

No. 863,278.

PATENTED AUG. 13, 1907.

W. HORNICH, JR.  
ADVERTISING DEVICE.  
APPLICATION FILED SEPT. 26, 1906.

Fig. 1.

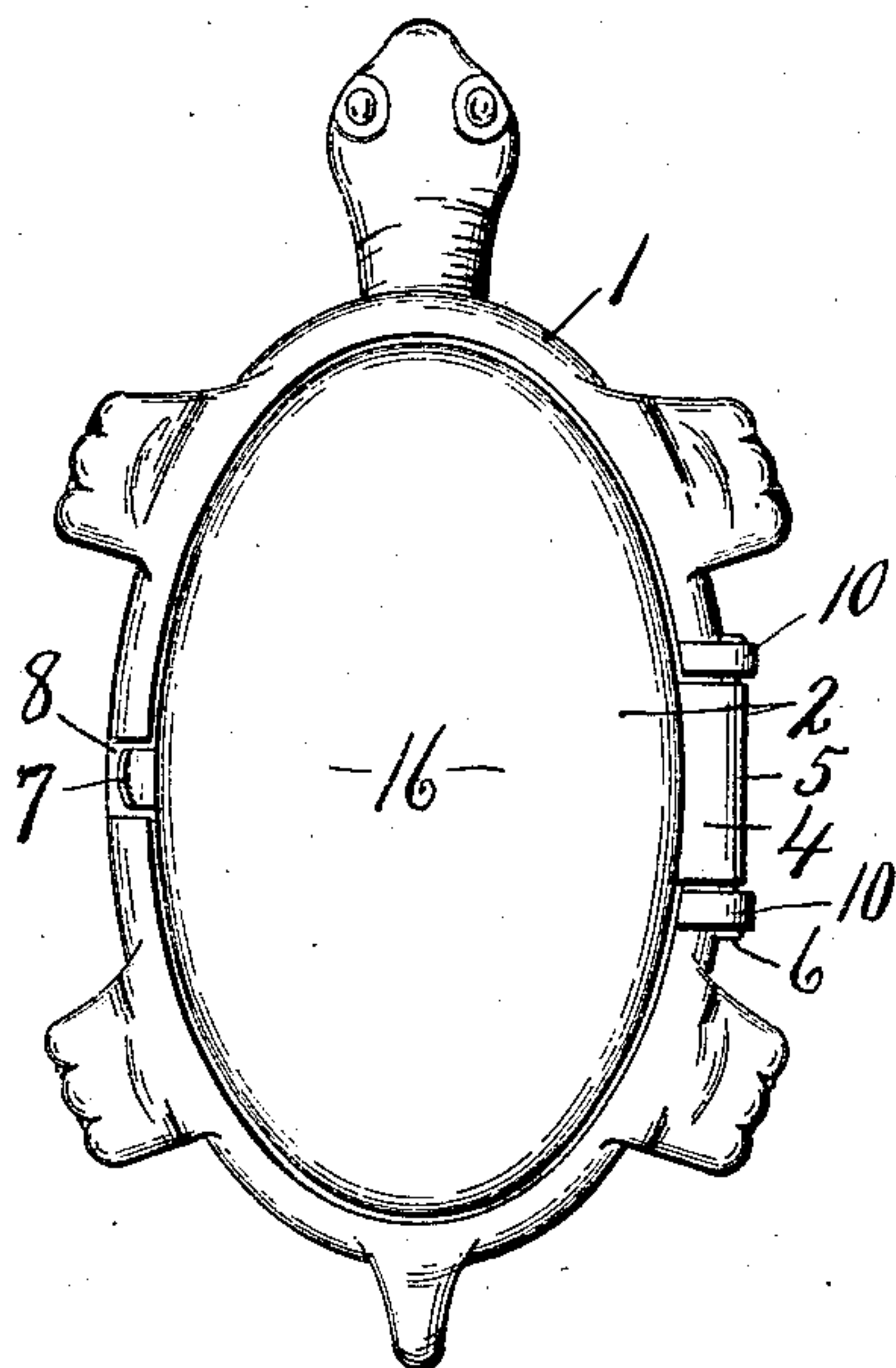


Fig. 2.

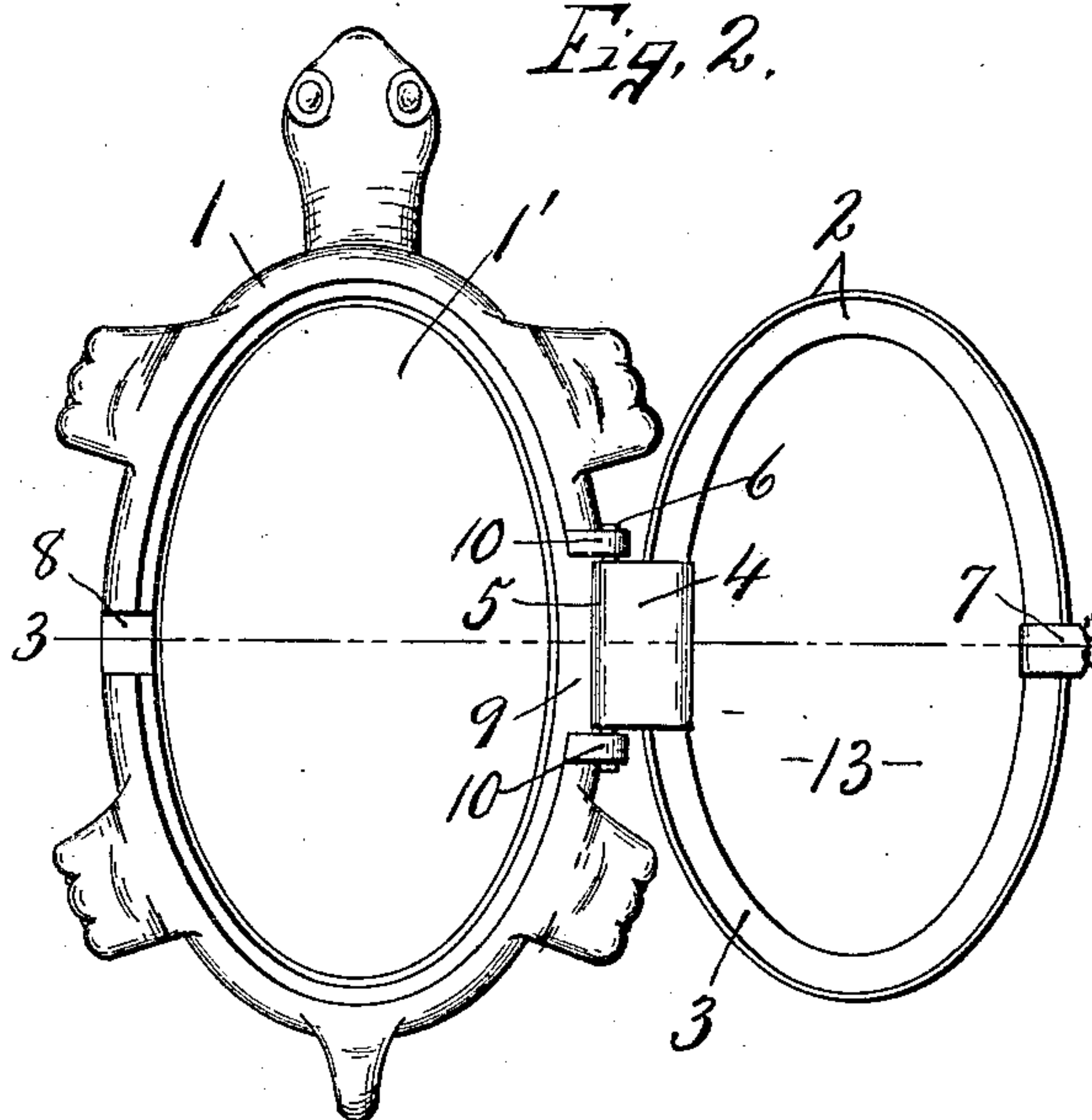


Fig. 3.

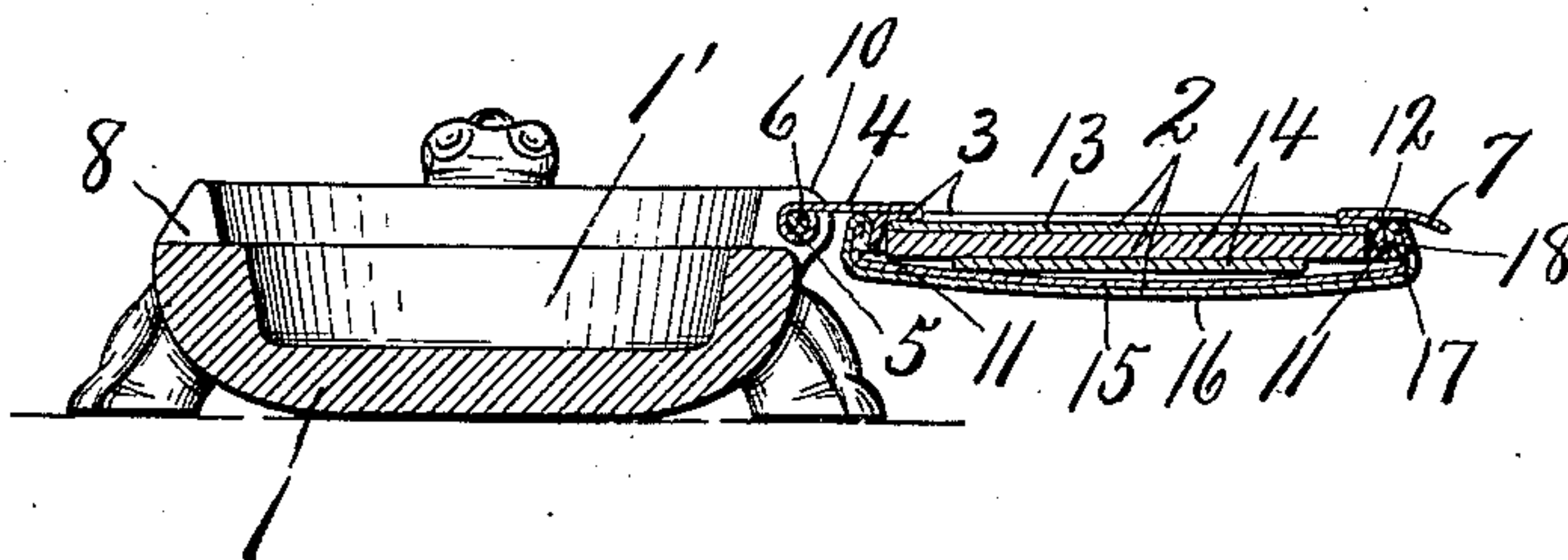
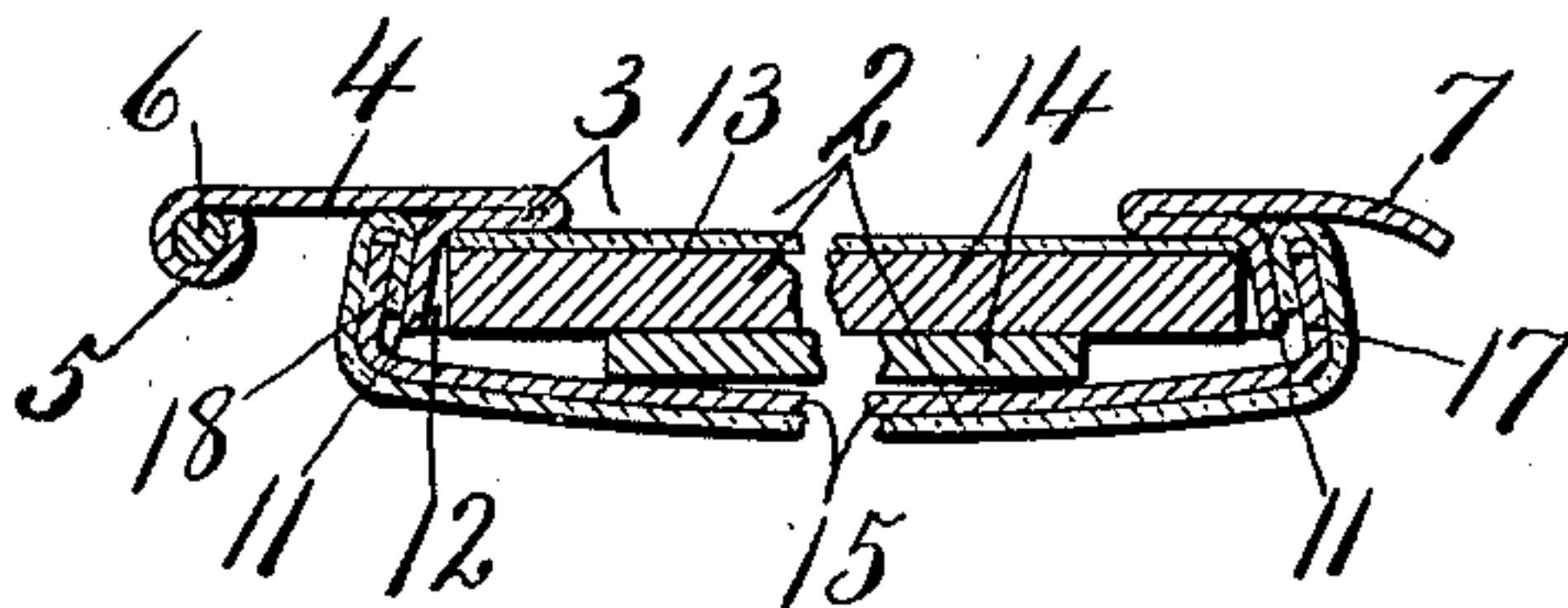


Fig. 4.



Witnesses.

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By.  
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# UNITED STATES PATENT OFFICE.

WILLIAM HORNICH, JR., OF NEWARK, NEW JERSEY, ASSIGNOR TO THE WHITEHEAD & HOAG COMPANY, OF NEWARK, NEW JERSEY, A CORPORATION OF NEW JERSEY.

## ADVERTISING DEVICE.

No. 863,278.

Specification of Letters Patent.

Patented Aug. 13, 1907.

Application filed September 26, 1906. Serial No. 336,374.

To all whom it may concern:

Be it known that I, WILLIAM HORNICH, Jr., of Newark, in the county of Essex, in the State of New Jersey, have invented new and useful Improvements in Advertising Devices, of which the following, taken in connection with the accompanying drawings, is a full, clear, and exact description.

This invention relates to improvements in advertising novelties and refers more particularly to the lids for small receptacles, such as pin-trays, match-safes and similar articles of utility adapted for use as paper-weights and other uses to which such a receptacle might be put.

My object is to provide the receptacle with a comparatively inexpensive lid, which is not only ornamental, but adapted to receive advertising or other printed matter.

Another object is to form one of the hinge sections and finger-piece integral with the frame upon which the printed sheet or disk is mounted.

Other objects and uses will appear in the following description.

In the drawings—Figure 1 is a top plan of a combined paper-weight and receptacle equipped with my improved lid or cover, the latter being shown in its closed position. Fig. 2 is a top plan of the same device showing the lid in its open position. Fig. 3 is a sectional view taken on line 3—3, Fig. 2. Fig. 4 is an enlarged transverse sectional view partly broken away of the lid, and its hinge-pin.

This receptacle comprises essentially a body —1— preferably of cast metal, made to imitate a turtle, and provided with a hinged-back or cover —2—.

The body —1— is formed with a recess or chamber —1'— open at the top for receiving any articles of utility, such as matches, pins and similar articles adapted to be used in offices and other places where such a device might be of service.

The lid —2— consists in this instance of an open metal frame —3—, oval in general outline, and having a portion thereof folded inwardly and radially, forming a hinge section —4— terminating at its outer end in an eye —5— which receives a pivotal pin —6— on the body —1— at one side of the chamber —2—.

The side of the frame opposite to the hinge-section —4— is formed with an integral finger-piece —7— which is adapted to rest, when the lid is closed, in a recess —8— in the rim of the receptacle —1—, the hinge-section —4— being also seated in the recess —9— in the opposite side of said rim between suitable ears —10— in which the pivotal pin —6— is inserted.

The open frame —3— is formed with an outwardly

flaring flange —11— forming a recess or chamber —12— in which is seated an inner advertising plate 13— of celluloid or equivalent material and a pad —14— of paste-board or some other filling adapted to give the desired form to an outer metal plate, as 15—, having a covering —16— of celluloid or similar material upon which the advertising or other matter is printed. The outer metal plate 15— has an intumed marginal flange —17— converging toward a common center and encircling the flange —11— of the frame —3—.

The outer advertising plate —16— fits closely upon the outer face of the plate 15— and has its marginal edges crimped or turned inwardly over and inside of the flange 17— and against the outer face of the flange —11— of the frame —3—.

The flange 17— is made to fit over the flange —11— sufficiently tight to firmly impinge the interposed portion, as —18—, of the plate —16— between said flanges, thereby firmly locking the plates 15— and 16— together and to the flange —11—.

Although I have shown and described a specific form of receptacle and lid therefor, I do not herein limit myself to any particular form of receptacle or lid, but rather to the structure of the lid substantially as herein specifically described.

What I claim is:

1. A device of the character described comprising a receptacle having a lid hinged thereto and comprising an open frame having an out-turned marginal flange, an advertising plate seated within the flange and exposed through the opening of the frame, and a covering fitted upon the exterior of the flange, and inclosing the intervening space within the flange.

2. In a device of the character described, an open metal frame having an out-turned marginal flange, a plate fitted within the flange and extending across the opening in the frame, a second plate extending across the space within the flange, and fitted upon the exterior of said flange.

3. In a device of the character described, an open metal frame having a marginal flange flaring outwardly at an angle with the base of the frame, an advertising cap fitted externally upon said flange, an advertising plate fitted within the flange and extending across the intervening opening, and a filling between said plate and cap to hold their intermediate portions apart.

4. An advertising device comprising a body portion having a chamber in its top, a frame hinged to the body at one side of the chamber, an inner advertising plate fitted within the frame, an outer advertising plate fitted within the frame, an outer advertising plate fitted upon said frame and a pad interposed between said plates.

In witness whereof I have hereunto set my hand this 6th day of Sept. 1906.

WILLIAM HORNICH, JR.

Witnesses:

JAMES C. DAY,

WILLIAM R. CHARLES.