

994.694.

H. SIEVERS.
ADVERTISING NOVELTY.
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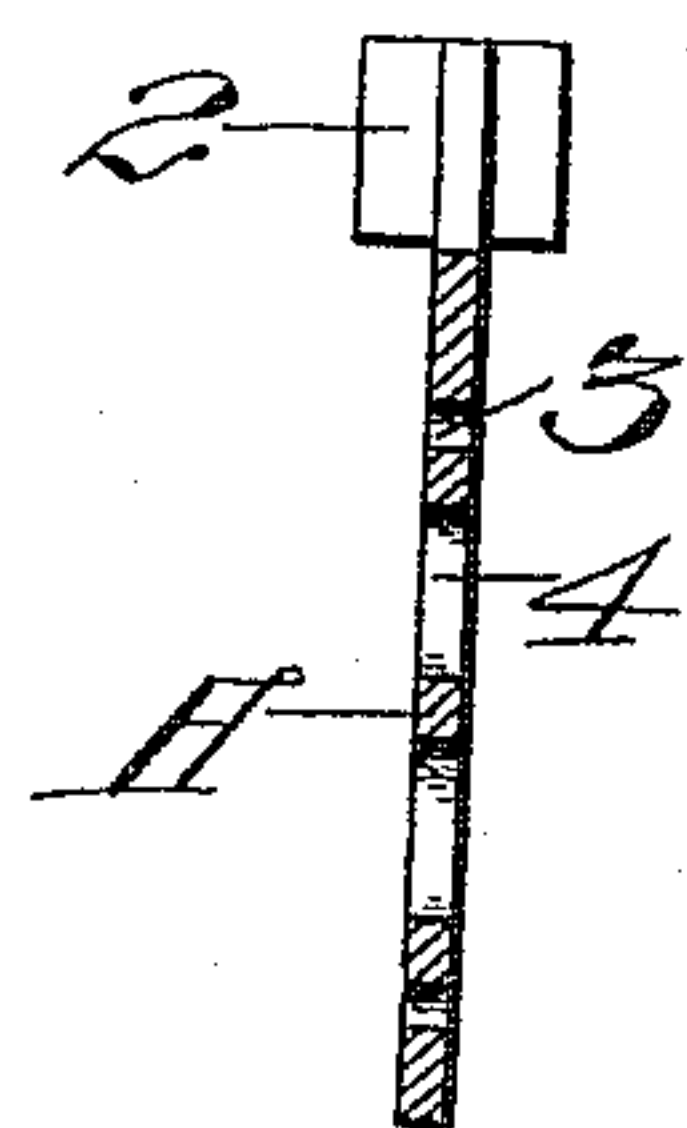
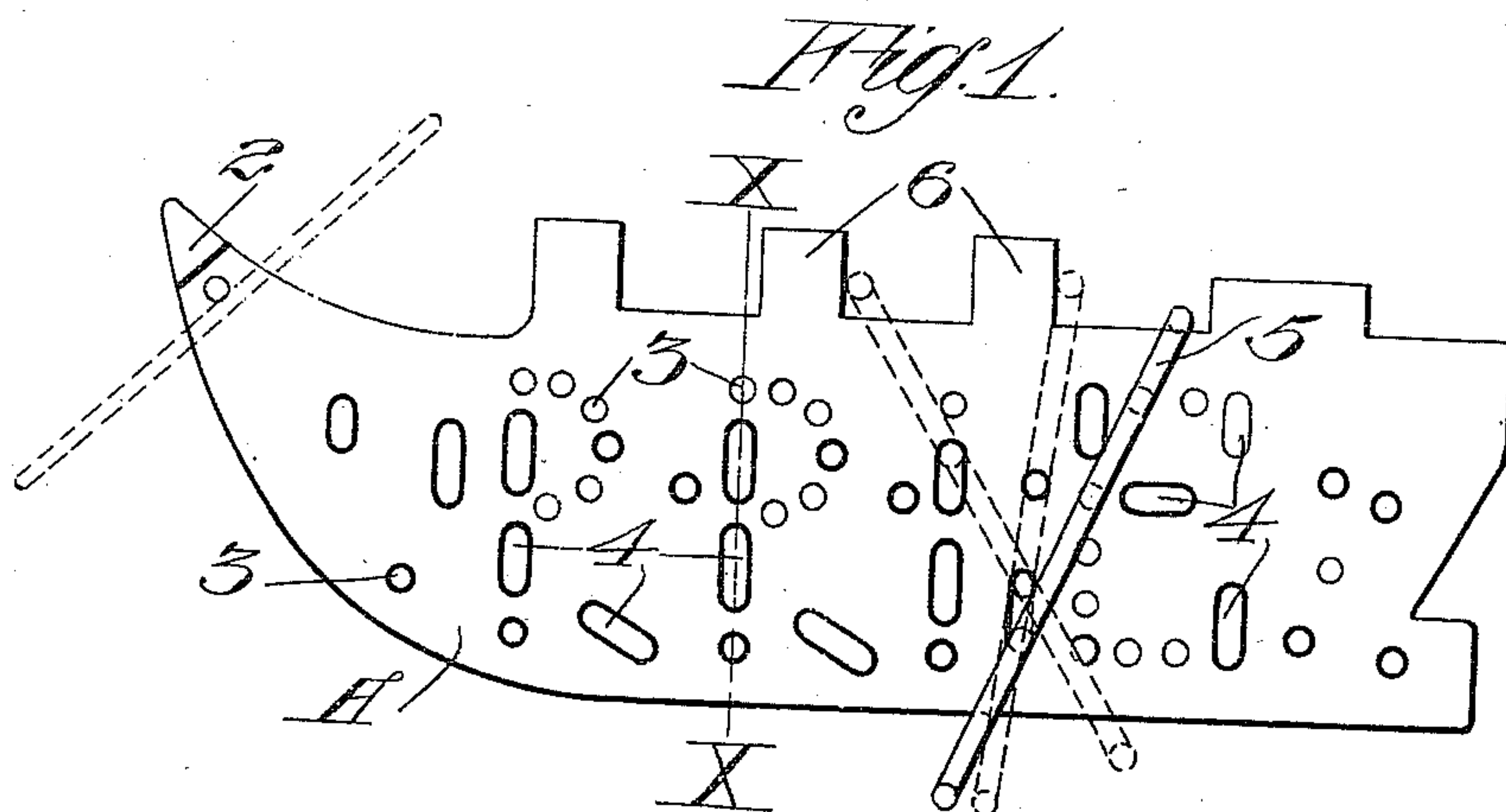


Fig. 3.

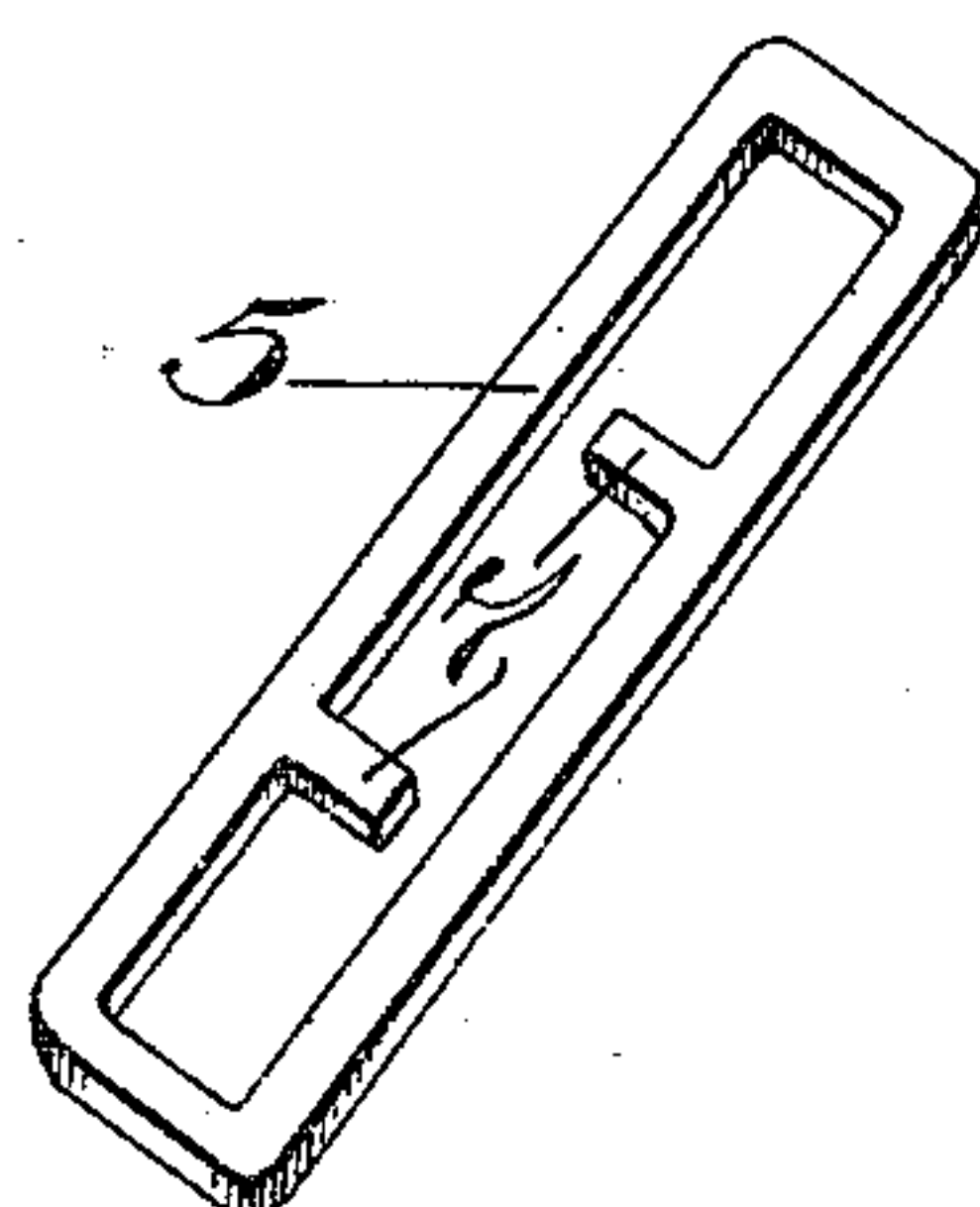


Fig. 2.

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UNITED STATES PATENT OFFICE.

HENRY SIEVERS, OF SHEBOYGAN, WISCONSIN.

ADVERTISING NOVELTY.

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Specification of Letters Patent.

Patented June 6, 1911.

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To all whom it may concern:

Be it known that I, HENRY SIEVERS, citizen of the United States, residing at Sheboygan, in the county of Sheboygan and State of Wisconsin, have invented new and useful Improvements in Advertising Novelties, of which the following is a specification.

This invention relates to advertising novelties, and particularly to a novelty arranged in the form of a puzzle.

The object of this invention is to provide an advertising device particularly designed to advertise a business or undertaking, and in this instance especially of the celebration of the opening of the great canal connecting the Pacific and the Atlantic Oceans.

The advertising feature is accomplished by typifying the canal by a symbolic form, and also symbolizing a ship adapted to pass through the canal, as represented by the canal lock. In thus associating the general form or outline of a ship with an independent member representing a lock, the passage of a ship through the canal is typified. The advertising is especially accomplished by perforating the member representing the ship and arranging the perforations in the outline of letters of the alphabet; such letters either spelling an entire word or words, or being merely the initial letters of the words, when such words represent the title of an exposition, or other undertaking, or business to be advertised.

The invention consists of the parts and the construction and combination of parts as hereinafter more fully described and claimed having reference to the accompanying drawings, in which—

Figure 1 is a plan view of the device. Fig. 2 is a plan view of the member representing a closed canal lock. Fig. 3 is a section on line X—X, Fig. 1.

In the illustrated embodiment of my invention A is a card having the general outline of a side view of a ship upon the fore end of which is suitably formed transversely projecting lugs or stops 2, and the body of the ship A is perforated by numerous circular openings 3 and other substantially oblong openings 4. The width of the body or ship A is such that when properly oscillated a continuous closed member 5, representing the lock of a canal may be passed

on to the rear end of the ship and worked forwardly by being oscillated and reciprocated through certain particular openings which permit the canal lock 5 to swing in an arc from one of the holes to another, until it eventually is passed over the several projections 6 on the ship A to the forward end where it will be prevented from falling off by reason of the transverse projections 2.

In order to prevent the continuous closed member or lock 5 to be passed freely and without interruption from the rear end to the fore end of the ship, I have formed upon its inner surfaces, transversely projecting lugs 7, arranged substantially at about one-third, more or less from the closed ends of the lock 5, and the lugs are shown as being secured upon the opposite longitudinal sides of the lock, and each lug leaving sufficient space between its inwardly projecting end and the contiguous wall so that when the lock is passed on to the rear end of the ship, or is started rearwardly from the bow of the ship, the lock 5 must be moved transversely across the body of the ship so that its projecting lugs 7 will engage one or another of the perforations 3 or 4 and allow the lock 5 to be swung in that perforation so that the other lug 7 can be tried in such other perforations 3 or 4 as the person using the device may select in his attempt to move the ship A through the lock 5. Only by selecting certain of the perforations will he be enabled to eventually succeed in entirely releasing the ship from the lock.

The essential feature of the present device is the arranging of the perforations 3 and 4 to present to the eye the use of words or letters of the subject matter to be advertised, and in the present instance I have preferred to show the capital letters P. P. I. E. which are the initials of a great exposition which it is proposed to hold to celebrate the opening of the canal connecting the Pacific and Atlantic Oceans.

The device is simple and may be inexpensively manufactured, thus allowing the promoters of expositions, or whatever the subject matter to be advertised may consist of, to manufacture the article in large quantities for gratuitous distribution, thus once not only accomplishing the desired purpose of advertising, but also affording considerable amusement and also requiring the

exercise of ingenuity on the part of the public.

In operation a person holds the lock 5 in one hand and the ship A in the other and passes the ship endwise in between the closed lock so that the first hole in the rear end of the ship is inserted over the point of one of the lugs 7, and the lock 5 is then moved transversely across the ship, so as to allow the other oppositely pointing lug 7 to pass into the hole, being a distance from the first mentioned hole equal to the distance between the pair of canal lugs 7. Thereafter, the operator continues to swing the bolt 5 from one perforation to another until he finds such perforations as will be substantially equally distant from each other as the distance between the lugs 7. At numerous points the ship is provided with oblong openings 4 some of which are horizontal, some inclined and some vertical, some of the vertical ones permitting the lock 5 to be moved vertically to allow the closed ends of the lock to be swung over the projections 6 on the deck lines of the ship. Having successfully selected the proper openings allowing the ship to be moved through the lock, the latter is prevented from passing off the bow of the ship, as before stated, by means of the transverse projections 2, which are of sufficient width to prevent the lock from passing off and in order to again carry the ship through the lock, the former must be moved forwardly, reversing the preceding operation. Numerous openings 3 and 4 are purposely provided in order to render the passage of the ship through the canal lock more difficult and tedious.

Manifestly the transversely projecting lugs 2 can be formed upon the stern of the ship instead of its bow, if desired, thus permitting the ship to be passed into the canal, bow on.

Having thus described my invention, what

I claim and desire to secure by Letters Patent is—

1. An advertising device comprising a card or plate having a contour in the form of a ship and being provided with suitable perforations, some of which are arranged to present the outline of a readable character, and a closed substantially rectangular member having oppositely and inwardly projecting lugs suitably spaced from the ends of the member, said lugs having the free ends arranged in overlapping planes to form a tortuous passage between the closed ends of said member.

2. A novelty comprising a member having a typical outline, a plurality of different perforations, a continuous closed element through which said member may be moved, and inwardly transversely projecting lugs secured upon the said element and adapted to be passed through certain of the perforations in the member, said lugs having the free ends arranged in overlapping planes to form a tortuous passage between the closed ends of said member.

3. An advertising novelty comprising a card or plate having a typical outline having a plurality of perforations, some of which may be arranged to present the outline of a character, a continuous closed member through which said card is adapted to be passed, and means projecting inwardly on said member adapted to register with certain of the perforations in the card and to form a tortuous passage to impede the edgewise passage of the card through the member.

In testimony whereof I have hereunto set my hand in the presence of two subscribing witnesses.

HENRY SIEVERS.

Witnesses:

CHARLES EDELMAN,
C. C. COOK.