July 28, 1931. M. ANDERSON 1,816,353

ADVERTISING, EDUCATIONAL, OR AMUSEMENT DEVICE OR THE LIKE

Filed Jan. 2, 1931 4 Sheets-Sheet 1

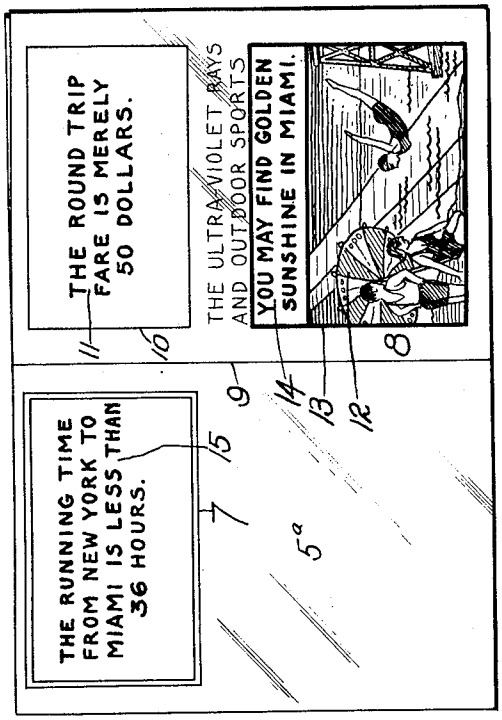


Fig. 2

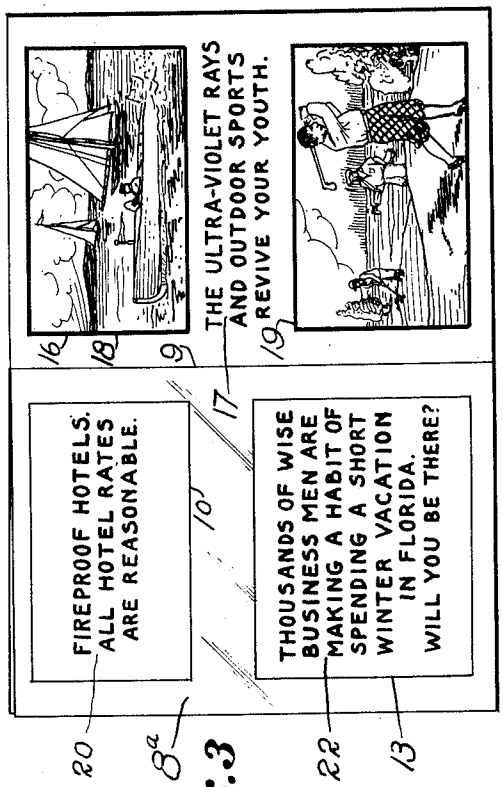


Fig. 3

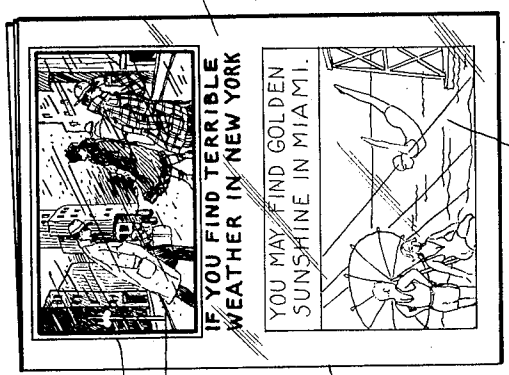


Fig. 1

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ADVERTISING, EDUCATIONAL, OR AMUSEMENT DEVICE OR THE LIKE

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FIG-4.

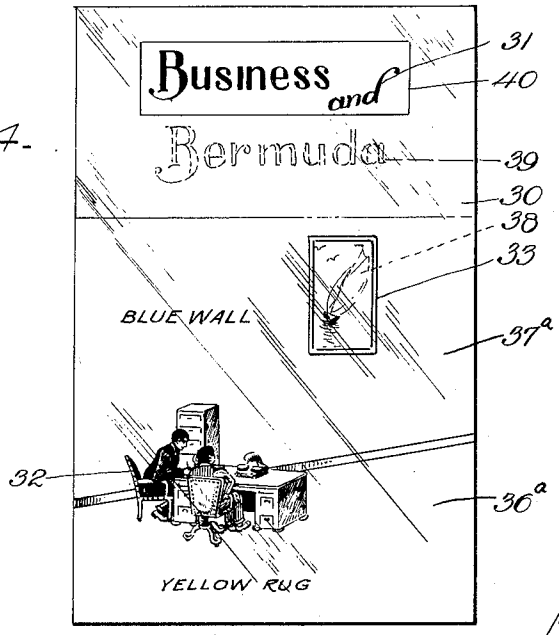


FIG-5.

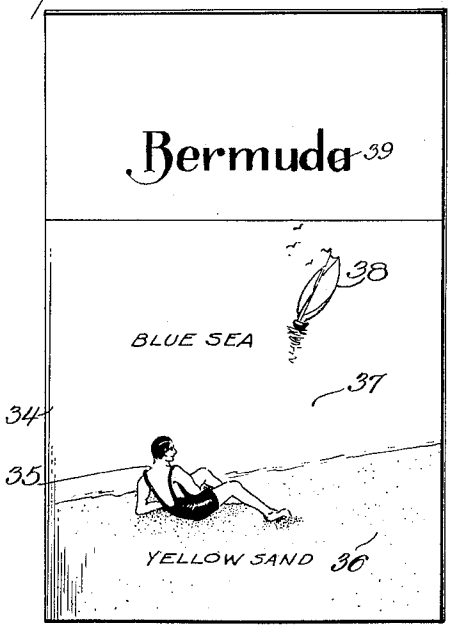
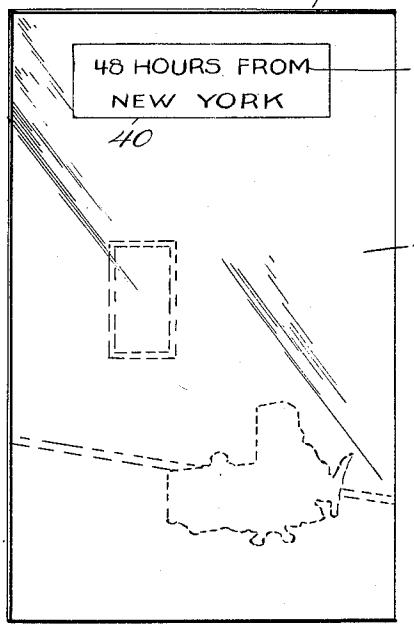


FIG-6.



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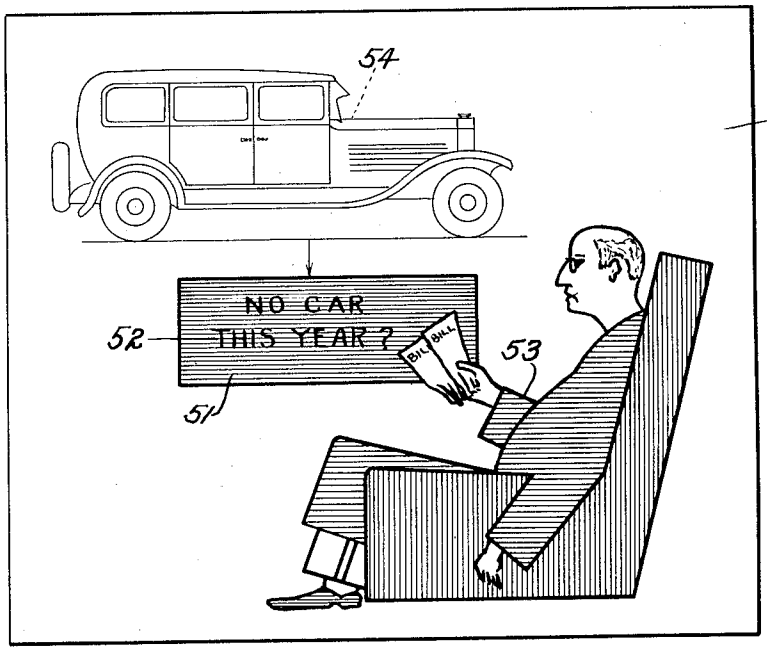
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July 28, 1931. M. ANDERSON 1,816,353

ADVERTISING, EDUCATIONAL, OR AMUSEMENT DEVICE OR THE LIKE

Filed Jan. 2, 1931 4 Sheets-Sheet 3

Fig. 7



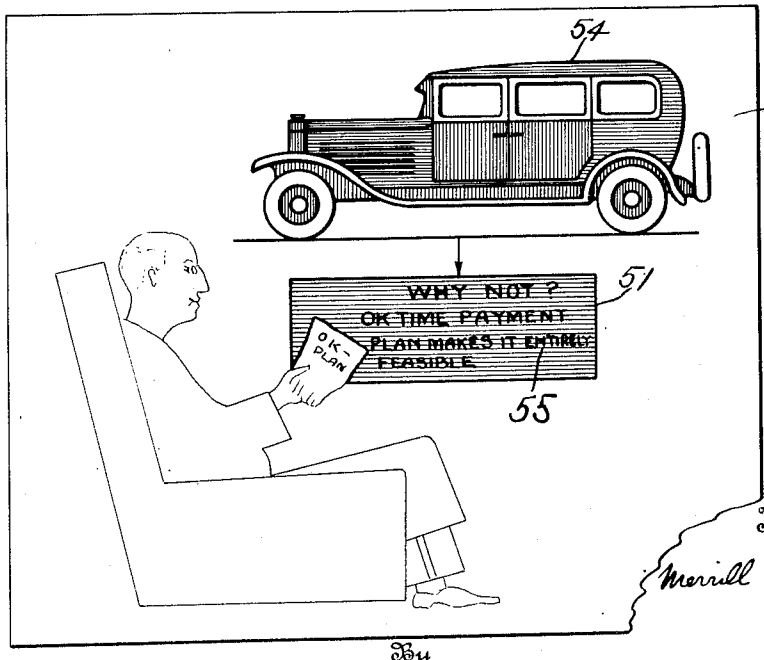


Fig. 8

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July 28, 1931. M. ANDERSON 1,816,353

ADVERTISING, EDUCATIONAL, OR AMUSEMENT DEVICE OR THE LIKE

Filed Jan. 2, 1931 4 Sheets-Sheet 4

Fig. 9.

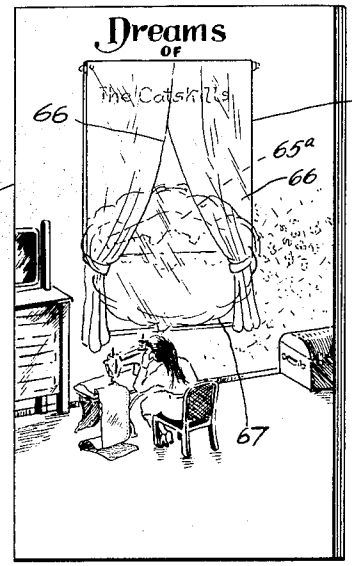


Fig. 10.

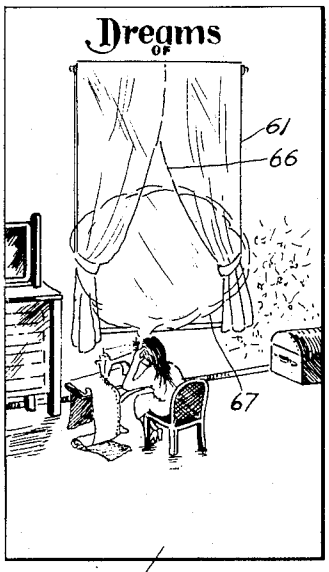


Fig. 11.

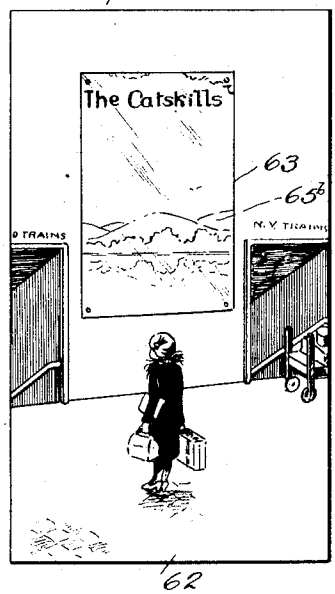


Fig. 12.



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Patented July 28, 1931 1,816,353

UNITED STATES PATENT OFFICE

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ADVERTISING, EDUCATIONAL OR AMUSEMENT DEVICE OR THE LIKE

Application filed January 2, 1931. Serial No. 506,233.

This invention is a method and means for conveying information or a message to a reader in a striking and unusual way, so that an idea, impression or selling point is brought to the reader's attention to cause it to stand out in a clear-cut manner.

More specifically, the invention consists in a method and means which produces a primary effect or impression on the reader or user, and which also produces a distinct and secondary impression or effect, which may be in more or less sharp contrast to, or a development or modification of the first effect or impression. The first and second impressions cooperate to create in the mind of the user a particular point, idea or message. If the point it is desired to bring out is by way of contrast, the contrast may be one of time, place, financial condition, persons, things, climate, etc., according to the particular subject matter. The idea can be carried along by producing additional contrasts, developments or modifications as many times as desired.

According to this invention, there are provided a single sheet, or two or more sheets having symbols or indicia thereon, designed to convey certain ideas. Some, or even all of the sheets may be transparent. The entire sheet may be transparent, or only parts of it may be translucent, as by providing it with translucent panels or transparent inserts. Supposing the first sheet is transparent and it with its symbol or symbols is superposed on the following sheet with its symbols, it will be apparent that all the symbols on the first sheet are visible while at least some of the symbols on the second sheet are visible at the same time. This concurrent or simultaneous viewing of symbols on both sheets produces a definite impression on the user or reader, due to the composite effect of the symbols on the first sheet plus whatever symbols on the second sheet are visible through the first sheet. Now when the first sheet is lifted all the symbols on the second sheet become visible, and these symbols are so chosen as to bring out some definite point, which preferably by contrast of time, place, financial condition, environment, change of scene, etc., with respect to the first impression, produces a second or supplemental impression which emphasizes the point that it is desired to bring out. In all of these cases, it should be especially noted, part of the message or effect would be definitely lost if the symbols were all on a single sheet, or on two opaque sheets. In other words, these represent more than a "break-up" or division of data on several sheets for convenient reference; they represent a dimensional quality, color, atmosphere or contrast, etc.—any of which qualities is sometimes more important to the advertiser, magazine publisher, and others, than are the exact phrasing of the words and the exact drawing of the picture.

Some, or even all, of the symbols on the first sheet may be placed with respect to the symbols on the second sheet, so as to conceal some of the symbols on the second sheet. Such concealment in particular instances is necessary, since the element of suspense or sharp contrast might be lost if all the symbols on the second sheet were visible when the first sheet was superposed on it.

To take a simple illustration, suppose the first sheet contained the word "Business" and showed a business man in his office working under high pressure, while the second sheet had the words "and Bermuda" and showed a picture of the same business man reclining in tropical sunlight on a palm fringed beach in Bermuda. The words "and Bermuda" on the second sheet would be visible through the first sheet when the first sheet is superposed on the second sheet but the beach scene would be directly underneath the office scene so that when the two are superposed the beach scene would be concealed. A user, therefore, in viewing the two sheets sees a tired business man in his office, and sees the word "and Bermuda" appearing through the first sheet. The composite effect produced on the reader is to raise in his mind an inquiry as to what Bermuda has to do with a business man, and so the reader's curiosity is aroused, and he lifts the transparent sheet and sees the

same business man recuperating from business cares on the sands of Bermuda.

The second sheet could be ordinary opaque paper if desired, but it is entirely within the contemplation of the invention to carry along the idea and to have the second sheet of transparent or semi-transparent paper, or of opaque paper with transparent windows, and behind it a third sheet giving, for example, steamship sailing dates, hotel rates, steamship fares and the like. When the reader is looking at the second sheet superposed on the third, he will see some of the symbols or indicia on the third sheet, his curiosity will be aroused and he will lift the second sheet and read the indicia on the third sheet and so on with any desired number of sheets. The successive effects produced, through the elements of surprise, contrast of time, place, climate, etc., can readily be arranged or designed to bring out a particular point according to the subject matter involved.

While the invention can be carried out with the use of two or more sheets having indicia printed only on one side, it is desirable as a matter of economy to use the reverse side of each sheet for conveying additional information or message pertaining to the subject matter of those particular sheets. This additional matter, if printed on the reverse side of a transparent sheet could be, and preferably is, screened from the observer when he is looking at the first sheet, by having a portion of the surface printed in opaque ink, or embossed, or screened by pasting on a panel of paper or the like or in any other desired manner thereby lessening the transparency of the transparent sheet. If the first sheet is for the most part opaque and provided with transparent windows, this additional matter can readily be applied to the reverse side of such a sheet. The matter that is to be screened is placed or printed on the reverse side directly in back of these opaque or less transparent portions. Or, the symbols on the reverse side of the sheet could be printed directly behind some relatively opaque portion of the obverse side of the transparent sheet, which would act to screen it.

In the drawings illustrating several ways of carrying out the invention,

Fig. 1 is a perspective view of one embodiment of the invention;

Fig. 2 is a perspective view of the same embodiment with the leaves in a different position;

Fig. 3 is a perspective view of the same embodiment with the leaves in another position;

Fig. 4 is a view of another embodiment of the invention;

Fig. 5 shows the second sheet of this embodiment;

Fig. 6 shows the reverse side of the first sheet;

Fig. 7 is a view of another embodiment;

Fig. 8 is a view of the reverse side of Fig. 7;

Fig. 9 is a view of another embodiment of the invention; and

Figs. 10, 11 and 12 are views showing the first, second and third sheets of this embodiment.

Referring first to Figs. 1, 2 and 3, the invention is here shown in the form of a small leaflet or booklet of three sheets. Numeral 5 indicates the first sheet which may be transparent or semi-transparent. Printed on the upper surface of this sheet 5 is, for example, a blizzard scene 6, on an opaque panel 7.

The second sheet of the leaflet or booklet, forming a lower indicia-bearing surface, is indicated at 8, sheets 5 and 8 being hinged together along the line 9 as usual. Sheet 8 is transparent or semi-transparent and has printed on it an opaque panel 10 on which lettering 11 appears. The sheet 8 is also provided with a scene 12 printed on an opaque panel 13, which panel may also show some lettering 14.

When the first sheet 5 is placed over the second sheet 8, the reader gets the effect of Fig. 1, namely a blizzard scene in New York, plus a summer bathing scene showing faintly through the transparent or semi-transparent sheet below the blizzard scene. The main effect produced is that of a blizzard, but the bathing scene faintly showing through the sheet, arouses the reader's curiosity and impels him to lift sheet 5 and he sees sheet 8, disclosing the bathing scene in full detail, the reader then getting the full effect of the contrast between the blizzard scene in New York and the bathing scene in Florida. The two sheets, when viewed as just described, by virtue of the contrast, produce a general impression of the benefits of going to Florida. This impression is enhanced by the lettering on panel 10 in regard to the round trip fare. The use of the opaque panel 7 effectively screens the panel 10 until the first sheet is lifted. By virtue of the opaque panel 7, the back 5*a* of the sheet 5 may be provided with lettering 15, which is not visible in Fig. 1, but is, of course, visible in Fig. 2. This lettering 15 may cooperate with the lettering and the scene on sheet 8 to supplement or add to the effect created by sheet 8.

The idea can be carried along further by providing a third sheet 16 which can be opaque or transparent as desired, and which may contain lettering 17 carrying along the general impression of the benefits of a vacation in Florida as originally created by

reading sheet 8. This sheet 16 may contain vacation scenes 18 and 19 also designed to carry along the vacation idea.

When sheet 8 is viewed as in Fig. 2, the reader sees some of the lettering 17 from the third sheet 16, such as "The ultra-violet rays and outdoor sports" showing through from the third sheet. The reader's curiosity is instantly aroused and he turns sheet 8 and sees sheet 16 which carries along the general idea of the benefits of a winter vacation in the South. The reverse side 8*a* of sheet 8 shown in Fig. 3, may have supplementary lettering 20 immediately behind the panel 10 and further lettering 22 behind the panel 13, which lettering would convey further ideas in connection with a vacation in Florida.

It will, of course, be understood that the several sheets may contain only lettering with no scenery, or scenery with no lettering, or a combination of the two, dependent upon the effect it is desired to convey. That is to say the panels 18 or 19 might contain lettering. Or, instead of the lettering 15, 20 or 22, additional scenes could be shown.

It will be noted that certain of the scenes or panels on one sheet will conceal some of the symbols or indicia on following sheets. For example, the blizzard scene 6 will screen the lettering on panel 10, and the panel 10 will screen the boating scene 18. Also the bathing scene 12 will screen the golf scene 19. However, it should be observed that the top sheet does not screen entirely what appears on the second sheet.

It is also within the contemplation of the invention to have certain symbols on the third sheet not only show through the second sheet, but also through the first sheet. For example, the wording "The ultra-violet rays and out door sports" on the third sheet is visible through sheet 8 as shown in Fig. 2, while this same lettering might still be visible when looking at sheet 5.

Color may be effectively used in bringing out the desired effects. For instance, the bathing scene 12 and lettering 14 about the golden sunshine could be done in yellow or gold ink, which would contrast effectively with the black and white blizzard scene 6.

Again, if a given scene is done in yellow ink and is viewed through a transparent or semi-transparent sheet printed with a half tone in blue, there is a blending of the colors to give a green effect.

Color may also be used for total or partial concealment. If letters or a scene on a lower sheet is done, for example, in red ink and is viewed through a red screen, the letters or the scene become invisible, or nearly so. If the transparent sheet 8 were green and the lettering 17 done in green ink, such lettering would be practically invisible when viewed through sheet 8.

Another embodiment of the invention is illustrated in Figs. 4, 5 and 6. In this embodiment, the first or top sheet, shown at 30, is transparent or semi-transparent and is provided with lettering 31, reading "Business and". This sheet is also provided with a picture 32 showing a business man working in his office under high pressure, and with lines 33 delineating a picture frame.

The second sheet 34 shows the same business man 35 resting and relaxing on a beach in Bermuda. On this second sheet, there is a beach 36 in one tone, such as yellow, and the sea 37 is another tone, such as blue, with a ship 38 and lettering 39.

When the top sheet is placed on the following sheet the figure 35 is concealed by the scene 32. The beach 36, preferably in one solid tone, when viewed through the top sheet, forms the floor 36*a* of the office; the sea 37, preferably in another solid tone, forms the wall 37*a* of the office; the ship 38 appears in place in the picture frame 33. That is to say, a symbol, such as the beach, may mean one thing when viewed alone, but may mean another thing (the floor of the room) when viewed through the transparent sheet. The lettering 39 also appears through the transparent sheet. When the reader sees the two sheets together, as in Fig. 4, he sees the lettering 39 through the sheet and his curiosity is at once aroused as to what Bermuda has to do with a business man. He thereupon lifts the sheet and sees the same business man recuperating from business cares on the sands of Bermuda.

Subsequent sheets could carry along the same idea by designating other scenes in Bermuda, by showing hotel rates, steamship fares and the like.

The lettering 31, and in fact any other symbols on the top sheet, could be printed on an opaque panel 40. On the reverse side 41 of the sheet, directly back of the panel 40, symbols or indicia such as the lettering 42, are placed, so that both sides of the sheet are utilized.

Figs. 7 and 8 illustrate an embodiment of the invention utilizing only a single transparent or semi-transparent sheet. This sheet, indicated at 50, is provided with an opaque panel 51 containing lettering 52 and the figure of a man 53 looking at bills, the impression created on the reader being that it is impossible for this man to buy a new car this year.

The reverse side of this sheet, indicated at 50*a*, as shown in Fig. 8, shows the figure of the same man, the lines showing through from the obverse side of the sheet. Directly back of the opaque panel 51 is other lettering 55, pointing out that by using a time payment system it is entirely possible to buy a new car this year. This sheet shows a picture 54 of the car. When the obverse

side of the sheet is viewed as in Fig. 7, the car 54 is visible on account of the transparency of the sheet.

The reader, in looking at the obverse side of the sheet, as in Fig. 7, gets a primary impression to the general effect that it would be impossible to buy a new car this year, but his curiosity is aroused by seeing the car 54 somewhat faintly from the other side of the sheet, and he is prompted to turn the sheet over, the result of which is that a supplementary impression is created to the effect that he will, by using a certain time payment plan, be able to buy a new car in spite of bills and hard times.

Referring now to Figs. 9, 10 and 11, the first or top sheet 60 is for the most part opaque, but is provided with a transparent or semi-transparent portion, indicated generally at 61. The second sheet 62 is preferably opaque for the most part, or has its transparency materially reduced, as by embossing, roughening or the like. This second sheet has a transparent window 63. The third sheet 64 shows a vacation scene 65.

Coming back to the first sheet, this sheet shows a worker dreaming of a vacation in the Catskills. The transparent window 61 is provided with appropriate lines 66 indicating curtains for the window. The dream of the worker is hazily outlined by the foggy line 67. The actual dream is the scene 65*a*, which is a portion of scene 65 from the last sheet 64. This scene shows through window 63 on the second sheet 62 and also shows through the window on the sheet 60.

The second sheet 62 shows the same worker in a railway station on the way to a realization of the dream of Fig. 9. On the wall of the station is apparently a poster about the Catskills. However, the subject matter of the poster is formed by symbols or indicia 65*b* from the scene 65 on the third sheet 64.

In this embodiment, as well as in Figs. 4, 5 and 6, symbols on one sheet mean one thing when read in connection with that sheet, but mean something else when read in connection with another sheet. That is to say, the mountain scene of Fig. 12 represents an actual scene in the Catskills. In Fig. 11, the same scene is a part of a poster. In Fig. 9, the same scene is part of a dream. Since this scene has to show through the two transparent sheets 62 and 60, it will appear a little hazy or foggy, which is not inappropriate for a dream.

Color may be used to enhance the effectiveness of this embodiment of the invention. If the scene 65 on sheet 64 were done in green ink, the scene 65*a* could be rendered nearly invisible by making the transparent window 61 green. Also, all of sheet 62 might be green, except the window 63, which would be clear and so most of scene 65 would be invisible. Also, a color blend effect is possible by making the transparent portion 63 yellow, suggestive of sunshine on the scene 65*b*.

The invention is usually carried out by using two or more sheets reading from left to right, as the ordinary book is read, for conveying a message or information, as has been fully described. However, these same sheets, by the use of opaque panels or other screening means, and by the use of appropriate symbols or indicia placed or printed on the reverse sides of these sheets, could be used for conveying another message or other information, the reverse sides of these sheets being read from right to left, as will readily be understood.

In another aspect of the invention, the two sheets may be viewed in either order and still the desired effect obtained. For example, the first sheet would be transparent and would show curtains for a window. The second or following sheet would show the bare, uncurtained window. When the two sheets are together, the curtains would appear in place on the window. If the curtained window is seen first, and then the bare window, or vice versa, the same effective contrast is obtained. As a corollary to this, the sheets, two or more, may be assembled so that they are readable only one way, that is, with the opaque sheet first and the transparent sheet second, the reverse of the normal order. The reader first views the opaque sheet and then places on it the transparent sheet from the right and views the two together.

The term "to screen" as used in the claims is intended to mean "to render less clearly visible, to hide, or to tone down".

The term "transparent" as used in the specification is intended to be of some breadth, meaning transmitting rays of light, so that objects or pictures or lettering, etc., can be seen with more or less definiteness; the term "semi-transparent" is intended to mean transparent to a less degree than the sheets referred to as "transparent" and meaning more particularly transmitting light so that bodies or pictures, etc., may be vaguely or indistinctly seen through the sheet or medium. The term "transparent" as used in the claims is intended to cover both transparent and semi-transparent as above defined. It is intended to cover a sheet the transparency of which may have been reduced by printing various symbols or indicia thereon, or by the use of embossing on the paper, or by the use of opaque panels or backgrounds or the like. Moreover, a sheet need not be transparent throughout its entire extent but one or more portions of it may be rendered transparent either before or after the symbols are placed on it in any suitable way. The sheet could

be for the most part opaque, parts being rendered transparent in any suitable way to provide one or more transparent panels. The term "transparent" is intended to cover these variations.

The transparency of the sheet can also if desired be reduced by embossing or otherwise altering or roughening the surface of the sheet, so that symbols or indicia, when viewed through it, are given a somewhat hazy or foggy effect, which serves to arouse the curiosity of the reader and prompts him to lift the transparent sheet and see what is below it.

It will be obvious to those skilled in the art that the present invention is not limited to the specific embodiments disclosed, nor to sheets arranged in book or pamphlet form, but is applicable to any arrangement for displaying advertisements or the like or conveying any sort of information in a striking and novel manner. Lights may be used, as is understood in this art, on either or both sides of the sheet or sheets for aiding the visibility of the indica through the transparent sheet.

The invention may be embodied, for example, in advertising booklets, life insurance circulars, booklets relating to cleansing preparations, paints, cosmetics, etc., travel circulars, Christmas cards, merchandise wrappers, educational or amusement devices etc.

The screening or concealment of the symbols on the second surface or sheet may vary in degree; that is to say, such symbols may be entirely obscured, or they may be partially hidden or toned down so that they are partially obscured.

This invention presents many advantages over what are known as "cut-outs", where a top sheet is provided with holes cut through it. From the mechanical point of view, the cut-out is much more difficult and expensive, because dies have to be very accurately made so that the cut-out will accurately register with other matter. If the cut-outs are made by hand, this is slow, tedious, and expensive.

All this die cutting and die press work is eliminated with this invention, because no cut-outs are used, and the article can be made in a print shop by feeding through standard presses.

Furthermore, the amount of cut-outs and the placement of the cut-outs is strictly limited by the mechanical consideration that the sheet must not be unduly weakened. Cut-outs are moreover not artistic, being suggestive of a toy and could not be used in high grade printing work.

Again, by the use of transparent portions color blending and screening by the use of color, can be achieved, as has been described.

Another advantage of the use of a transparent sheet is where there is a heading or small picture on the first sheet and it is desirable to have practically the entire second sheet visible. This is not possible with cut-outs.

The terms "symbols" or "indicia" as used in the claims, are intended to cover any appropriate discriminating marks, indications or appearances, such as designs, panels, pictures, diagrams, words, numbers, scenery, human or other figures, etc., alone or in combination which are visible on or through a surface or sheet.

I claim as my invention:—

1. In an advertising, amusement or educational device of the character described, a top sheet having symbols thereon, the top sheeet being provided with a transparent material forming a window, a following sheet having symbols thereon, some of which register with said window, the remainder being out of registry, and cooperating symbols on both sheets, whereby when the two sheets are superposed, certain symbols on the following sheet are rendered substantially invisible, whereas other symbols on both sheets are concurrently visible, to give a first effect, whereas when the symbols on the second sheet are viewed alone, a second effect is obtained, which is a development of the first effect.

2. In an advertising, amusement or educational device of the character described, the combination of a first sheet and a following sheet to be viewed consecutively in order, the first sheet being transparent; symbols on both sheets; certain symbols on the first sheet being arranged so as to conceal certain symbols on the second sheet when the two are superposed, whereby in superposition, a composite effect is obtained, while when the following sheet is viewed alone, a different effect is obtained.

3. In an advertising, amusement or educational device of the character described, the combination of a transparent first sheet and a following opaque sheet to be viewed consecutively in order; symbols on both sheets; certain symbols on the first sheet being arranged so as to conceal certain symbols on the following sheet when the two sheets are superposed, whereby a composite effect is obtained, which is due to the concurrent viewing of symbols on both sheets, whereas when the first sheet is displaced and the following sheet is viewed alone, a different effect is obtained, in contrast to the first composite effect.

4. An advertising, amusement or educational device of the character described having a transparent sheet and an opaque sheet to be viewed consecutively in order, each sheet having symbols printed thereon so that when the transparent sheet is superposed on the opaque sheet certain of the

symbols on the opaque sheet are screened by symbols on the transparent sheet and certain symbols on both sheets are visible so that a definite visual effect is produced, whereas when the transparent sheet is displaced so that the symbols on the opaque sheet alone appear a supplementary visual effect is produced.

5. An advertising, amusement or educational device of the character described having a transparent leaf and an opaque leaf to be viewed consecutively in order, each leaf having certain symbols thereon, certain symbols on the transparent leaf being placed so as to conceal certain symbols on the opaque leaf, whereby when the two sheets are superposed, the symbols on the transparent leaf and the symbols on the opaque leaf cooperate to convey a certain message, while when the transparent sheet is displaced, formerly concealed symbols are visible, and a different message thereby conveyed by the symbols on the opaque leaf.

6. An advertising, amusement or educational device of the character described, means providing upper and lower surfaces to be viewed consecutively in order, at least a portion of the upper surface being transparent, the lower surface bearing indicia conveying a message, some of such indicia being visible through the transparent portion of the upper surface; indicia on the upper surface, a portion of such indicia on the upper surface being placed so as to screen some of the indicia on the lower surface, whereby, when the upper surface is viewed, indicia thereon are concurrently visible with some of the indicia on the lower surface for producing a certain combined effect, while when the lower surface is separately viewed, the indicia on that surface produce an effect modifying said combined effect.

7. An advertising, amusement or educational device of the character described, including in combination cooperating adjoining sheets to be viewed consecutively in order, a portion at least of one of the sheets being transparent, symbols on both sheets, some of the symbols on one sheet being placed so as to obscure some of the symbols on the other sheet, while other symbols on said other sheet are visible through a transparent portion of the one sheet, whereby, when the sheets are superposed, certain symbols on both sheets are concurrently visible for producing a certain combined effect, while when the lower sheet is viewed alone, formerly concealed symbols on the lower sheet become visible producing a modified effect, supplementary to or in contrast to the said combined effect.

8. An advertising, amusement or educational device of the character described, including in combination cooperating adjoining upper and lower sheets to be viewed consecutively in order, at least a part of the upper sheet being transparent, message-conveying symbols on both sheets, some of the symbols on the upper sheet being placed so as to conceal some of the symbols on the lower sheet and some of the symbols on the lower sheet being visible through the transparent portion of the upper sheet, whereby, when the sheets are in superposition part of the message on the lower sheet is subtracted, the remainder being concurrently visible with symbols on the first sheet, for producing a certain combined effect, which effect is supplemented or completed by displacing the top sheet and rendering visible all the symbols on the lower sheet.

9. An advertising, amusement or educational device of the character described, means providing upper and lower surfaces to be viewed consecutively in order, at least a portion of the upper surface being transparent and colored, the lower surface bearing indicia conveying a message, some of such indicia being done in substantially the same color as the transparent part of the upper surface, and being placed so as to register with the colored part of the upper surface, so as to be obscured by such colored transparent portion when in registry therewith; indicia on the upper surface; whereby, when the upper surface is viewed, the indicia on this surface, plus the non-obscured indicia on the lower surface, are visible to produce a certain combined effect, while when the lower surface is separately viewed, all of the indicia thereon are visible, to produce a different effect, supplementary to or in contrast to the first effect.

10. An advertising, amusement or educational device of the character described, including in combination cooperating adjoining sheets to be viewed consecutively in order, symbols on both sheets, a portion at least of one of the sheets being transparent and colored, some of the symbols on the other sheet being in registry with, and of substantially the same color as, the transparent portion of the one sheet, so as to be obscured when in registry with the said transparent colored portion, while other symbols on said other sheet are visible through the transparent portion of the top sheet, whereby, in superposition of the sheets, certain symbols on both sheets are concurrently visible for producing a certain combined effect, while when the lower sheet is viewed alone, formerly obscured symbols become visible, and produce a different effect, supplementary to or in contrast with, the first effect.

11. An advertising, amusement or educational device of the character described, including in combination cooperating upper and lower sheets to be viewed consecutively

in order, at least a portion of the upper sheet being transparent and colored, message-conveying symbols on both sheets, some of the symbols on the lower sheet being done in substantially the same color as, and being placed so as to register with, the transparent colored portion of the upper sheet, so as to be substantially obscured when in such registry, while other symbols on the lower sheet are visible through the transparent portion of the top sheet, whereby, when the sheets are superposed, part of the message on the lower sheet is subtracted by reason of the obscured symbols, the remainder being concurrently visible with symbols on the first sheet, for producing a certain combined effect, which effect is developed or supplemented by displacing the upper sheet and rendering visible all the symbols on the lower sheet.

12. In an advertising, amusement or educational device of the character described, a colored transparent sheet and a cooperating adjoining sheet, symbols on the adjoining sheet, which, when viewed alone, delineate a complete message, some of the symbols on the adjoining sheet being done in substantially the same color as the color of the transparent sheet while the other symbols are done in another color, whereby, when the adjoining sheet is viewed through the transparent sheet symbols of the same color as the transparent sheet are obscured, while the visible symbols convey a definite first message, and whereby when the colored transparent sheet is displaced, and the adjoining sheet is viewed alone, a second and different message is conveyed, which is in contrast to or is a development of, the first message.

13. In an advertising, amusement or educational device of the character described, a colored transparent sheet and a cooperating adjoining sheet, symbols on both sheets, some of the symbols on the adjoining sheet being done in substantially the same color as the color of the transparent sheet while the other symbols are done in another color, whereby when the transparent sheet is superposed on the adjoining sheet, the colored symbols on the adjoining sheet of the same color as the transparent sheet are obscured, while other symbols on the adjoining sheet are visible, such visible symbols being concurrently visible with symbols on the transparent sheet to convey a definite message, and whereby when the transparent sheet is displaced the symbols on the adjoining sheet convey a message which is in contrast to or is a development of, the first message.

14. An advertising, amusement or educational device of the character described, having means forming upper and lower surfaces to be viewed consecutively in order, at least a portion of the upper surface being transparent; indicia on both surfaces; means forming a substantially opaque panel on the upper surface; some of the indicia on the lower surface being in registry with said opaque panel so as to be screened thereby; whereby when the upper surface is viewed, indicia thereon, together with some of the indicia on the lower surface, are concurrently visible for producing a certain combined effect, while when the lower surface is viewed alone, the indicia thereon produce an effect modifying or supplementing said combined effect.

15. An advertising, amusement or educational device of the character described, having means forming upper and lower surfaces to be viewed consecutively in order, at least a portion of the upper surface being transparent; indicia on both surfaces; means forming a substantially opaque panel on the upper surface; indicia on said opaque panel; some of the indicia on the lower surface being in registry with said opaque panel so as to be screened thereby; whereby when the upper surface is viewed, indicia thereon, including the indicia on said opaque panel, together with some of the indicia on the lower surface, are concurrently visible for producing a certain combined effect, while when the lower surface is viewed alone, the indicia thereon produce an effect modifying or supplementing said combined effect.

16. An advertising, amusement or educational device of the character described, comprising cooperating upper and lower sheets, at least a portion of the upper sheet being transparent, indicia on both sheets, a substantially opaque panel on the upper sheet in registry with some of the symbols on the lower sheet, indicia on the reverse side of the upper sheet, directly in back of said opaque panel, indicia on the lower sheet, some of which are in registry with said opaque panel so as to be screened thereby, whereby when the sheets are superposed, indicia on both sheets are concurrently visible for producing a combined effect, while when the upper sheet is turned, the indicia on the reverse side thereof are concurrently visible with the indicia on the lower sheet, for producing a second effect modifying or supplementing the first effect.

17. An advertising, amusement or educational device of the character described, comprising cooperating upper and lower sheets, at least a portion of the upper sheet being transparent, indicia on both sheets, a substantially opaque panel on the upper sheet in registry with some of the symbols on the lower sheet, indicia on both sides of the upper sheet in registry with said opaque panel, indicia on the lower sheet, some of which are in registry with said opaque panel so as to be screened thereby, whereby, when the sheets are superposed,

indicia on the top sheet, together with some of the indicia on the lower sheet, are concurrently visible for producing a combined effect, while when the upper sheet is turned, indicia on the reverse side thereof, together with the indicia on the lower sheet, are visible, for producing a second effect modifying or supplementing the first effect.

18. An advertising, amusement or educational device of the character described, comprising means forming upper and lower surfaces to be viewed consecutively in order, at least a portion of the upper surface being transparent, indicia on both surfaces, a portion of the indicia on the lower surface being in registry with indicia on the upper surface so as to be screened thereby, some of the indicia on the lower surface being concurrently visible with indicia on the upper surface, for producing a first or combined effect, while when the lower surface is viewed alone, the indicia thereon produce a second effect modifying or supplementing the first effect; some of the indicia on the second surface when viewed concurrently with the indicia on the first surface, having a certain significance, but having a different significance when the second surface is viewed by itself.

In testimony whereof he affixes his signature.

MERRILL ANDERSON.