March 11, 1941. F. J. REDCLIFFE 2,234,276

MATCH BOOK

Filed Feb. 24, 1940

Fig. 1.

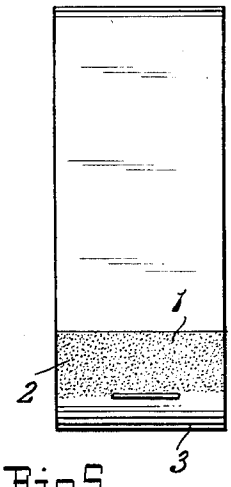



Fig. 2.

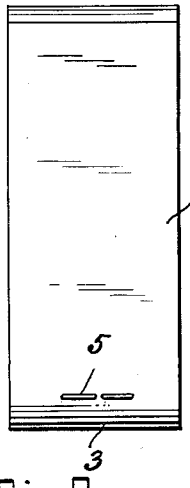



Fig. 3.

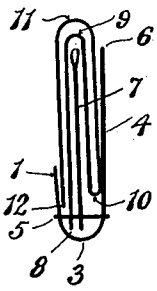



Fig. 4.

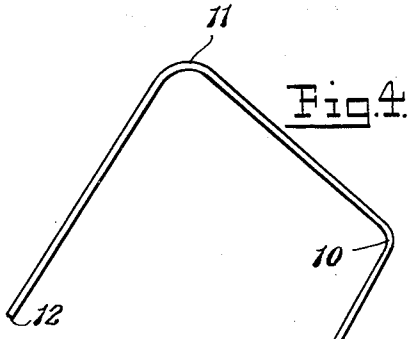



Fig. 5.

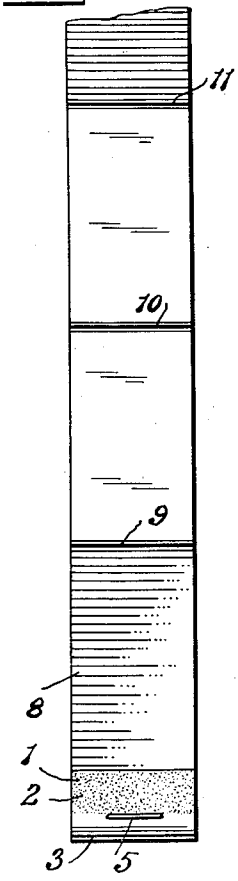



Fig. 8.

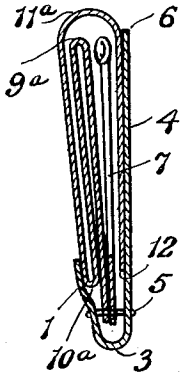



Fig. 7.

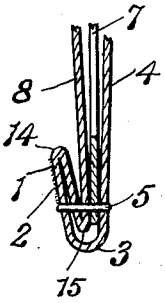
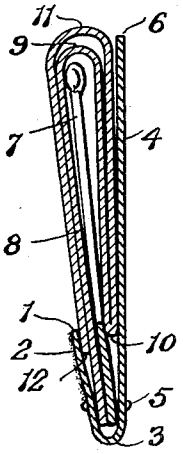
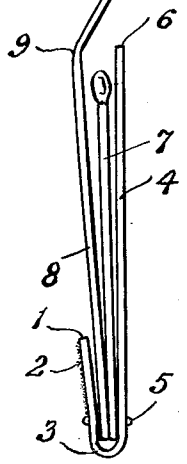



Fig. 6.




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# UNITED STATES PATENT OFFICE

2,234,276

## MATCH BOOK

Frederick J. Redcliffe, New York, N. Y.

Application February 24, 1940, Serial No. 320,549

2 Claims. (Cl. 206—29)

This invention relates to match books and more particularly to a type so constructed as to possess increased advertising value.

At the present time, match books are made and sold, and in fact often given away gratis, because of the fact that the cost of the books is borne by the advertising carried by the book. The space for advertising on the conventional type of match book is relatively small and the value of match books as an advertising medium is gradually decreasing because of uniformity in shape, construction and make-up of the conventional type of match book.

The object therefore, of the present invention, is to provide a match book of novel construction wherein a unique type of cover is employed which provides a greatly increased amount of advertising space; which also, by reason of its novel and unique construction, serves to draw the attention of the user to the increased advertising space and to the advertising borne thereby, whereby the advertising value of the book is materially enhanced. Another object of the invention is to provide a match book having safety features and other advantages.

In the accompanying drawing, wherein an illustrative embodiment of the invention is shown, Fig. 1 is a front elevation of a match book constructed in accordance with the invention; Fig. 2 is a face view of the rear of the book; Fig. 3 is a diagrammatic edge view of the book, clearly showing how the cover strip is folded when disposed in closed position; Fig. 4 is a side elevation of the book, with the cover strip in open position; Fig. 5 is a front view of the book with the cover strip in open position; Fig. 6 is a sectional view through the closed book; and Fig. 7 is a sectional view through the lower or base portion of a match book of modified construction, and Fig. 8 is another modification.

The covering of the match book is made of flexible card-board of the conventional character or of any other suitable sheet material. Said covering includes a base member provided with a short, upturned front retaining flap 1 provided on its front face with a suitable abrasive substance forming a match-igniting or striking surface 2. The fold 3 integrally connects the retaining flap 1 with a back retaining flap 4 which has its upper end 6 located a short distance above the heads of the matches in the match comb 7 that is held in position between the two flaps 1 and 4 by means of the staple 5 or other single suitable fastening element.

The cover strip 8 constituting an advertising medium, consists of an elongated strip of card-board, several times the length of the match book proper, said strip 8 having one of its ends permanently anchored between the inner face of the retaining flap 1 and the front face of the match comb 7 by means of the staple 5, as clearly seen in Figs. 3 and 4. The cover strip 8 is transversely folded backward or toward the rear retaining flap 4 as indicated at 9, and at a distance from said fold, the cover is transversely folded in a reverse direction as indicated at 10. At a distance from the fold 10, the strip 8 is again folded forwardly as indicated at 11, the folds and the direction of the same being clearly seen in Fig. 4. All of the folds are substantially the same distance apart.

The strip 8 is of such length that it is approximately four times the length of the match comb 7; it thus provides greatly increased advertising space, since its relatively great length, particularly when printed on both sides, enables a large amount of advertising to be imprinted on the strip, yet the folded book is no larger in size and bulk than a match book of conventional construction.

The folds in the cover strip are so disposed that the cover strip almost automatically finds its way into closed position when it is pushed with the fingers toward the match comb. That is to say, fold 9 causes fold 10 to be inserted between the back of the match comb and the face of the flap 4, as clearly seen in Figs. 3 and 6. Fold 11, extending forwardly extends over the top of fold 9 and directs the free end 12 of the cover strip toward the retaining flap 1, behind which it is easily tucked by the fingers, as seen in Fig. 6. When in closed position, the strip 8 straddles the match comb and has portions of double thickness located at the opposite sides of the comb. It will also be noted that both ends of the folded strip are disposed at the same side of the match comb, or are tucked between the retaining flap and a face of the match comb. The entire strip 8 is easily drawn out to either read the advertising borne by it or to expose the matches 7, which can be pulled from the comb as required and ignited in the conventional manner on the striking strip 2. It will be noted that the body of the lengthy strip 8 is interposed between the matches in the comb and the striking surface so that the strip 8 acts as a shield when a match is being ignited and prevents accidental ignition of the matches in the comb by the flame from that match which is ignited.

In the construction shown in Figs. 1 to 6, inclu-

sive, the entire covering for the match comb is made of two sections of card-board namely, that which forms the base member composed of the front retaining flap 1 and back retaining flap 4 and that which constitutes the cover strip 8. There are numerous advantages in making the covering in two parts in this manner, one of which is that the base portion of the covering, or that composed of the flaps 1 and 4, may be made of slightly thicker or heavier card-board than that of which the cover strip is composed. Another advantage is that the printing or lithography of the cover strip 8 may take place apart from and quite independently of the printing or other indicia provided on the base portion.

However, I do not wish to be understood as limiting the invention to a covering composed of two independent sections of material, since the entire covering including the elements 1 and 4 as well as the cover strip 8 may be readily made in a single piece. For example, in Fig. 7 I have shown the retaining strip 1 doubled downwardly as at 14 and then brought upwardly as at 15 to continue into the formation of the cover strip 8. Wilth this arrangement, the entire covering may be formed of a single, lengthy section of card-board.

With a match book of the construction shown, various advantages are secured. The advertising value of the book is multiplied because of the greatly increased advertising space; the safety factor is stressed because of the fact that the lengthy cover strip forms a shield between an ignited match and the matches in the comb; the lengthy cover strip, having a series of folds dividing it into panels, provides a medium for the reception of several pictures, cartoons or detachable coupons. While the lengthy strip appears, when viewed in the drawing, to be possibly cumbersome and inconvenient when using the book, such is actually not the case, since the several folds formed in the strip cause the strip to almost automatically fall into folded or closed position when thrust by the fingers toward the base portion. For those nervous types of individual to whom the lengthy cover strip may be found inconvenient to fold into closed position, the book is arranged to enable the cover strip to be torn away if necessary, leaving the matches then held in the base portion consisting of the front retaining flap 1 and integrally formed back retaining flap 4.

It will be apparent that the match book disclosed is extremely flexible in its uses, both from the advertising standpoint and from convenience in use to suit the various temperaments of individuals into whose hands the book may come.

While I have, in Figs. 1 to 6 inclusive, shown the lengthy cover strip folded so that parts of it of double thickness are disposed on opposite sides of the match comb, it may also be folded as shown in Fig. 8. Therein, the fold 11a is folded in an opposite direction to that of fold 11. Similarly fold 10 is reversed as at 10a and is tucked between the retaining flap 1 and the match comb 7 while fold 9a is also reversed from the direction of fold 9. In the structure of Fig. 8 it will be seen that while the cover strip straddles the match comb, it has a portion of triple thickness disposed between one face of the match comb and the front retaining flap 1 and a portion of single thickness located between the opposite face of the match comb and the back retaining flap 4. This arrangement of folding may be found convenient under certain circumstances.

What I claim is:

1. A match book comprising, a match comb, a U-shaped base cover portion comprising an upturned front retaining flap and an upturned back retaining flap, the match comb being disposed between said retaining flaps, a fastening element extending through said flaps and through the match comb, an advertising cover strip of substantially four times the length of the match comb, said cover strip having one end held by the fastening element between the match comb and one of said flaps and foldable transversely at spaced points to provide four panels of substantially the length of the match comb, said cover strip when in folded closed position overlying the match comb and having one folded portion disposed between the match comb and one of said flaps and the free end thereof disposed between the match comb and the other of said flaps.

2. A match book comprising, a match comb, a U-shaped base cover portion comprising an upturned front retaining flap and an upturned back retaining flap, the match comb being disposed between said retaining flaps, a fastening element extending through said flaps and through the match comb, an advertising cover strip of substantially four times the length of the match comb, said cover strip having one end held by the fastening element between the match comb and one of said flaps and foldable transversely at spaced points to provide four panels of substantially the length of the match comb, said cover strip when in folded closed position providing a two-ply cover overlying the match comb and having one folded portion disposed between the match comb and one of said flaps and the free end thereof disposed between the match comb and the other of said flaps.

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