Sept. 17, 1929. S. E. RAHE 1,728,509

MATCH BOOK

Filed March 16, 1928

Fig. 1.

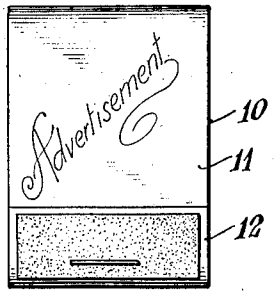


Fig. 2.

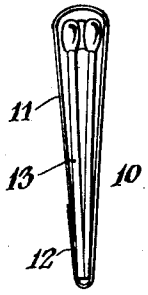


Fig. 3.

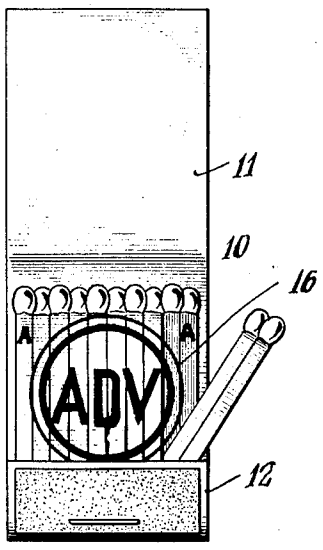
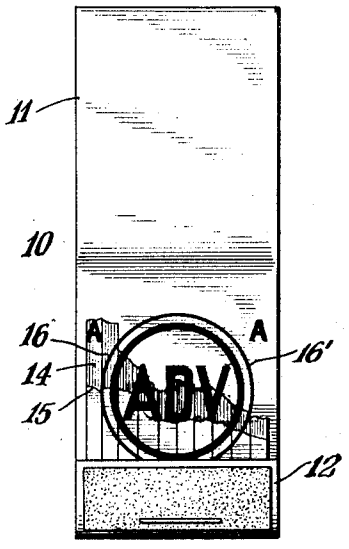


Fig. 4.



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UNITED STATES PATENT OFFICE

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MATCH BOOK

Application filed March 16, 1928. Serial No. 262,141.

My invention relates to improvements in match books and book matches, so called. These are very well known on the market, and while the match book has various forms, it is usually rather conventional. My invention relates to this structure and is not limited to any particular type, though it is well adapted to the conventional form. These matches are sold for so low a price that the tobacconist usually gives them to a customer. This practice is possible because they are so largely used for advertising, and the advertiser pays the manufacturer for the advertisements on a given quantity of matches, and thus the manufacturer can supply them to the dealer at a very low price. The advertisements usually appear on the cover or container of the matches, and not usually on the matches or splints themselves because these are removed one by one, and under the general practice an advertisement on the splints themselves if it were larger than a single splint, would quickly disappear, so that the advertisements are generally printed on the cover or container.

As is well known, the match splints are in symmetrical layers, and encased in a simple form of cover. The object of my invention is to provide inexpensive means for greatly increasing the advertising value of matches of this kind. As above stated, the match splints are usually in symmetrical layers one upon another, and in carrying out my invention I display the advertisement across the face of the first layer of match splints, and duplicate the display matter on the several layers of splints, and also on the container or cover behind them, and furthermore, these advertising displays are made to register so that the display matter can be printed prominently across the matches, thus making a very striking advertisement, and as the splints are removed one by one from the several layers, whether in sequence or otherwise, the whole of the display matter will appear to the eye, part of it perhaps appearing on one layer of splints, part on another or others, and part even on the container behind the splints. Thus it will be seen that the display matter is always prominently in view until the matches are entirely used.

In ordinary practice, after the first view a customer does not pay much attention to the advertisements, but in making the match book as I do, the advertising display is in the most prominent place so that it must strike the eye when the package is opened, and it is continuous as stated until all the matches are used. From the description which follows it will be understood that while I have shown my invention as applied to the most common type of match books, it can be applied to variant forms, and I use the term "match book" to include any preferred form in which the splints or cards are arranged in layers and enclosed in a cover which acts as a container.

Reference is to be had to the accompanying drawings forming a part of this specification, in which similar reference characters indicate corresponding parts in all the views.

Figure 1 is a plan view of a conventional closed match book.

Figure 2 is a side elevation thereof.

Figure 3 is a plan view with the cover open and with some of the match splints displaced, and

Figure 4 is a view similar to Figure 3 but with the match splints mutilated or broken so as to show part of the advertisement on the container or cover.

In the drawings I have shown the most common type of match book 10 which needs no detail description as it is so well known. For convenience of reference, however, I call attention to the fact that the conventional cover or container 11 has one turned over part 12 bearing the striking composition, and the splints 13 are arranged as usual in cards in the container. These match cards and the splints can be in the conventional or preferred paper material, or as I have illustrated, they may be wooden splints 14 covered by paper 15.

The display matter 16 can of course be anything capable of reproduction across the face of the splint layers and on the back of the container. The advertisement illus-

trated comprises the term "A Lucky Strike" with the words "Lucky Strike" enclosed in concentric circles, but of course it can be anything which is to be advertised. This advertisement 16 is produced on the several layers of splints, and they are printed so that the parts of the advertisement on the several layers will register, and as shown at 16' in Figure 4, this idea is carried out to the extent of duplicating the advertisement on the back and inner side of the cover or container.

Thus it will be seen that as the splints are removed, the advertisement is always fully shown until the matches have all been used, and it is thus possible to produce the advertisement in the most striking place without in any way affecting the burning quality of the matches, and greatly enhances the advertising value of the device.

In the claims I shall refer to the match book and cover as conventional terms embodying any analogous structure in which the layers of splints are symmetrically and removably arranged, and in which they are enclosed in some form of cover which acts as a container.

I claim:—

1. A match book having layers of match splints one behind the other, with similar display matter produced on the layers of splints in such position on the different layers that the parts of the display matter on the several layers will register, be duplicated and coincide whereby the continuity of the display matter persists as the match splints are removed.

2. A match book having layers of splints and a container, and display matter on the several layers and on the cover behind them in such position on the different layers and cover that the parts of the display matter will register and coincide whereby the continuity of the display matter persists as the match splints are removed.

In testimony whereof, I have signed my name to this specification this 15th day of March, 1928.

SAMUEL E. RAHE.