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L. R. CURTIS
METHOD OF INSERTING DOUBLE PAGE ILLUSTRATIONS
IN BOOKS AND MAGAZINES

3,061,850

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2 Sheets-Sheet 1

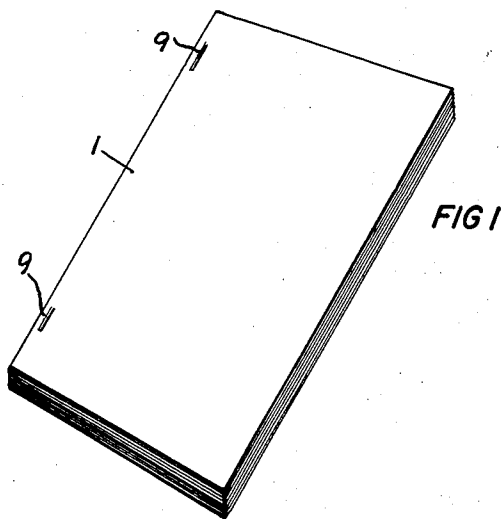


FIG 2

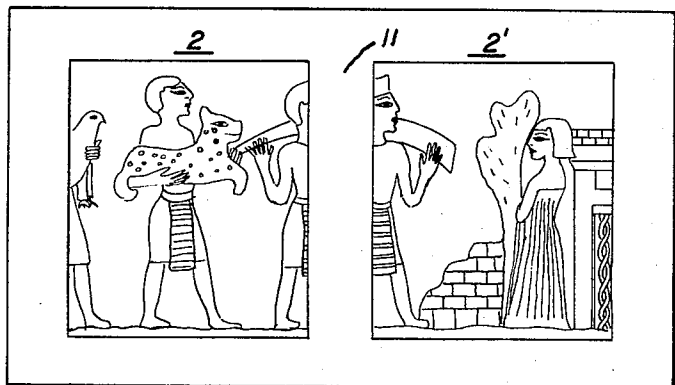
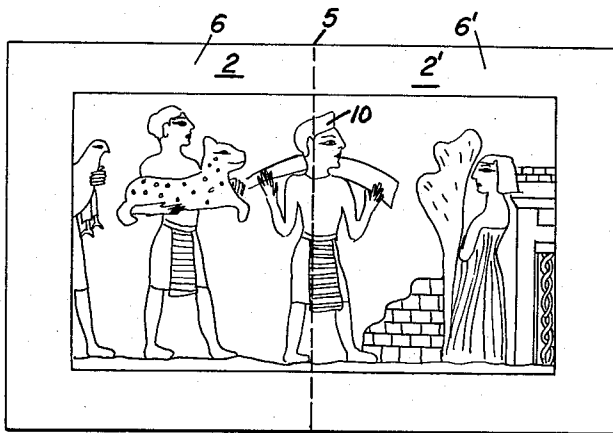


FIG 3

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FIG 5

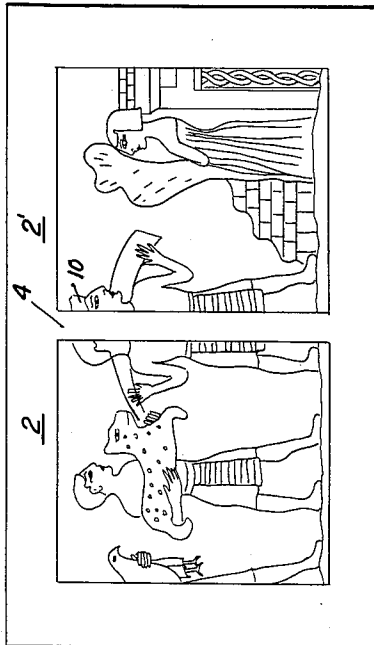


FIG 4

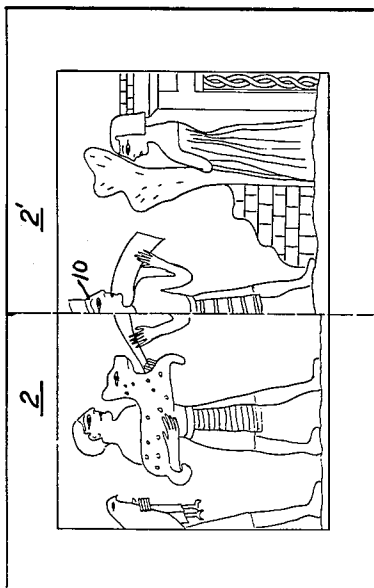


FIG 7

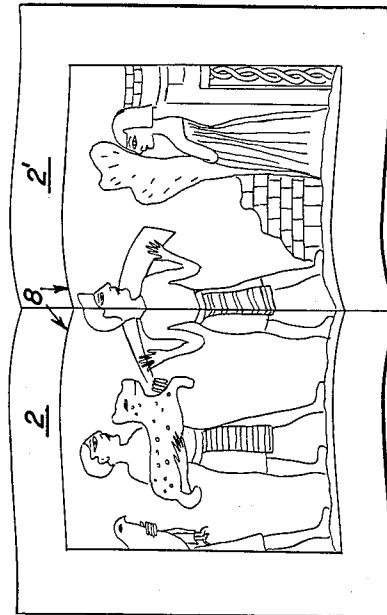
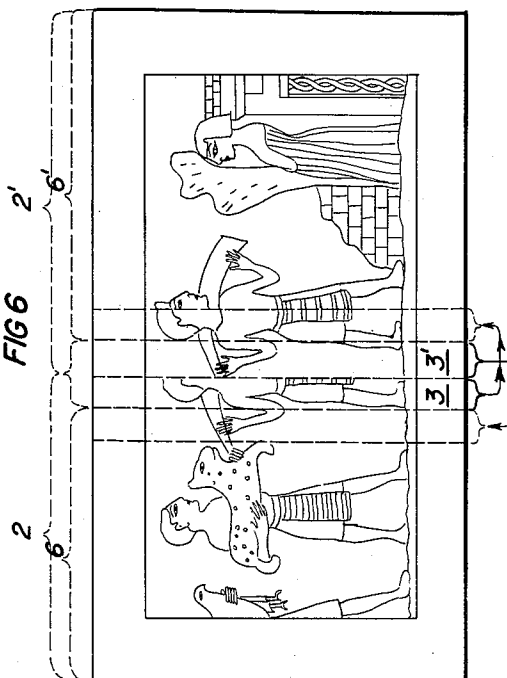


FIG 6



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METHOD OF INSERTING DOUBLE PAGE ILLUSTRATIONS IN BOOKS AND MAGAZINES

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4 Claims. (Cl. 11-1)

This invention relates to a method of inserting double page illustrations or the like in books, booklets and magazines.

An object of the invention is to provide a method for inserting double page illustrations, advertisements or editorial material and the like in books, booklets or magazines, particularly of the side-stitch binding type wherein there is no break or distortion in the center of such illustrations, advertisements or editorial material.

A further object of the invention is to provide a method of binding double page illustrations and the like so that there is no loss of a portion of such illustrations or texts at the binding position or a blank margin at the center of the illustration or the like.

In all types of printing where it is necessary to fold the sheet one or more times in order to make forms there are produced frequently a slight or appreciable variation at the fold of such forms and it has become necessary to leave a blank central margin, slightly narrower than the ideal one, in order that because of a variation in the fold the provision of a blank margin at the backbone of the booklet may be avoided. As a result thereof the illustration is interrupted at the center and upon stapling there is "stolen" or "hidden" within the stitched backbone of the magazine or book vital details of the illustration or text. It is an object of the invention to avoid these disadvantages.

With the above and other objects in view which will become apparent from the detailed description below, the invention is illustrated in the drawings in which:

FIGURE 1 is a perspective view of a magazine, book or booklet bound with side-stitch binding.

FIGURE 2 is a plan view of an illustration that is to be inserted in such magazine, book or booklet as a double page illustration.

FIGURE 3 is a plan view of the same illustration shown in FIGURE 2 wherein the illustration is divided by a blank margin according to the method usually performed.

FIGURE 4 is a plan view of the same illustration illustrating one of the defects caused by a variation in the fold of the form and showing how a part of the illustration has been "hidden" or "stolen" at the central fold after binding.

FIGURE 5 is a similar view of the same illustration after binding showing another defect produced wherein there remains a central blank margin interrupting the illustration.

FIGURE 6 is a plan view of an illustration embodying the method of the present invention so as to eliminate any blank margin or hidden portions of the illustrations after binding, and

FIGURE 7 shows in plan view such illustration in the magazine, book or booklet wherein the present method has been employed to eliminate any defects in the central fold.

In the various views similar reference characters indicate like parts.

In FIGURE 1 there is shown in perspective a booklet 1 wherein the pages are secured by the side stitches 9. As many stitches 9 may be provided as desired.

In FIGURE 2 there is shown a double page illustration which is to be inserted in the book 1. It is provided with a left hand page 2 and a right hand page 2'. If such an illustration were inserted in the form shown in

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FIGURE 2 then a large portion of the central figure 10 would disappear in the fold brought about by the side stitches 9.

In order to remedy the above defect the illustration is divided into two portions as shown in FIGURE 3 with a central blank portion 11. Even when so divided there are frequently produced slight or appreciable variations from the central fold 5 thereby causing a disfiguration of the illustration or text such as shown in FIGURE 4 where a portion of the central figure 10 is hidden in the fold of the back or a narrow blank portion such as shown at 4 in FIGURE 5 dividing the central figure 10 into two spaced portions.

In order to eliminate the above defects and at all times secure a double page illustration or text which is complete regardless of any variations that may be produced in the fold, the invention comprises the following as shown in FIGURE 6. There is provided adjacent the fold in the left hand page an additional vertical margin portion 3 and in the right hand page 2', an additional vertical margin portion 3' of the illustration or text as shown. The width of such margin may vary in accordance with the position of the illustration or text within the magazine or book in such a manner that upon joining the margins 3 and 3' to form a combined illustration or text, the illustrations will coincide exactly as shown in FIGURE 7.

The illustration or text at the backbone position is divided by an imaginary line 5 as shown in FIGURE 2 so as to form two squares 6 and 6'. These squares are indicated by the brackets in FIGURE 6. To each of the squares 6 and 6' there is added, commencing at the imaginary line 5, approximately 1/4 of an inch of a vertical margin 3 and 3', of the illustration or text of the beginning of each opposite square. When the two squares 6 and 6' with the margins added are stitched together so as to form a double square 8 as shown in FIGURE 7, there will be produced a complete illustration or text which will have in the center thereof a vertical strip of duplicated illustration or text. This is formed by the additional margins 3 and 3' seen in FIGURE 6, but they are not seen in FIGURE 7 because in this case they are represented with the two sheets facing each other which have been bound in accordance with the new method.

As may be appreciated, any normal variation which may be produced upon folding the forms is compensated without any vital detail of the illustrations being "stolen" or "hidden" nor is there any possibility of exposing an objectionable strip of a blank margin as shown in FIGURE 5. This is because any area of the illustration which might be "stolen" or "hidden" within the backbone as a result of the variation in the fold of the forms would be automatically compensated by becoming visible at the margin of the sheet facing it. In this manner there is provided a full visibility of the entire illustration or text in a continuous manner and without involving the loss of any vital detail.

In the following claims the term "illustration" should be understood to include any illustration, text or other material extending throughout two adjacent pages in a book, magazine or booklet.

It is thought that the invention and its advantages will be understood from the foregoing description and it is apparent that various changes may be made in the process without departing from the spirit and scope of the invention or sacrificing its material advantages, the process hereinbefore described being merely a preferred embodiment of the invention.

I claim:

1. Method of inserting a double page illustration in books and magazines comprising dividing said illustration to form two identical squares on two pages which,

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printed one alongside of the other, will face each other when bound by side-stitch binding, then adding to each of said squares on their side corresponding to the above mentioned division, a vertical margin of said illustration, in which is repeated that part of said illustration next to the central division of the opposite square, and finally joining the two squares enlarged in such manner while hiding the quantity that may be necessary of the additional margins, to form a single square, which will comprise the double page illustration without interruption or curtailment of said illustration which it is desired be visible facing each other.

2. Method of inserting a double page illustration in books and magazines comprising dividing said illustration to form two identical squares on two pages which, printed one alongside of the other, will face each other when bound by side-stitch binding, then adding to each of said squares on their side corresponding to the above mentioned division, a vertical margin of said illustration, approximately one quarter of an inch wide, in which is repeated that part of said illustration next to the central division of the opposite square, and finally joining the two squares enlarged in such manner while hiding the quantity that may be necessary of the additional margins, to form a single square, which will comprise the double page illustration without interruption or curtailment of said illustration which it is desired be visible facing each other.

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3. Method of inserting a double page illustration in books and magazines comprising dividing said illustration to form two identical squares on two pages which, printed one alongside of the other, will face each other when bound then adding to each of said squares on their side corresponding to the above mentioned division, a vertical margin of said illustration, in which is repeated that part of said illustration next to the central division of the opposite square, and finally joining the two squares enlarged in such manner while hiding the quantity that may be necessary of the additional margins, to form a single square, which will comprise the double page illustration without interruption or curtailment of said illustration which it is desired to be visible facing each other.

4. A booklet having a double page picture wherein the central portion of said picture located at the back bone comprises separate duplicate portions extending parallel to said backbone so that an identical final double page picture is always obtained when said picture is folded regardless of any variation in folding said picture.

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