Feb. 8, 1938. M. GOLD 2,107,892

ADVERTISING NOVELTY

Filed May 29, 1937

Fig. 1

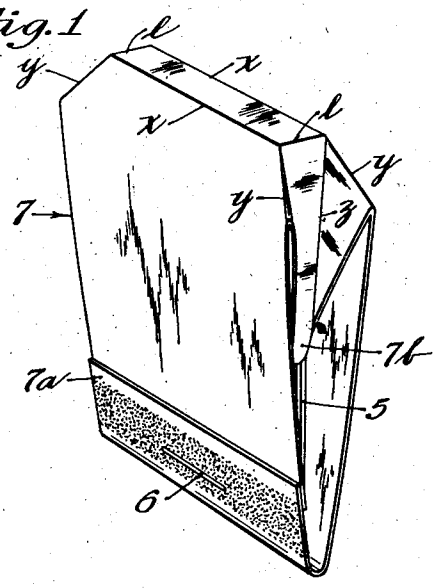



Fig. 3

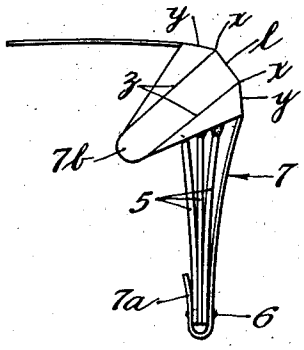



Fig. 2

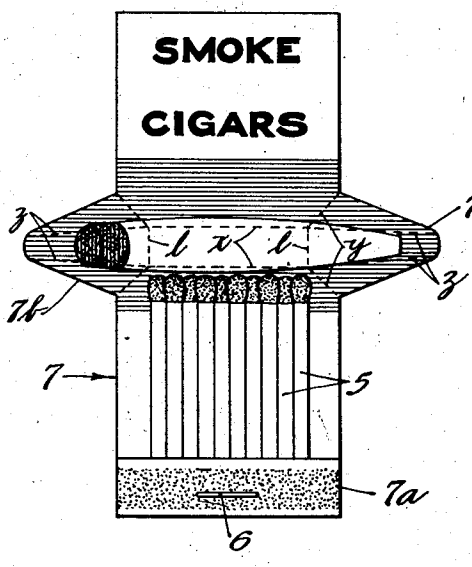
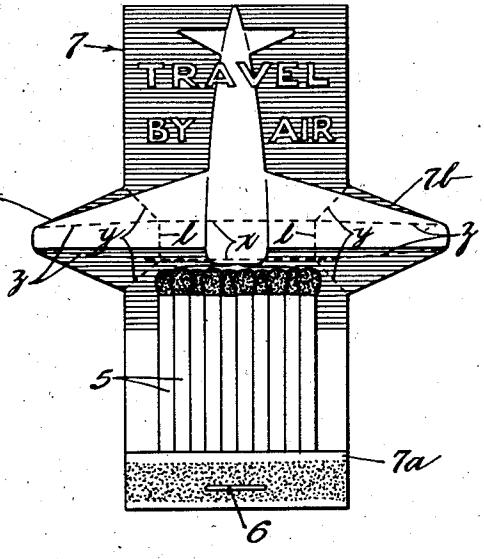



Fig. 4




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Patented Feb. 8, 1938 2,107,892.

# UNITED STATES PATENT OFFICE

2,107,892

## ADVERTISING NOVELTY

Meyer Gold, Minneapolis, Minn.

Application May 29, 1937, Serial No. 145,537

2 Claims. (Cl. 206—29)

This invention relates to simple advertising novelties of the type having animation to attract and hold the attention of the observer and is an improvement in certain respects on my advertising novelty disclosed in U. S. Letters Patent No. 2,043,996, granted June 16th, 1936.

My invention is particularly applicable to booklets or packets such as book matches or the like which contain individually removable elements and which include a flexible folding protective cover.

It is an object of my present improvement to provide a very simple, inexpensive advertising medium in the form of a match packet or the like provided with a folding cover which necessarily must be unfolded for use or removal of the matches or other articles within and which when unfolded imparts movement or animation to advertising characters or media for the purpose of attracting and holding the attention of the user and further for the purpose of enlarging the amount of display advertising space on the interior of the cover.

It is a further object of my present improvement to provide such an advertising packet whereby a protective cover or folder is provided with integrally formed wings adapted to be automatically disposed at the sides of the match heads or other detachable elements within the packet when the cover is closed in the normal manner, the wings thus protecting the match heads or other elements at such time.

A still further object is the provision of an advertising packet of the class described wherein the extensions or wings of the cover may be associated with other printed or illustrated advertising media on the inside of the cover giving animation to the advertising entity when the cover is open and wherein the wings are so constructed and folded as to provide adequate housing space within the medial portion of the cover when the packet is closed to accommodate the heads of the matches or other elements in very close relation to the folded end of the cover.

These and other objects and advantages of the invention will more fully appear from the following description made in connection with the accompanying drawing, wherein like reference characters refer to the same or similar parts throughout the several views, and in which:—

Fig. 1 is a perspective view of an embodiment of my invention applied to a match booklet or packet, the booklet being closed in this view;

Fig. 2 is a plan view of the same booklet unfolded with the wing portions fully extended;

Fig. 3 is a side elevation showing the packet in the process of being unfolded and with the wing portions partially swung or extended; and

Fig. 4 is a plan view similar to Fig. 2 showing another application of my improved structure as an advertising medium.

In the form of the invention illustrated, a match booklet comprising the usual comb or combs of paste board or cardboard individually severable or removable matches 5 is shown, the unslit or base portion of the comb of matches being suitably attached as by a wire staple 6 to the lower folded edge 7*a* of a protective cover or folder designated as an entirety by the numeral 7. The cover 7 is preferably constructed integrally from comparatively flexible sheet material such as cardboard and is transversely folded at its medial portion along two transverse parallel fold lines X which transverse the greater part of the width of the cover proper, terminating, however, some distance short of the continuous line defined by the greater portions of the longitudinal edges of cover 7. To facilitate folding of said cover upon the lines X, the medial portion of the cover may be properly scored, preferably compressed, but not cut along the desired transverse folding lines. The area of the width of cover 7 between the two transverse lines X is preferably greater than the aggregative cross sectional area of the multiplicity of match heads in order that such heads may be housed within the folded portion of the cover in close proximity to the folded end.

The cover 7, as shown, has a pair of oppositely disposed projections or wings 7*b* of generally triangular shape extending outwardly from the longitudinal edges thereof and preferably integrally formed with the cover. Such wings are usually shaped and decorated or printed to represent portions of objects associated with other pictorial or printed matter on the inner face and medial portion of the cover 7. Thus in Fig. 2, the burning end of a cigar is depicted upon the left-hand wing 7*b* of the cover, the body of the cigar being depicted upon the inside of the cover proper and the tip or butt end of the cigar is depicted upon the right-hand wing 7*b*. In Fig. 4 the wings 7*b* are shaped and printed to represent wings of an airplane, the balance of which is depicted upon the inside of the cover proper.

The projecting portions 7*b* and immediately adjacent portions of the cover proper which cooperate to form the wings are folded in a novel manner to cause the wing portions to be auto-

matically swung inwardly beneath the longitudinal edges of the cover proper when the cover is closed and to be swung outwardly beyond the longitudinal edges of the cover when the packet is opened. In my improvement here disclosed, such functions are accomplished by folding each of the wings inwardly along outwardly diverging lines Y extending respectively from the ends of the transverse folding lines X to one of the longitudinal edges of the cover and also folding each of the wings in an opposite angulation or direction along generally transverse lines Z extending from the ends of the transverse folding lines X to the outer extremities of the wing portions and preferably converging somewhat in an outwardly direction. The wing portions are further defined and caused to function by folding the cover along short longitudinally extending lines L which connect the ends of the transverse cover folding lines X. In manufacturing my improved packet, the folding of the cover and wings along the lines Y and Z may be facilitated by compressively scoring the cover and wing portions at the inner surface of the cover along the lines Y, Z and L. When the wing portions 7b are defined and folded along the lines Y, Z and L in the manner set forth and are associated with a pair of spaced parallel transverse cover folding lines X, an animated packet having the functions previously described is produced. When the free edge of the cover 7 is detached from its connection with the lower folded edge 7a of the cover and is swung to open position, the wing portion 7b will be swung laterally and outwardly attracting the attention of the user and when the cover is completely opened or flattened, as shown in Figs. 2 and 4, the wings extend substantially in the same plane as the cover proper. Upon closing the cover 7, the wings are automatically folded and swung inwardly, assuming the positions shown in Fig. 1 with the medial longitudinal portions of the wings extending in planes substantially perpendicular to the cover proper and in close relation to the side edges of the match strip and thereby protecting the heads of the matches or other articles. Thus with my improved device ample housing is provided for the match heads in close relation to the folded end of the packet and the danger of accidental ignition of the match heads is positively prevented when the packet is folded by means of the protective wings 7b which are then disposed at the sides of the heads.

It will, of course, be understood that various changes may be made in the form, details, arrangement and proportions of the various parts without departing from the scope of my invention.

What is claimed is:—

1. A match packet or the like having in combination a strip of individually detachable match elements or the like having their heads compactly arranged in flat form, a cover secured at one of its transverse edges to said strip and folded about the opposite end of said strip along two parallel transverse lines, said cover having its other transverse edge free for detachable connection with a portion of said packet adjacent the base of said strip to close the packet, said cover having wing portions disposed adjacent said transverse folding lines and extensible from the longitudinal edges of said cover, said wing portions each being folded inwardly along outwardly diverging lines extending respectively from said transverse folding lines to one of the longitudinal edges of said cover, whereby when said cover is opened, said wing portions will be swung outwardly and when said cover is closed, said wing portions will be swung inwardly beneath said cover and disposed at the side edges of said strip.

2. A match packet or the like having in combination a strip of individually detachable match elements or the like having their heads compactly arranged in flat form, a cover secured at one of its transverse edges to said strip and folded about the opposite end of said strip along two parallel transverse lines, said lines defining an area in the medial portion of the cover somewhat greater than the cross sectional thickness of the combined heads of said elements, said cover having its other transverse edge free for detachable connection with a portion of said packet adjacent the base of said strip to close the packet, said cover having wing portions disposed adjacent said transverse folding lines and extensible from the longitudinal edges of said cover, said wing portions each being folded inwardly along outwardly diverging lines extending respectively from said transverse folding lines to one of the longitudinal edges of said cover and being folded also inwardly along transverse lines extending from the ends of said transverse folding lines to the ends of said wing portions and converging somewhat in an outwardly direction, whereby when said cover is opened, said wing portions will be swung outwardly and when said cover is closed, said wing portions will be swung inwardly beneath said cover and disposed at the side edges of said strip protecting the heads of said elements.

MEYER GOLD.