July 7, 1925. 1,545,141

F. HEISS

LOOSE LEAF ADVERTISEMENT

Filed Oct. 13, 1924

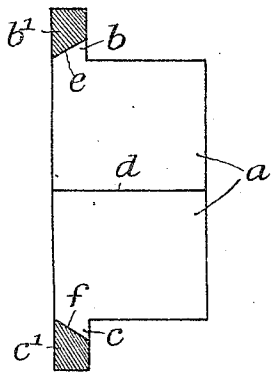


Fig. 1.

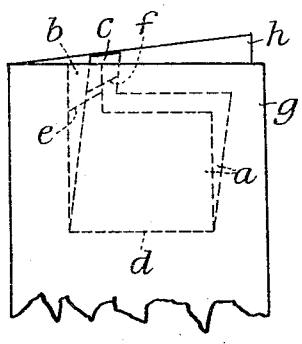


Fig. 2.

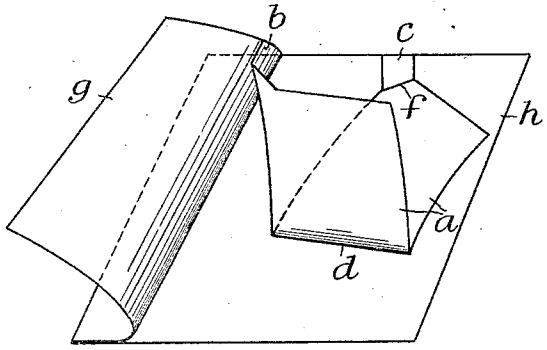


Fig. 3.

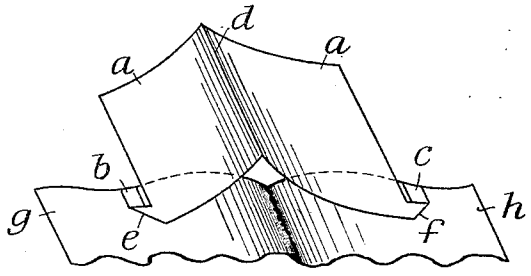


Fig. 4.

Witnesses

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UNITED STATES PATENT OFFICE.

FRIEDRICH HEISS, OF MUNICH, GERMANY.

LOOSE-LEAF ADVERTISEMENT.

Application filed October 13, 1924. Serial No. 743,458.

To all whom it may concern:

Be it known that I, FRIEDRICH HEISS, citizen of Germany, residing at Munich, Bavaria, Germany, have invented certain new and useful Improvements in Loose-Leaf Advertisments; and I do hereby declare the following to be a full, clear, and exact description of the invention, such as will enable others skilled in the art to which it appertains to make and use the same.

This invention relates to inset sheets such as those usually employed for loose-leaf advertisements inserted between the pages of newspapers, periodicals and books, hereinafter referred to generally under the term "inset." According to the invention the inset is folded, inserted between the pages of a book or between the leaves of a folded sheet, and attached to said pages or leaves, in such a manner that while it remains invisible and is completely enclosed within the pages or leaves when the latter are closed, it is automatically turned outwardly relatively to the pages or leaves and unfolded by the act of opening the pages or unfolding the sheet, and automatically folded and turned inwardly by the act of closing or folding the pages or sheet so that it assumes its original position between the pages or leaves.

The novel and startling action of the inset is based on the fact that the device when inserted, for example, in a newspaper or a book, is quite invisible from outside, not appearing before the eyes of the astonished reader until the paper is opened.

The drawing explains the invention by illustrating one constructional form of inset in connection with a single bookwise folded sheet. Fig. 1 shows the inset from the front, when not folded. Fig. 2 illustrates the inset inserted for example between the leaves of a bookwise folded sheet. The action of the leaf when the newspaper is opened is to be seen from Fig. 3. Fig. 4 shows the unfolded sheet with the shot out inset.

According to the example illustrated, the inset (Figure 1) bears the advertising matter on its face a, the top of the inset being represented at the right-hand and the bottom at the left-hand of Figure 1. The inset is provided at its bottom corners with two projecting tags, b, c, which are obliquely creased at f and e by rearward folds, and is folded rearwardly, or face outwards, at d.

The inset is inserted between a bookwise folded sheet as shown in Figs. 2 and 3, so that the hatched frontal surfaces b' and c' of the tags are fastened, for instance with gum to the respectively opposite inner faces of the leaves g, h, that is to say, on opposite sides of the bookwise fold, so that when the sheet is folded the inset lies face to face with the said leaves on either side of the fold d. When the sheet is unfolded, the leaf g swings to the left. The tag b attached to same follows and the inset unfolds, so that owing to the oblique creases e and f provided on the tags b and c, it is turned, simultaneously with the unfolding, and swings outwardly relatively the leaves g, h, about its points of attachment thereto. When the sheet is again folded, the inset automatically folds at the creases d, e and f, and turns inwardly between the leaves, taking up its original closed position.

The tags b and c may if desired, be dispensed with, and the inset attached to the leaves by two corners on opposite sides of the fold d, in which case an oblique crease may be formed across each of said corners corresponding to the creases e and f on the tags, or, if the corners are firmly fastened to the leaves, the desired creases may be allowed to form in the act of unfolding the sheet.

Instead of the inset being rectangular as above described and illustrated in the drawing, it may be in the form of a flat representation of an article to be advertised, for example, a bottle or a motor car, which may be provided with folds and attached to the bookwise folded sheet in a manner corresponding to that above-described for the rectangular inset.

The possibility is furthermore given that the inset may be inserted in a fan-shaped form between a bookwise folded sheet, so that when opening the latter, it also turns outwardly. Any other method of folding that causes the inset to turn outwardly may be chosen.

What I claim as my invention is:

1. The combination with a bookwise folded sheet, of an inset folded face outwards inserted between the leaves of said sheet and having corners on opposite sides

of its fold attached to the sheet at respectively opposite sides of the bookwise fold so that the unfolding of the sheet causes simultaneously the unfolding of the inset and the turning of the inset about said corners outwards from the sheet.

2. The combination with a bookwise folded sheet, of an inset folded face outwards inserted between the leaves of said sheet and having corners on opposite sides of its fold attached to the sheet at respectively opposite sides of the bookwise fold so that the folding of the sheet after unfolding causes simultaneously the folding of the inset and the turning of the inset about said corners inwards towards the sheet.

3. The combination according to claim 1, characterized by the points of attachment of the inset being near adjacent edges of the respective leaves so that when the sheet is unfolded the inset is turned out beyond said edges.

4. The combination with a bookwise folded sheet, of an inset folded face outwards inserted between the leaves of said sheet and having tags projecting laterally from corners on opposite sides of its fold attached to the sheet at respectively opposite sides of the bookwise fold.

5. The combination with a bookwise folded sheet, of an inset folded face outwards inserted between the leaves of said sheet with its fold at an angle to the bookwise fold and attached by corners on opposite sides of its fold to the sheet at respectively opposite sides of the bookwise fold.

6. The combination with a bookwise folded sheet, of an inset folded face outwards inserted between the leaves of said sheet with its fold at an angle to the bookwise fold and tags projecting laterally from adjacent corners of the inset on opposite sides of its fold attached to the sheet at respectively opposite sides of the bookwise fold.

7. The combination with a bookwise folded sheet, of an inset folded face outwards inserted between the leaves of said sheet with its fold at an angle to the bookwise fold and tags projecting laterally from adjacent corners of the inset on opposite sides of its fold each attached to the inner side of a respective leaf of the sheet at a distance from the bookwise fold equal to the distance of the respective tag from the fold of the inset.

8. The combination with a bookwise folded sheet, of an inset having a longitudinal fold and obliquely creased adjacent corners on opposite sides of said fold inserted between the leaves of said sheet with its fold at an angle to the bookwise fold, each of said corners of the inset being attached to the inner side of a respective leaf of the sheet at a distance from the bookwise fold approximately equal to the distance of the respective corner from the inset fold and near an edge of said leaf.

In testimony whereof I hereunto affix my signature in the presence of two witnesses.

FRIEDRICH HEISS.

Witnesses:
ALEXIS PHILIPPOFF,
F. HERMANN.