

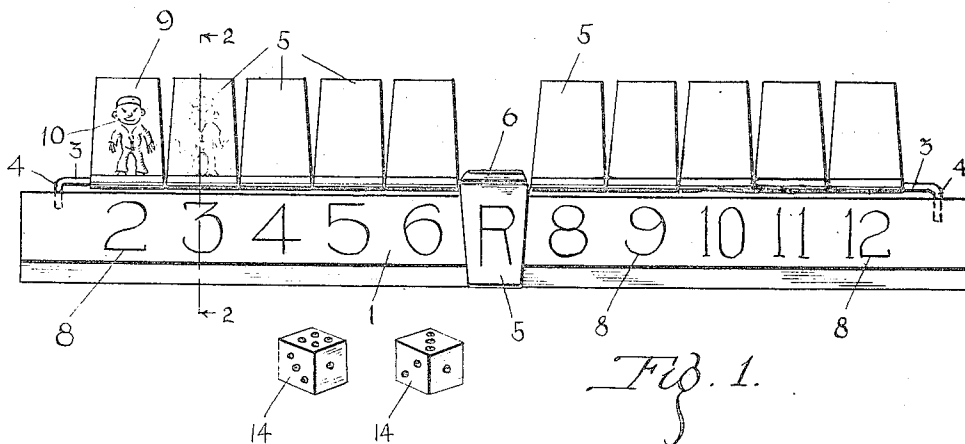
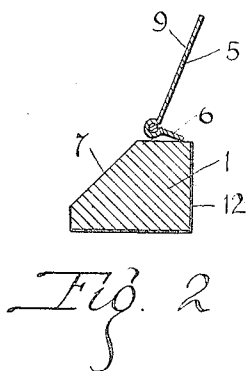
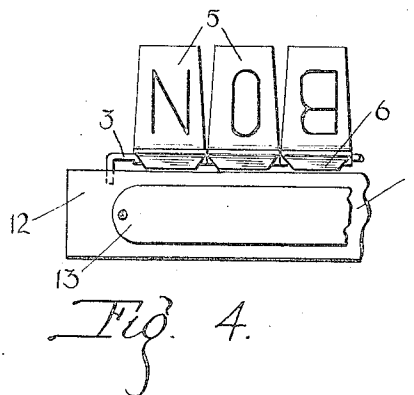
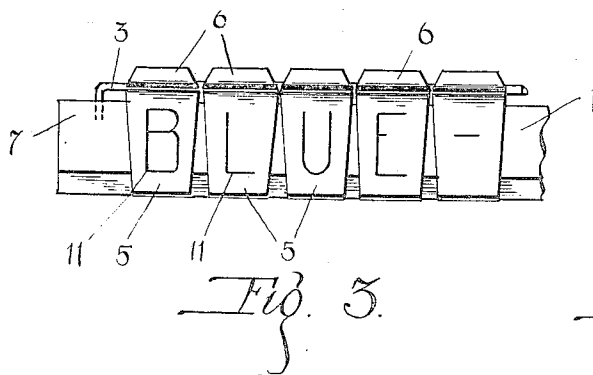
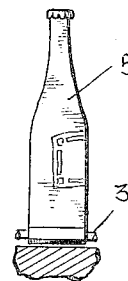
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C. W. KUEN

ADVERTISING TOY

Filed April 3, 1922



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UNITED STATES PATENT OFFICE.

CHARLES WASHINGTON KUEN, OF CHICAGO, ILLINOIS.

ADVERTISING TOY.

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To all whom it may concern:

Be it known that I, CHARLES WASHINGTON KUEN, a citizen of the United States, and a resident of Chicago, in the county of Cook and State of Illinois, have invented a new and useful Improvement in Advertising Toys, of which the following is a full, clear, and exact description.

My invention relates to improvements in advertising toys, and it consists in the combinations, constructions and arrangements herein described and claimed:

An object of my invention is to provide a device of the character described, the use of which will not only afford entertainment, but will serve as an effective advertising means.

A further object of my invention is to provide a device of the character described, in which the name of the article to be advertised is revealed a portion at a time as the game progresses. If the player is successful, the entire name of the goods advertised will be revealed.

A further object of my invention is to provide a device of the character described, which may be used with an ordinary pair of dice as counters.

A further object of my invention is to provide a device of the character described, which is compact in form, which has no loose parts to misplace, which is cheap to manufacture, and thoroughly effective for the purpose intended.

Other objects and advantages will appear in the following specification, and the novel features of the invention will be particularly pointed out in the appended claims.

My invention is illustrated in the accompanying drawings, forming part of this application, in which—

Fig. 1 is a front elevation of my invention,

Fig. 2 is a sectional view along the line 2—2 of Fig. 1,

Fig. 3 is a front elevation of a part of the mechanism illustrated in Fig. 1 with the markers down,

Fig. 4 is a partial rear elevation of the mechanism shown in Fig. 1, and

Fig. 5 is a view of a modified form of one of the markers.

In carrying out my invention, I make use of a substantially triangular elongated base portion 1, having a flat upper surface. The base portion 1 has mounted thereon a rod 3.

The rod 3 is bent downwardly at each end, as shown at 4 and the ends 4 are secured upon the base 1. The rod 3 is thereby fixed in parallel relation to the base 1 closely thereto. The rod 3 is provided with a plurality of metal markers 5. The contour of the markers 5 is more clearly shown in Fig. 2. It will be noted that the lower portions of the markers are bent to closely engage the rod 3 and to provide an outwardly extending integral stop member 6. The portion of the markers which encompasses the rod 3 forming a bearing on which the markers may hinge.

In this case I have shown eleven of the markers 5 and in front of each of the markers upon the inclined surface 7 of the base 1 I imprint numerals consecutively arranged from 2 to 12, one numeral before each of the markers.

The front surface 9 of each of the markers 5 is provided with a characteristic illustration 10 to illustrate a certain goods advertised by use of the device. These illustrations for the most part are figures of imps or the like which are used by the manufacturer in advertising his goods. The back of each of the markers 5 has imprinted thereon letters, as shown at 11, which when all the markers 5 are in the position shown in Fig. 3, will spell a word or words, the word or words being the trade-mark or trade-name of the goods to be advertised.

On the back surface 12 of the base 1, I provide space for an advertising label 13, as shown in Fig. 4.

To complete the structure necessary to use the toy, I provide an ordinary pair of dice 14.

From the foregoing description of the various parts of the device, the operation thereof may be readily understood. Several players may participate in this game, each being provided with one of the game devices. One pair of dice will do for all. In starting the game, all of the markers 5 are elevated, as shown in Fig. 2 and the toy is placed so that the numerals 8 face the player. He will, at this time, see the illustrations 10 on the markers 5 and unconsciously be impressed by the significance of the illustrations.

In playing, the first player rolls the dice. Let us assume they fall as shown in Fig. 1, 7 being the sum of the upper faces of the dice. The player will move the seventh marker 5 down, as shown in Fig. 1. The

letter R will present itself in this case. He again rolls the dice and if he does not show 7 again, he hinges the marker 5 above the number designated by the dice. If he is successful in moving all of the markers down without duplicating any number previously rolled, then he has won the game and it progresses no further. Let us assume that the player has rolled all of the points 2 to 12 without duplicating any one point and that all the markers are down. The letters 11 on the backs of the markers 5 will spell the name or trade-mark of the goods to be advertised and the name will remain in the mind of the player because he is in a receptive mood while in play to remember and be impressed by the nature and origin of the goods advertised. Should the first player not succeed in rolling and obtaining sums from 2 to 12 without duplicating, he will pass the dice to the next player upon the occurrence of the first duplicate sum. The next player will start and do exactly as the first player. If he is successful, the game will progress no further, if not, he will pass the dice on to the next player. Let us assume that the dice have passed completely around from the first player to the last and that none have been successful and that the last player likewise is unsuccessful. In this instance, should the number duplicated be 7, then the first player will elevate his 7 and proceed as before.

I claim:

1. A device of the character described com-

prising a base, a rod mounted on said base arranged to lie parallel to the upper surface thereof, and a plurality of markers hingedly mounted on said rod, said markers adapted to be moved into one plane and to be selectively or collectively hinged out of said plane at will, the backs of said markers having letters imprinted thereon to be viewed when said markers are hinged out of said plane as in progress of a game played therewith, said base having numerals thereon, one in front of each of said markers.

2. A device of the character described comprising a base, a rod mounted on said base and arranged to lie parallel to the upper surface thereof, and a plurality of markers having the outline of an article of manufacture hingedly mounted on said rod, said markers adapted to be moved into one plane and be selectively or collectively hinged out of said plane at will.

3. A device of the type described comprising a base having an inclined surface on the forward wall thereof, a rod mounted on said base and arranged to lie parallel with the upper surface of the base and adjacent to the inclined surface, a plurality of markers hingedly mounted on said rod and means integral with said markers for limiting the hinged movement thereof, whereby said markers may be hingedly moved into engagement with the inclined surface on said base or contiguous with said inclined surface at will.

CHARLES WASHINGTON KUEN.