

H. BALDWIN.
Advertising Medium.

No. 165,147.

Patented July 6, 1875.

Fig. 1.

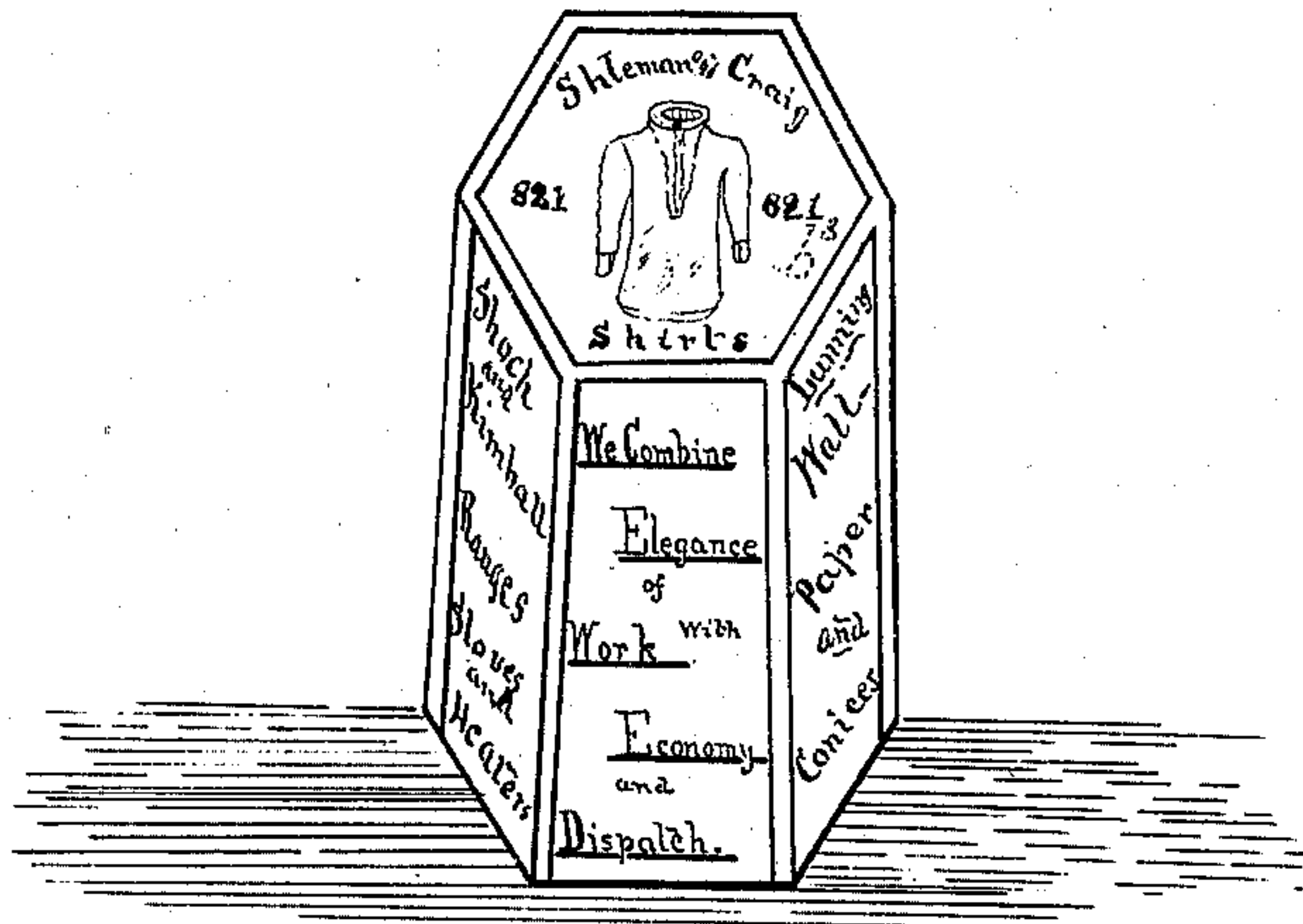


Fig. 2.

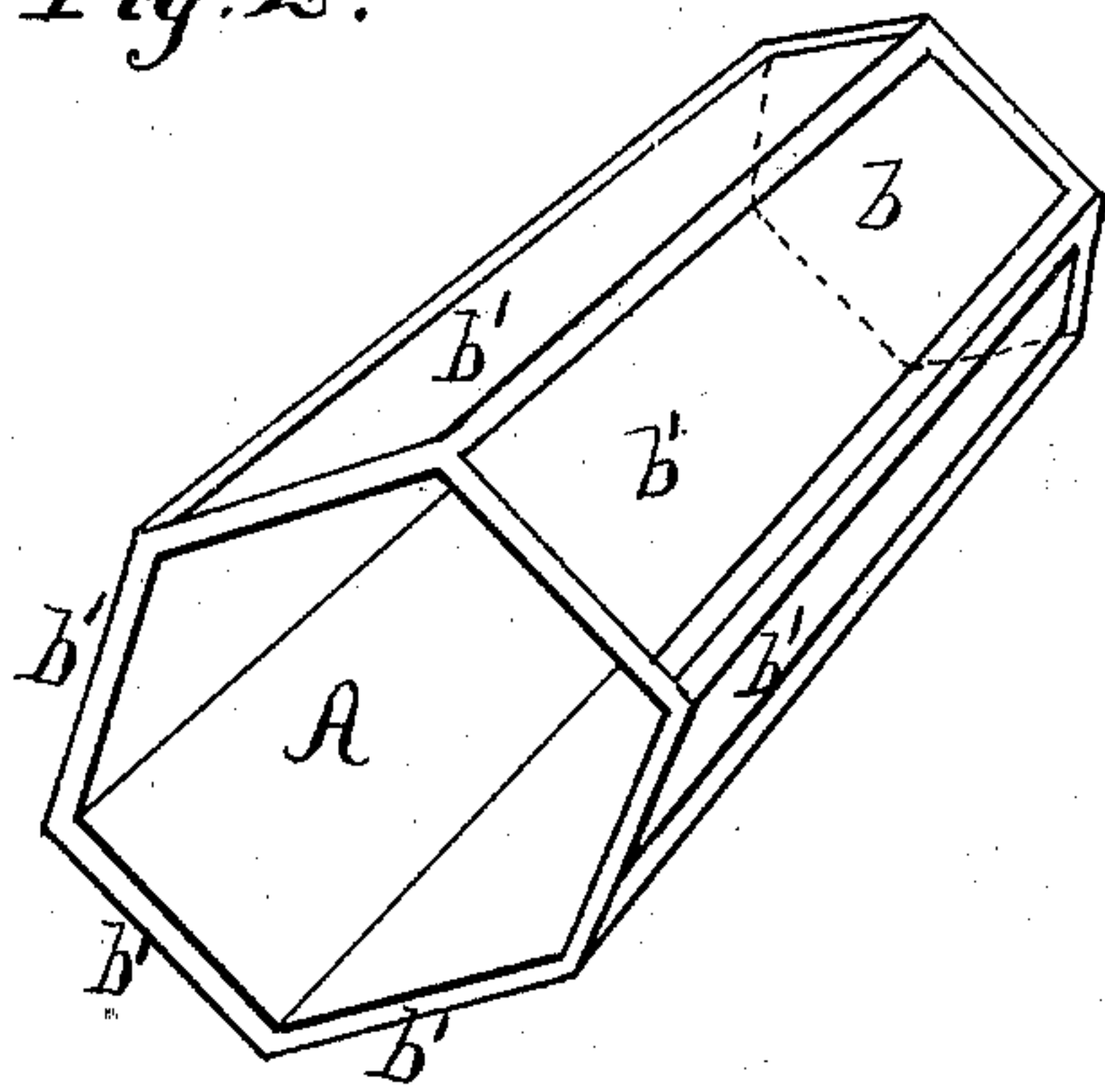
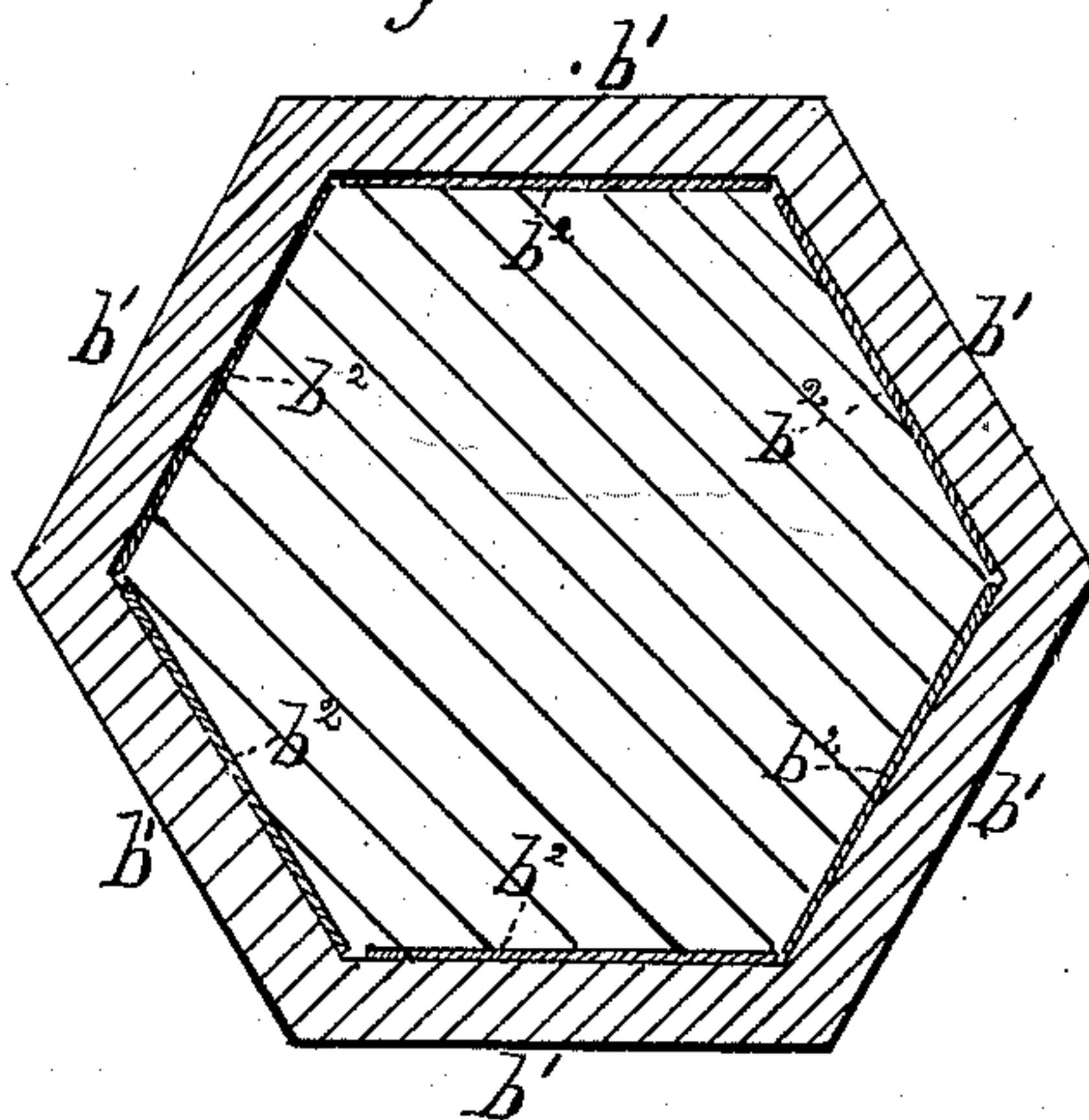


Fig. 3.



Witnesses
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UNITED STATES PATENT OFFICE.

HORACE BALDWIN, OF PHILADELPHIA, PENNSYLVANIA.

IMPROVEMENT IN ADVERTISING MEDIUMS.

Specification forming part of Letters Patent No. 165,147, dated July 6, 1875; application filed March 19, 1875.

To all whom it may concern:

Be it known that I, HORACE BALDWIN, of the city and county of Philadelphia, State of Pennsylvania, have invented a new and Improved Advertising Medium; and I do hereby declare that the following is a full, clear, and exact description thereof, reference being had to the accompanying drawings, in which—

Figure 1 is a view showing the top and three sides of my improved advertising medium complete. Fig. 2 is a perspective view, and Fig. 3 an enlarged cross-section of Fig. 1.

The object of my invention is to provide an advertising medium which shall, in use, present to the eye a variety of advertisements. At the same time it may be used for a weight to retain papers in a fixed position upon a table, and which, from its inexpensive construction, can be readily put upon sale at a small cost.

Fig. 2 of the drawings shows a plain glass vessel, A, of hexagonal form, or having six sides, as at b^1 , tapering from the bottom to the mouth of the vessel, as shown, thus forming six independent interior columns or spaces, within which paper cards with advertisements printed thereon may be exposed, as indicated in Figs. 1 and 3. These cards b^2 , after having been cut to fill each space b^1 , as indicated in Fig. 1, are treated with a strong cement or gum spread upon their printed or face sides, after which the gummed side of each is placed against the respective columns or spaces b , so as to expose the advertisement printed upon them, as indicated in Fig. 1. A like card cut in hexagonal form, as at b^3 , Fig. 1, and made to fit the interior surface of the bottom b of the vessel, is also gummed and applied to such bottom, so as to expose an advertisement thereon through the glass bottom, as indicated in said figure. This being done the vessel is then filled with plaster-paris in a plastic state, which "sets" and dries along with the paste or cement upon the cards.

After the vessel is filled, or nearly so, with the plastic plaster-paris, another card cut in

proper form to fit the mouth of vessel is placed upon the plaster-paris at a point a little below the mouth or top of the vessel, with the blank face of the card gummed and placed upon the plaster-paris, which, with the plaster-paris, holds the last-named advertising-card securely in place. Thus, on all sides and at both ends the cards are made to screen from view the inclosed mass of plaster-paris within the vessel, while at the same time, on all the sides and at each end of the vessel A, advertisements are exposed to the eye.

Thus constructed I produce an advertising medium cheaply made, and possessing, when used as a paper weight, the requisite weight to retain papers in place upon a table, and while thus used presenting manifold advertisements to the eye of the observer.

In applying the plaster-paris inside of the vessel, room is left between the lower end of the column of plaster-paris and the edge of the mouth of the vessel, in which a card is placed in relief from said edge of the vessel.

Articles adapted to various uses and of various forms may be constructed as advertising mediums on the same principle and in like manner; and it is evident that in constructing the vessel A the number of the sides b^1 may be increased or diminished without departing from the nature and object of my invention.

What I claim is—

1. A glass vessel, A, having spaces b^1 therein, in combination with advertising-cards b^2 applied with their printed faces against such spaces, substantially as and for the purpose described.

2. A glass vessel having advertising-cards held in place against its interior by filling the vessel with plaster-paris, substantially as described.

HORACE BALDWIN.

Witnesses:

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