Jan. 26, 1943. H. J. FEY 2,309,244

INSERTS FOR PUBLICATIONS

Filed June 1, 1942

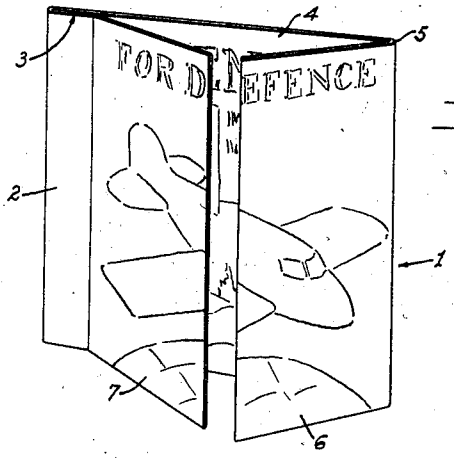


Fig. 1

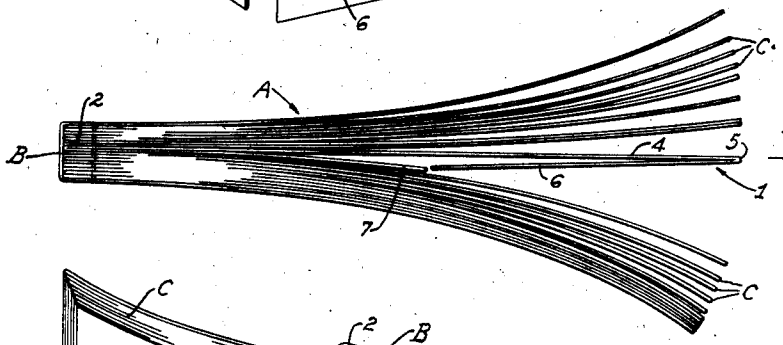


Fig. 2

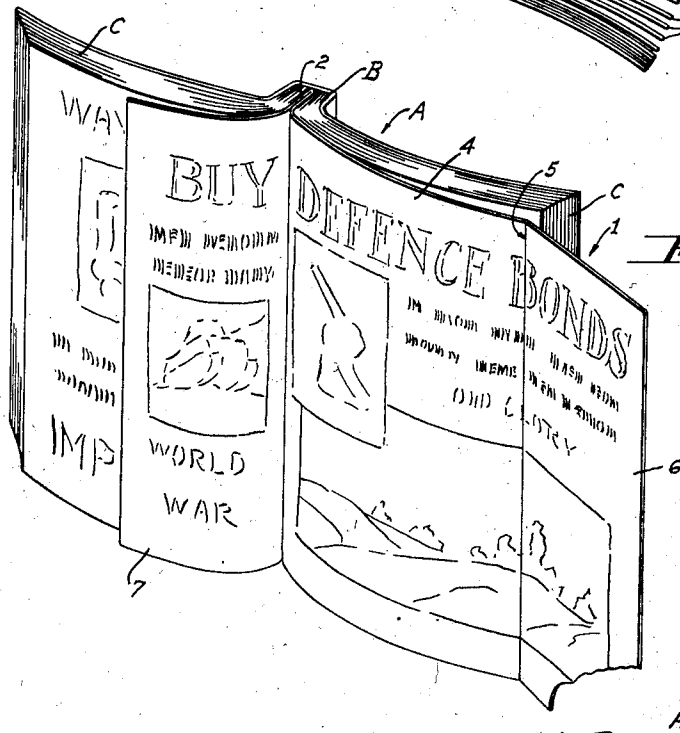


Fig. 3

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INSERT FOR PUBLICATIONS

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2 Claims. (Cl. 281—38)

This invention relates generally to bound publications, such, for instance, as catalogues, magazines, etc., and more specifically to foldable page inserts for such publications, the predominant object of the invention being to provide a foldable page insert for a publication of the sort mentioned above which is so folded and arranged within the publication that each side of the folded insert has displayed thereon by printed matter and cuts, if cuts are desired, a complete display which is readable as a complete page of the publication in spite of the fact that one side of the insert is divided into two complementary page sections, and where the foldable insert may be unfolded to a sheet of twice the size of the regular pages of the publication on which an attention-arresting double spread of printed matter and cuts may be displayed to impart to the reader in a complete and all-inclusive manner a message which the inner portion of the insert is intended to communicate.

I am aware that prior to this invention foldable inserts have been arranged within catalogues and other publications, but insofar as my knowledge goes none of such previously known foldable inserts were folded so that the forward leaf of the insert was produced by a pair of leaf sections having meeting edges that were brought into precise contact with each other to provide a complete page, having a substantially invisible line of division which would not destroy or interfere with the complete continuity of the matter displayed on the divided page. Also, an insert folded in accordance with the invention disclosed herein has a distinct advantage over other folded inserts with which I am familiar in that the folded nature of the insert will not be overlooked by a person paging through the publication in a more or less casual manner, as the complementary sections of the divided leaf of the insert will separate slightly at their meeting edges when the publication is opened at the location of the insert. This is not true of a single fold insert where the fold is at the outer edge of the insert and the free edge of the forward leaf is located at the bound edge of the publication. In such case the free edge of the forward leaf of the insert frequently becomes tucked between the closely positioned pages at the bound edge of the publication so that the character of the insert may be overlooked by a person paging through the publication.

Fig. 1 is a perspective view of the improved insert disclosed herein.

Fig. 2 is a plan view of a publication having the improved insert bound therein.

Fig. 3 is a perspective view of a publication having the improved insert associated therewith, showing said publication opened at the location of the insert and illustrating the insert in its unfolded condition.

In the drawing, wherein is shown for the purpose of illustration, merely, one embodiment of the invention, A designates a catalogue, magazine, or other publication, which is bound in any suitable manner along one edge of the publication as shown at B in Figs. 2 and 3. The publication A includes a number of ordinary bound-in pages C and bound in the publication with said ordinary pages C is one of the improved inserts 1. While the drawing illustrates in Figs. 2 and 3 a publication wherein only one of the improved inserts is bound it is obvious that any desired number of such inserts may be bound in a publication.

The improved insert is preferably, though not necessarily, formed from a single sheet of material which is folded upon itself to provide a binding edge portion 2 of suitable width which is of double thickness, as is illustrated to the best advantage at the point designated by the reference character 3 in Fig. 1, and which extends from the top edge to the bottom edge of the insert. Obviously, the binding edge portion of the insert 1 is bound in the bound edge portion of the publication to associate the insert with the publication. Extended from one thickness of the binding edge portion 2 of the insert is the rear leaf 4 of the insert, said rear leaf preferably, though not necessarily being of approximately the same size as the ordinary pages C of the publication. At the edge of the insert 1, opposite to the edge thereof at which the binding edge portion 2 is located, the sheet of material from which the insert is formed is provided with a vertical fold 5 extended from the top edge to the bottom edge of the insert, and extended inwardly from this fold is a leaf section 6 which provides a part of the forward leaf of the insert. Also, extended inwardly from the other thickness of the binding edge portion 2 of the insert 1 is a leaf section 7 which provides the other part of the forward leaf of the insert.

The forward leaf sections 6 and 7 cooperate with each other to provide the insert with a complete forward leaf, the inner edges of said forward leaf sections contacting with each other with precision so that when the leaf sections 6 and 7 are disposed in a flat condition they are

divided by a scarcely discernible dividing line extended vertically of said forward leaf of the insert from the top edge to the lower edge thereof. The matter displayed on the forward leaf of the insert 1 may be printed on the leaf sections 6 and 7 just as if said leaf sections provided an unbroken continuous leaf; that is to say, the printed matter, when desired, may extend continuously across the entire page, and parts of cuts may appear partly on one of the leaf sections and partly on the other thereof, as suggested by the illustration of an aeroplane shown in Fig. 1. Additionally, the rear face of the rear leaf 4 of the insert 1 has printed matter displayed thereon in the same manner that such printed matter would appear on an ordinary page of a publication. Finally, the inner faces of the rear leaf 4 and the leaf sections 6 and 7 have displayed thereon printed matter and cuts if desired, which when the insert is unfolded, as shown in Fig. 3, provides a double spread.

The meeting edges of the leaf sections 6 and 7 of the forward leaf of the insert 1 are shown in the drawing as being extended vertically at the approximate transverse center of said forward leaf. However, the leaf sections 6 and 7 may be of various relative widths as desired and the meeting edges of said leaf sections may be located at any place between the opposite side portions of the front leaf of the insert.

In the use of a publication having the improved insert associated therewith, the insert, when in a folded condition, provides a leaf of the publication having opposed pages which are readable as are the pages of an ordinary leaf of the publication. Also, the insert may be unfolded to provide a sheet of approximately twice the size of an ordinary page of the publication on which a double spread of printed matter is displayed.

I claim:

1. A foldable insert for a publication which is formed from a single sheet of material, said insert being provided with a binding portion at an edge thereof which is formed by a pair of flat and parallel thicknesses of the sheet of material from which the insert is formed, a rear leaf extended from said binding portion, and a pair of leaf sections providing the forward leaf of the insert, one of said leaf sections which provide the forward leaf of the insert being a folded extension of said rear leaf, the fold between said parts which provides the sole connection therebetween being located at the outer edge of said rear leaf and being extended from the top edge of the insert to the bottom edge thereof, and the other of said pair of leaf sections being extended from said binding portion with a fold which provides the sole connection between said other of said pair of leaf sections and said binding portion being located inwardly a substantial distance from the outer edge of said binding portion, said pair of leaf sections having meeting edges which are adapted to be brought into precise contact with each other when the pair of leaf sections are in a flat and alined condition to produce a complete page on which printed matter may be displayed.

2. A foldable insert for a publication which is formed from a single sheet of material, said insert being provided with a binding portion at an edge thereof which is formed by a pair of flat and parallel thicknesses of the sheet of material from which the insert is formed which are of substantial width and extend from the top to the bottom of the insert, a rear leaf extended from said binding portion, and a pair of leaf sections providing the forward leaf of the insert, one of said leaf sections which provide the forward leaf of the insert being a folded extension of said rear leaf, the fold between said parts which provides the sole connection therebetween being located at the outer edge of said rear leaf and being extended from the top edge of the insert to the bottom edge thereof, and the other of said pair of leaf sections being extended from said binding portion with the fold which provides the sole connection between said other of said pair of leaf sections and said binding portion being located inwardly a substantial distance from the outer edge of said binding portion, said pair of leaf sections having meeting edges which are adapted to be brought into precise contact with each other when the pair of leaf sections are in a flat and alined condition to produce a complete page on which printed matter may be displayed.

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