Sept. 27, 1938. B. LOWEN 2,131,448

ADVERTISING INSERT

Filed June 25, 1938

Fig. 1.

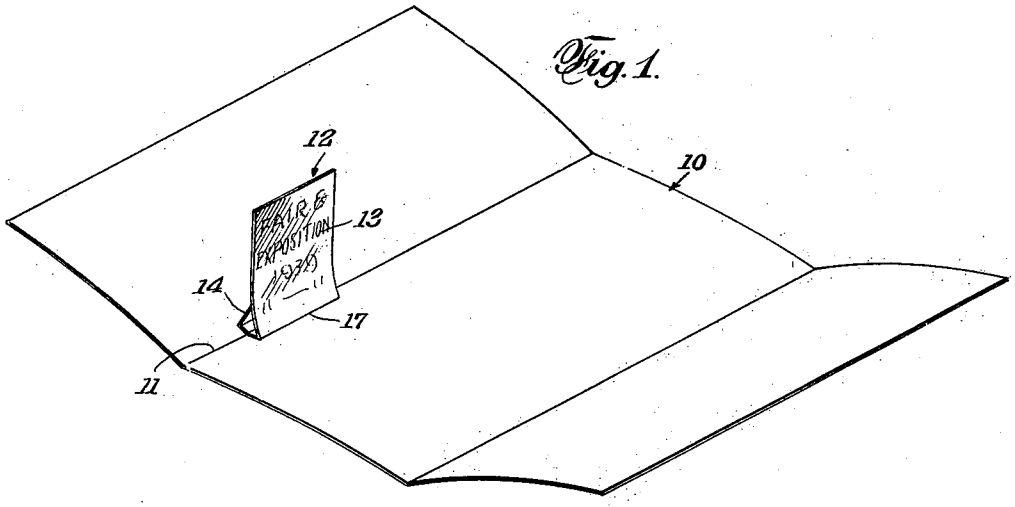


Fig. 2.

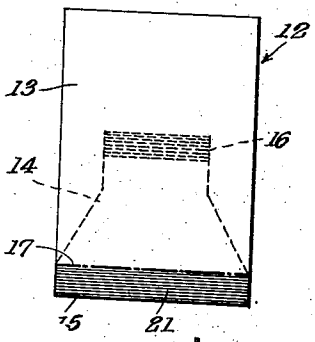


Fig. 3.



Fig. 4.

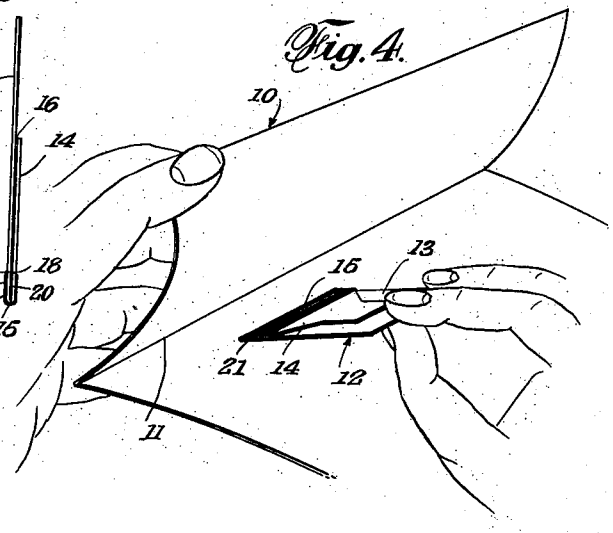


Fig. 5.

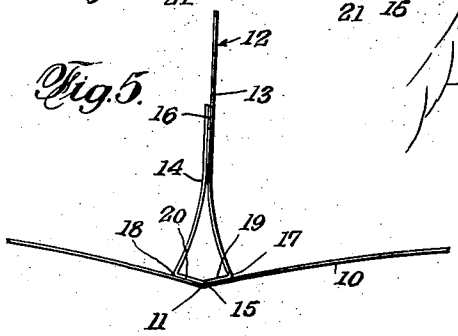
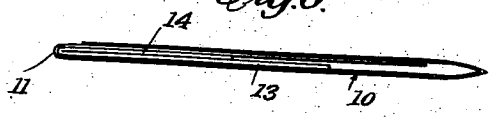


Fig. 6.



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ADVERTISING INSERT

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Application June 25, 1938, Serial No. 215,841

4 Claims. (Cl. 40—125)

This invention relates to advertising novelties and more particularly to inserts adapted to be incorporated within a folded sheet whereby upon unfolding of said sheet said insert assumes an erect position to attract the attention of the recipient thereof.

The invention is characterized by its simplicity, economy, ease of use, and attractiveness. Whereas prior structures entailed expensive die cutting of both the insert and the sheet, and cumbersome pasting requiring special skill and handling, the device as contemplated in the present invention may be effectively, easily, and quickly used by anyone, no great degree of skill being needed.

In the contemplated embodiment, the sheet may be folded in the usual manner and the insert incorporated at a fold in said sheet by merely moistening the portions of said insert which are provided with glue, cement, or paste, and inserting said insert into said fold with the glued portions at the fold. Thus when the sheet is unfolded said insert will be exposed and will assume an erect position in relation to the surface of the unfolded sheet.

The novel manner of forming the insert also forms an important feature of the invention, the insert comprising a simple blanked member having a single fold, the two plies being secured together at or near their free ends, and provided with score lines adjacent the fold to afford bending at said score lines after said insert is applied and glued to the fold of a sheet.

With the foregoing in mind, the invention may best be realized from the accompanying drawing in which an exemplary form of the invention is illustrated, reference to said drawing being had in the following specification in which the invention is described.

In the drawing:—

Fig. 1 is a perspective view of a sheet in unfolded condition in which an insert, as at present contemplated, is incorporated.

Fig. 2 is a front view of the insert.

Fig. 3 is an edge view thereof.

Fig. 4 is a perspective view showing the manner of application of the insert to the fold of a sheet.

Fig. 5 is an edge view of an insert after application to the fold of a sheet, said fold being open to illustrate the erect condition of said insert.

Fig. 6 is an edge view of a folded sheet to which the insert has been applied.

With reference now to the drawing in greater detail, a sheet 10 such as a letter head, or any sheet of business or advertising stationery, is preferably provided with at least the crease 11. It may be printed, lithographed or provided with typewritten matter and may be gotten up in the usual manner.

The insert 12 may be formed in several ways, the one illustrated being exemplary and comprising a blanked member having a front section 13, a rear section 14, and a fold 15 therebetween. The front section, on its front surface may be supplied with indicia or illustrations tending to attract and hold attention. It may be rectangular in shape or may be die formed to simulate articles of commerce, and human or other figures. In any event the section 13 may be formed and printed for the purpose of attracting attention.

The rear section 14 is preferably formed shorter than the front section 13 and at or near its upper end is affixed to said front section by glue or cement 16 as shown or by staples, clips, or the like, if preferred.

A short distance from the fold 15, each section of the insert may be provided with a score line respectively 17 and 18, and the portion of each section between said score lines and the fold 15, respectively 19 and 20, is preferably provided with a coating of glue, paste, or cement 21.

Thus formed, the insert is ready for application to a sheet such as 10 and to a crease 11 thereof. The glue coating 21 is first moistened and the insert 12 inserted into the crease 11 substantially as shown in Fig. 4 and the folded plies of the sheet 10 pressed together to afford a good bonding between the glue and the sheet 10.

The foregoing is quite simple yet effective, since, upon unfolding of the sheet 10, the insert will bend on the score lines 17 and 18 so that the indicia-bearing section 13 of the insert will assume an upright position such as shown in Figs. 1 and 5.

The attractiveness of the device is quite apparent and its simplicity and low cost clearly seen. Expensive and skillful handling is thus obviated, and as shown in Fig. 6, the resultant piece of stationery is flat, not bulky, and presents no bumps or protuberances which may interfere with postage cancelling machines, etc.

While the invention is quite simple and readily understandable from this disclosure, it does present a distinct improvement over prior devices for a similar purpose. Moreover, these prior structures invariably contemplated expensive arrangements entailing costly handling. Further, the instant invention may employ ordinary letter sta-

tionery as the base for the insert whereas prior forms invariably used heavier stock such as cardboard, or at least heavy paper. Hence, the insert here contemplated may be used on the regular stock stationery of an office or firm instead of requiring special and hence expensive stationery.

Despite its simplicity, the invention may take various forms within the skill of persons familiar with the art. Hence, the prior pertinent art rather than the present specific disclosure should form the basis of interpretation of the spirit and scope of the invention as claimed.

What I claim as new and desire to secure by Letters Patent, is:

1. A device of the character described comprising a creased sheet, an insert comprising two sections folded and integrally joined at their lower ends, the upper ends of said sections being affixed to each other, a score line near the lower edge of each section, and a glue-coated portion on each section between each score line and the fold between the sections, said glue-coated portions being glued to portions of said sheets adjacent said crease and at both sides thereof.

2. In combination, a sheet having a crease therein, and an insert comprising a folded member having its fold disposed along said crease, said member having its front and rear portions united to each other at a point remote from the fold, said portions each being provided with a glue-coated area for union with the sheet adjacent the mentioned crease, and a score line adjacent each area whereby upon unfolding said sheet at its crease said insert will assume a position transverse to the plane of said sheet.

3. In combination, a sheet having a crease therein, and an insert comprising a member having a fold along said crease, said member comprising front and rear portions joined at a point remote from said fold, each portion being provided with a glue-coated area for union with the sheet adjacent the mentioned crease and at both sides thereof, said glue-coated areas each being defined by said fold and a score line on each of the front and rear portions, whereby upon unfolding said sheet at its crease said insert will assume a position transverse to the plane of said sheet.

4. In combination, a sheet having a crease therein, and an insert comprising a member having a fold along said crease, said member comprising front and rear portions joined at a point remote from said fold, and each portion being provided with a glue-coated area for union with the sheet adjacent the mentioned crease and at both sides thereof, whereby upon unfolding said sheet at its crease said insert will assume a position transverse to the plane of said sheet, said front and rear portions each bending at the opposed edges of said glue-coated areas.

BERT LOWEN.