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MATCH BOOK CONTAINER

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This invention relates to match containers and particularly to match containers and units of the match book type.

One object of the invention is a novel and improved match book characterized by its marked advertising and amusement values.

A further object of the invention is a match book having a novel and improved structure and arrangement of cover which substantially enhances the advertising and amusement values of the book without appreciably adding to the cost of production as compared with the cost of conventional books.

Further objects of the invention will hereinafter appear.

For a better understanding of the invention reference may be had to the accompanying drawing forming a part of this application wherein:

Fig. 1 is a perspective view of a match book illustrating one embodiment of the invention;

Fig. 2 is a sectional view along the line 2—2 of Fig. 1;

Fig. 3 is a similar view of another modification;

Fig. 4 is a similar view of a further modification;

Fig. 5 is a sectional view along the line 5—5 of Fig. 4;

Fig. 6 is a perspective view of a further modification;

Figs. 7 and 8 are perspective views of a further modification;

Fig. 9 is a perspective view of a further modification; and

Figs. 10 and 11 are views of a further modification.

Referring to Fig. 1 the embodiment of the invention there shown comprises a cover which houses conventional match comb or combs 1, there being two such combs shown and these matches comprise the conventional ignition heads 2. The match combs 1 are fastened to the cover at the edge or ends opposite from the ignition heads 2 by a conventional staple 3.

The cover for the match combs comprises a single strip of paper or the like having a back 4, an end fold 5 adjacent the staple 3, a top fold 6 adjacent the ignition heads 2 of the matches, and a double layer or front portion 7 and 8 formed from the ends of the strip. The end layer 7 of the front cover forms an extension of the fold 5 around the front of the book and in the particular embodiment shown extends up to the vicinity of the ignition match heads 2. The opposite free end of the strip forms the

outer layer 8 for the front cover and extends down toward the fold 5 and the staple 3. This outer cover 8 is formed near the middle thereof with openings 10 and 11 simulating the eye contours and lip contours respectively of a human characterization, with the contour of the face and hat incorporated on the outer cover 8, as indicated at 12 and 13 respectively. The under front cover 7 is provided on the surface thereof and in the vicinity of the eye sockets 10 with eyes 14, and in the vicinity of the mouth and lip contour 11 with teeth 15, so that by manipulating the outer cover 8 up and down as indicated by the double arrows relatively to the end cover 7 different eye and mouth movements are obtained. Other animated movements may be obtained by a lateral movement of the outer cover 8 with respect to the under cover 7, namely a movement of the eyes from side to side and a corresponding movement of the mouth and by combined sidewise and up and down relative movements between the outer cover 8 and the inner cover 7 other variations in facial animated movements and expressions are simulated or obtained. The embodiment of Fig. 1 may be manipulated to simulate the jaw and eye movements and other facial expressions of the figure, the free and unhindered movement of the free end 8 of the cover being utilized in co-operation with the different parts of the face which are displayed on the inner and outer covers 7 and 8 to produce these amusing results and attention-attracting movements. For advertising these animated movements thus produced are correlated with any suitable advertising message, as for example, words or a message relating to some article of commerce to be advertised with the figure's animated movements making it appear that the words or message are spoken or repeated by the figure. In this embodiment of Fig. 1 a triangular shaped tab 16 is cut out of the under front cover 7 under which the lower end of the front cover 8 is disposed for holding the front covers 7 and 8 flat against each other during the relative movements thereof, above explained, and at 17 is illustrated the conventional frictional means upon which the heads 2 of the matches are scratched for igniting the matches.

In the embodiment of Fig. 3 a rectangular tab 16' is formed from the under front cover 7. In the body of the under cover 7 is disposed the free end of the outer cover 8. The outer cover 8 is thereby guided and held flat against the under front cover 7 for producing the animated move-

ments. Also in this embodiment a part of the lip contour 11' and the lower part of the facial contour 12' are incorporated on the outer surface of the holding and guiding tab 16', so that in this modification parts of the caricature appear on the three surfaces of the main body of the under cover 7, the front cover 8 and the tab 16'. In like manner, as described in connection with Fig. 1, a special message to be conveyed is incorporated on the cover, which message is correlated with the animated movements produced by the relative rectilinear or oscillating movements between the front covers 7 and 8 for the purpose of catching the eye and the attention of the user.

In the embodiment of Fig. 4 the under front cover 7 is formed of a separate strip of paper from the remainder of the cover and is stapled in at the bottom by the staple 3 flat against the match combs 1. The outer front cover 8 is formed on the outer surface thereof with the upper part of the caricature of a face including the outline of the face 20, the eyes 21 and the upper teeth and mouth 22. This cover has a central lower portion thereof cut out along the curved line indicated at 23 (a part of the front cover 8 being removed for convenience in illustration) and the under cover 7 is provided with a co-operating lower part of the face of the caricature at the cut-out portion of the outer cover 8. For example, the lower teeth 24 are incorporated on the outer surface of the under front cover 7, and by moving the outer front cover 8 up and down a chewing movement of the jaws is simulated which up-and-down movement, of course, may be combined with a slight sidewise movement. This modification lends itself particularly to the advertising of foods, chewing gums and the like and an advertising message may be incorporated on the cover 8 which gives meaning to the animated facial movements thus produced with the result that the advertising message is emphasized by the co-operation of the relative movements of the covers in catching the attention of the user.

This embodiment of Fig. 4 also embodies a loop or catch 25 formed out of the fold 6 and disposed substantially in the plane of the outer cover 8, which is engaged by the finger, as indicated in dotted lines, for imparting the relative movements between the covers 7 and 8 and thereby facilitating the production of the animated movements. The fold 5 is continued up into the holding and guiding part 5' which engages the lower end of the outer cover 8 and holds it flat against the inner front cover 7 during the animated movements.

In the embodiments of Figs. 7 and 8 the fold 5 is continued up around in front to a point substantially midway the length of the book to form a front cover 26 at one end of the strip which co-operates with the cover 8 at the other end of the paper strip. The front cover part 26 has a window 27 formed therein and a head 28 of a reclining person is incorporated on the front cover 8 so as to be visible through this window 27, and a coffin 29 is illustrated in juxtaposition to the window so as to give the appearance of a body within a coffin. The front cover part 8 is, for example, provided with an illustration of a tree 30 and showing a reclining person 28 reading a book 31 under this tree. The advertising legends "tires safe?" and "be sure of this" are incorporated on the cover part 8, whereas the legend "not this" appears on the front cover

part 26. Thus the user's curiosity is immediately aroused as to what he should be sure of instead of the death simulated by the coffin and he immediately withdraws the front cover part 8 to ascertain what the alternative is.

In the embodiment of Fig. 9 the part of the cover of the match book which is composed of a double layer has one correlated figure 32 cut out of the outer layer to be folded about the line 32' and a correlated illustration 33 appears on the other layer underneath the correlated part 32. In the particular embodiment shown the correlated part 32 is a simulation of a conventional bottle for containing alcoholic drinks and is cut out on all sides except along the edge 32' whereby it may be folded outwardly or inwardly at will by the user. It normally occupies a position in the plane of the outer cover and the curiosity of the user is directed to ascertain what is underneath whereupon the user lifts the cut portion 32 about the folded edge 32'. In the particular embodiment shown the correlated illustration is an illustration of a wine or cocktail glass and there is also included an advertising or other message which may be conveniently incorporated on either the outer or inner parts of part 32, and in addition a further message on the parts of part 33 not visible through cut 32. The correlated cut-out portion 32 and the correlated illustration 33 may be incorporated on any particular part of the cover desired, front or back, and in the particular embodiment shown in Fig. 9 these are shown as incorporated on the back 4.

In the embodiments of Figs. 10 and 11 the front cover 8 is provided with an extension 35, these two parts being cut away as indicated at 36 to leave the two parts connected only by the narrow neck 37. The extension part 35 is folded back on the front cover 8 and may, through the flexible narrow connecting neck 37, be readily given lateral oscillating movements relatively to the front cover 8. The front cover 8 has a window 38 formed therein and is provided with the illustration of a person with the right elbow 39 extending upwardly. Co-operating with the elbow 39 is the illustration of a hand 40 formed on the outer surface of the extension 35 at the opening 38. This hand 40 has a thumb disposed horizontally in the conventional manner of hitch-hikers and by relatively oscillating the front cover parts 8 and 35 the intermediate movement of the right hand indicating the direction the hitch-hiker desires to go is produced and this animated movement is correlated with a suitable message on the cover, as for example the one illustrated "Going my way * * *," the omitted part to be any suitable advertisement or message to be conveyed.

In the modification of Fig. 6 the match book is provided with an under front cover 42 which is stapled to the match combs by the staple 3 at its lower end and at its upper end is provided with a fold 42' which passes around the match heads 2. The parts 4 and 8 of the cover are joined by a section 43 having slots 44 formed therein longitudinally of the strip forming the cover parts 4 and 8 and transversely of the match combs 2. The upper edge comprising the parts 42', 43 and 44 thus forms a device simulating an electric razor and this simulation is emphasized by the relative lateral oscillating movement of the front cover 8 with respect to the under cover 42.

Thus in all modifications of the invention above described the advertising and amusement

value of the match book is very substantially increased and, moreover, without adding appreciably to the cost of manufacture as compared with conventional match books. The invention is applicable to match book containers of any suitable size, shape or method of retaining or holding matches. By constructing the match cover with double covers at certain parts thereof which are relatively movable and with the window or cut portions in correlation with the other counter parts multiple conditions attendant or related to the suitable advertising material contained on the match cover are disclosed, or two or more conditions complying with any desired message or information irrespective of its nature may be indicated, or a change of design or intelligence is produced beneath the outer surface of the match cover which at the same time is consequent to or at variance to any desired information or message. The cut or windowed and correlated surfaces and devices can be varied in form to conform with any desired message or intelligence on the first or outer surface and to correspond with any two or more conditions presented on the second or inner surface of the match cover. If desired, any transparent or opaque substance may be utilized to cover the windows or mask entirely or any part of the cut surfaces. Any means to effect relative motion between the different parts of the cover may be utilized without departing from the spirit of the invention and the loops 25 of Fig. 4 may be employed on any of the other modifications to facilitate the production of the relative movements, or the parts may be indented, embossed, cut out, adhesively treated or otherwise in a manner to facilitate the production of the relative motion to obtain the different animated and other movements to convey the messages or changes of condition.

We claim:

1. A match book, containing a match comb enclosed by a flexible elongated cover, having on one side thereof an inner and outer cover, said inner and outer covers having counterpart designs or intelligence thereon with openings through the outer cover through which the counterpart on the inner cover is visible, said outer cover being universally movable relatively to the inner cover to produce changes in the design or intelligence as the two parts are moved relatively to each other, and said inner part having a holding tab cut therefrom and engaging the outer cover part to hold it in flat engagement with the inner part during the relative movements.

2. A match book, containing a match comb enclosed by a flexible elongated cover, having on one side thereof an inner and an outer cover, said inner and outer covers having counterpart designs or intelligence thereon with openings through the outer cover through which the counterpart on the inner cover is visible, said outer cover being movable relatively to the inner cover to produce changes in the design or intelligence as the two parts are moved relatively to each other, and said inner part having a holding tab cut therefrom and engaging the outer cover part to hold it in flat engagement with the inner part during the relative movements, said tab also having a counterpart of said design which co-operates with the counterparts on the inner and outer parts of the cover to produce the animated changes in the design when the parts are moved relatively to each other.

3. A match book, containing a match comb enclosed by a flexible elongated cover, having on one side thereof an inner and an outer cover, said inner and outer covers having counterpart designs or intelligence thereon with openings through the outer cover through which the counterpart on the inner cover is visible, said outer cover being movable relatively to the inner cover to produce changes in the design or intelligence as the two parts are moved relatively to each other, and said inner part having a holding tab cut therefrom and engaging the outer cover part to hold it in flat engagement with the inner part during the relative movements, said outer and inner cover parts being parts of a continuous cover strip surrounding the match book.

4. A match book, containing a match comb enclosed by a flexible elongated cover, having on one side thereof an inner and an outer cover, said inner and outer covers having counterpart designs or intelligence thereon with openings through the outer cover through which the counterpart on the inner cover is visible, said outer cover being movable relatively to the inner cover to produce changes in the design or intelligence as the two parts are moved relatively to each other, and said cover having a holding part engaging the outer cover part to hold it in flat engagement with the inner part during the relative movements, said outer cover part having a tab formed therefrom and disposed substantially in the plane thereof for engagement by the finger for producing the relative movements.

5. A match book, containing a match comb enclosed by a flexible elongated cover, having on one side thereof an inner and an outer cover, said inner and outer covers having counterpart designs or intelligence thereon with a cut-out portion on said outer cover through which the counterpart of the inner cover is visible, said outer cover being movable relatively to the inner cover to produce changes in the design or intelligence as the two parts are moved relatively to each other, and said inner part having a holding tab cut therefrom and engaging the outer cover part to hold it in flat engagement with the inner part during the relative movements.

6. A match book, containing a match comb enclosed by a flexible elongated cover, having on one side thereof an inner and an outer cover, said inner and outer covers having counterpart designs or intelligence thereon with a cut-out portion on said outer cover through which the counterpart of the inner cover is visible, said outer cover being movable relatively to the inner cover to produce changes in the design or intelligence as the two parts are moved relatively to each other, and said inner part having a holding tab cut therefrom and engaging the outer cover part to hold it in flat engagement with the inner part during the relative movements, said tab also having a counterpart of said design which co-operates with the counterparts on the inner and outer parts of the cover to produce the animated changes in the design when the parts are moved relatively to each other.

7. A match book, containing a match comb enclosed by a flexible elongated cover, having on one side thereof an inner and an outer cover, said inner and outer covers having counterpart designs or intelligence thereon with a cut-out portion on said outer cover through which the counterpart of the inner cover is visible, said outer cover being movable relatively to the inner cover to produce changes in the design or intelligence

gence as the two parts are moved relatively to each other, and said inner part having a holding tab cut therefrom and engaging the outer cover part to hold it in flat engagement with the inner part during the relative movements, said outer and inner cover parts being parts of a continuous cover strip surrounding the match book.

8. A match book, containing a match comb enclosed by a flexible elongated cover, having on one side thereof an inner and an outer cover, said inner and outer covers having counterpart designs or intelligence thereon with a cut-out portion on said outer cover through which the counterpart of the inner cover is visible, said outer cover being movable relatively to the inner cover to produce changes in the design or intelligence as the two parts are moved relatively to each other, and said cover having a holding tab part engaging the outer cover part to hold it in flat engagement with the inner part during the relative movements, said outer cover part having a tab formed therefrom and disposed substantially in the plane thereof for engagement by the finger for producing the relative movements.

9. A match book, containing a match comb surrounded by a cover strip, whose ends overlap to form inner and outer covers on the front part thereof said inner part being separable from the outer part and both of said parts having counterpart designs formed thereon with the outer part having a cut-away portion through which the counterpart of the design on the inner part is visible, said outer part being movable relatively to the inner part for creating a change in design or intelligence, including means detachably holding the outer part flat against the inner part during the relative movements but permitting separation thereof to gain access to the match comb and ready re-attachment to create a change in design or intelligence.

10. A match book, containing a match comb surrounded by a cover strip, whose ends overlap to form inner and outer covers on the front part thereof said inner part being separable from the

outer part and both of said parts having counterpart designs formed thereon with the outer part having a windowed portion through which the counterpart of the design on the inner part is visible, said outer part being movable relatively to the inner part for creating a change in design or intelligence including means detachably holding the outer part flat against the inner part during the relative movements but permitting separation thereof to gain access to the match comb and ready re-attachment to create a change in design or intelligence.

11. A match book of the character set forth containing a match comb enclosed by a cover strip fastened thereto with the ends of the strip overlapping on the front side of the book and the overlapping end adjacent the fastening point being provided with a cut-away and counterparts of a design or intelligence disposed on both of said overlapping ends with a part of the design or intelligence on one strip being visible through said cut-away, said counterpart designs or intelligence being at variance when viewed through the cut-away with the two overlapping ends in normal closing positions and when viewed with the free end out of co-operative relation with the fastened end.

12. A match book, containing a match comb enclosed by a flexible elongated cover, having on one side thereof an inner and an outer cover, said inner and outer covers having counterpart designs or intelligence thereon with a cut-out portion on said outer cover through which the counterpart of the inner cover is visible, said outer cover being laterally movable relatively to the inner cover to produce changes in the design or intelligence as the two parts are moved relatively to each other, and means retaining said inner and outer covers in overlapping relation while being relatively moved to produce the changes in design or intelligence.

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