(No Model.)

B. DREYFUSS.

PLAYING CARDS.

No. 266,444. Patented Oct. 24, 1882.

Fig: 1.

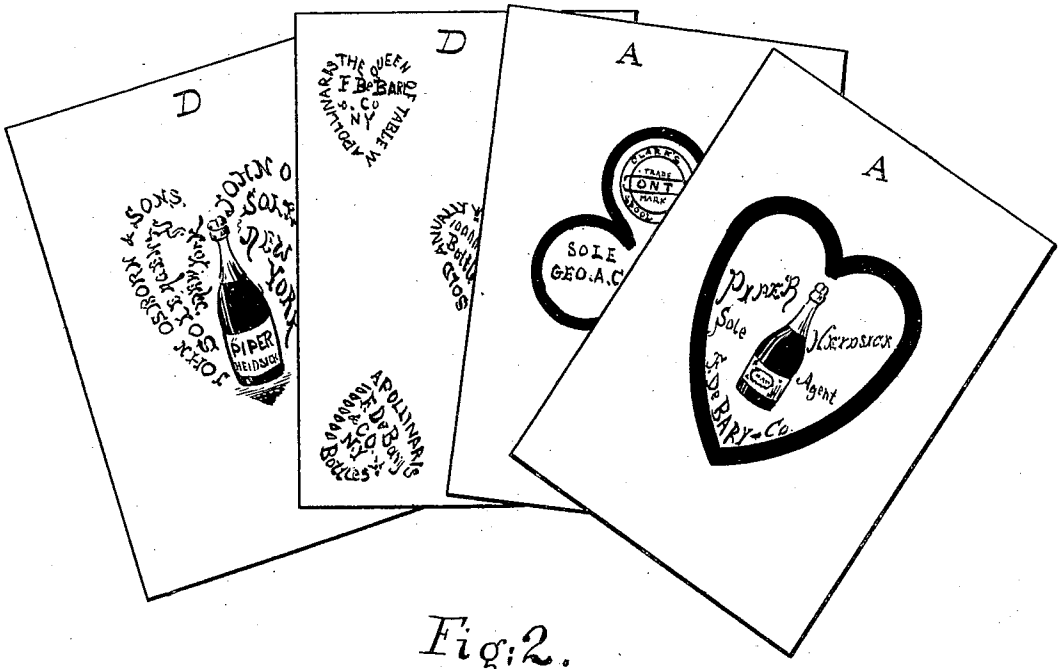
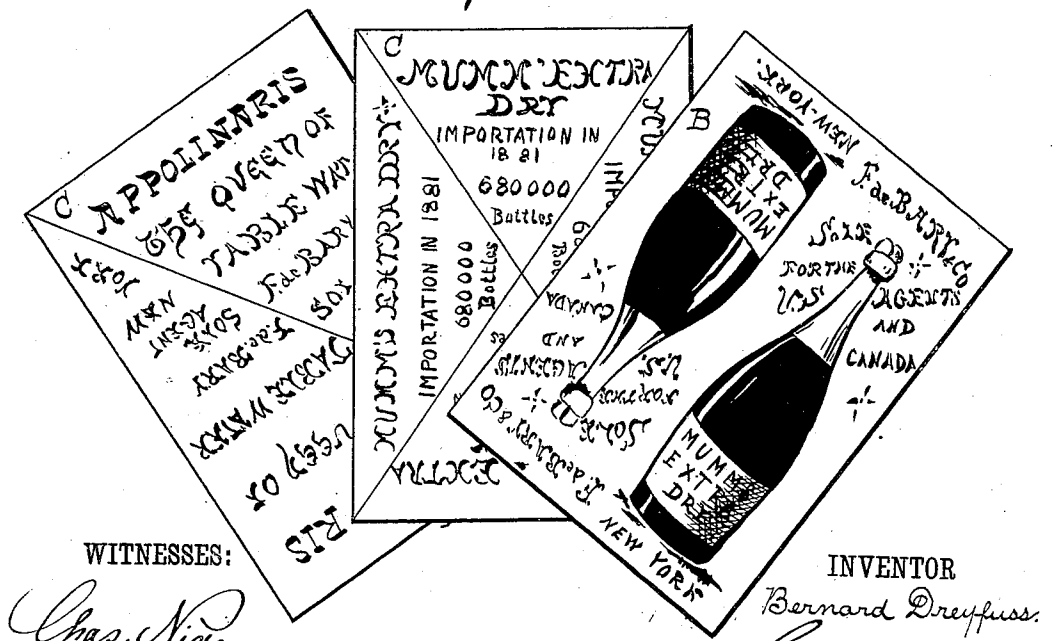


Fig: 2.



WITNESSES:

Chas. Nida.

Charles E. Simms Jr.

INVENTOR

Bernard Dreyfuss.

BY Simpkinson

ATTORNEY:

N. PETERS. Photo-Lithographer. Washington, D. C.

UNITED STATES PATENT OFFICE.

BERNARD DREYFUSS, OF NEW YORK, N. Y.

PLAYING-CARDS.

SPECIFICATION forming part of Letters Patent No. 266,444, dated October 24, 1882.

Application filed September 7, 1882. (No model.)

To all whom it may concern:

Be it known that I, BERNARD DREYFUSS, of the city, county, and State of New York, have invented a certain new and useful Improvement in Playing-Cards; and I do hereby declare that the following is a full, clear, and exact description of the same, reference being had to the accompanying sheet of drawings, making part of this specification.

This invention is in the nature of an improvement in playing-cards; and the invention consists in playing-cards with their characteristic markings formed of letters and words, and their backs provided with printed matter, as is more particularly hereinafter described.

In the accompanying sheet of drawings, Figure 1 represents the faces of the cards. Fig. 2 represents the backs.

Similar letters of reference indicate like parts in both figures.

This invention is intended to make useful the ordinary playing-card as a means of advertising; and to accomplish this in a better and more effective manner than heretofore each characteristic mark or design—such as the heart, club, spade, &c.—on the face of the card is formed of letters and words so arranged and proportioned as to form not only the several distinctive characters and well-known conventional colors, but also to convey to the player an advertising announcement. (See Fig. 1.) Each "spot" on the card may contain the same advertising-matter, or different advertisements, and, if you choose, small cuts representing the several things in this way advertised.

The letters and words forming the several spots of the cards may be placed in reverse order—that is to say, so that the letters will read from each end or from each side of the card toward its center—so that it matters not which end or side of the card is held uppermost, for one-half of the advertising-matter will always be in proper position to be read.

Instead of forming the entire spot of letters, a suitable outline of each distinctive character may be drawn, and the space inclosed by such outline filled in by letters and sentences of advertising-matter. (See Fig. 1 at A.) Besides forming the spots of the cards of printed matter, their backs are also employed for the purpose of imparting information by way of advertising announcements. For that purpose each back has printed or otherwise placed upon it any given advertisement, as well as pictured representations of the thing advertised. (See Fig. 2 at B.) These back advertisements may be printed in one direction across the entire back of the card; or they may be also printed in reverse order from each end or side of the card toward its center. (See Fig. 2 at C.) The printed matter may be arranged in designs, as in Fig. 1 at D, so that in every way or position the card is held, or even when lying on its back, or on its face, the advertisement will appear and in proper position to be read and clearly understood. The spots of the cards, as well as their backs, instead of containing ordinary advertising-matter, may contain moral sentiments, trite sayings, and witty sentences, adding thereby instruction, as well as amusement, to the holders of the cards.

From the foregoing it will be readily seen that the usefulness of the ordinary playing-card is greatly enhanced, and the venders of merchandise can have attention called to their wares throughout the civilized world in an inexpensive, prominent, and durable manner, not only greatly benefiting the advertiser, but imparting knowledge to many who otherwise would remain uninformed.

Packs of playing-cards with their backs and faces embellished as above described can be distributed among the customers of the advertiser, and by such distribution at once advertise his wares or calling in a popular and durable manner, that will at once give him ample publicity, and in places and under circumstances where otherwise his advertisement would be denied admission.

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

1. A playing-card with the characteristic marks or devices on its face formed of letters or designs and its back provided with advertising-matter, substantially as is shown and described.

2. In a playing-card, the face-spots composed

of letters and sentences printed to be read from each end to the center of the card, substantially as is shown and described.

3. In a playing-card, the characteristic spots on the face of the card suitably outlined and the space within the outlines filled in by letters and words, substantially as shown and described.

4. In a playing-card, the back thereof printed so as to be read from each end and from each side to the center of the card, substantially as is shown and described.

BERNARD DREYFUSS.

Witnesses:
CHARLES E. SIMMS, Jr.,
G. M. PLYMPTON.