openings from side to side thereof and angular movements therein to adapt the display portion to fold and unfold and slide in the openings without restriction with the leaves and without binding and liability of tearing the strip or leaves.

2. A printed article embodying hingedly connected leaves provided with elongated openings therein, and a display strip extending between said leaves, the ends of said strip being passed through said openings from the inner sides of the leaves and fastened to the outer sides of the leaves, the intermediate portion of the strip bearing printed display matter thereon and being free to provide a foldable and unfoldable display portion adapted to open and close in the operations of opening and closing the leaves, the openings being of materially greater width than the thickness of the strip and being widened at their ends to allow free lateral play and angular bending movements of the strip therein in the folding and unfolding movements of said strip.

3. A printed article having a pair of outer leaves forming front and back leaves and a plurality of pairs of intermediate leaves, each pair of leaves being formed of a unitary sheet folded along a central line, said pairs of leaves being bound together along their fold lines and said outer and intermediate leaves having openings therein on opposite sides of their lines of fold, and a display strip of flexible, inelastic material and of substantially uniform width having its intermediate portion free and passing loosely through the openings in the intermediate leaves to provide a display portion and having its ends passed through the openings in and secured to the outer faces of said outer leaves, said display portion of the strip bearing thereon printed display matter for display between adjacent leaves when the article is opened at any point and being adapted to fold upon itself between certain intermediate leaves when the article is closed and to be unfolded when opened for exposure between any two opposed intermediate leaves, the openings in the leaves being materially wider than the thickness of the strip and widened at their inner sides at or adjacent to their ends to permit free lateral body play and angular bending movements of the strip therein.

JOHN J. MURRAY.