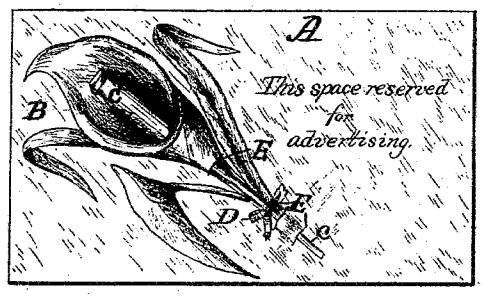
(No Model.)

B. D. BALDWIN.

ADVERTISING CARD.

No. 296,718. Patented Apr. 15, 1884.



Witnesses:
C. E. Gaylord.
Frederick L. Goodwin

Inventor:
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N. PETERS, Photo-Lithographer, Washington, D. C.

UNITED STATES PATENT OFFICE.

BENSON D. BALDWIN, OF CHICAGO, ILLINOIS.

ADVERTISING-CARD.

SPECIFICATION forming part of Letters Patent No. 296,718, dated April 15, 1884.

Application filed February 9, 1883. (No model.)

To all whom it may concern:

Be it known that I, BENSON D. BALDWIN, a citizen of the United States, residing at Chicago, county of Cook, and State of Illinois, have invented a new and useful Improvement in Advertising Cards, Medals, or Kindred Devices Suitable for that Purpose, of which the following is a specification.

My invention relates to the production of an advertising-card composed of paper or other suitable material, which, while comparatively inexpensive, shall be novel, attractive, and valuable, and cause the same to be preserved and conspicuously displayed for reference.

The figure of the drawing shows a perspective view of my invention.

My invention is particularly designed for the purpose of advertising that class of goods intended for ladies' use, wear, ornament, or toilet.

While ordinary advertising-cards are thrown away and forgotten, it is the purpose of my invention to furnish an advertising medium of such unique and novel design, and possessing sufficient attractiveness and value, to secure its preservation and display, and thus attain the thing most sought after by and through the various mediums used for advertising purposes.

My invention consists in the combination of an advertising-card composed of paper or other suitable material, having the design of a flower or flowers printed thereon, with a bottle or vial adapted to containing perfume, scented water, or smelling-salts secured to the card by fastening its stem projecting end through cuts in the card over or through the flower or flowers in the manner shown in the drawing.

The advertising-card A, composed of paper or other suitable material, has engraved or printed thereon a suitable design, preferably a flower, B, or a bouquet or cluster of flowers may be printed thereon, and a bottle or vial, C, having a stem projecting end, *c*, of a novel and peculiar form of construction, as shown, which is attached to the card substantially in the manner represented in the figure. This bottle or vial is made of such form and shape that the body C, or perfume-holding part thereof, represents the stamen or central part of the flower or flowers printed or engraved upon the card, and the remainder or stem projecting end *c* of the vial represents the stem of said flower or flowers. The design of the flower B shown is printed on or in the card, and then is cut by dies or by other means at certain points, as at E, over or through the flower, and the stem projecting end of the bottle or vial is inserted, as therein shown, through the cuts E in the card, so that the body C of the bottle shall form the stamen of the flower. The bottle is filled with perfume, scented water, or smelling-salts, and the card and bottle, when thus joined and secured together, present a very realistic and artistic combination. A ribbon or string, D, is employed to assist in thus securing the same.

My invention may be used as a medium for advertising the particular perfume, scented water, or smelling-salts contained in the bottle or vial, or any article sold by dealers in the above-named line of goods, or for the purpose of general advertising.

One bottle having been secured to a card, as here shown and described, over the design of a flower, it would not involve invention to duplicate the same by the attaching of several bottles to the design of several flowers, or in each flower of the design of a bouquet, or in adding the design of several flowers around the flower over which the bottle is attached.

Having thus described my invention, what I claim, and desire to secure by Letters Patent, is—

1. An advertising-card, A, composed of paper or other suitable material, having the design of a flower, B, thereon, a part of the face of the card being adapted to receive advertisements, the card being cut through at points E over the flower, in combination with the bottle C, inserted in the card through the cut portions, so that the body of the bottle forms the stamen of the flower, and adapted to contain perfume, substantially as described, and for the purpose set forth.

2. An advertising-card composed of paper or other suitable material, having the design of a flower thereon, a part of the face of the

card being adapted to receive advertisements, the card being cut through at points on or over the flower, in combination with a bottle adapted to contain perfume, inserted in the card through the cut portion, so that the body of the bottle forms the stamen of the flower, the bottle being secured to the card by a ribbon or string, all substantially as described, and for the purpose set forth.

BENSON D. BALDWIN.

Witnesses:
FREDERICK C. GOODWIN,
CHARLES T. BROWN.