Aug. 5, 1941. R. H. COMENS 2,251,781

ADVERTISING PLAYING CARD

Filed June 15, 1940

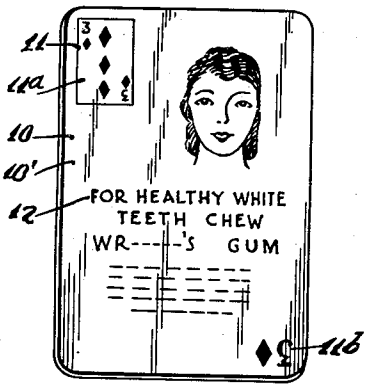


Fig. 1.

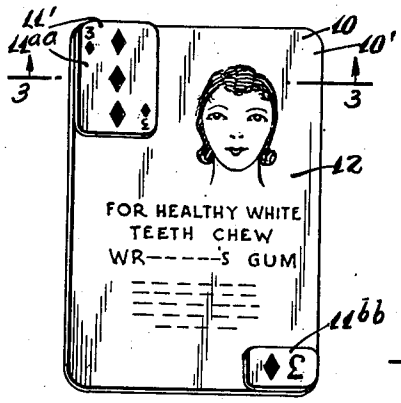


Fig. 2.

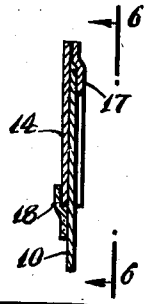


Fig. 5.

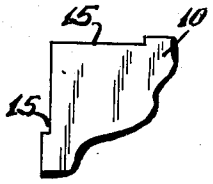


Fig. 7.

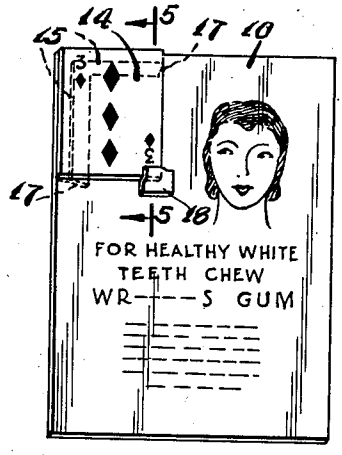


Fig. 4.

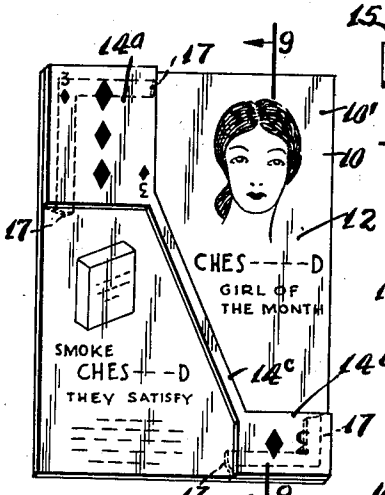


Fig. 8.

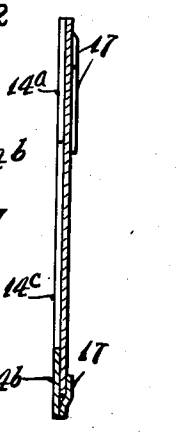


Fig. 9.

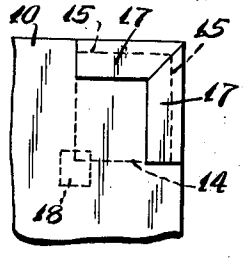


Fig. 6.

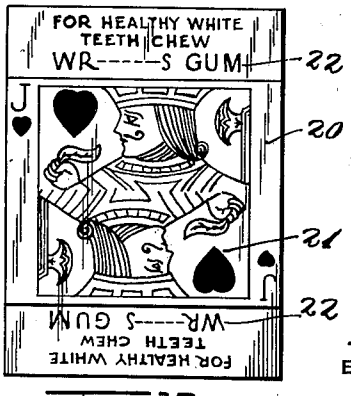


Fig. 10.

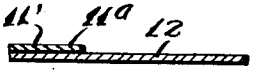


Fig. 3.

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UNITED STATES PATENT OFFICE

2,251,781

ADVERTISING PLAYING CARD

Robert H. Comens, Brooklyn, N. Y.

Application June 15, 1940, Serial No. 340,669

7 Claims. (Cl. 273—152)

This invention relates to new and useful improvements in playing cards, and has more particular reference to an advertising playing card.

The invention proposes the construction of a playing card which is characterized by the usual card body having the usual ornamental back and having a face with a playing card representation on an area thereof, and advertising material on another area thereof.

More specifically, the invention proposes to print the upper left hand corner of the face of the card body with a miniature card comprising the playing card representation.

Furthermore, it is proposed that the lower right hand corner be imprinted with the card value. The remaining area of the face of the card contains advertising material. It is advisable that each of the cards of a deck which compose the advertising playing cards, bear a different advertisement. In this fashion a large number of advertisers will be covered, and add interest to the advertisements.

The invention proposes various modified forms relating particularly to different ways of embodying the same inventive feature. In one modification it is proposed that a miniature card be pasted on the card body to produce the card representation. In another form of the invention it is proposed that miniature cards be associated with means for releasably holding them on the card bodies.

For further comprehension of the invention, and of the objects and advantages thereof, reference will be had to the following description and accompanying drawing, and to the appended claims in which the various novel features of the invention are more particularly set forth.

In the accompanying drawing forming a material part of this disclosure—

Fig. 1 is a perspective view of an advertising playing card constructed in accordance with this invention.

Fig. 2 is a perspective view of an advertising playing card constructed in accordance with a modification of this invention.

Fig. 3 is a sectional view taken on the line 3—3 of Fig. 2.

Fig. 4 is a perspective view of an advertising playing card constructed according to another modification of this invention.

Fig. 5 is a fragmentary vertical sectional view taken on the line 5—5 of Fig. 4.

Fig. 6 is an elevational view looking in the direction of the line 6—6 of Fig. 5.

Fig. 7 is a fragmentary elevational view of one corner of the card body shown with the miniature card removed.

Fig. 8 is a perspective view of an advertising playing card constructed according to another modified form of this invention.

Fig. 9 is a sectional view taken on the line 9—9 of Fig. 8.

Fig. 10 is a plan view of an advertising playing card showing another advertising layout on same.

The advertising playing cards, in accordance with this invention, includes a card body 10 having the usual ornamental back and a face 10' with a playing card representation 11 on an area thereof, and advertising material 12 on another area thereof. The playing card representation 11 is composed of two sections, indicated by reference numerals 11^a and 11^b. The section 11^a comprises the reproduction of a miniature card in the upper left hand corner of the card body 12. The section 11^b comprises a card value arranged in the lower right hand corner of the card body 12.

In Figs. 2 and 3 a modified form of the invention has been disclosed which distinguishes from the prior form in the arrangement of the playing card representation 11'. In accordance with this form of the invention the playing card representation comprises two sections, namely, section 11^{aa} and section 11^{bb}. The section 11^{aa} comprises a miniature card which is pasted or in any other manner secured to the upper left hand corner of the card body 12. The section 11^{bb} comprises a card value sticker which is pasted or in any other manner adhered to the lower right hand corner of the card body 12.

In Figs. 4 to 7 inclusive another modified form of the invention has been disclosed which distinguishes from the prior forms essentially in the fact that the card representation is removably mounted on the card body. More specifically, the playing card in accordance with this form of the invention comprises a card body 10 having a playing card representation 14 removably mounted on the upper left hand corner thereof. The card body 10 has its upper left hand corner formed with a cutout area 15 (see Fig. 7) so that the removable playing card representation 14 may be set therein to have its edges aligned with the top and side of the playing card body 10.

The playing card representation 14 comprises a miniature card having holding elements, in the forms of strips of material 17 secured along its top and one side and adapted to be slipped over

the edge portion of the upper corner of the card body 10 to maintain the position of the card representation 14. A small piece of material 18 is pasted over the lower right hand corner of the card representation 14 to releasably hold it in position.

The advantage of this form of the invention resides in the fact that when desired the card representation 14 may be removed and replaced or exchanged, as desired. First the piece 18 must be pulled off. This frees the card representation 14 which may then be slipped upwards off the card body 10.

In Figs. 8 and 9 another modified form of the invention has been disclosed which is similar to the form shown in Figs. 4 to 7, distinguishing merely in the fact that the card body 10 is provided with a card representation consisting of two sections, the section 14^a and the section 14^b. These sections are arranged on diametrically opposite corners, namely, the upper left hand corner and the lower right hand corner. These sections are connected together with a narrow connecting strip 14^c. The section 14^a has means for releasably holding the same on the edge of the card body, and comprises holding strips 17. The section 14^b has similar holding strips 17 secured along its edges, on the back side.

In other respects this form of the invention is similar to the previous forms and like parts are identified by like reference numerals.

The card body 10 may be flexed and the card representations 14^a and 14^b slipped off the card body and changed, or replaced as desired.

In Fig. 10, the card body 20 is illustrated with a playing card representation 21 at the central area of the card and the advertising material 22, adjacent the top and bottom edges of the same.

While I have illustrated and described the preferred embodiments of my invention, it is to be understood that I do not limit myself to the precise constructions herein disclosed and the right is reserved to all changes and modifications coming within the scope of the invention as defined in the appended claims.

Having thus described my invention, what I claim as new, and desire to secure by United States Letters Patent is:

1. In an advertising playing card, a card body, a miniature card imprinted with a playing card representation and engageable upon one corner of said card body, and means for holding said miniature card in position on the corner of said card body.

2. In an advertising playing card, a card body, a miniature card imprinted with a playing card representation and engageable upon one corner of said card body, and means for releasably holding said miniature card in position on the corner of said card body, comprising strips attached on the outer edges of said miniature card and engaged over the adjacent edges of said card body.

3. In an advertising playing card, a card body, a miniature card imprinted with a playing card representation and engageable upon one corner of said card body, and means for releasably holding said miniature card in position on the corner of said card body, comprising strips attached on the outer edges of said miniature card and engaged over the adjacent edges of said card body, and means for attaching the inner corner of said miniature card to the adjacent portion of the face of said card body.

4. In an advertising playing card, a card body, a miniature card imprinted with a playing card representation and engageable upon one corner of said card body, a card value member engageable upon a diagonally opposite corner of said card body, and means for releasably holding said miniature card and said card value member in position on said card body.

5. In an advertising playing card, a card body, a miniature card imprinted with a playing card representation and engageable upon one corner of said card body, a card value member engageable upon a diagonally opposite corner of said card body, and means for releasably holding said miniature card and said card value member in position on said card body, comprising a narrow strip extended between the adjacent corners of said miniature card and said card value member.

6. In an advertising playing card, a card body, a miniature card imprinted with a playing card representation and engageable upon one corner of said card body, means for releasably holding said miniature card in position on the corner of said card body, comprising strips attached on the outer edges of said miniature card and engaged over the adjacent edges of said card body and means for attaching the inner corner of said miniature card to the face of said card body.

7. In an advertising playing card, a card body, a miniature card imprinted with a playing card representation and engageable upon one corner of said card body, means for releasably holding said miniature card in position on the corner of said card body, comprising strips attached on the outer edges of said miniature card and engaged over the adjacent edges of said card body, and means for attaching the inner corner of said miniature card to the face of said card body, comprising a small piece of material pasted partly on the inner corner of said miniature card and partly on the face of said card body.

ROBERT H. COMENS.