July 30, 1929. M. GRAY 1,722,465

ADVERTISING NOVELTY

Filed Aug. 4, 1927

FIG. 1.

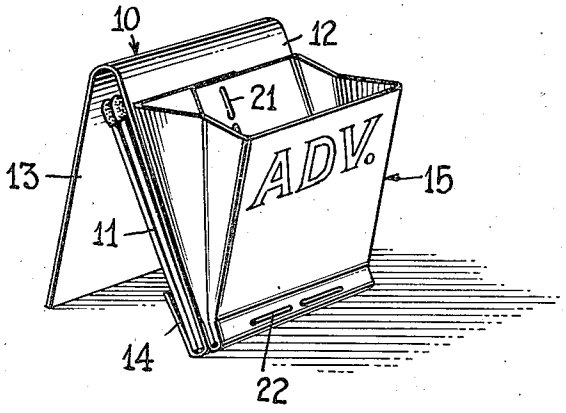


FIG. 2.

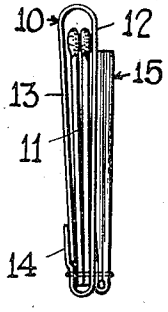
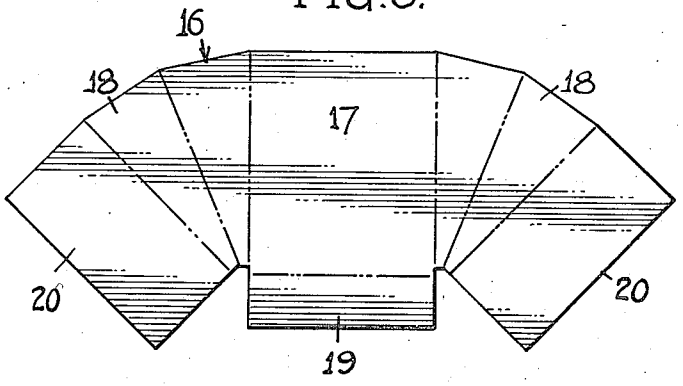


FIG. 3.



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UNITED STATES PATENT OFFICE.

MAUDE GRAY, OF CUMBERLAND FORESIDE, MAINE.

ADVERTISING NOVELTY.

Application filed August 4, 1927. Serial No. 210,503.

My invention relates to useful advertising novelties and it partakes of the form of a combination match container and ash receptacle or tray.

An object of the invention is to so form both the ash receptacle or tray and the match container as to provide for the complete collapse thereof when not in use.

A further object of the invention is to so fasten the ash receptacle or tray to an ordinary "book" or "packaged" match container as to admit of the use of the front cover portion thereof as a leg or support for said tray.

A still further object of the invention is to provide an advertising novelty which is formed in part of a non-inflammable material, which is inexpensive to manufacture, neat in appearance and compact; which, when opened up, will stand firmly on end to hold the ash receptacle or tray in an upright position; and which (either collapsed or opened up) offers the same and even greater space for the display of advertising intelligence as the ordinary packaged or book match container now commonly used.

Other objects and advantages of the invention will be hereinafter set forth.

In the drawings, wherein like reference characters denote like or corresponding parts,

Fig. 1 is a perspective view of the article with the ash receptacle thereof open and the front cover portion of the match container positioned to act as a leg or support;

Fig. 2 is an edge view, with the ash receptacle collapsed and the match container closed, and

Fig. 3 is a plan view of the blank from which the ash receptacle is formed.

In the embodiment of the invention selected for illustration a match container comprising an enclosing folder 10 and a match book 11 is shown. The folder 10 is folded in the usual manner to provide a back cover portion 12, a front cover portion 13 and a bottom edge flap 14. As indicated in Fig. 2, said bottom edge flap 14 is spaced sufficiently away from said match book 11 to receive between it (the book) and said flap, one edge of the front cover portion 13. Thus positioned the match folder 10 is in that condition hereinafter referred to as folded or closed.

To the back cover portion 12 of the folder 10 there is fastened a collapsible ash receptacle or tray. Said receptacle or tray is preferably formed of an asbestos or other non-inflammable paper blank 16 shaped as illustrated in Fig. 3. This blank 16 (when folded along the broken line indicated in said Fig. 3) includes an outer portion 17, two bellows-like side or end portions 18, a bottom flap 19 and two inner flaps 20. When folded, said inner flaps 20 overlap and lie flat against the back cover portion 12 of the match container where they are fastened by wire fasteners 21 carried thru said back cover portion 12 and thru both thicknesses of the overlapping flap material. Similar fasteners 22 extending along the bottom edge of the folded ash receptacle seal the bottom flap 19 thereof and at the same time hold the match book within its folder 10.

A combination match container and ash receptacle thus characterized is compact, neat in appearance and inexpensive to manufacture. When folded the bellows-like side or end portions 18 of the ash receptacle collapse inwardly to lie flat against the folder 10, and when extended hold the mouth of the receptacle wide open as indicated in Fig. 1. To support or hold the receptacle during use, in the desired upright position, the bottom edge of the front cover portion 13 of the match folder is withdrawn from beneath the flap 14 to extend off from the match book at an angle. In its withdrawn position, said front cover portion, together with the remaining portion of the folder 10, constitutes an inverted V-support capable of standing solidly on end and to the back of which the extended or open ash receptacle is fastened. The utility of the device as a match folder is in no way restricted or impaired. Its value as an advertising medium is, if anything, increased, due to the provision of the ash receptacle and to the fact that the surface upon which advertising intelligence can be displayed is increased rather than diminished. As an article of manufacture it offers a strong appeal.

While I have described my invention in detail in its present preferred embodiment, it will be obvious to those skilled in the art after understanding my invention, that various changes and modifications may be made therein without departing from the spirit or scope thereof. I aim in the appended claims to cover all such modifications and changes.

What I claim is:

1. As an article of manufacture, in combination, a collapsible non-inflammable paper composition ash receptacle, a folding match container comprising a front cover portion and a back cover portion, said front

cover portion, when opened up, providing for said ash receptacle a leg support, and means for fastening said ash receptacle to the outer face of said back cover portion.

2. As an article of manufacture, in combination, a foldable match book container comprising a back cover portion, a front cover portion, and a retaining flap beneath which, when the container is folded, the bottom edge of said front cover portion is loosely held; said front cover portion and said back cover portion being formed of a single length of material bent intermediately of its ends to provide, when the container is unfolded, a substantially inverted V-shaped support adapted to stand solidly on end; and a collapsible substantially V-shaped ash receptacle open at one end and fastened against the outer face of and adapted to be supported in a substantially upright position by said back cover portion.

In testimony whereof I hereunto affix my signature.

MAUDE GRAY.