

W. A. DEMMON.  
ADVERTISING DEVICE.  
APPLICATION FILED NOV. 4, 1902.

NO MODEL.

2 SHEETS—SHEET 1.

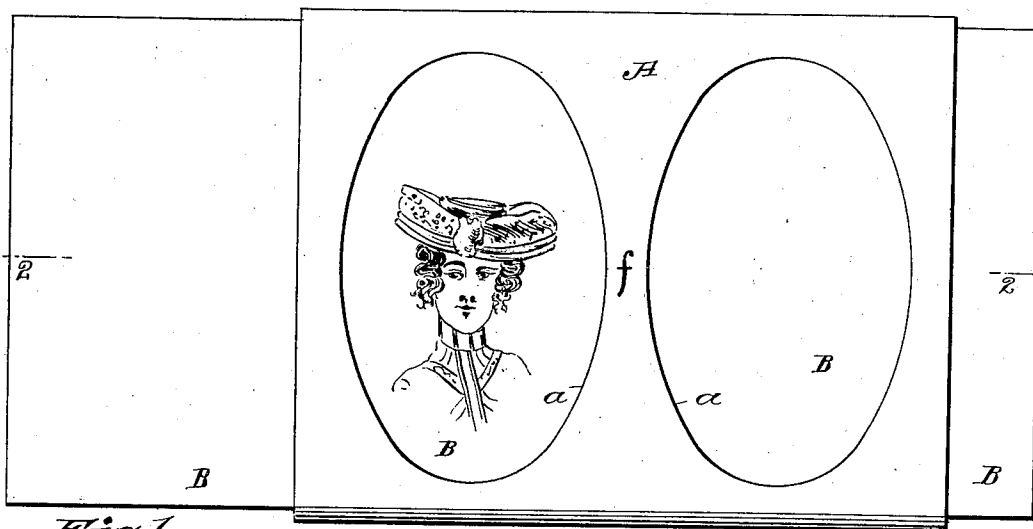


Fig. 1.

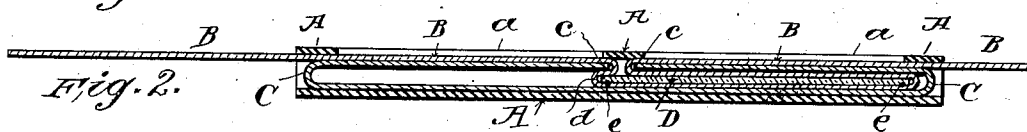


Fig. 2.

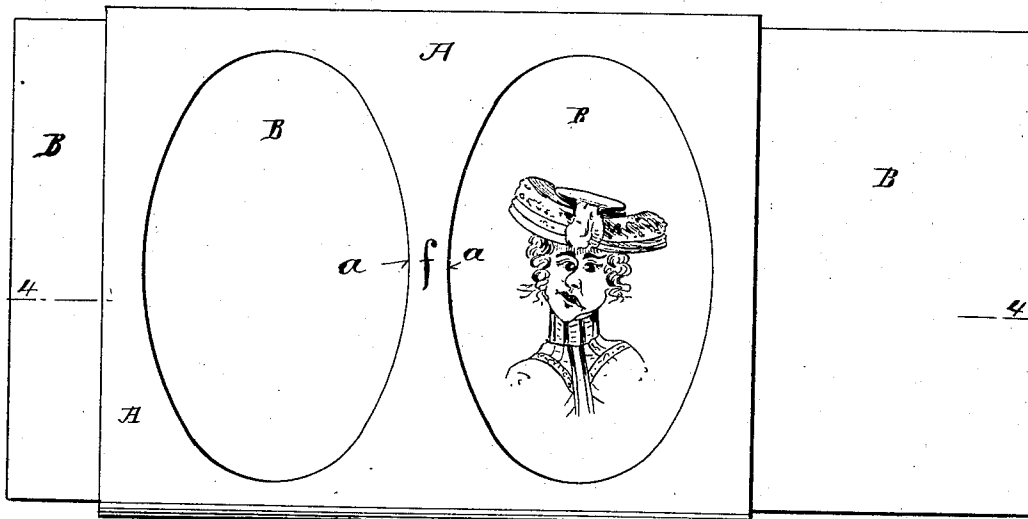


Fig. 3.

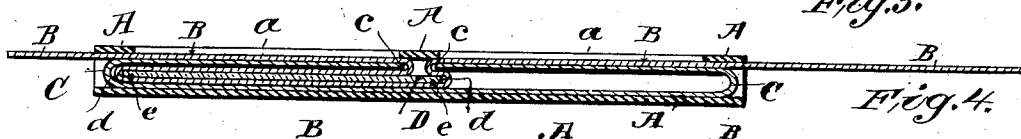


Fig. 4.

WITNESSES:

Chas. Benjamin  
Harry H. Velt.

INVENTOR

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Fig. 5.

No. 733,819.

PATENTED JULY 14, 1903.

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NO MODEL.

2 SHEETS—SHEET 2.

Fig. 6.

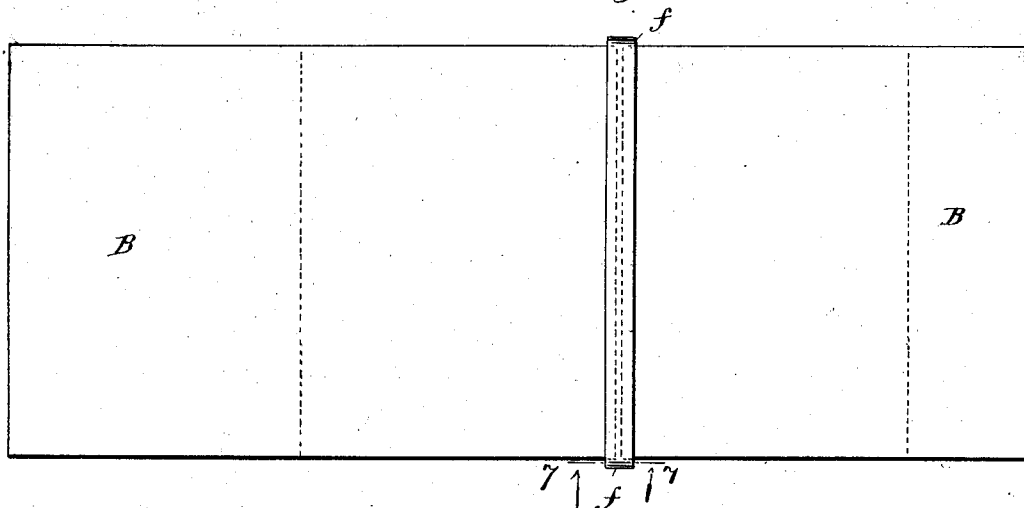


Fig. 7.

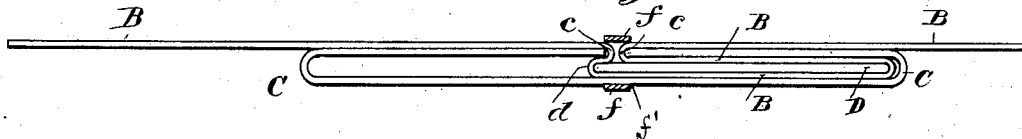
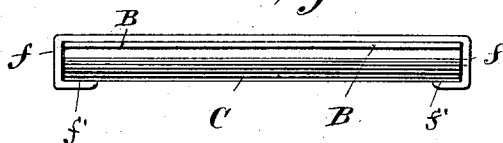


Fig. 8.



WITNESSES:

*Chas. Benjamin*  
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# UNITED STATES PATENT OFFICE.

WILLIAM A. DEMMON, OF NEW YORK, N. Y.

## ADVERTISING DEVICE.

SPECIFICATION forming part of Letters Patent No. 733,819, dated July 14, 1903.

Application filed November 4, 1902. Serial No. 130,010. (No model.)

*To all whom it may concern:*

Be it known that I, WILLIAM A. DEMMON, a citizen of the United States of America, residing at No. 119 West Forty-ninth street, in the city of New York, borough of Manhattan, State of New York, have invented certain new and useful Improvements in Advertising Devices, of which the following is a specification.

10 My invention relates to the construction of transformation scenes adapted to be used as a picture-puzzle or as a toy or for advertising purposes.

15 In my application filed January 8, 1901, Serial No. 42,508, for "Improvements in transformation scenes," I have shown and described a device for the same purpose.

My present invention has for its object the production of a device which is radically different and more simple in construction and method of operation, which is more durable, less subject to disarrangement of parts, and of very much less cost in construction.

Referring to the accompanying drawings, 25 Figure 1 is a plan view of my improved device, showing the ribbon or strip bearing the figures or advertising matter, as hereinafter described, drawn to the left. Fig. 2 is a sectional view of Fig. 1, taken on lines 2 2. Fig. 30 3 is a plan view showing the ribbon or strip drawn to the right, bringing into view another figure or advertising matter. Fig. 4 is a sectional view taken on lines 4 4 of Fig. 3. Fig. 5 is an end view of the device.

35 Referring to Fig. 1, A is an outside casing, which may be of any suitable material, but preferably, by reason of its cheapness, of heavy paper or cardboard. Said casing is provided with two openings *a a*, through which the illustrations are shown. Said openings are separated by a narrow strip *f* of the casing A. The casing A after the operating device is in position, as hereinafter described, is folded, as shown in Fig. 5, and pasted or otherwise fastened to itself, as shown at *a'*, 45 Fig. 5. Fastened to the casing A is a cross-strip C, Figs. 2 and 4, preferably of cardboard, with projecting ends, which when folded over nearly but do not quite meet under the narrow strip *f*, separating the open- 50 ings *a a*.

B B is a ribbon of any suitable pliable ma-

terial, such as silk, cotton, linen, or paper. I have found a strip of light but tough linen paper to work freely, evenly, and smoothly, 55 which also has the advantage of cheapness. Upon this strip or ribbon are depicted the two figures or the advertising matter to be shown. Between the figures or other representations a plate or strip D, also preferably 60 of cardboard, is securely fastened to the ribbon B. Such fastening is shown at *e e*, Figs. 2 and 4. I prefer to paste or glue the plate D to the ribbon B. The plate D, with ribbon B attached, is then placed within the folded 65 ends of the cross-strip C, as shown in Figs. 2 and 4, and the two ends of the ribbon B are drawn through the narrow space between the folded ends of the cross-strip, which aperture or space is directly behind and is hidden by 70 the strip *f* between the openings *a a*. The ends of the ribbon then extend one to the right and the other to the left beyond the casing A.

As the ribbon B is pulled to the left, Fig. 75 1, the plate D slides to the right, Fig. 2, and one of the figures on the ribbon B is drawn through the space between the folded ends of the cross-strip C, as shown at *c*, Fig. 2, and is brought into view, as shown in Fig. 1. The 80 motion is then reversed, the ribbon B is drawn to the right, the card D slides to the left, Fig. 4, the exposed figure disappears through the space left between the folded ends of the cross-strip C, through which space the other 85 figure passes at the same time in the opposite direction and is brought to view, as seen in Fig. 3.

It is manifest that the construction of the casing A can be modified by making one 90 larger opening instead of two, as shown, and dividing the larger opening into two apertures by a strip fastened at its opposite ends and passing over and concealing the narrow space between the ends of the cross-strip C. The 95 construction may be further modified and a device produced which would be available for many purposes by omitting entirely the casing A and passing a band over and concealing the narrow space between the ends of the 100 strip C, the ends of said band being fastened to C. In such construction the strip C would not properly be designated as a "cross-strip," but would itself, with its folded ends, form a

casing. Such modification is shown in Figs. 6, 7, and 8, in which Fig. 6 is a plan view of the modification. Fig. 7 is a side elevation of Fig. 6, and Fig. 8 is an end view of same.

5 Similar letters designate corresponding parts in the other drawings, except that in Figs. 6 and 7 *f* indicates the band passing over and concealing the narrow space between the ends of the strip C. This band is attached to  
10 strip C, as shown at *f'*, as shown in Figs. 7 and 8.

What I claim, and desire to secure by Letters Patent, is—

1. In a device of the character described the  
15 combination of a casing having two openings, a cross-strip with folded ends attached thereto and a ribbon adapted to bear the pictures passing around the folded ends of the cross-strip and fastened to a movable plate inclosed  
20 therein.

2. In a device of the character described the combination with a suitable covering of a movable ribbon adapted to bear the pictures, said ribbon being attached to a movable plate inclosed within a folded fixed cross-strip. 25

3. In a device of the character described the combination with a foundation-piece having folded ends of a ribbon adapted to bear the pictures, said ribbon being attached to a movable plate inclosed within the folded ends of the foundation and a band passing over the space left between said folded ends and fastened at its opposite ends to said foundation. 30

Witness my hand this 31st day of October, 1902, at the city of New York, county and  
35 State of New York.

WILLIAM A. DEMMON.

Witnesses:

HENRY P. VELTE,  
W. J. TOWNSEND.