

I. RANDALL.
Advertising Mediums.

No. 198,953.

Patented Jan. 8, 1878.

Fig. 1.

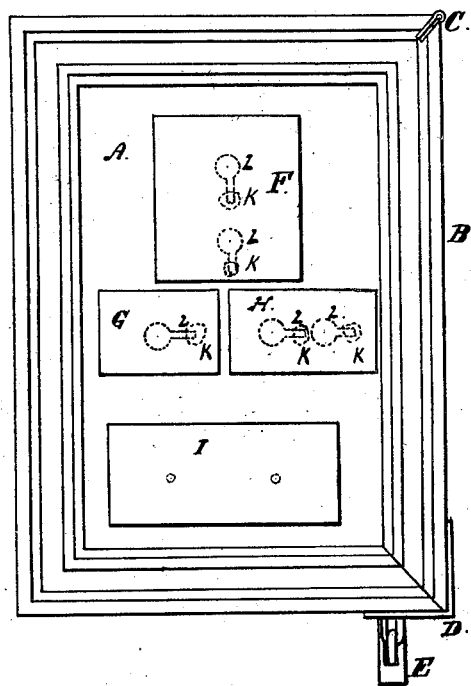


Fig. 2.

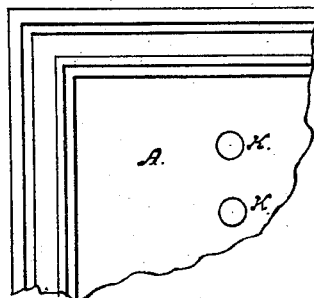


Fig. 3.

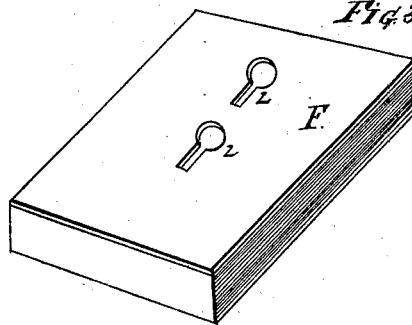
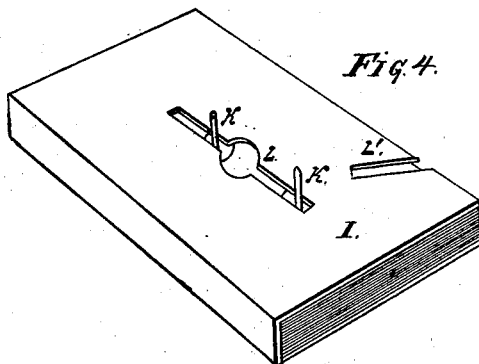


Fig. 4.



WITNESSES:

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UNITED STATES PATENT OFFICE.

ISAAC RANDALL, OF MILWAUKEE, WISCONSIN.

IMPROVEMENT IN ADVERTISING MEDIUMS.

Specification forming part of Letters Patent No. **198,953**, dated January 8, 1878; application filed September 18, 1877.

To all whom it may concern:

Be it known that I, ISAAC RANDALL, of Milwaukee, in the county of Milwaukee and State of Wisconsin, have invented certain new and useful Improvements in Advertising Mediums; and I do hereby declare that the following is a full, clear, and exact description thereof, which will enable others skilled in the art to which it pertains to make and use the same, reference being had to the accompanying drawing, and to the letters of reference marked thereon, which form a part of this specification.

My invention consists, essentially, of a board suitably prepared and provided with suitable attachments, and any required number of blocks of cards or advertisements united and combined, as hereinafter stated.

This device is designed for hanging in public places as a means of advertising.

One of the very best means of advertising heretofore employed is the hanging of business-cards in public places, as hotel-offices, ticket and railroad offices, stores, &c. A still better method would be to place a bundle of business-cards in plain sight, so that any person, so desiring, could take one for future use or direction. Many tables, racks, frames, and stands have been employed for this purpose; but in all of them heretofore used, so far as my knowledge extends, the cards are left loose, and are liable to be carried off by boys or taken away by competitors of the advertisers. My invention does away with these objections, and provides a useful and very cheap and convenient method of advertising.

Like letters refer to similar parts.

A is a board, surrounded with a frame of molding rising above its surface. One side of the frame B is hinged at the top C, and swings away to one side, so as to leave room for the insertion of the blocks, as hereinafter mentioned.

B is fastened in place by a hasp, D, and staple and padlock E, or equivalent device. This secures the advertisements in place, safe from interference and removal.

F, G, H, and I are blocks of printed cards, formed in the usual well-known manner, with a stiff pasteboard back. In this pasteboard back are cut slots L L L L, of the shapes shown in the drawing, or any of them.

In the board A are driven any requisite number of tacks with broad flat heads K K, Fig. 2. These tacks are not driven quite home, thus leaving a space between the inside of the tack-head and the board of about the thickness of the pasteboard forming the back of the block. By placing the back part of the block against the board in such a manner that the heads of these tacks shall enter the circular part of the pasteboard back of these blocks, and then pushing the block one side, so that the shank of the nail fills the narrow part of the slots L L L L, it will be seen that the block becomes very securely attached to the board. These blocks consist of business cards or advertisements laid in a package, with even edges, over a piece of pasteboard of same size and shape, and fastened thereto by having all their edges gummed; or, if preferred, two or three of their edges can be gummed.

Instead of first driving the tacks in the board, and then attaching the block, a slot can be cut of the shape shown in Fig. 4, and the tacks, inserted as shown in the drawing, can, by means of blows upon the face of the block, be driven into the board A; or slots the shape of L', Fig. 4, can be employed in a similar way. I however prefer the method first described.

The board, when filled with these blocks, can then be hung in any place desired. The face of it can be made to assume a very attractive appearance.

Any one whose attention is called to a particular card or advertisement can easily rip one off for preservation.

The advantages of the use of my invention are its preserving the cards or leaves safe from wholesale removal and the convenience it offers for inspection and distribution of the cards. It may be made very attractive by

placing a picture in its center, or small pictures or photographs about its edges, or in any other similar way.

Having thus described my invention, what I claim as new is—

The combination of the board A, provided with broad flat headed nails K K, and a surrounding strip, B, hinged at one side, substantially as specified, and the blocks of cards or advertisements F G H I, with pasteboard

backs, provided with slots L L L or L', as and for the purposes aforementioned.

In testimony that I claim the foregoing as my own I affix my signature in presence of two witnesses.

ISAAC RANDALL.

Witnesses:

E. H. BOTTUM,

G. B. SEAMAN.