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E. V. CELMER

3,298,714

INERT PAGE WITH CONTAINED BOOKMARKS

Filed July 16, 1965

FIG. 1.

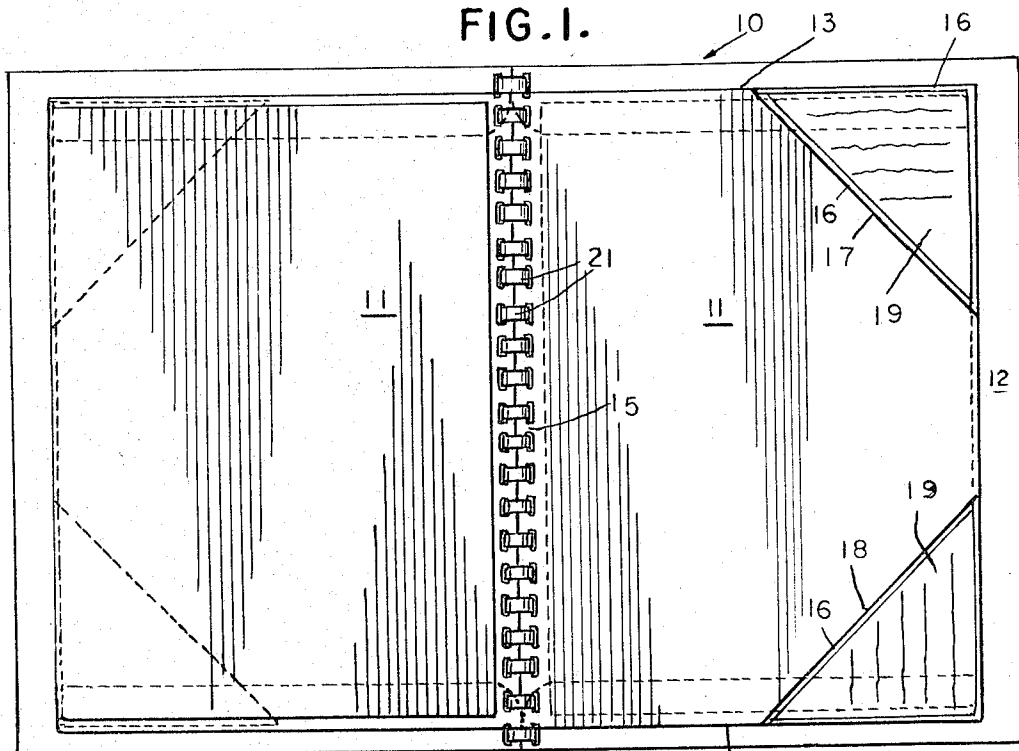


FIG. 2.

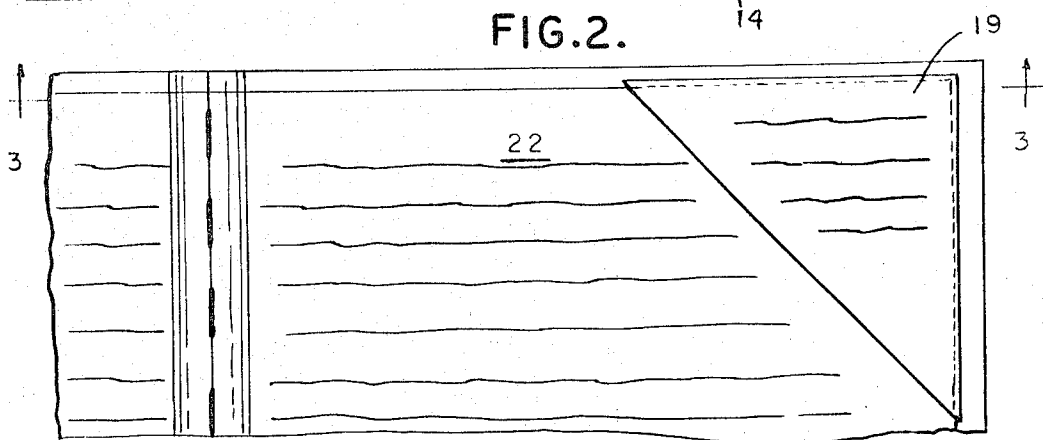


FIG. 3.

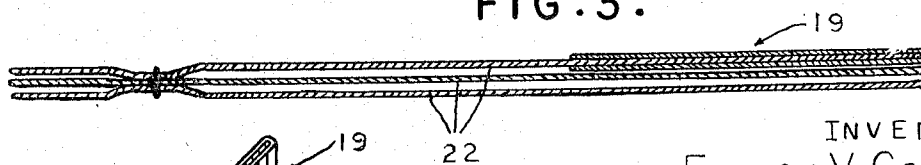
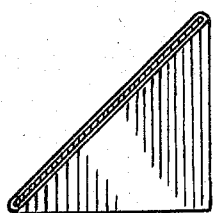


FIG. 4.



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INSERT PAGE WITH CONTAINED BOOKMARKS

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1 Claim. (Cl. 281—42)

The present invention relates to a novel insert page the outer corners of which are readily clipped or removed from the page for use as separate bookmarks of a size adapted for enclosing the corner of any size page.

Among the objects of the present invention is the provision of a novel bookmark formed from a corner of an insert page incorporated in a book, such insert page consisting of a sheet of relatively thin paper or other thin and foldable material including a transparency such as Pliofilm, etc., folded along its outer edge and sealed along its upper and lower edges, one edge of said folded sheet being extended to form a longitudinal extended edge for attachment and retention of this novel insert page in the book. The upper and lower exterior, right angle corners of this insert page when severed providing novel triangular-shaped bookmarks each in the shape of a right-angle triangle adapted to be slipped over the corner of a page of any book or publication to indicate the page where reading is to be resumed.

The present invention further comprehends a novel bookmark of triangular shape in which two of its edges closely conform to and lie substantially flush with the fore-edges of the book and with either exterior edge extending only for the thickness of the material beyond the edges of the pages of the book, thereby avoiding projecting portions which upon contact would readily become dislodged as so frequently occurs with prior types of bookmarks.

A further object of the present invention is the provision of a flat bookmark closely conforming to the corners of the pages of a book and which will not mark, crease or in any way tend to damage or mar any page of any book upon which such bookmark is applied. Furthermore, this bookmark is so constructed and arranged that it may be applied to a corner of a page of any size and requires no adjustment. This novel bookmark is formed as a right-angled triangle and of double thickness so as to fully enclose the corner of the opposite sides of a page of a book to which it is applied.

The present invention further comprehends a novel book comprising plural insert pages each so constructed as to provide at its outer corners two bookmarks of unique and similar design with each adapted when removed from the insert page to be slipped over and closely conform to the corner of a page of a book to provide a unique triangular-shaped marker, the internal edges of which are disposed in line contact with the adjoining edges of the upper corner of a page. In this mounted position, the external right-angled edges of this bookmark lie substantially flush with and in contact with the marked book-page, and conform to the outline of the corner.

Further objects are to provide a construction of maximum simplicity, efficiency, economy and ease of assembly and operation, and such further objects, advantages and capabilities as will later more fully appear and are inherently possessed thereby.

In the drawing:

FIGURE 1 is an open or plan view of a book containing insert pages each containing a bookmark at each of its outer corners.

FIG. 2 is a fragmentary enlarged view showing a book with one of the novel bookmarks after removal from one of the insert pages being slipped over the page of any page of a book to indicate at which reading is to be resumed.

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FIG. 3 is a view in horizontal cross section taken on the line 3—3 of FIG. 2.

FIG. 4 is a perspective view of one of the marked corners after removal from an insert page for use as a bookmark.

Referring to the disclosure in the drawing wherein is disclosed an illustrative embodiment of the present invention, a book or binder 10 is provided with novel plural insert pages 11 each consisting of a sheet of relatively thin paper or other suitable material folded along its outer longitudinal edge 12 and adhesively joined together along the top and bottom edges at 13 and 14 forming an enclosure with the other or inner longitudinal edge 15 extended for mounting in the book or binder 10.

Each insert page 11 comprises a double sheet provided with a triangular border or perforated edge at 16, the border or perforated edge providing a guide line for severance of either or both corners 17 and 18 each to provide a novel bookmark 19.

This novel insert page 11 and triangular-shaped bookmarks 19 provide a unique method of presenting advertising matter on both sides of the corner, thus automatically giving a double impact to any ad-page and also give the reader a bookmark which he can utilize over a long period of time and which continues to deliver its disclosed message as long as the bookmark is in use. Such a message may be a trademark, logo, ad copy, etc., which will be a reminder repeated each time the book is opened to the marked page.

Such advertising matter may be directed to or prepared for any age level and may consist of catchy or humorous mottoes; of messages that may be scholarly, inspiring or practical, depending upon the interested age group. For children of gradeschool age it might be illustrated with cartoons, short items of interest in hobbies, sports or other field being covered. Or it may feature mottoes appropriate to the interest level of other groups such as in art, music, literature, religion, science, sports, etc.

Although this novel insert page with its contained bookmarks is preferably formed of thin paper or cellulosic material, it may be formed of a thin plastic material either transparent or translucent, to which printing with suitable messages or advertising may be applied.

In view of this novel construction of insert page for a book, the novel bookmark is intended for use with any size of page from a small pocket-sized book to a large folio Atlas or other large publication.

The present invention comprehends providing a book 10 containing a desired number of insert pages 11 attached by loops 21 such as a conventional plastic binder, from each of which insert pages two bookmarks 19 are available for use. For example, a book containing 24 of the doubled insert pages plus a foreword, and introduction, may be provided. Upon each of the 48 bookmarks may be a scholarly, inspiring or other message of interest to the purchaser of the book containing said bookmarks. Or, one or more insert pages 11 may be embodied in a magazine or other publication with instructions that such insert page is for providing the novel bookmarks which are readily removed for use from the insert page upon a page 22 of any book.

Having thus disclosed the invention, I claim:

A combination insert page with plural removable bookmarks, said insert page comprising a sheet of suitable thin material folded along its outer longitudinal edge and sealed at its upper and lower edges to form an enclosure, the inner longitudinal edge having means for mounting the insert page in a cover, said folded sheet being provided with a perforated border guide line at each of its outer, upper and lower corners along a line joining adjacent edges of said corners to form thereat a hypotenuse of a

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right triangle with the adjacent edges forming the sides of the triangle being of the thickness of the thin material to closely conform to a page of a book, each of said corners of the folded sheet being marked for severance along the border guide line with the perforations providing ready removal from the page to provide bookmarks at the opposite outer corners each in the form of a right triangle with the adjacent edges conforming to the outer corner of a page of a book and covering the opposite sides of said marked page at its upper free corner; the bookmark so formed adapted for use with the pages of books of varying dimensions and without adjustment to a page of any dimensions.

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LAWRENCE CHARLES, *Primary Examiner.*

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