(No Model.)

F. MARQUART & W. P. HOOPER.

METHOD OF AND MEANS FOR ADVERTISING.

No. 280,318. Patented June 26, 1883.

Fig: 1

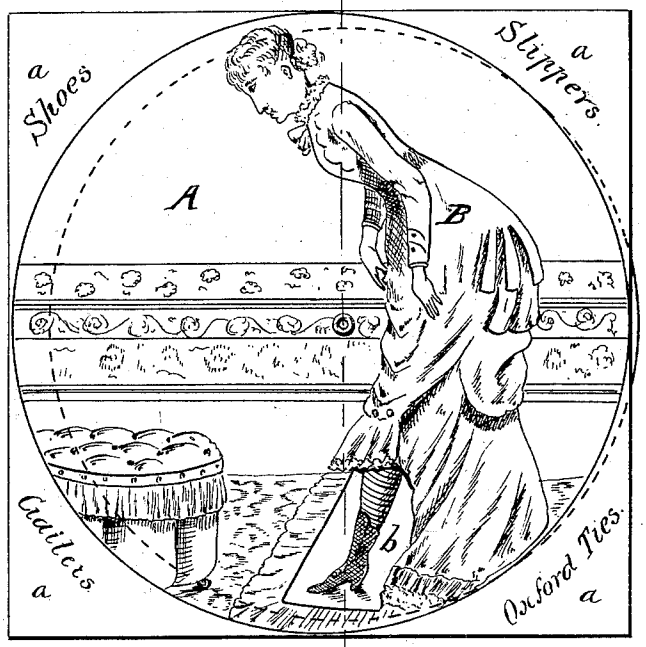


Fig: 2.

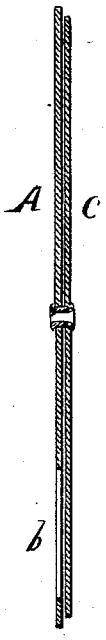
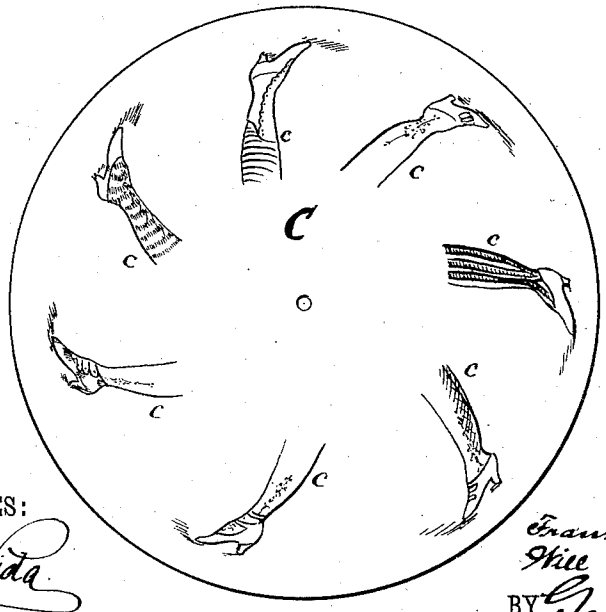


Fig: 3.



WITNESSES:

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METHOD OF AND MEANS FOR ADVERTISING.

SPECIFICATION forming part of Letters Patent No. 280,318, dated June 26, 1883.

Application filed March 5, 1883. (No model.)

To all whom it may concern:

Be it known that we, FRANK MARQUART and WILL P. HOOPER, both of the city, county, and State of New York, have invented a new and useful Improvement in the Method of and Means for Advertising; and we do hereby declare the following to be a full, clear, and exact description of the same, reference being had to the accompanying sheet of drawings, forming part of this specification.

This invention is in the nature of an art or method of and means for advertising articles of merchandise by pictorial representations thereof, as applied in use; and the invention consists in advertising articles of merchandise by means of pictorial representations of various styles thereof, arranged to be successively brought into alignment or position to supply a purposely omitted part of a figure representing the user of the article supplied with such article on that part of the person to which the article is designed to be applied.

I have shown my invention in connection with foot-coverings for women, a card containing pictures of a number of styles of shoes and slippers adapted to be brought successively into an opening in a superposed card containing a partly mutilated picture of a woman, the mutilation being the opening which is to be filled by the card containing the pictures of styles of shoes, which last-named pictures are such as that, when brought into the opening, they fill out or supply completely the omitted or mutilated part.

In the accompanying sheet of drawings, Figure 1 is a face view of my device. Fig. 2 is a longitudinal section taken in line *x x*, Fig. 1. Fig. 3 is a plan view of revolving card.

Similar letters of reference indicate like parts in the several figures.

This invention relates to cards for advertising; and it is intended to render the card sufficiently amusing and valuable to induce their possessors to retain them.

To that end a card, A, with any desired advertising-matter *a* surrounding it or otherwise, has imprinted or fixed upon its face a pictured representation, B, either man, women, or child. This picture has a portion, *b*, cut away, leaving it incomplete. The cut-away part may be a foot, leg, hat, glove, or any desired part of the dress or body; and the part so cut away from the pictured figure is imprinted or fixed upon the face of a circular card, C, each design or impression *c* varying from the other, so that various designs of shoes, boots, slippers, or stockings, gloves, or hats may be imprinted in colors on this card C. The card so imprinted is now pivoted to the card A in such a manner as will enable the card C to be rotated on its pivot, bringing, as it is rotated, the designs on the card C successively beneath the cut-away part *b* of the card C, and supplying thereby the part so cut away with its appropriate feature, so that by the continued revolving of the card C the design imprinted on that card is shown successively at the cut-away portion *b*, completing the figure and showing the effect that each design produces. In this way various styles and colors of boots, shoes, hats, stockings, and gloves can be successively brought to view, displaying all the various wares of that character sold by the advertiser whose name appears on the card, and affording an amusing feature to the ordinary advertising-card, besides enabling the merchant or manufacturer to show to his customers the effects produced by the various colors, shapes, and kinds of garments when contrasted with the garment or figure of the pictured person.

Having now described our invention, what we claim as new, and desire to secure by Letters Patent, is—

1. The method of advertising articles of merchandise by means of pictorial representations of various styles of such articles arranged to be brought into position for view beneath a figure of a user of the article advertised, which figure is mutilated at the point of use of such article advertised, and such mutilated part supplied or filled out by the picture or representation of the article advertised when brought opposite such mutilation, substantially as shown and described.

2. The improved advertising device herein shown and described, the same consisting of a card containing the pictorial representation of

the user of the article advertised with that portion of the figure broken away or mutilated at the point of application of the article to be advertised, combined with an attached card containing pictures of a number of styles of the article advertised arranged to be brought into alignment with the mutilated part of the figure of the user to fill out or complete the figure at that point, as though the article advertised were applied in position for use upon such figure.

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