March 17, 1936. G. A. PRAGER 2,033,998

ADVERTISING DEVICE

Filed March 19, 1935

Fig. 1.

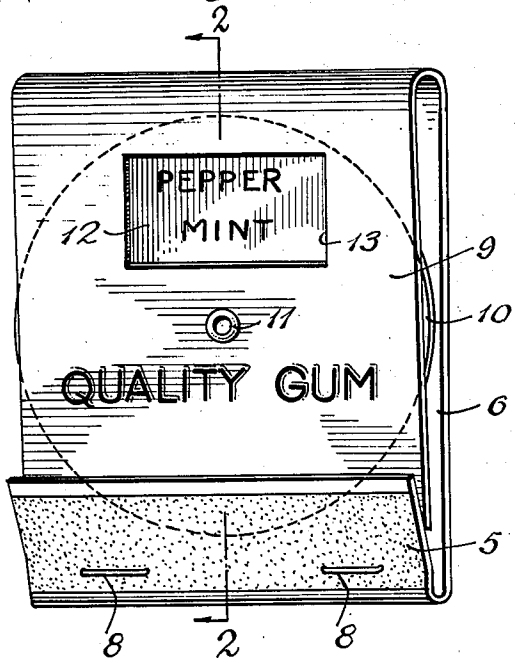


Fig. 2.

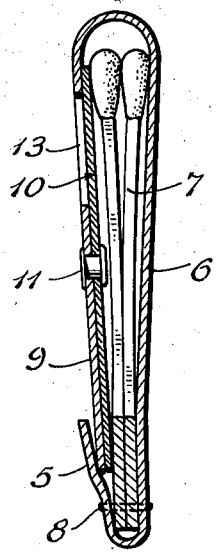


Fig. 3.

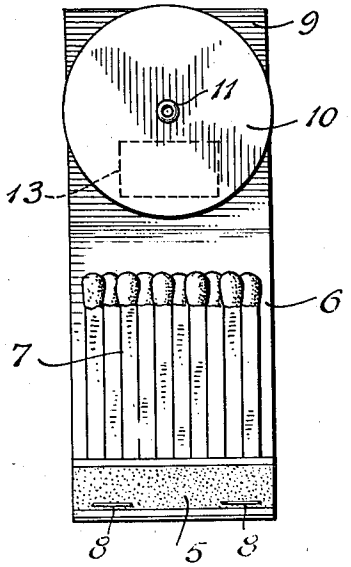
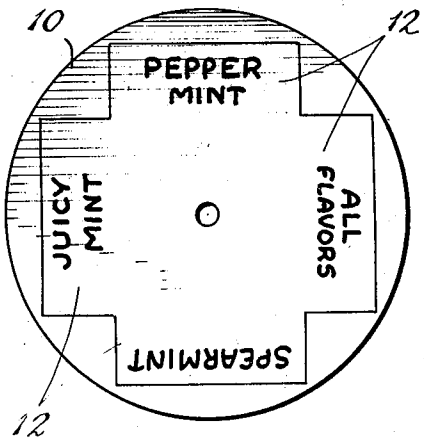


Fig. 4.



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ADVERTISING DEVICE

Gerald A. Prager, New York, N. Y.

Application March 19, 1935, Serial No. 11,771

1 Claim. (Cl. 206—29)

This invention relates to improvements in advertising devices and has particular reference to a changeable display to be employed in conjunction with match books.

An object of the invention is to provide an improved advertising display device of simple, practical and economical construction in which the ordinary form of match book has mounted thereon an adjustable display member on which advertising indicia is so arranged that different portions thereof may be successively viewed through a sight-opening formed in the book.

The above and other objects will appear more clearly from the following detailed description, when taken in connection with the accompanying drawing which illustrates a preferred embodiment of the inventive idea.

In the drawing:

Figure 1 is a perspective view of a match book in closed position showing the invention applied thereto.

Figure 2 is a section on the line 2—2 of Figure 1.

Figure 3 is an elevational view of the match book in open position, and

Figure 4 is a plan view of the display member which is carried by the book and which contains the advertising indicia.

Referring more particularly to the accompanying drawing, the match book illustrated therein is of the type commonly employed and made from a single length of flexible material with one end of said length folded upon itself to provide a flap 5 which combines with the back section 6 of the book to form a recess for receiving the inner ends of a group of matches 7 which are secured within the book by the usual wire stitching 8. At a medial point of the length of the material from which the book is made, the same is folded to define a front or closure section 9 the free end of which is tucked beneath the flap 5 to retain said section in its closing position relative to the matches within the book.

In accordance with the present invention, a display member 10 in the form of a flat disc and of a diameter slightly greater than the width of the closure member 9 is rotatably mounted upon the inner surface of said closure member at approximately the center thereof and by means of an eyelet or rivet 11 extended through said member and dis The disc has arranged thereon adjacent its periphery suitable advertising indicia 12 and formed in the closure member 9 is a sight-opening 13 with which various indicia 12 on the disc may be successively aligned so as to be visible through said opening as the disc is rotated. By making the disc of a larger diameter than the width of the closure member, portions of the edge of said disc will project slightly beyond the edges of the closure member so that said portions may be engaged by the finger to facilitate the turning movement in either direction of the disc when it is desired to view different portions of the advertising indicia.

It will be noted that the rotatable display member 10 is clamped in position as shown in the section of Fig. 2 when the match book is closed at diametrically opposite points, the uppermost portion of the disk 10 being clamped by the heads of the matches 7 and the lowermost portion of the disk 10 being clamped between the flap 5 and the bottoms of the groups of matches 7.

It is therefore apparent that the disk 10 is frictionally held against rotation, as while carried in the pocket of a consumer, and it may only be rotated to another position upon substantial force being applied to the edge of the member 10 as it projects beyond the cover 9, as best shown in Fig. 1.

In this manner, assurance is had that the disk 10 will not loosely turn around during usage and consumption, and also that the dial 10, when set, will stay in register with the opening 13 in the desired manner.

What is claimed is:

A book match package having, in combination, a comb of matches, a cover comprising a strip of material with its intermediate portion passing in back of the matches, a short end bent up in front of the supporting ends of the matches and secured thereto to form a retaining tab, and its other end extending over the match heads and down in front thereof to form a front flap, arranged to have its lower end inserted behind said retaining tab, said flap being provided with a window and being also provided with a disk member pivotally mounted on the central portion of said front flap and positioned in rear thereof, said disk carrying a plurality of spaced indicia positioned thereon to successively register with said window as said disk is rotated on said pivotal mount, said disk being frictionally engaged at diametrically opposite points at its uppermost and lowermost edges by the tops of the matches and by said retaining tab, respectively, when said front flap and said disk member are inserted behind said tab upon closure of the book match package.

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