May 24, 1938. V. P. WILLIAMS 2,118,634

BOOK MATCHES ADVERTISING MEDIUM

Filed May 6, 1936

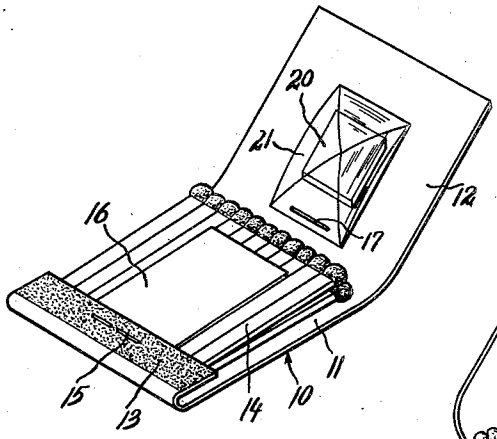

FIG. 1

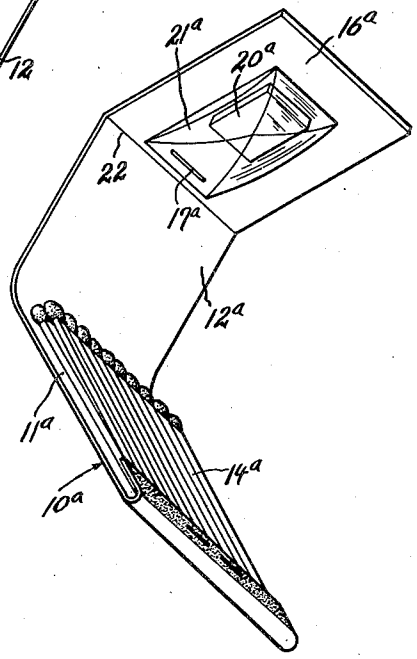

FIG. 3

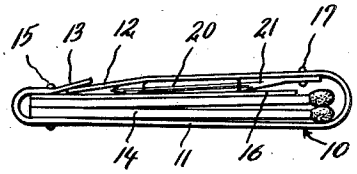

FIG. 2

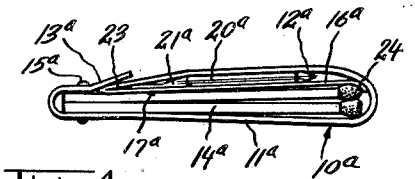

FIG. 4

Inventor

Victor P. Williams

Patented May 24, 1938 2,118,634

UNITED STATES PATENT OFFICE

2,118,634

BOOK MATCHES ADVERTISING MEDIUM

Villor P. Williams, Baltimore, Md.

Application May 6, 1936, Serial No. 78,288

2 Claims. (Cl. 206—29)

This invention relates to improvements in book matches and more particularly with reference to the use of the same as an advertising medium.

It is well known that book matches constitute a medium for the distribution of printed advertising matter which at the present day has assumed a volume of distribution that runs into millions a day. In every instance the advertising matter has been printed directly on the back and the flap which together comprise the book, with the result that every time the book is handled for the withdrawal of a match there is brought before the user the message the advertising firm seeks to put across.

It is also well known that another method of advertising a product is to distribute samples thereof. This method is obviously quite expensive with the cost of distribution sometimes exceeding the value of the sample given away, depending upon the means employed, such for example as mailing, personal distribution, etc. However, this method of advertising in spite of its cost is productive of good results as the item may be readily sampled and judged. In many cases the printed advertising matter usually accompanying the sample is thrown immediately away when the product is sampled thus detracting from the efficiency of the advertising. Advertising is most efficient when constantly displayed or brought before the attention of the public. Thus with the simultaneous use of the sample and the disposal of the advertising matter accompanying the same, the effect of the advertising is to a great degree destroyed, as the user of the sample will, in most cases, forget the name of the sample so distributed, and the manufacturer presenting the same.

It is accordingly the principal object of this invention to combine both mediums of advertising in book matches of the well known type, that is, to incorporate with the advertising printed on the back and flap of the book, a sample of the product advertised.

Another object of the invention relates to the attachment of the sample to the book matches whereby the same is retained inside of the book in such manner as not to interfere with the use of the matches.

A further object relates to the provision of a cover guard for the sample which functions to not only shield the sample from the matches but also to prevent both the matches and the sample from becoming deformed, crushed or broken, during packing, shipment and when on the person of the user.

A still further object of the invention relates to placing the sample within a holder or enclosure which latter is attached to the inside of the flap of the book of matches in such a manner that the sample will clear the match heads when the flap is folded down over the matches.

An additional object of the invention relates to the utilization of a sanitary moisture proof holder or enclosure for the sample, if of edible or medicinal character, whereby the same will not be contaminated by the chemical ingredients constituting the match heads.

Many other advantages follow the use of the match book described and claimed, which will appear as the description thereof proceeds, reference being had to the accompanying drawing wherein:—

Fig. 1 is a prospective view of an open match book showing a sample attached to the inside of the flap,

Fig. 2 is a side elevational view of the match book of Fig. 1, closed,

Fig. 3 is a perspective view of a modified form of match book showing the manner of providing a carrier for the sample, and

Fig. 4 is a side elevational view of the match book of Fig. 3, closed.

Referring to Fig. 1 there is shown a match book 10 of conventional design which comprises a back 11 and an integral flap 12. The free end of the back 11 is folded over as at 13 to provide a clamping portion arranged to hold within the pocket thus provided a plurality of paper matches 14, which are retained in position by the staple 15. Disposed centrally of the matches 14 and lying flat thereon is a cover guard or shield 16 which may be of the same material as that used in the book, the purpose of which will hereinafter be described, said shield having its lower end arranged inside of said clamping portion 13 and fastened thereto and to said matches 14 and back 11 by the common staple 15.

Arranged on the inside of the flap 12 is a sample 20, which may be of any shape and of any character such as an article of an edible, medicinal or cosmetic nature or any other item of manufacture. It is to be appreciated that the item constituting the sample must of necessity be of such a size and form as to permit of its being attached to the flap 12 so as to permit the ready closing thereof in the normal manner.

If the item or article comprising the sample is edible, medicinal or for cosmetic use the same

is enclosed within a holder, wrapper or envelope 21. In the present instance the article holder is of a transparent material such as waxed or oiled paper or cellophane within which the sample is sealed. The article holder 21 may be attached to the inside of the flap 12 in any desired manner, though as shown the same is fastened at one end by the staple 17 to the fixed end portion of the flap 12 adjacent the hinge portion thereof and in longitudinal alignment with the guard or shield 16. Preferably the shield 16 should be of a width and length exceeding that of the article holder 21. In no case is it advisable to make the same less as the shield 16 in order to function as such must completely cover and protect the sample contained within the article holder. Furthermore the article holder 21 must be of such a length and so positioned on the flap 12 that when the same is folded down in closed position, see Fig. 2, the sample 20 will clear the match heads, thus lying on the shield 16 between the clamping portion 13 and said match heads.

The shield 16 functions not only to separate the sample 20 from the matches as well as to protect the same but also acts to protect the paper matches themselves from being bent or deformed at the region where the sample is superposed. Without the shield the pressure of the sample 20 on the paper matches will in time bend and crush the same thus affecting their use.

As the article holder 21 is of a transparent nature the color, shape and character of the sample 20 is readily viewed. Furthermore the article holder 21 is sanitary and provides a perfect seal for the sample which is particularly necessary in view of the chemical and poisonous nature of the match heads. From the above it will be seen that the sample 20 is completely protected from contact with the match heads. If desired the length of the shield 16 may be such as to extend beyond the match heads.

In case the sample 20 is already packaged such for example as a stick of gum the same may be directly attached to the flap 12 by gluing the cutside wrapper to said back. Other forms of fastening means may equally as well be utilized, such for example as the striking out of tongues from the flap to hold the sample in position on said flap.

In the modified form of match book 10^a shown in Figs. 3 and 4, the shield is formed as an integral extension 16^a of the flap 12^a, and of a length equal to or slightly greater than the length of said flap 12^a. In this case the article holder 21^a containing the sample 20^a is centrally attached to the inside of the shield 16^a adjacent the hinge line 22. In use the shield 16^a carrying the sample is folded over inwardly into opposed relation to the flap 12^a with the sample thus disposed therebetween and fully protected thereby, both shield and flap constituting and functioning as a single flap and cover for the matches 14^a, with the joined end portion 23 disposed beneath the clamping portion 13^a as clearly shown in Fig. 4. In the closed position of the match book 10^a, viewing Fig. 4 it will be noted that the free end 24 of the shield 16^a overlaps the match heads.

If desired the hinge line 22 may be perforated or scored whereby when the sample 20^a is used the shield 16^a may be readily torn off, the match book 10^a being then of conventional form.

Both the shield 16 of Fig. 1, and the shield 16^a of Fig. 3 provide extra space for the printing of advertising matter thereon which is highly desirable.

An inspection of the figures will show that the manner of mounting the sample within the match book does not in any way detract from the conventional appearance thereof and furthermore does not render the same bulky.

While in most cases the match books and samples are to be distributed free, it is apparent that the items or articles of manufacture may be sold along with the match books. In any case the advertising effect is the same.

From the foregoing it will be seen that the invention provides in a neat inexpensive and attractive manner the placement of articles of manufacture in conjunction with a match book embodying the two methods of advertising as set forth in the statement of invention.

I claim:

1. A match book comprising a strip of matches, a back to which the strip is attached and a flap hingedly connected thereto to cover said matches, an integral short flap covering the base portion of the matches and stapled thereto, the shank of the matches being adapted to be severed from the base portion, a relatively rigid shield contacting the exposed face of the match strip and clamped between the base of the match strip and the short flap, said shield being of substantial area and so proportioned as to leave exposed matches on each side of the shield and leave exposed all match heads, whereby in detaching matches the open match book may be grasped between the thumb and finger in the central area of the shield to promote severance of the matches on either side of the shield.

2. A match book comprising a strip of matches, a back to which the strip is attached and a flap hingedly connected thereto to cover said matches, the side of said flap facing said matches providing a support for the optional attachment of a protruding body thereto, an integral short flap covering the base portion of the matches and attached thereto, the shank of the matches being adapted to be severed from the base portion, a relatively rigid shield contacting the exposed face of the match strip and clamped between the base of the match strip and the short flap, said shield being of substantial area and so proportioned as to leave exposed matches on each side of the shield and leave exposed all match heads, whereby said shield will act to prevent deformation or breaking of the match shanks covered thereby by the pressure exerted by the protruding body thereon arising either in the packaging of the match book or in the normal use thereof.

VILLOR P. WILLIAMS.