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2,160,255

MATCH HOLDER

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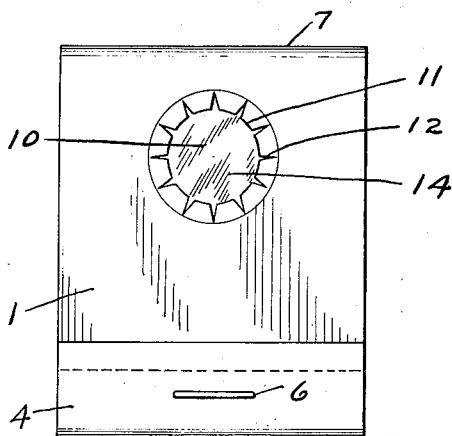


FIG. 1.

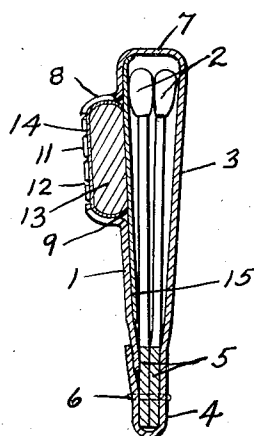


FIG. 2.

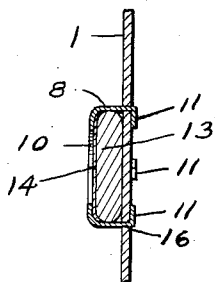


FIG. 3.

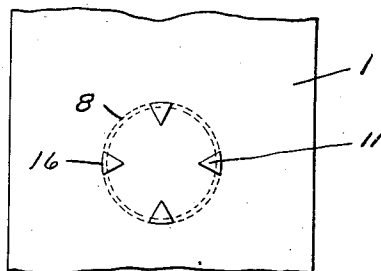


FIG. 4.

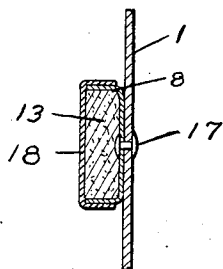


FIG. 5.

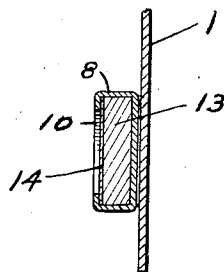


FIG. 6.

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2,160,255

MATCH HOLDER

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2 Claims. (Cl. 206—29)

This invention refers to advertising devices connected with the use of match boxes for this purpose. It has among its objects, to provide an attachment to match books or boxes that will increase their usefulness and attractiveness; also to provide a vehicle for small samples that will enable same to be handled with greater facility when in the possession of the prospective user. This last feature enables them to be distributed more successfully; and the user can more readily find the sample in his pocket. Another object is to protect the sample against loss and damage; to make it of stronger advertising value, and add a value to the device that will be sufficiently persuasive to cause it to be kept conveniently and frequently before the attention of the user.

Certain disadvantages arise ordinarily in dispensing small samples in the form of tablets, pills, paste, and the like, to call the article or product to the attention of the public. The article may be rejected or it may be put in the pocket and by reason of its smallness easily lost and forgotten. However, this invention provides for the attachment of the sample as a part of a match book or box where it will be sought for frequently and continuously brought to the attention of the possessor. This fact produces an interest in the device or product that sooner or later will cause the possessor to use or try it, and at least will impress the product on his memory. Even if the product does not interest the possessor at first, he will ordinarily preserve it attached to the match box because it is a part of same, and a great majority of people have frequent use for matches. At the same time the package enclosing the sample will provide an additional means for making the match book conspicuous and easily found. It will retain the match book more satisfactorily in the pocket and will allow for freer circulation of air about the same and render it safer. It also provides for a better grip on the match book when handled in ordinary use.

In the drawing which illustrates several embodiments of this invention;—

Figure 1 is a front view of a match-book with a modification of this invention,

Figure 2 is a side sectional view of Figure 1,

Figure 3 is a sectional view through the match-book indicating another modified form of sample holder and showing the manner in which it is attached to the material of the match-book, Figure 4 is a rear view of the form shown in Figure 3,

Figure 5 is a sectional view through a portion

of the match-book to indicate another form of sample holder attachment to it, and

Figure 6 is still another form in sectional view.

Similar reference characters refer to similar parts throughout the drawing.

In the construction shown in the drawing 1 represents the front cover of a match book of conventional design, provided with paper matches 2 and a back piece 3 suitably bent at the lower portion 4 to embrace the rib 5 of the matches. A staple 6 fastens the matches in place. The upper portion 7 of the back piece is bent over to hinge the cover 1 and protect the matches.

The cover, as shown in Figure 1 is embossed outwardly near the upper portion 7 and forms a raised capsule portion 8 and a rear opening 9 into which the sample is inserted. The front of the raised portion, which is termed the capsule or holder, is opened at 10 as the cover is formed as indicated and the edges 11 are preferably provided with slits 12. This enables the pointed edges 11 to be bent on the sample 13 when same is placed in this holder 8. A suitable transparent disc 14 is provided to close the opening 10 and retain the sample under the portion 8, while a strip of material 15 is secured to the back of the cover to prevent the sample escaping out through the hole or opening 9.

In the Figures 3 and 4, the holder 8 consists of a separate capsule with pointed edges 11 adapted to pass through slots 16 in the cover 1 and clip same in place. In Figure 5, the capsule or holder 8 is held in place by a rivet 17, and has a removable cover 18. This rivet secures the capsule to the cover of the match book. In Figure 6 the capsule 8 is secured in place with glue or the like, and is provided with a front opening 10 and a suitable transparent cover disc 14.

The device is used in the conventional way as far as the matches are concerned, while the sample capsule holder is filled with the article or product which it is arranged to contain. This places it in a convenient location for use or observation, and by its raised construction enables the match book to be handled more conveniently. The holder or capsule may be filled with pills, paste candy, chewing gum, or other small articles or products, and will be always convenient, and conspicuous, particularly serving its purpose as an advertising device.

While several embodiments of this invention are shown in the drawing, it is not desired to limit this application for patent to these par-

particular forms or in any other way, otherwise than limited by the prior art, as it is appreciated that other forms might be used that would employ the same principles and come within the scope of the appended claims.

5 Having thus described the invention what is claimed is:

1. In a match book comprising a plurality of matches and a cover therefor having a front flap adapted to cover the matches, said front flap provided with an opening surrounded by a plurality of integral fingers forming a pocket, a sample article enclosed in said pocket, a transparent disk covering the face of said sample article, said article being held in place by said

fingers and a shield of sheet material secured to the back of the cover flap over the opening to keep the said sample article in the pocket.

2. In a match book comprising a plurality of matches and a cover therefor having a front flap adapted to cover the matches, said front flap provided with an opening therein, means formed from the cover flap providing a pocket, a sample article enclosed within said pocket, a transparent cover over the exposed surface of said article, a shield of sheet material secured to the back of the cover flap over the opening to prevent the sample article from exposure on the back of said cover flap.

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