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3,560,025

INSERT FOR BOOKS AND THE LIKE AND METHOD FOR MAKING SAME

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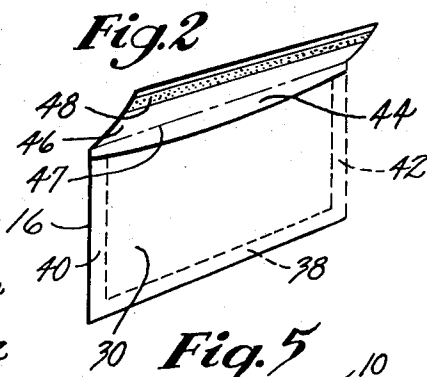
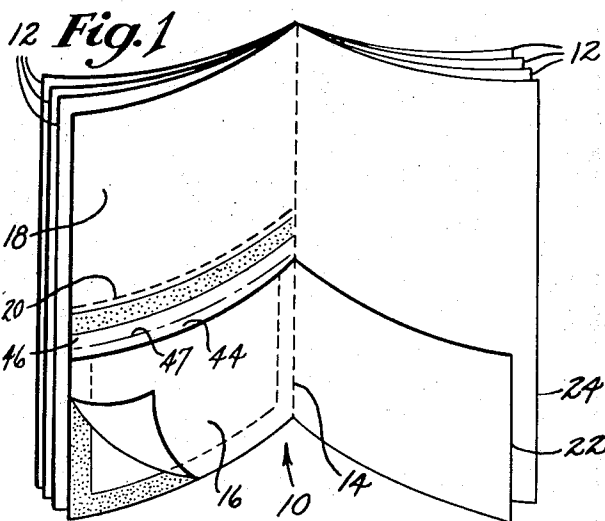


Fig. 3

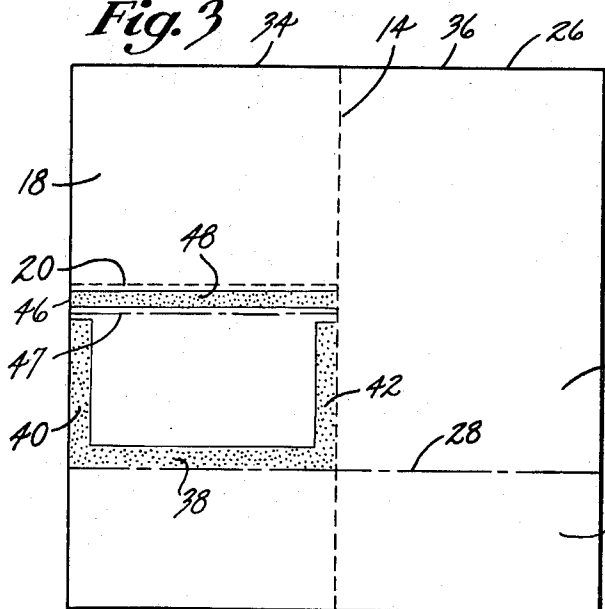


Fig. 5

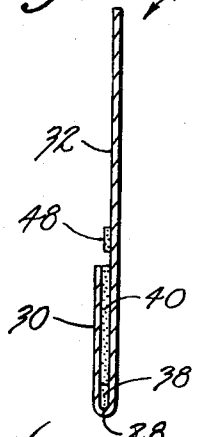


Fig. 4

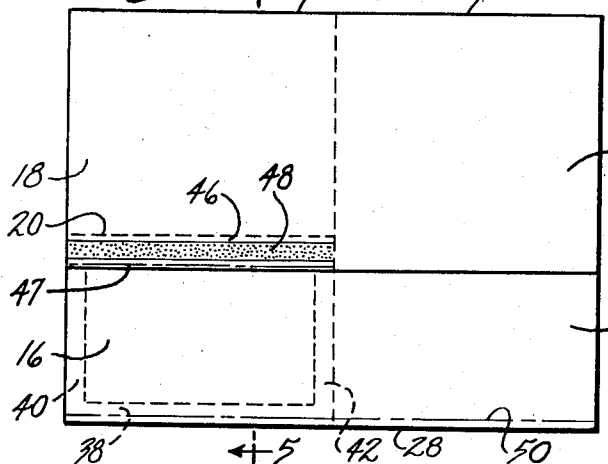
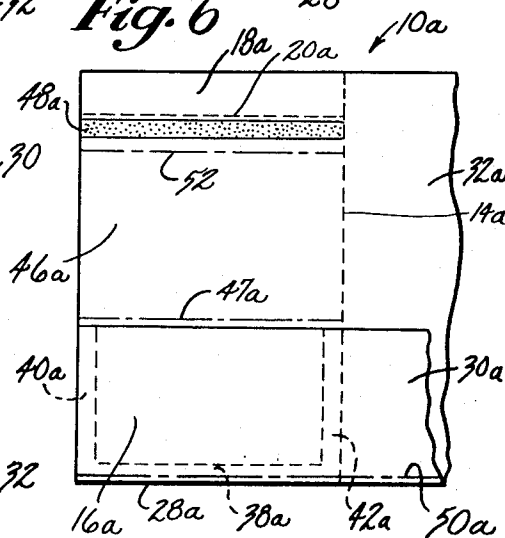


Fig. 6



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INSERT FOR BOOKS AND THE LIKE AND METHOD FOR MAKING SAME

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2 Claims

ABSTRACT OF THE DISCLOSURE

An insert for binding in books and the like made from folded sheet material and having two panels folded into face-to-face relation along a horizontal fold line and divided into two pages by a vertical line of weakening. Portions of the panels which form one of the pages are connected in face-to-face relation by a generally U-shaped line of adhesive to form a removable envelope. After the insert is bound in a book it is trimmed to size, along with the other pages of the book, by cutting along its unbound edges. This does not effect the envelope appearing on the first page as the line of glue maintains the desired connection between the two overlying panels, but as to the second page it does disconnect the two panels and forms one of them into a removal coupon or the like.

BACKGROUND OF THE INVENTION

This invention relates to an improved insert for binding in books and the like and deals more particularly with such an insert which provides an envelope and at least one detachable coupon.

The bind-in insert of this invention may be used for many different purposes and is, for example, highly suitable for use in mail-order catalogs and the like. In this instance the insert after binding and trimming includes an envelope and two detachable panels which may, for example, serve as an order form and a credit application. If desired, additional panel space may be provided for imprinted messages.

The general aim of the present invention is to provide an insert of the aforescribed character which may be manufactured and printed in advance of the binding operation, bound in a conventional fashion along with other pages, and thereafter trimmed to size without impairing the integrity of the envelope provided thereby.

SUMMARY OF THE INVENTION

An insert of the present invention is made by folding a blank of sheet material along a horizontal fold line to form two overlying panels in face-to-face relation, forming a vertical line of weakening dividing the panels into two pages, with each page including a portion of each of the panels, and joining the two panel sections comprising one of the pages along a generally horizontal line of attachment near the foldline and along spaced apart generally vertical lines of attachment extending from the horizontal line of attachment to form an envelope pocket therebetween having its mouth opposite the fold line. After the insert is bound in a book or the like, its folded marginal edge is trimmed along its entire length to separate the two panel portions of the other page from each other. The separated panel portions remain connected to the envelope along the line of weakening.

BRIEF DESCRIPTION OF THE DRAWING

FIG. 1 is a perspective view of a book with an insert made in accordance with the present invention bound therein, and shows the insert after it has been trimmed.

FIG. 2 is a perspective view of the envelope portion of the insert of FIG. 1 after separation from the book.

FIG. 3 is a front view of a blank from which the insert of FIG. 1 is formed.

FIG. 4 is a front view of the insert of FIG. 1, but shows the insert before it is trimmed.

FIG. 5 is a sectional view taken along the lines 5-5 of FIG. 4.

FIG. 6 is a fragmentary front view of another insert embodying the invention.

DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENTS

Referring now to FIG. 1, a trimmed insert made in accordance with the present invention and indicated generally at 10 is bound in a book having a plurality of leaves 12, 12. The insert 10 is folded from a blank of sheet material divided into two parts by a vertically extending line of weakening 14 which coincides with a fold line along which the book is bound. The left-hand part of the insert, as it appears in FIG. 1, includes an envelope 16 and a panel 18 connected to the envelope along a horizontal line of weakening 20. The right-hand part of the insert comprises panels or coupons 22 and 24 connected to the envelope 16 along the line of weakening 14. Prior to binding and trimming the coupons 22 and 24 were connected together as will be hereinafter evident.

FIG. 3 shows a blank 26 from which the insert of FIG. 1 is made, and it will be noticed that the blank is of a simple rectangular shape. It may, therefore, be readily produced by cutting it from a continuous web of sheet material, thereby lending it for use in a continuous web envelope machine for automatically forming the complete insert.

The insert 10 of FIGS. 4 and 5 is made from the blank 26 by folding the lower portion of the blank along a horizontal fold line 28 and into overlying relation with the upper portion thereof to form two panels 30 and 32 in face-to-face relation. The vertically extending line of weakening 14 is formed on the blank 26 to divide it into two pages 34 and 36, each page including a portion of the panels 30 and 32.

The portions of the panels 30 and 32 comprising the page 34 are connected to one another along a generally horizontal bottom line of attachment 38 located near the fold line 28 and along two spaced apart generally vertical lines of attachment 40 and 42. Preferably the lines of attachment 38, 40 and 42 are defined by strips of adhesive applied to the face of one of the panels before the other panel is folded into face-to-face relation thereto. In the illustrated embodiment the strips of adhesive are applied to the portion of the panel 32 associated with page 34. The adhesive strip 38 is applied adjacent the folded line 28 and the strips 40 and 42 are applied, respectively, adjacent the line of weakening 14 and adjacent the left free side edge of the panel 32. Thus, an envelope body is formed by the associated panel portions 30 and 32 to the left of the line of weakening 14. The envelope body has a pocket which includes a mouth 44 partially defined by the upper free edge of a panel 30 and opening opposite the fold line 28.

A part of the panel 32 extends above the mouth 44 to form a closing flap 46 for the envelope 16, the horizontal line of weakening 20 serving to delineate the upper edge of the flap and the lower edge of the panel 18. The lower edge of flap 46 is defined by a score line 47. A strip 48 of remoistenable adhesive or other suitable sealing material is applied to the flap 46 generally adjacent the line 20 for use in sealing the flap to the body of the envelope 16 after the envelope is detached from its bound position in the book and the closing flap is folded along the score line 47 to a closed position, in which position it overlies an associated portion of the envelope body formed by the panel 30.

After the insert **10** has been bound in a book the marginal edge portions of the pages **34** and **36** are trimmed along a trim line **50** inwardly of the fold line **28** and extending generally parallel thereto and outwardly of the inner margin of the horizontal line of attachment **38**. This trimming operation may, if desired and as is usually the case, be performed simultaneously with a trimming operation on the leaves **12, 12**. After the insert **10** has been trimmed it will be apparent that the portions of the panels **30** and **32** which form the body of the envelope **16** remain connected together along their lower marginal edges by the adhesive strip **38**. However, the portions of the panels **30** and **32** associated with the page **36** and to the right of the line of weakening **14** become separated from each other to form the coupons **20** and **24** as best shown in FIG. 1.

The envelope **16** and its associated coupon **18** may be readily detached from the book and separated from the coupons **20** and **24** along the line of weakening **14**. The coupon **18** may also be separated from the envelope **16** along the line of weakening **20**. Thereafter, one or more of the coupons may be filled out, by making written entries thereon, and placed in the envelope pocket for mailing. One of the coupons may be retained by the sender to serve as a record of the transaction.

In FIG. 6 another insert embodying the invention is indicated generally at **10a**. The insert **10a** is similar in many respects to the insert **10** and portions of it which are identical to like portions of the insert **10** bear the same reference numerals, but include a suffix letter *a*, and will not be further described. The insert **10a** differs from the insert **10** in the construction and arrangement of its closing flap **46a**. Specifically, the vertical distance between the mouth **44a** and the horizontal line of weakening **20a** is substantially greater than the vertical dimension of the panel **30a** which forms the front of the envelope body. Thus, when the envelope is separated from its associated coupons the closing flap **46** is foldable to a closed position along the score line **47a** to overlie the front of the envelope body. The marginal portion of the flap **46a** which carries the adhesive strip **48a** is foldable along a score line **52** into sealing engagement with the rear surface of the envelope **16a** formed by the panel **32a**. The flap **46a** includes a substantial space for carrying a message which is wholly concealed from view when the envelope is in its sealed condition.

The drawing shows preferred embodiments of the invention and such embodiments have been described, but it will be understood that various changes may be made from the constructions disclosed, and that the drawing and description are not to be construed as defining or limiting the scope of the invention, the claims forming a part of this specification being relied upon for that purpose.

I claim:

1. An insert for binding in a book or the like and adapted to be made from a web of sheet material, said insert comprising a generally rectangular blank of sheet

material folded along a horizontal fold line generally parallel to one edge thereof and including first and second panels connected together along said fold line, said first panel being of substantially greater vertical extent than said second panel and having a part thereof exposed above the horizontally extending free edge of said second panel, one line of weakening vertically extending across said two panels and dividing said insert into two pages separable along said one line of weakening, each of said pages including a portion of said first panel and a portion of said second panel, a plurality of lines of adhesive connecting portions of said first and second panels associated with only one of said pages in face-to-face relation to form only one envelope body including a pocket having a mouth generally opposite said fold line and partially defined by a portion of said horizontally extending free edge, said lines of adhesive including a horizontally extending first line near said fold line, a second line vertically extending from said first line and near said one line of weakening, and a third line vertically extending from said first line and near the side edges of said first and second panel portions opposite said one line of weakening, the panel portions of said pages being secured to each other only along said fold line, another line of weakening on said exposed portion associated with said one page and dividing said exposed portion into upper and lower parts, said lower part located adjacent said mouth to form a closing flap therefor when said pages are separated along said one line of weakening and said upper and lower parts are separated along said other line of weakening, and a fourth line of adhesive disposed on said closing flap near said other line of weakening for sealing said closing flap in engagement with said envelope body, whereby said insert may be trimmed near said fold line to separate said panel portions comprising the other of said pages to form two coupons separated from each other and attached to said one page along said one line of weakening.

2. An insert as set forth in claim **1** wherein the vertical distance between said horizontally extending free edge and said fourth line of adhesive is greater than the vertical dimension of said second panel.

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