

(No Model.)

M. JACOBS.
ADVERTISING DEVICE.

No. 317,365.

Patented May 5, 1885.

Fig. 1.

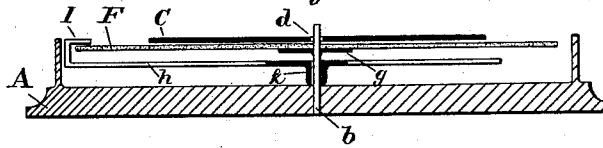


Fig. 2.

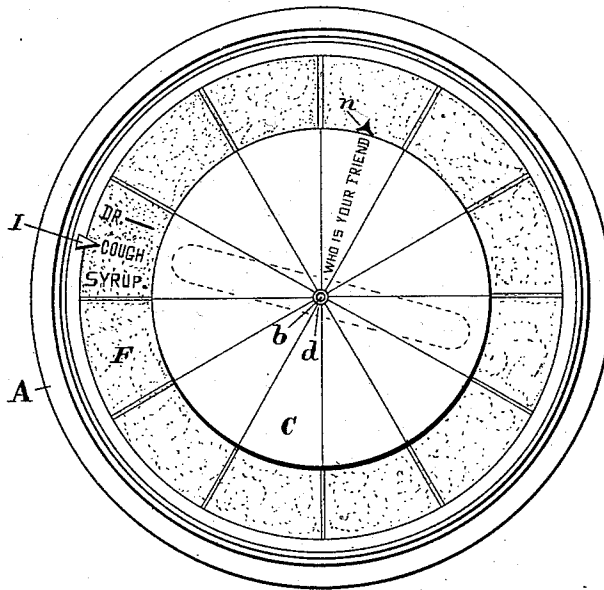
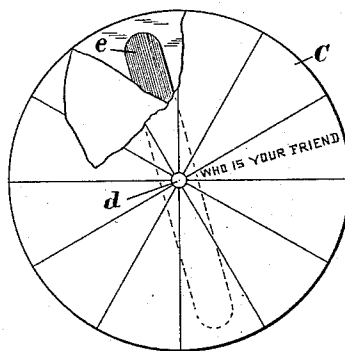


Fig. 3.



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UNITED STATES PATENT OFFICE.

MAURICE JACOBS, OF BALTIMORE, MARYLAND.

ADVERTISING DEVICE.

SPECIFICATION forming part of Letters Patent No. 317,365, dated May 5, 1885.

Application filed February 19, 1884. (No model.)

To all whom it may concern:

Be it known that I, MAURICE JACOBS, a citizen of the United States, residing at Baltimore, State of Maryland, have invented certain new and useful Improvements in Advertising Devices, of which the following is a specification.

My invention relates to an improved advertising device, which I design for use in advertising specialties, such as proprietary medicines and other articles.

The device is illustrated in the accompanying drawings, in which Figure 1 is a cross-section. Fig. 2 is a top view. Fig. 3 is a view of the interrogator, having a portion of one surface torn up to expose the magnet.

The inclosing-case A may be circular in shape or square, and it may be made of paper, metal, or wood. A center post, *b*, is fixed to the bottom of the case. An interrogation card or plate, C, is circular, and has a center hole, *d*, and is thereby adapted to set down over the top end of the post, and may turn or rotate freely in a horizontal plane about the post. This card has printed on both sides questions which are in the nature of conundrums. The questions are printed, as shown, in lines which radiate from the center—as, for instance, "Who is your friend?" A permanent magnet, *e*, consists of a thin blade secured or enveloped in the card—that is, between the two surfaces of the card—so that ordinarily it is not exposed to view. The central hole, *d*, passes also through the magnet-blade. A response card or plate, F, is circular, and is fixed rigidly to the center post in any suitable manner. In the present instance a small disk, *g*, is fixed to the lower side of this card, and is also attached to the post. The response-card is thereby sustained. This card has answers printed on its top surface near the circular rim, as shown. In the present instance twelve spaces provide for as many answers, only one, however, being given in the drawings—namely, "Dr. — Bull's Cough Syrup." These answers are to refer to the articles to be advertised. At one point on the top surface is a spot, *n*.

An indicator, I, consists of a pointer turned

up from the end of a metal bar, *h*, having a central hub, *k*, which sits about and is pivoted at the center post, so as to turn thereon freely in a horizontal plane. The indicator comprising the turned-up end of the bar projects over the edge and on top of the circular response-card, as seen in Figs. 1 and 2. The indicator points to the answer that is responsive to the question. The answers on the card F are prepared of course with special reference to the questions, and both questions and answers are designed to subserve the purpose of advertising the specialty, whatever it may be.

The device is operated by first selecting a question on the card C and then turning the card on the center post until the question selected comes opposite the spot *n* on the card F. The magnet in the top card will then attract the pivoted bar *h* and cause it to move and arrange itself parallel with the magnet, when the indicator I will point to the proper answer. By the construction here shown the interrogation-card is kept centrally pivoted, and there is no waste space between the questions on one card and answer on the other.

It is obvious that a cover of glass or other suitable material may be employed on the case, if desired.

Having described my invention, I claim and desire to secure by Letters Patent of the United States—

1. The combination of a response-card, a center post, an interrogation-card provided with a magnet-blade and having a center hole whereby it may rotate freely, and a pivoted metallic indicator-bar, as set forth.

2. The combination of a response-card, a center post, a rotatable interrogation-card provided with a magnet-blade, and a pivoted metallic indicator-bar having its end turned up and projected over the top of the response-card, as set forth.

In testimony whereof I affix my signature in presence of two witnesses.

MAURICE JACOBS.

Witnesses:

JNO. T. MADDUX,
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