

Aug. 15, 1939.

J. E. SWEET ET AL
NEWSPAPER ASSEMBLY

2,169,932

Filed March 29, 1937

2 Sheets-Sheet 1

Fig. 1

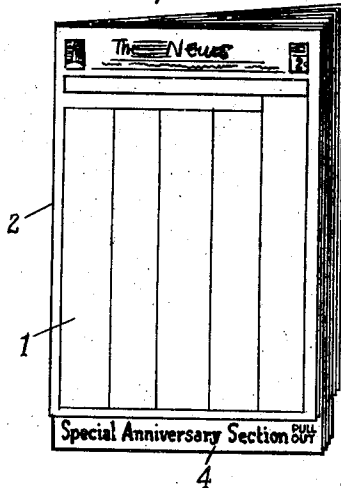


Fig. 2

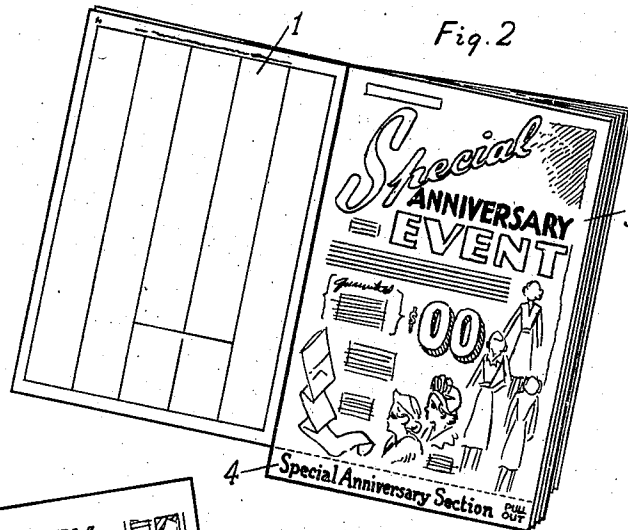


Fig. 3

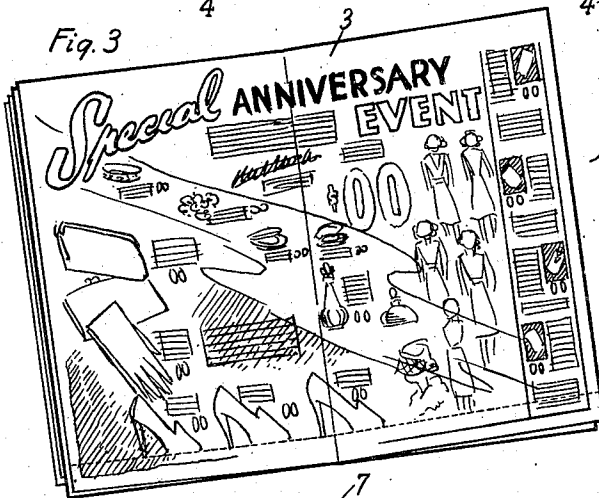


Fig. 4

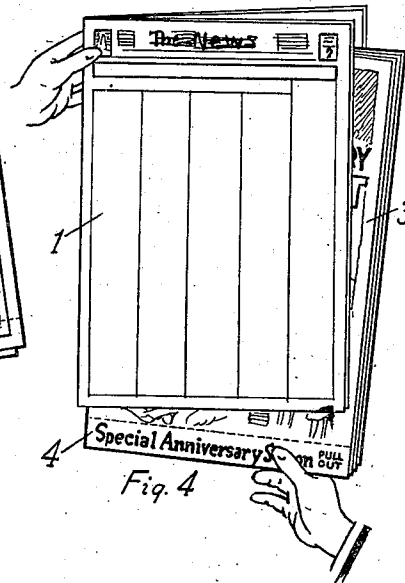
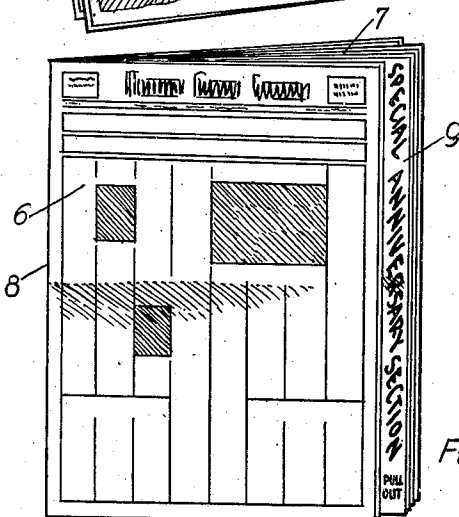


Fig. 5



INVENTORS
James E. Sweet
Theodore R. DePeugh
Howard Parish
by Samuel K. Kew
Attorney

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2 Sheets-Sheet 2

Fig. 6

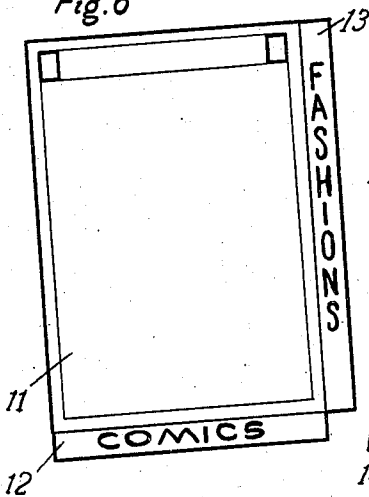


Fig. 7

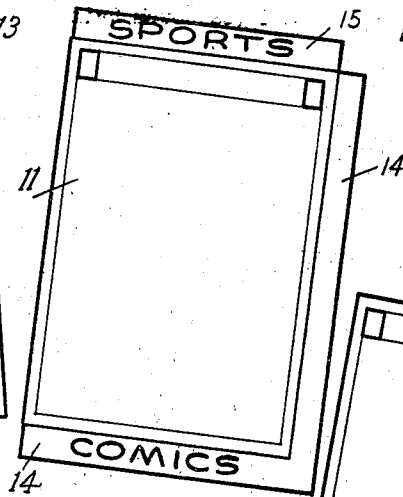


Fig. 8

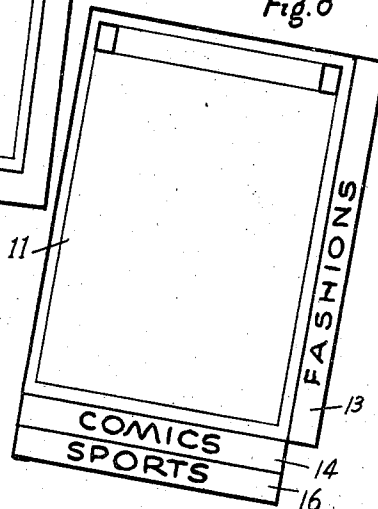
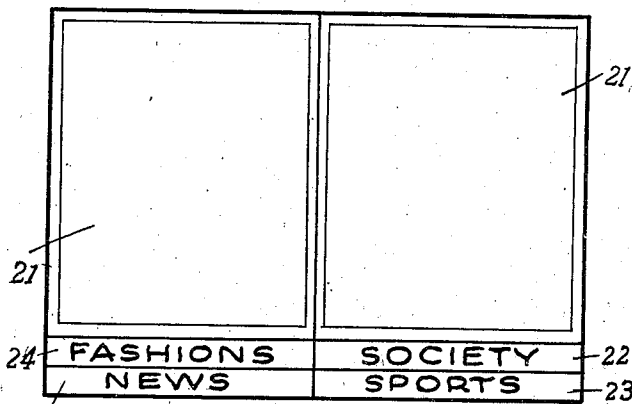


Fig. 10

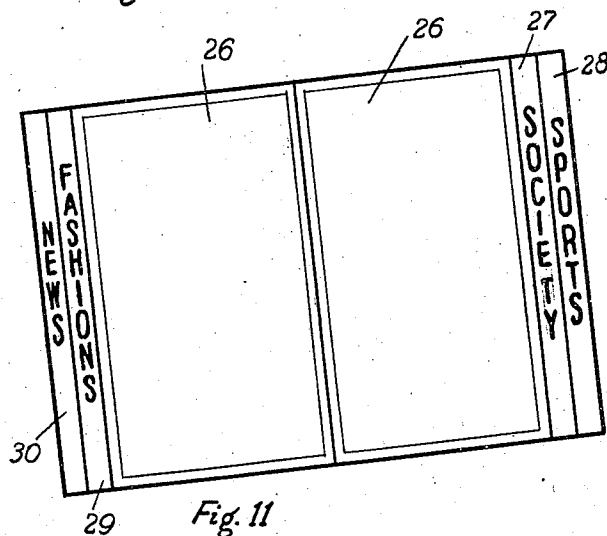


Fig. 11

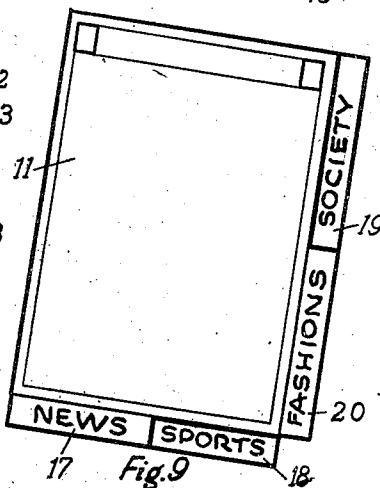


Fig. 9

INVENTORS
James E. Sweet
Theodore R. DePeugh
Howard Parish

by *Samuel Libonitz*
Attorney

UNITED STATES PATENT OFFICE

2,169,932

NEWSPAPER ASSEMBLY

James E. Sweet, Theodore R. De Peugh, and
Howard Parish, Washington, D. C.

Application March 29, 1937, Serial No. 133,724

5 Claims. (Cl. 283-1)

This invention relates to the assembly of printed publications and more particularly to newspapers having special supplements forming parts thereof.

It is the object of the present invention to provide a supplement for a printed publication of a predetermined format arranged in such relation to the rest of the publication that its location in the latter is made readily and conveniently.

The invention is particularly advantageous in the newspaper publishing field and is particularly applicable to the class of newspapers designated as having a tabloid format, which papers do not lend themselves to subdivision into sections as do the full-sized newspapers. However the features of the invention may be applied, if desired to full-sized newspapers, magazines and like publications.

The invention comprehends the incorporation of one or more supplements or sections within a publication each supplement having a margin or extension forming a part thereof which protrudes or extends beyond the normal outline of the publication and thereby renders the margin visible from the outside thereof. The margin may have printed thereupon information, data or indicia relating to the content of the supplement or other interest-inciting media which induces the reader to consult the supplement in view of the special featuring thereof. The location of the supplement is rendered easy by virtue of the margin which extends from the publication. In the case of a newspaper, the supplement may be withdrawn easily for reading apart from the remainder of the paper. The present invention finds a large field of utilization in the case of advertising supplements or inserts. However the invention may be applied as well to any other type of inserts employed in the field of newspapers and publications such as special news features, picture sections, comic sections and the like.

It is a further object of the present invention to provide a novel assembly of a newspaper embodying a folded sheet insert having a margin extending beyond the usual format of the paper without requiring any material changes in plant equipment or machinery with the consequent attendant costs.

Other objects and purposes will appear from the more detailed description of the invention following hereinafter taken in conjunction with the accompanying drawings wherein:

Figure 1 is a plan view of a newspaper having

a tabloid format and provided with an insert in accordance with the present invention,

Figure 2 is a plan view of the newspaper opened at the supplement,

Figure 3 is a plan view of the newspaper supplement in its open position,

Figure 4 is a perspective view of the paper shown in Figure 1, indicating the convenient capability of separation of the supplement section from the rest of the paper afforded by the margin on the supplement,

Figure 5 is a plan view of a full-size newspaper incorporating the present invention, and,

Figure 6 is a plan view of a periodical having incorporated therein a plurality of indexed supplements,

Figures 7, 8 and 9 show different modifications of a periodical having a plurality of indexed supplements therein,

Figure 10 is a plan view of the center spread of a periodical having indexed margins at the bottom thereof, and,

Figure 11 is a plan view of a periodical having indexed margins at the sides thereof.

In Figure 1 is shown a five-column newspaper 1 characterized as having a tabloid format. Such a type of newspaper which has a single fold 2 does not lend itself to subdivision into sections as does a full-size newspaper which is generally composed of two or more sections depending on the size thereof and which may have incorporated therein any desired number of supplement sections or inserts of any desired nature relating to advertising, special news features, comics, rotogravure picture sections, etc. Heretofore it has been necessary to turn the several pages of the tabloid newspaper in order to locate the several features and advertising sections therein. The necessity for this is obviated with the present invention which provides a supplement section or insert 3 on the inside of the newspaper having a marginal extension 4 extending or protruding beyond the bottom edge of the newspaper. This supplement has been illustrated as an advertising insert, which presents the most important field of application of the present invention. Thus as shown in Figure 1, the advertiser of the supplement receives the equivalent of a front page space by virtue of the visibility of the margin 4 on the front of the newspaper. Of course the same effect is obtained from the back of the newspaper. In addition, a great amount of readers' interest is aroused by the featuring of the advertising in the margin in the manner in accord-

ance with the invention, multiplying many times the effect of the advertisement in the insert.

The margin 4 facilitates the location of the supplement section, as shown in Figure 2. Furthermore it renders possible a convenient separation or withdrawal of the supplement from the rest of the paper as shown in Figure 4.

In Figure 3 is shown the folded sheet insert 3 in its fully opened position which may be read while it forms a part of the newspaper following its quick location in the manner shown in Figure 2 or after its complete separation from the paper in the manner indicated in Figure 4.

The matter which may be printed on the margin 4, either in black or in colors, may be arranged to exercise the widest commercial appeal. This margin may be one inch wide or this may be varied in accordance with manufacturing and advertising requirements. To attain the marginal effect of the insert relative to the rest of the paper, it is only necessary to print the supplement section upon a wider sheet which may be incorporated into the newspaper in the conventional ways known in the art. Thus, the supplement sheets may be run through the presses conjointly with the rest of the newspaper sheets or these may be printed in advance and folded into the newspapers prior to their release.

By the proper planning of the arrangement of the newspaper sheets it is possible to incorporate more than one insert having extensions or margins extending from different edges of the newspaper or having offset margins extending from the same edge. These offset margins may extend for the full length of the edge from which they protrude or if several such margins are required, these may extend for only portions of the marginal edge of the newspaper. Furthermore the insert may be disposed at the center of the newspaper or interleaved with other sheets depending upon particular conditions and requirements.

Figures 6 to 9 show different forms of periodicals having a plurality of indexed supplements therein as described generally in the preceding paragraph. In Figure 6 is shown a periodical 11 which may be a newspaper having a tabloid format with two indexed supplements entitled "Comics" and "Fashions" therein. An extension 12 on the bottom of the "Comics" supplement protrudes from the bottom marginal edge of the periodical and an extension 13 on the side of the "Fashions" supplement extends from the lateral side of the periodical.

Although it is preferable to maintain the masthead of the periodical clear, Figure 7 shows a periodical 11 having a "Sports" supplement with an extension 15 protruding from the top of the periodical having the proper designation relating to the contents of that supplement. In this figure the "Comics" supplement has a continuous marginal extension 14 protruding from both the bottom and lateral sides of the periodical.

In Figure 8 is shown a periodical having three indexed supplements in which the extension 13 of one of them, the "Fashions" supplement, extends from the lateral marginal edge of the periodical and the extensions 14 and 16 appurtenant to the "Comics" and "Sports" supplements, respectively, extend from the bottom marginal edge of the periodical in offset relationship.

In Figure 9 is shown a periodical with four indexed supplements therein relating to "News", "Sports", "Society" and "Fashions". The respective extensions 17, 18, 19 and 20 from these

supplements protrude for a like depth beyond the marginal edges of the periodical but they extend for only portions of the lengths of the marginal edges. Resort may be had to perforated blank sections in order to make possible the offset visibility of the margins bearing the printed indicia appurtenant to the contents of the respective supplements.

The invention is also applicable to full-size newspapers of the type shown in Figure 5 wherein the newspaper having a main fold 8 has incorporated therein a supplement 7 with a margin 9 extending from the marginal edge of the newspaper opposite the fold 8.

In some cases it may be desirable or advisable to print the information or indicia on the margin or margins facing the center spread or double-truck of the newspaper after it has been opened rather than upon the outside of the newspaper. This printed information facing the inside of the paper may be impressed upon one or more of the extensions protruding beyond the edge or edges of the newspaper, and thereby an indexing of the supplements therein may be attained by this expedient.

In Figure 10 is shown one way of indexing the contents of a newspaper or other periodical from the center spread thereof. In this figure is shown the central group of sheets 21 which are embraced by successive groups of sheets of larger sizes. Thereby margins 22, 23, 24 and 25 are formed which may be printed with information relating to the contents of the successive groups of sheets in order to facilitate the location of the respective sections in the newspaper. In Figure 11 is shown a center spread of a newspaper having the small section composed of sheets 26 of a narrower width than the groups of other sheets in the newspaper giving rise to margins 27, 28, 29 and 30 on which may be printed the contents of the respective groups of sheets.

The expedient shown in Figures 10, 11 may be applied to newspapers of any size or shape to derive the advantages of the arrangements disclosed herein.

It is to be understood that several different embodiments of the present invention will suggest themselves to those skilled in the art.

What we claim is:

1. A newspaper comprising a plurality of folded sheets of substantially uniform size, and a folded sheet supplement within the folded sheets and of uniformly larger size than the first-mentioned sheets with a marginal extension projecting beyond a marginal edge of the first-mentioned sheets forming a hand hold for bodily removal of the supplement from the first-mentioned folded sheets, said marginal extension having indicia thereon for directing attention to the supplement.

2. A newspaper of the tabloid format type comprising a plurality of folded sheets of uniform size folded together along one edge only thereof and separated from each other along three edges thereof, and a folded sheet supplement within said plurality of folded sheets and of uniform size larger than the first-mentioned sheets with a marginal extension projecting beyond a marginal edge of the first-mentioned sheets, said marginal extension having indicia thereon for designating the content of the supplement.

3. A newspaper comprising a plurality of folded news sheets of substantially uniform size, and a folded multiple sheet advertising supplement, all of the sheets of which are of uniformly larger size than the news sheets projecting in at least

one direction beyond the confines of the news sheets providing a projecting margin, said projecting margin of the outermost sheet having indicia thereon of the subject-matter of the supplement.

4. A periodical comprising a plurality of folded news sheets of substantially uniform size, and a folded multiple sheet advertising supplement approximately of the same uniform size as the news sheets to be enclosed thereby with uniform matching edges on a plurality of sides thereof, said supplement having a marginal edge portion with the sheets projecting beyond the adjacent edge portion of the news sheets, said projecting marginal edge portion having designations thereon of the subject-matter of the supplement.

5. A periodical comprising a multiple sheet

section of substantially uniform size, and a supplement having a body portion of substantially the same size as said multiple sheet section, said supplement having a marginal edge portion projecting beyond the adjacent edge portion of the multiple sheet section, the multiple sheet section bearing printed matter of periodical interest and the supplement bearing printed matter of a different type of interest from the multiple sheet section and the marginal edge portion of the supplement bearing indicia indicating the subject-matter of the supplement.

JAMES E. SWEET.
THEODORE R. DE PEUGH. 16
HOWARD PARISH.