

(No Model.)

B. DREYFUSS.  
ADVERTISING CARD.

No. 270,764.

Patented Jan. 16, 1883.

Fig: 1.

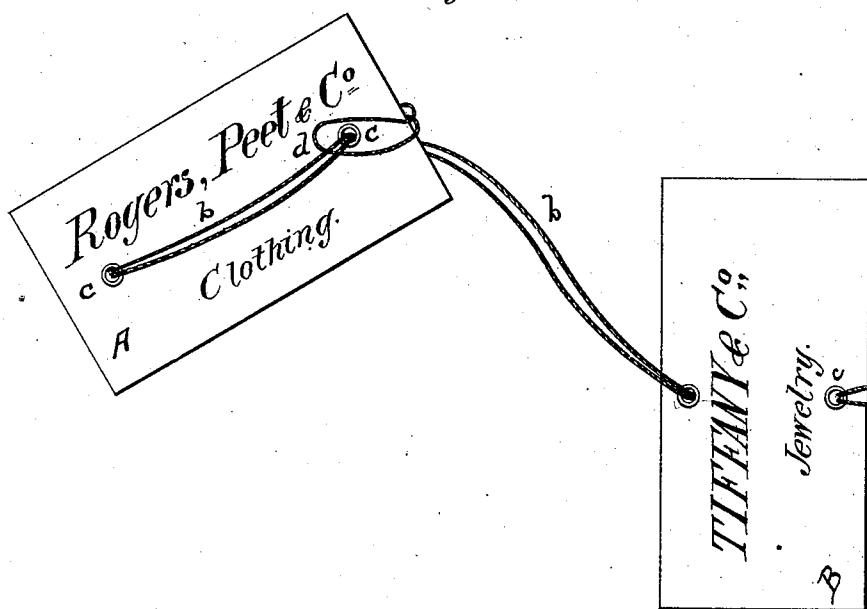


Fig: 2.

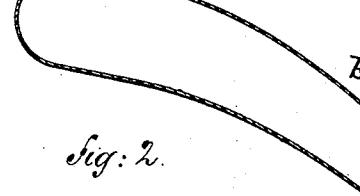
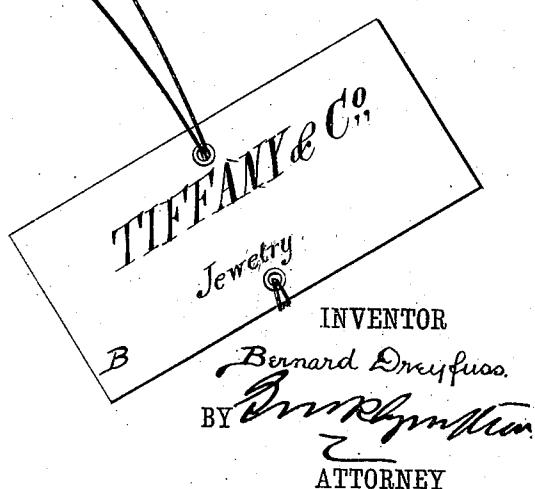


Fig: 3.



WITNESSES:

Chas. N. Adams  
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# UNITED STATES PATENT OFFICE.

BERNARD DREYFUSS, OF NEW YORK, N. Y.

## ADVERTISING-CARD.

SPECIFICATION forming part of Letters Patent No. 270,764, dated January 16, 1883.

Application filed December 11, 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 new and useful Improvement 5 in Advertising-Cards; and I 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.

10 This invention is in the nature of an improvement in advertising-cards; and the invention is two cards, bearing on either one or both of the faces advertising matter, with or without pictured representations, and joined together with a cord in such a manner as to render their disconnection and uniting a puzzle.

15 In the accompanying sheet of drawings, Figure 1 represents the two advertising-cards united by a cord; Figs. 2 and 3, the same disconnected.

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

This invention relates to an improvement in advertising in a permanent and yet economical manner. It is common, as is well known, to advertise on cards and to scatter such cards whenever and wherever an opportunity occurs for doing so; but cards of this description, 25 unless they possess some merit other than the mere advertising matter upon them, or something to lend them especial interest, soon find their way to the waste-basket and fire. Therefore to add to advertising cards a feature that 30 will lend an interest to them beyond the mere announcements on their faces, and thereby cause them to be retained for an indefinite time, I take two cards, A and B, of any suitable size, shape, color, or material, and punch 35 40 one or more holes, *a*, into them. Through their holes is next passed a cord, *b*, in such a

manner as to connect the two cards together by the cord, and yet render their disconnecting a puzzle, and when disconnected cause it to be equally puzzling to again unite them. 45 For instance, in the drawings, Fig. 1 represents the cards united by the cord. To disunite them it is necessary to slip the loop *d* through the hole *c* in the card A, pulling it through sufficiently to enable the card B to be 50 pushed through the loop, when at once the two cards are separated, and they may be again united by reversing this operation. I do not, however, wish to be limited to any particular form of puzzling means of uniting the cards, 55 for, as is obvious, there are many ways that this may be done.

The cards may be embellished by embossing or by chromolithography, or in any other way that fancy shall dictate; but in addition to 60 such ornamentation and coloring, or without it, they are to bear upon their faces the names, addresses, and wares of the merchant or the calling of the professional man. The cards, in this way made interesting to the possessors, 65 will be retained by them, and become permanent advertisements, and when scattered broadcast great publicity will be added, and thus they will be made to fill all the requirements of a good advertising medium—viz., cheapness, 70 great publicity, and permanence.

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

Two or more advertising-cards, A and B, 75 connected together by a cord, *b*, whereby a puzzle is formed in uniting and disuniting them, as and for the purpose described.

BERNARD DREYFUSS.

Witnesses:

G. M. PLYMPTON,  
JNO. N. BRUNS.