

July 31, 1934.

A. C. POTTER

1,968,353

MATCH BOOK

Filed April 22, 1931

Fig. 1.

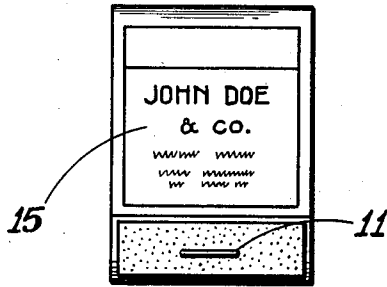


Fig. 2.

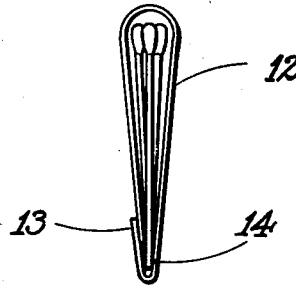


Fig. 3.

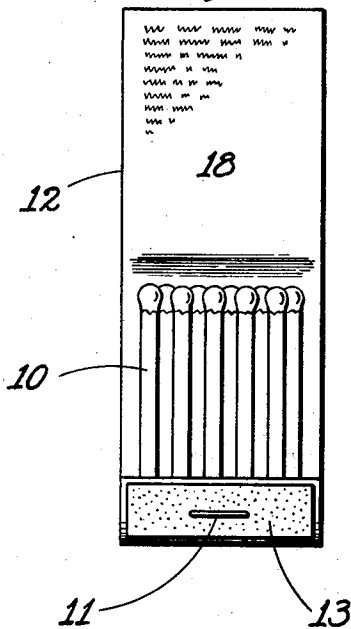
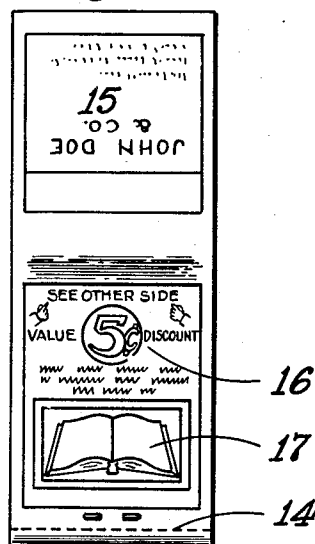


Fig. 4.



Inventor

Arthur C. Potter

By

Southgate Fay & Haskins

UNITED STATES PATENT OFFICE

1,968,353

MATCH BOOK

Arthur C. Potter, North Woodstock, Conn.

Application April 22, 1931, Serial No. 532,104

1 Claim. (Cl. 206—29)

This invention relates to a type of match book in which cards of matches are bound together at the bottom with a paper folder which passes around the matches as is well known.

5 The principal objects of this invention are to provide such a match book with a detachable coupon without adding to the bulk to the ordinary match book; to provide the coupon in such form that it will be of material value and will be
10 negotiable for a discount on purchases in certain stores, and to provide a system depending on this match book by which the match book, when the matches are used, will be of value to the holder, and by which it will be of value in these
15 stores for increasing their sales.

Other objects and advantages of the invention will appear hereinafter.

Reference is to be had to the accompanying drawing, in which

20 Fig. 1 is a front view of a match book constructed in accordance with this invention, the book being shown closed;

Fig. 2 is an edge view of the same;

Fig. 3 is a front view of the book shown open,
25 and

Fig. 4 is a rear view of the same.

These match books as now constructed are of no value to anybody after the matches are used and they are thrown around the streets, adding
30 to the litter and rubbish thereon, and sometimes thrown down drain pipes, adding to the debris which sometimes clogs the same. They are never saved and seldom deposited in a place where they will not add to the unsightliness of the
35 streets and buildings in which they are discarded.

By the present invention a standard size coupon is incorporated into the match book which will have a discount value to the holder after the matches are used, and which can be detached
40 from the stub and turned in at any issuing merchant's store accompanied by cash and securing to the purchaser and the holder of the coupon a discount on every dollar's worth of goods purchased. These coupons are redeemed by the mer-
45 chant in this way and then destroyed. The merchants who redeem these coupons indicate it by signs in their store windows, and of course, it is intended that there shall be many of them in each town, perhaps only one in any particular
50 line. The merchants are bound under written agreement to redeem these coupons as long as they display the signs, thus making the system of mutual benefit to the holder of the coupon and the merchants.

55 In the drawing, a common type of match book

is shown comprising one or more cards of paper matches 10 bound at the bottom, for example, by staples 11 to the end of the back 12 which is turned up over the bottom of the matches, and has a striking composition 13 on the front. This back
60 extends practically twice the length of the matches and bends over in front to cover the matches as shown in Fig. 1.

Along the back 10 at a point near the staple 11, or other fastening device, is a line of perforations 14 clear across the back, at which this coupon
65 can be torn off, leaving only the stubs of the matches and the igniting surface 12 to throw away. It is to be noted that the weakened line 14 with perforations is located beyond the staple
70 11. The result of this is that the coupon is held by the staple and will not become detached accidentally. When it is pulled off from the match stubs the staple will leave a hole in it but it will naturally come away from the stubs 18 not leaving
75 jagged edges and not taking with it a part of the backing of the article. On the back is a sign 15 showing the store which gave the coupons away and which is one of the stores ordinarily that will allow a discount. Also there is a sign 16 which
80 shows the amount of discount, and a sign 17 which discloses the company issuing the match books, which disposes of them to the store whose sign is indicated at 15. On the inside of the cover is reading matter explaining the system and how
85 the coupon can be used.

It will be seen that in this way has been added to the match book a standardized design coupon or coupons with a detachable feature to be used under a cooperative advertising plan, and it will be seen that the match book, or book of matches, is employed as a convenient and universal vehicle of distribution so that the coupons will easily be distributed and these match books are given away ordinarily with purchases of smok-
90 ing tobacco, etc. and can be given away by other stores in other lines of business. Thus, it is of mutual benefit to customers and merchants, and leads to the promotion of greatly increased cash sales, as they are not redeemed with credit sales.
100 The match book retains its ordinary form, size and usefulness.

It will be seen that the match book is combined with a discount coupon or coupons on a percentage basis. Thus the match book is converted into an
105 article of at least triple value in cash purchase sales from the merchant's standpoint. At an extremely small cost to the merchant it induces sales at his store by means of the discount, which is expected to be 5¢ on a dollar of cash purchases.
110

The coupons may be redeemed in the store in which they are distributed or at any other store which redeems these coupons at any time. They may be kept until enough of them are on hand to provide the 5 percent discount on any article which the holder wishes to purchase. The match book or cover performs a plurality of functions, therefore, serving as a detachable and negotiable coupon and advertising panel, a positive cash purchasing asset, and contains directions for the cashing of the coupons, as well as serving its usual purpose. These coupons will not be thrown away as heretofore, but will be retained and no definite number of them has to be collected in order to enable the holder to use them.

Although I have illustrated and described only a single embodiment of the invention, I am aware of the fact that modifications can be made therein by any person skilled in the art without departing from the scope of the invention as expressed

in the claim. Therefore, I do not wish to be limited to the exact form shown, but what I do claim is:—

As an article of manufacture, a match book having matches, an igniting surface, a back, and a staple holding the stub portion of the matches, the igniting surface and the back together at one end of the back, a portion of the back comprising a coupon having a weakened line across the same beyond the point at which the back is fixed to the stubs of the matches by which it may be detached from the stubs of the matches, whereby the back is fixed to the stubs by the staple so that it is not likely to be detached accidentally but, when detached from the staple intentionally, it will be freed fully from the stubs leaving the stubs and igniting surface still fixed together.

ARTHUR C. POTTER.

25

30

35

40

45

50

55

60

65

70

75

80

85

90

95

100

105

110

115

120

125

130

135

140

145

150