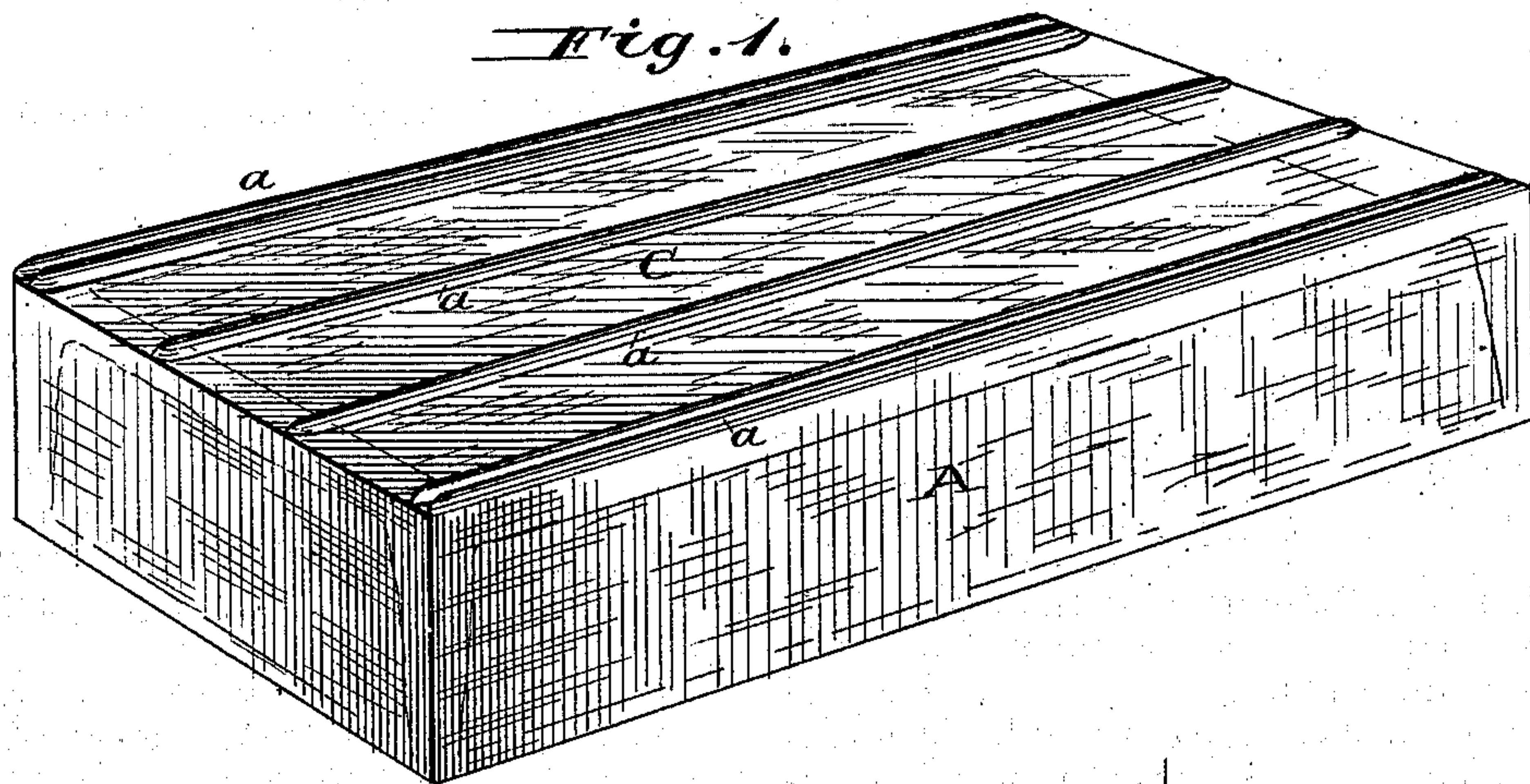


G. McMULLEN.
Advertising Bricks.

No. 198,651.

Patented Dec. 25, 1877.



Attest:
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UNITED STATES PATENT OFFICE.

GEORGE McMULLEN, OF COLUMBIA, PENNSYLVANIA.

IMPROVEMENT IN ADVERTISING-BRICKS.

Specification forming part of Letters Patent No. **198,651**, dated December 25, 1877; application filed November 17, 1877.

To all whom it may concern:

Be it known that I, GEORGE McMULLEN, of Columbia, in the county of Lancaster, in the State of Pennsylvania, have invented a new and useful Improved Advertising-Brick, of which the following is a full, clear, and exact description.

This invention is in the nature of an advertising medium employed in pavements or sidewalks, walls, and the like.

The invention consists in a paving or building brick or block of transparent material, having an interior recess, in which a printed or other card or advertisement is placed, so as to be capable of being read through the top or face of the brick or block, the said card being secured within said brick or block by suitable moisture-proof material, and the face of the brick or block being protected from abrasion by ribs or beads thereon, so arranged as not to obscure the advertisement.

In the drawings hereunto annexed, Figure 1 is a perspective view of my brick or block. Fig. 2 is a top view, and Fig. 3 is a cross-section on line *x x* of Fig. 2.

The letter A indicates a brick or block of transparent material, as glass, the interior of which from below is hollowed out to form a recess, B, leaving stout sides and ends, and a face, C.

This brick or block is of any desired dimensions; but ordinarily it will be made of the size and shape of a common paving or building brick or block, so as to be capable of being employed in pavements, sidewalks, walls, and the like.

The face C is made with a number of ribs or beads, *a*, to protect it from abrasion, and thereby preserve its transparency.

Within the recess B, and up against the under side of the face C, is placed a business or other card or advertisement, *b*, which is printed, painted, or otherwise made, and of any material. This card may be of paper or other material liable to defacement by moisture, in which case a suitable water-proof material may be employed as a backing for the card, such as a varnish, shellac, or gum applied thereto, or a piece, *c*, of tin-foil, and a pro-

jector, *d*, of paper, cloth, or rubber cloth, or a piece of glass. The card, however, may itself be of water-proof paper or other material.

The card is held in place in the brick or block by filling in the recess with cement or other plastic substance, D, that will solidify. This filling may be of water or moisture proof matter.

The card is provided, say at one or more of its corners, with indexes, or printers' "fists," *e*, pointing in a single direction, so that the brick or block should be laid in such position as that the indexes will point aright for the advertiser. If the advertisement be divided, so that it may be headed for reading from opposite approaches, the indexes will be correspondingly placed.

The ribs *a* may be arranged longitudinally upon the bricks, and made thus to serve as division-lines for the advertisement; or they may run transversely or otherwise, as fancy or utility dictates. These ribs or beads serve also to strengthen the bricks.

Bricks or blocks made after my invention will be found a cheap, attractive, and advantageous medium for advertising, as they may be used not only in proximity to the advertiser's location, but elsewhere through a town or city.

When used in pavements already laid, one or more of the paving-bricks may be removed and my improved advertising bricks or blocks substituted therefor.

What I claim is—

The within-described article of manufacture, viz., a transparent advertising-brick for use in pavements, consisting of the shell A, of the size and shape of ordinary bricks, having the face-protecting ribs or beads *a*, and an advertisement, *b*, placed within said shell, and made water or moisture proof, and secured by a filling of cement or like substance, substantially as shown and specified.

GEORGE McMULLEN.

Witnesses:

BENJ. P. HOWELL, Jr.,
J. ALDEN KNIGHT.