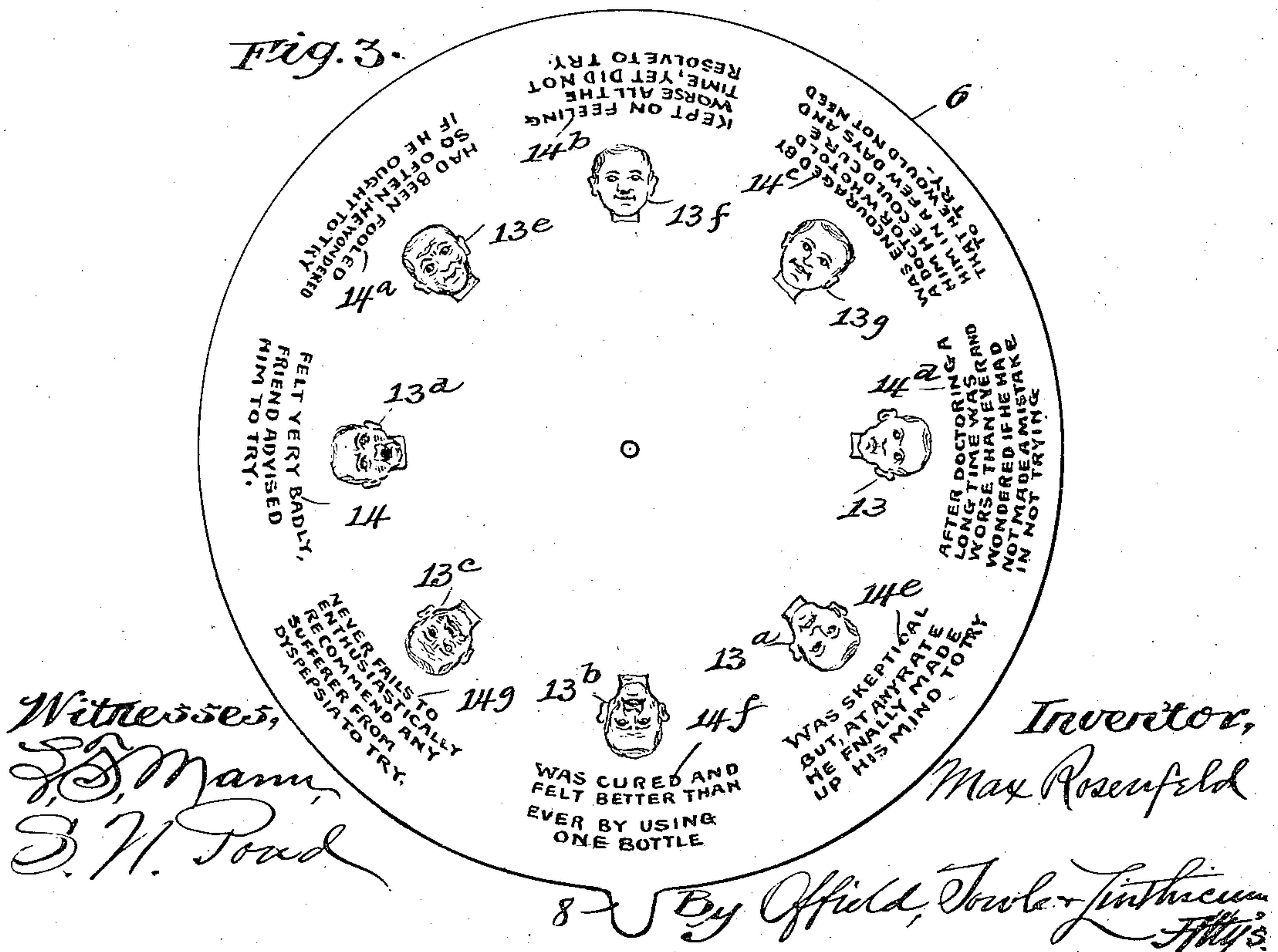
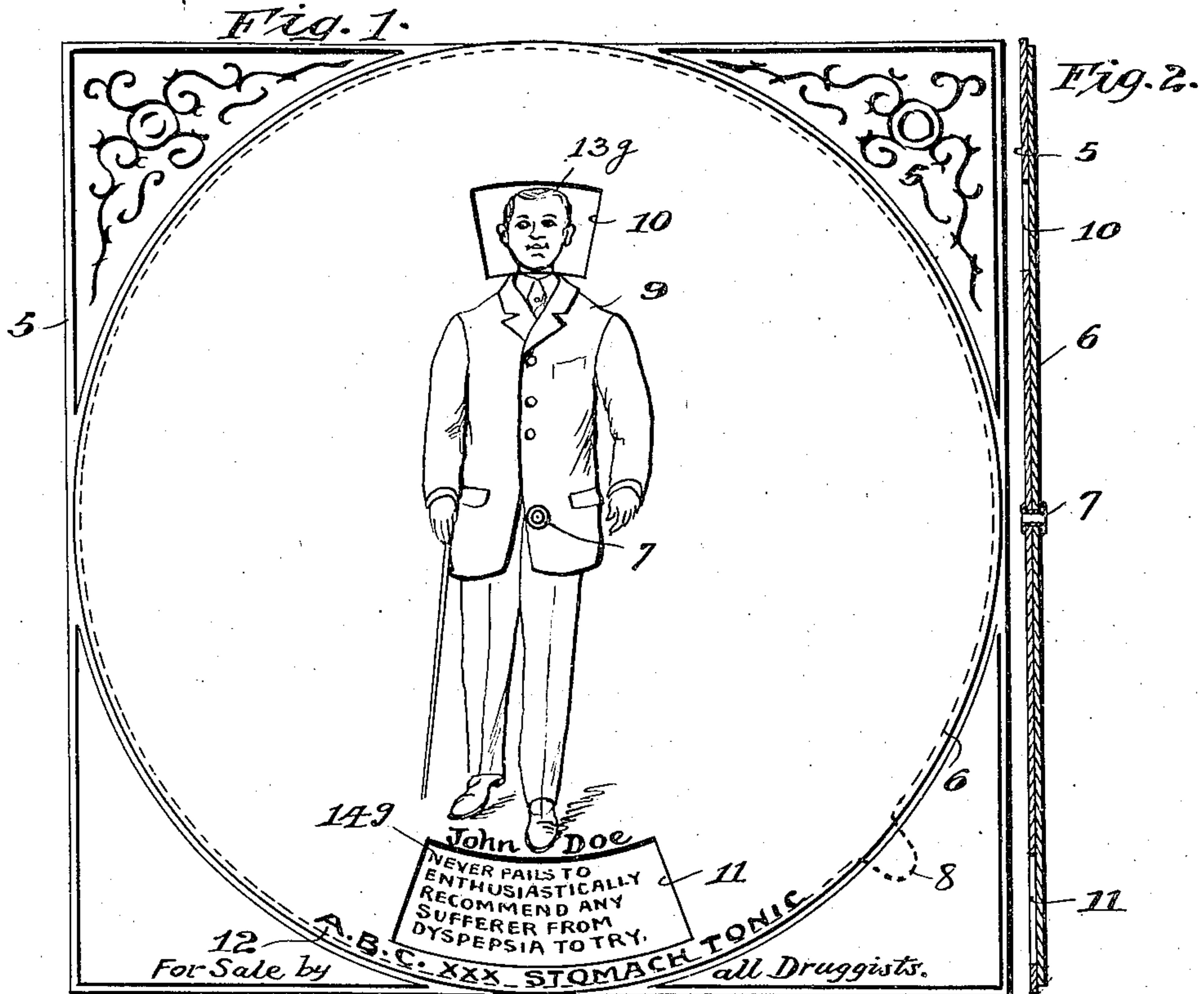


No. 869,733.

PATENTED OCT. 29, 1907.

M. ROSENFELD.  
ADVERTISING DEVICE.  
APPLICATION FILED FEB. 28, 1907.





# UNITED STATES PATENT OFFICE.

MAX ROSENFELD, OF CHICAGO, ILLINOIS.

## ADVERTISING DEVICE.

No. 869,733.

Specification of Letters Patent.

Patented Oct. 29, 1907.

Application filed February 28, 1907. Serial No. 359,819.

*To all whom it may concern:*

Be it known that I, MAX ROSENFELD, a citizen of the United States, residing at Chicago, in the county of Cook and State of Illinois, have invented certain new and useful Improvements in Advertising Devices, of which the following is a specification.

This invention relates to advertising devices, and more particularly to that class of devices intended to advertise remedies and medicines, although the principle of the invention is equally applicable to the advertising of other articles of commerce.

The purpose of the invention is to provide a catchy and attractive advertisement designed to arouse the interest of the observer, which object is accomplished by means of a pair of pivoted relatively rotatable members, one of which bears the imprint of a human figure, excepting the face, and has openings formed there-through, while the other has an annular series of faces bearing different expressions of countenance adapted to be brought one at a time into register with one of said openings, and also has a similar series of printed sentiments adapted to be simultaneously brought into register with the other of said openings, the latter sentiments referring to the article advertised and also harmonizing with the expression of countenance on the face disclosed simultaneously therewith.

The invention will be readily understood when considered in connection with the accompanying drawings showing one practical embodiment thereof, in which,—

Figure 1 is a face view of the complete device; Fig. 2 is a diametric section thereof through the upper and lower openings of the upper disk; and Fig. 3 is a plan or face view of the under disk.

Referring to the drawings, 5 may designate as an entirety the upper sheet or plate, and 6 the under sheet or plate, of my device; which sheets may conveniently and cheaply be formed of cardboard, stiff paper, or any other suitable material, and of rectangular, round, or any other form desired. As herein shown the upper sheet 5 is approximately square, and the under sheet 6 is of circular or disk form. The two sheets are concentrically pivoted at 7 so as to be capable of rotation on said pivot relatively to each other; and the under sheet is preferably provided with a radially projecting tab 8 by which it may conveniently be turned to produce the various effects obtained by the device.

On the exposed or upper face of the upper sheet 5, and approximately centrally thereof, is printed, painted, or otherwise formed, the pictorial representation of a human figure 9, herein shown as that of a man; the figure being complete except as to the head; and a fictitious name, as indicated, being preferably printed directly therebeneath. In the sheet 5, directly above and below the figure 9, are formed diametrically opposed openings 10 and 11; and adjacent to and pre-

erably beneath the latter opening is printed or otherwise indicated the name of the remedy or other article to be advertised, a fictitious name of such an article being herein shown at 12. Of course, the source of origin or manufacture, or any other pertinent matter may be applied in association with the name of the remedy, if desired, and the sheet may also have some surface ornamentation, as indicated, provided sufficient space is left for the advertisement.

Referring to the make-up of the under circular sheet or disk 6, this latter has printed, painted, or otherwise formed on the upper side thereof an annular series of faces designed, when displayed through the opening 10 of the upper sheet, to complete the figure 9. The representations of these several faces, which, it will be noticed, have different expressions of countenance, are indicated by the reference characters 13, 13<sup>a</sup>, 13<sup>b</sup>, 13<sup>c</sup>, 13<sup>d</sup>, 13<sup>e</sup>, 13<sup>f</sup> and 13<sup>g</sup>. Outside of and radially opposite each of these faces is printed or otherwise applied to the disk an expression, the sentiment whereof is designed to be such a one as might naturally be expressed by the man represented in the central figure when wearing a countenance such as is shown by the face diametrically opposite to the printed expression, the representations of these several expressions being indicated by the reference characters 14, 14<sup>a</sup>, 14<sup>b</sup>, 14<sup>c</sup>, 14<sup>d</sup>, 14<sup>e</sup>, 14<sup>f</sup> and 14<sup>g</sup>; and it is observed that diametrically opposite faces and expressions are simultaneously exhibited through the openings 10 and 11 in any adjusted position of the under disk. This printed expression contains a reference, either complete, or incomplete, to the remedy or other article advertised; but when such article is printed or otherwise designated by name on the upper side of the upper sheet beneath or otherwise adjacent to the lower opening, the expression referred to preferably, and as herein shown, consists of a sentence or phrase which is completed by the addition of the name of the article advertised thereby, and by prefixing the pictorial figure or the fictitious name therebeneath as the subject.

From the foregoing it will be seen that my invention provides a unique and attractive device for advertising purposes designed to arrest the attention and arouse the curiosity and interest of the observer, as well as to afford more or less amusement according to the character of the pictorial and printed matter displayed. It will be observed that the principal underlying feature of the invention resides in the simultaneous presentation, in connection with the representation of a body, of a face on the body and a statement or sentiment in harmony with the countenance worn by the face represented, which statement or sentiment pertains or relates to the article or articles designed to be advertised by the device. Hence the particular forms of expression, both pictorial and printed, are immaterial, so long as this principal characteristic feature of



the device is adhered to. The form of the sheets 5 and 6, and the relative locations of the openings 10 and 11 may also be varied as desired.

I claim:

- 5 1. An advertising device comprising a pair of concentrically pivoted sheets, the upper of said sheets displaying a human figure, excepting the face, and having openings above and below said figure, and the under sheet having an annular series of faces bearing different expressions
- 10 of countenance adapted to be brought one at a time into register with the upper opening of the upper sheet, said under sheet also having an annular series of printed expressions adapted to register one at a time with the lower opening of the upper sheet simultaneously with the registration of a face with the upper opening, said printed expressions each referring to the article advertised; and
- 15 also being in harmony of sentiment with the expression of the face disclosed simultaneously therewith, substantially as described.
- 20 2. An advertising device comprising a pair of concentrically pivoted sheets, the upper of said sheets displaying a human figure, excepting the face, and having openings above and below said figure, with the name of the article advertised adjacent to the lower opening, and the under
- 25 sheet having an annular series of faces bearing different expressions of countenance adapted to be brought one at a time into register with the upper opening of the upper sheet, said under sheet also having an annular series of printed expressions adapted to register one at a time with
- 30 the lower opening of the upper sheet simultaneously with

the registration of a face with the upper opening, said printed expressions each referring to and constituting part of a sentence completed by the name of the article advertised, and also being in harmony of sentiment with the expression of the face disclosed simultaneously therewith, substantially as described. 35

3. An advertising device comprising a pair of concentrically pivoted sheets, the upper of said sheets displaying a human figure, excepting the face, and having diametrically opposed openings above and below said figure, with a fictitious name of the figure above and the name of the article advertised beneath the lower opening, and the under sheet having an annular series of faces bearing different expressions of countenance adapted to be brought successively into register with the upper opening of the upper sheet to complete the representation of the human figure, said under sheet also having an annular series of printed expressions adapted to successively register with the lower opening of the upper sheet simultaneously with the registration of a diametrically opposed face with the upper opening, said printed expressions each referring to and, with the name of the figure, forming a sentence completed by the name of the article advertised, and also being in harmony of sentiment with the expression of the face disclosed simultaneously therewith, substantially as described. 40 45 50 55

MAX ROSENFELD.

Witnesses:

SAMUEL N. POND,  
L. F. McCREA.