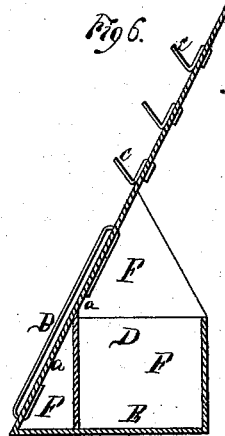
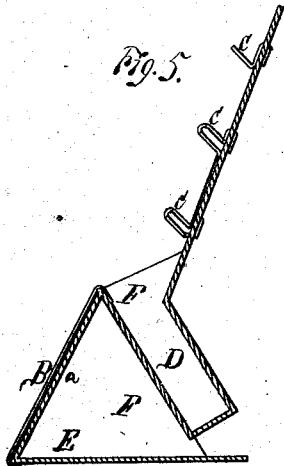
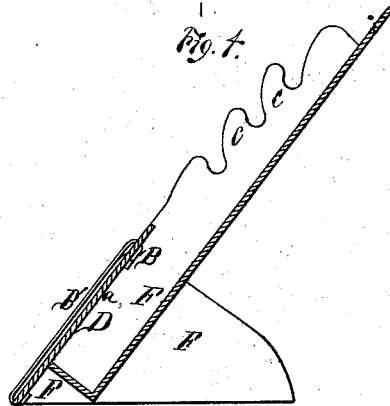
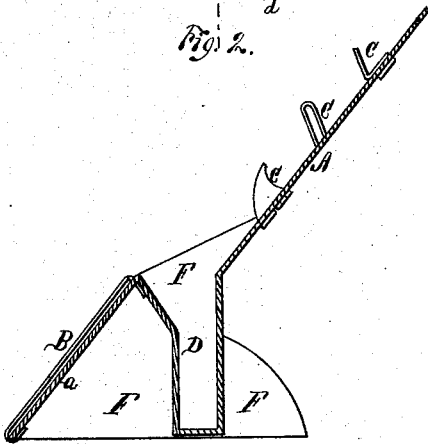
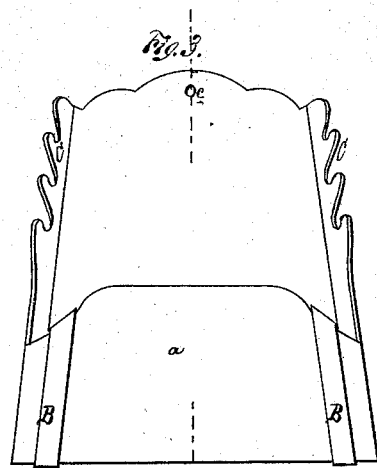
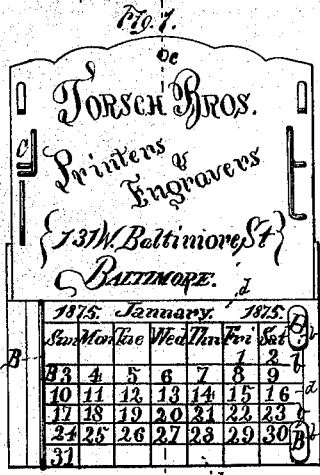


C. H. & H. F. TORSCH, Jr.

Advertising Medium.

No. 160,971

Patented March 16, 1875.



Witnesses.
D. G. Stuart
Geo. C. P. Smith

Inventors.
C. H. and H. F. Torsch, Jr.
 by their attorney *J. Hanway*

UNITED STATES PATENT OFFICE.

CHARLES H. TORSCH AND HENRY F. TORSCH, JR., OF BALTIMORE, MD.

IMPROVEMENT IN ADVERTISING MEDIUMS.

Specification forming part of Letters Patent No. 160,971, dated March 16, 1875; application filed January 8, 1875.

To all whom it may concern:

Be it known that we, CHARLES H. TORSCH and HENRY F. TORSCH, JR., of Baltimore, in the county of Baltimore and State of Maryland, have invented certain new and useful Improvements in Advertising Mediums; and we 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 drawings, and to the letters of reference marked thereon, which form a part of this specification, in which—

Figure 1 represents a front elevation of our improved advertising medium, and Fig. 2 a vertical section of the same. Figs. 3 and 4 represent a front elevation and section of a modified form of the device; Figs. 5 and 6, vertical sectional views of other modifications.

Our invention relates to a new and improved advertising device, which, being constructed so as to embody in a peculiar manner several useful features, makes it a very cheap, yet desirable, adjunct to an office or counting-room, and for that reason keeps the advertisement constantly in view.

Our improved device for this purpose consists of a back board, provided with supporting-wings, and on the front of which the advertisement is printed or pasted, and to which is attached, in the manner hereafter to be described, a card-case, pen-rack, and calendar-holder.

To enable others skilled in the art to make and construct our invention, we will now describe its parts in detail.

In all of the figures A represents the advertising-board; B, the calendar-holder; C, the pen-rack; and D the card-case; while E represents a bottom board, which may or may not be used, as the manufacturers may elect, and is shown in Figs. 5 and 6, it not being used in the other figures.

The back board A may be made of any suitable material, and may, if desired, be made in one piece, so bent as to form the advertising-board, the back, bottom, and front of the card-case D, and back *a* of the calendar-holder B, as shown in Fig. 2; or it may be so made as to form the back board for the advertise-

ment, and the back and bottom of the card-holder as in Fig. 4; or, as in Fig. 5, the back of the advertising-board, back, bottom, and front of the card-case, and the back of the calendar-holder, and bottom-board E of the whole device; or, as in Fig. 6, the back board for the advertisement and calendar bottom E of the whole device, and rear side of the card-case; or, lastly, the back A may be in one piece, and the front and rear side of the card-case made out of one piece, or in separate pieces, and the back board *a* of the calendar-holder of another piece, and these all properly joined or pasted together by means of thin sheets of gummed paper, or by thin sheets of paper, through the instrumentality of paste or other adhesive material; or, instead of paper, thin sheets of cloth, such as that used by bookbinders, may be used.

The back board, card-case, and calendar-holder, when bent into proper form or otherwise put together, are then steadied and supported by side boards F, of any suitable shape, they being secured together in any suitable manner—as, for instance, by being pasted, gummed, or glued together, if made of paste-board or wood, or by soldering, when made of tin; but we prefer to make them of paste-board, covered with bookbinders' cloth or paper in the manner of books.

Several kinds of pen-racks C are shown, some being of metal, bent into form, and fastened to the advertising-board A above the card-case D, in the manner shown in Figs. 1, 2, 5, and 6; and yet another, of pasteboard, metal, or wood, as in Figs. 3 and 4; or they may be made of any other suitable material and form adapted to the purpose.

The calendar-holder consists of a back board, *a*, having bands B at each end. These bands, when made of metal—such as wire—are bent at their ends over the board *a* in the manner of a hook, as in Fig. 5, or their ends may be bent and passed through small openings made in board *a*, and then bent down, so as to retain them in place, as shown in Fig. 6, or by combining both of these methods, as in Fig. 2; or they may consist of two or more flat pieces of steel metal, such as those shown in Fig. 1, at B *b*. These plates have a sharpened end, which is passed through a small slit in the back board *a*, and

which is then turned down against the inner face of the latter, so as to hold them in place; or, instead of wire or sheet metal being used for this purpose, strips of paper or tape may be used, in which case their ends will be pasted down on the inner face of the card-case, similar to the plan shown in Figs. 3, 4, and 5.

Between these strips B and the back *a* of the card-case are inserted the monthly-calendar sheets *d*, Fig. 1, and from which they can readily be withdrawn, singly, or otherwise, as occasion requires.

The device as thus constructed serves, by the back board A, as an advertising medium; by the strips B, as a calendar-holder; by the space D, as a receptacle for cards; and by the racks C, for pen-racks; and it may be either made as a standard for the desk or be pro-

vided with an opening, *e*, by which to be suspended in any suitable and convenient place.

Having thus described our invention, what we claim as new, and desire to secure by Letters Patent, is—

An advertising medium, consisting of the board A, pen-rack C, card-case D, calendar-holder B *a*, and supporting-wings F, all being constructed and arranged substantially as set forth.

In testimony that we claim the foregoing as our own we affix our signatures in presence of two witnesses.

CHAS. H. TORSCH.

HENRY F. TORSCH, JR.

Witnesses:

JNO. T. MADDOX,

WM. H. DEETZ.