July 8, 1941. J. J. SHERIDAN ET AL 2,248,129

NOVELTY ADVERTISING MATCH BOOK

Filed May 31, 1938

Fig. 1.

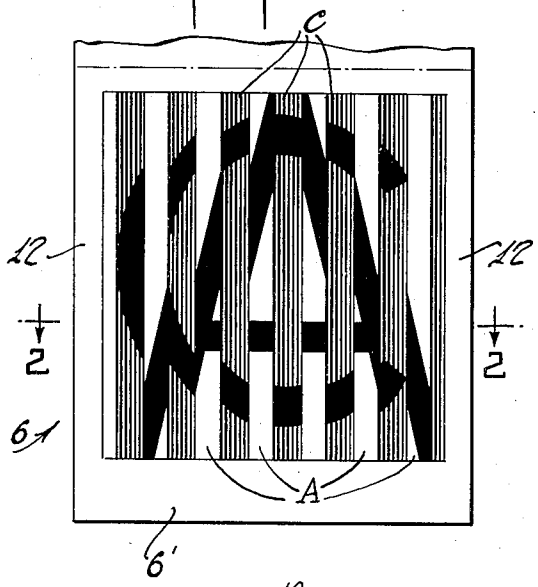


Fig. 2.

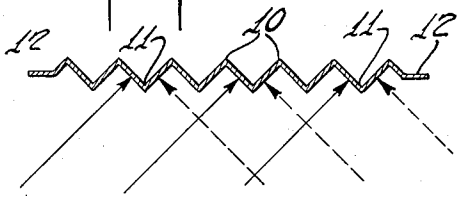


Fig. 3.

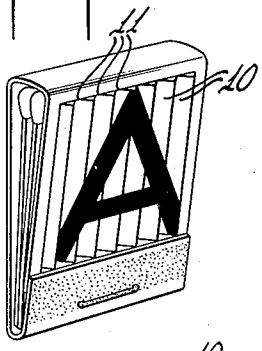


Fig. 4.

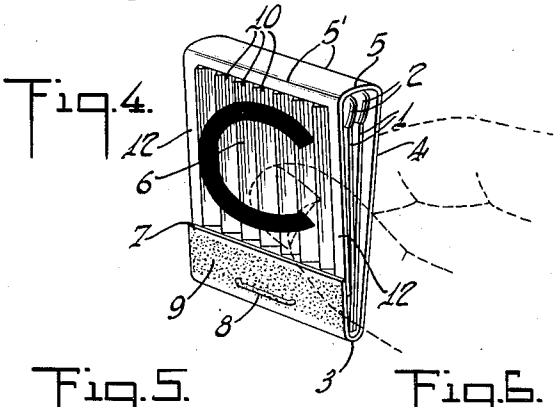


Fig. 7.

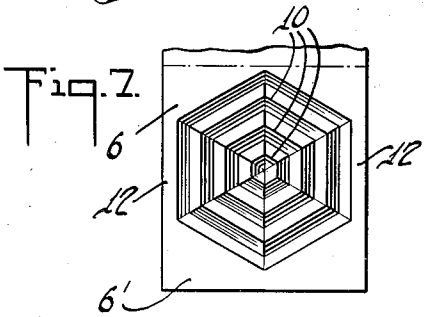


Fig. 5.

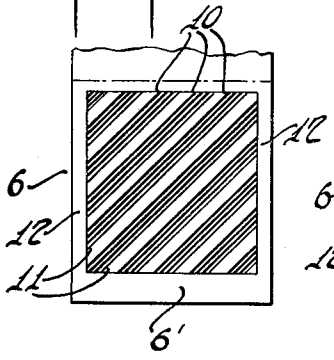


Fig. 6.

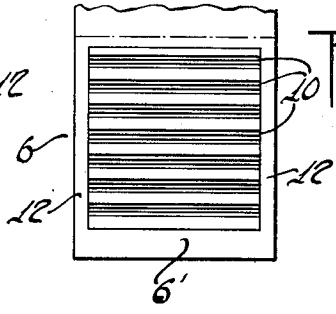
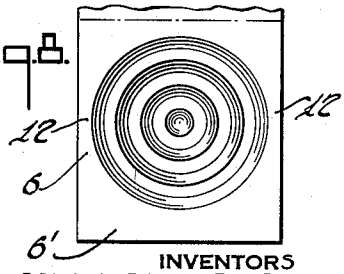


Fig. 8.



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2,248,129

NOVELTY ADVERTISING MATCH BOOK

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Application May 31, 1938, Serial No. 210,947

4 Claims. (Cl. 40—137)

This invention relates to match containers and particularly to advertising match book containers.

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

A further object of the invention is a match book of the above indicated character having a novel and improved cover characterized by the incorporation thereon of special traction grips which both enhance the strength of the thin paper cover and also substantially enhance the space for advertising, thereby enabling the use of thinner paper stock and the incorporation of more advertising material on the match book, and also simplifying and making it easier to release the free end of the cover for removing a match.

A further object of the invention is a match book of the above indicated character wherein the back and front of the match hook are provided with corrugated or ridged portions whereby the above mentioned advantages are obtained, while the end folds of the match book are of plain paper stock so as to provide for the desired flexibility of the cover in use.

A further object of the invention is a match book of the above indicated character embodying features of construction giving novel effects.

Other objects of the invention will hereinafter appear.

For a better understanding of the invention reference may be had to the acompanying drawing forming a part of this application, wherein—

Figs. 1 and 2 show certain steps of the method of making a cover for a match book embodying the invention;

Figs. 3 and 4 are perspective views of a match book showing one embodiment of the invention; and

Figs. 5, 6, 7 and 8 show parts of match book covers of different embodiments.

Referring to Figs. 3 and 4 a match book is shown embodying two match combs 1 with the match heads indicated at 2. The match combs 1 are secured together flat against each other in a cover by means of a cover strip having an end fold 3, a back portion 4, upper end fold 5 and a front cover 6, the free end of the latter being contained behind the other end 7 of the strip. The combs 1 may be secured to the cover in any suitable manner, as for example by means of the staple 8, and conventional friction means 9 are shown on the cover part 7 for striking the matches. The cover 4, 5, 6 is provided with closely disposed corrugations having ridges 10 and elongated indentations 11. These may be incorporated on any part of the cover or the whole thereof, but are preferably incorporated either on the back 4 or on the front cover 6 or on both. In Figs. 3 and 4 these corrugations are visible on the front cover 6. The multiple corrugated part 4 or 6 of the cover has a four-fold function. It enables the paper stock of which the cover is made to be made of thinner and therefore less expensive material, since these corrugations add strength to the paper. It also makes possible the incorporation of various designs and figures, as for example in Figs. 3 and 4 the design there is a washboard effect with the corrugations extending lengthwise of the front cover 6. The corrugations also afford an easy finger grip whereby the user may more readily remove the cover 6 by frictionally gripping the same with the finger. For example, with the corrugations running lengthwise of the cover 6 as shown in Figs. 3 and 4, the user may with the finger readily move the cover 6 laterally to disengage the free end of the cover 6 from the part 7 of the cover.

Moreover, by this construction the advertising space is substantially increased. For example, looking at Fig. 3, one message or part of a message is formed on the left sides of the corrugations or ridges, and looking at Fig. 4, another message or different part of the same message is incorporated on the right-hand sides of these corrugations, the letters "A" and "C" indicating the two different advertising messages or different parts of the same message. Thus, the match book may be of the conventional size, notwithstanding the increased advertising surface and, as indicated, the paper stock may be of thinner material because of the strengthening thereof by the incorporation of a closely corrugated structure while, also as indicated above, the cover is more easily manipulated by the fingers in frictional engagement with the corrugated surface.

In the embodiment of Fig. 5 the corrugations 10 are formed diagonally on the cover parts 4 and 6, and in the modification of Fig. 6 these corrugations are formed crosswise of the cover 6. In the embodiment of Fig. 7 these corrugations 10 are observed to form hexagonal figures on the cover parts 4 and 6, and in Fig. 8 they are observed to form circular figures.

As indicated above, certain advantages of the invention are obtained with the corrugations 10, 11 formed on the whole surface 3, 4, 5, 6 of the cover, but in the preferred construction, as shown in the drawing, only the back and front parts 4 and 6 are thus provided with these ridged de-

signs. The desired strength and resistance to flexure of the back and front parts 4 and 6 is thus obtained, notwithstanding the thinness of the paper stock, while the desired flexibility of the end folds 3 and 5 is retained. Preferably also the ridged construction stops short of the folding edge 5' at the top so that the full flexibility of the cover is retained and the front part 6 may be disengaged from and put behind the end 7 of the paper strip with the greatest facility. The end 6' of the front cover part 6 is also plain and free of the ridged structure so as to facilitate the locking of the front cover 6 behind the end 7. Preferably also the edges 12 of the parts 4 and 6 are plain and free of the ridged structure as shown in the drawing.

Fig. 2 shows an enlarged cross-section of a matchbook according to the modification of Figs. 3 and 4. In this particular modification the ridges 10 or the crowns of the ridges are angular as well as the bases or indentations 11 formed between these ridges and this is the preferred construction, although the crowns and bases may be rounded without sacrificing all of the advantages of the invention. Preferably also the angles for best results are those indicated roughly in Figs. 3 and 4, but this angularity may be departed from without entirely sacrificing all the advantages of the invention, as for example within the range of 30° to 70°. The arrow in Fig. 2 indicates the most advantageous angles for observing the different advertisements on the match book.

Fig. 1 is a front view of the match book front cover 6 which shows parts of both of the advertisements or messages incorporated on the opposite sides of the ridges 10. The sides A embody the advertisements corresponding to the letter "A" and the sides C embody the advertisement corresponding to the letter "C" shown in the drawing.

According to one method of forming the special panel structure the advertisement may be first printed on the surface of the cover parts 4 and 6 in broken form with the portions A embodying one advertisement or message and the portions or strips C embodying the other advertisement. After such printing the paper stock may be subject to a pressure crimping device or machine to form the crests 10 and the hollows 11 along the dividing lines between the broken parts A and C of the printed messages, that is, this is done in such a manner as to make the sides of the ridges bearing the parts A exposed from one angle of observation, while the parts C are not exposed, and the sides bearing the parts C exposed from another angle of observation while the parts A are not exposed. The printing may be done mechanically or it may be done photographically and in the latter case it is preferred that the ridged structure be formed prior to exposing the sides A and C of the ridges for printing, or any conventional method may be employed for incorporating the different messages on the different sides of the strengthening ridges 10, 11. In the particular embodiment shown the printing is incorporated on the outside of the front cover 6, but obviously this may be incorporated on the back side thereof, if desired, and similarly with respect to the back part 4.

We claim:

1. A novelty advertising match book container comprising a match comb suitably fastened to a thin paper-like stock cover strip, with both the front and back of the cover having formed therein ridged panels covering the greater portion of the front and back thereof but provided with plain borders therearound, the end folds of the cover being of plain stock to provide for flexibility of the free end of the cover notwithstanding the ridged panels, and the ridges of said ridged structure bearing advertising material on both sides thereof with only parts thereof observable when viewed at an angle.

2. A novelty advertising match book container comprising a match comb suitably fastened to a thin paper-like cover strip with both the front and back of the cover having formed therein ridged panels covering the greater portion of the front and back thereof but provided with at least one plain marginal edge, the end fold of the cover being of plain stock to provide for flexibility of the free end of the cover notwithstanding the ridged panels, and the ridges of said ridged structure bearing advertising material on both sides thereof with only parts thereof observable when viewed at an angle.

3. A novelty advertising match book container comprising a match comb suitably fastened to a thin paper-like stock cover strip having front and back portions, one of said portions having formed therein a ridged panel covering the greater portion thereof, the end fold of the cover being of plain stock to provide for flexibility of the free end of the cover notwithstanding the ridged portion and the ridges of said ridged portion bearing advertising material on both sides thereof with only parts thereof observable when viewed at an angle.

4. A novelty advertising match book containing a match comb within a cover and fastened thereto, said cover embodying front and back panels of a comparatively rigid inflexible structure with the end fold of the cover of thin flexible cover stock, one of said rigid panels bearing a ridged part, with advertising material incorporated on the opposite sides of the ridges for the purpose set forth.

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