July 12, 1932. J. G. COHEN 1,866,545

GAME DEVICE

Filed June 26, 1929

Fig. 1,

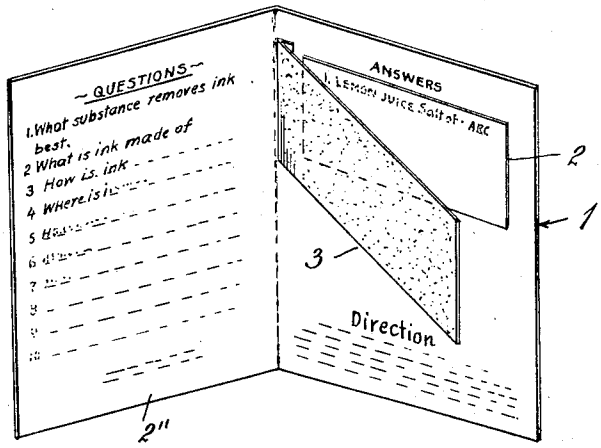
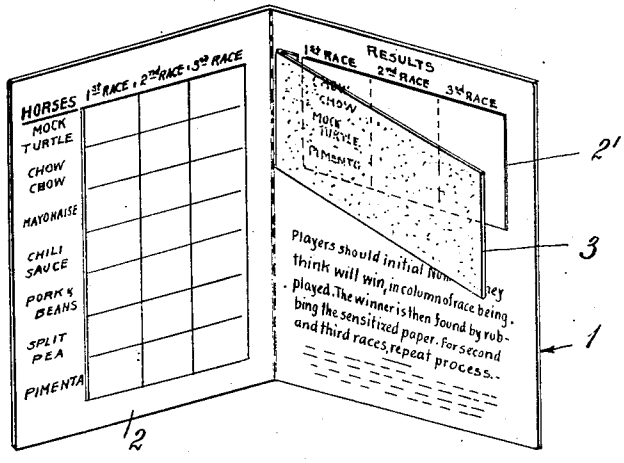


Fig. 2,



Fig. 3,



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GAME DEVICE

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This invention relates to articles made primarily to be given away for advertising purposes, and its chief object is to provide an article of this class which can be made cheaply enough to be given away, yet which will be of such a nature as to cause the recipient to keep it for use, as for an entertaining pastime-device or game, instead of its being thrown away after a glance like most advertising matter.

A further object of the invention is to provide a device of this character wherein the game is played by a number of participants whereby a single article serves to present the contained advertisement to several persons at one time.

A particular object of the invention is to provide a combined guessing-game device and advertising article in which the correctness of the guess will be ascertainable only at the instant of seeing the actual advertisement, the commercial motive of the device remaining concealed until this moment, whereby none of the players can fail to be struck with the full import and effect of the contained concealed advertisement.

Another particular object of the invention is to provide a guessing-game device in which it will be impossible for any player to prematurely or surreptitiously obtain the answer to the questions or ascertain the outcome of the game without performing a chemical action which will make a mark plainly and ineradicably visible to all the other players which will inform them of his duplicity.

The article is shown in the accompanying drawing, in which

Fig. 1 is a perspective of the article ready for use;

Fig. 2 is an end elevation thereof, and

Fig. 3 is a perspective showing a game requiring several players.

The article preferably consists of a main member 1, such as a relatively stiff sheet of paper or other inexpensive sheet material, suitably cut and creased to form a small folder adapted to fit easily in an ordinary coat or vest pocket and another sheet 2 pasted or otherwise attached thereto, preferably on one of the inside faces of the sheet, and here shown near the top of the second inside face.

The sheet 2 is made of light-sensitive material, such as photographer's sensitized paper or the like, and contains the usual base-chemical, such as silver chloride, having therein a virtual image, made by the action of light reflected from an object onto the sensitized paper. This image is undeveloped, but is covered by a developer, which is itself maintained in a dormant state, as by being mixed in a gum, or the like, and this gum also serves for holding the developer on the strip, and as a light filter for preventing complete exposure of the light sensitive surface. At the crease of the folder or pamphlet, a sheet 3 of hygroscopic material, such as cloth or blotting paper, is secured in such a way as to completely overlie and cover the strip 2, yet not interfere with the ready folding and unfolding of the pamphlet.

On the first inside surface of the folder, that is, "page 2", may be printed a series of questions, such as those shown, all concerning articles or the line of goods to be advertised, but framed in such a way as to not in themselves furnish any indication of the commercial nature of the article, or give away the answer to the question. The strip 2 bears the answers, but they remain invisible under ordinary circumstances. By moistening the sheet 3 with water,—which is the preferred medium for starting the chemical reaction between the developer and the sensitized paper,—and then rubbing the sheet 3 over the strip 2, the concealed images thereon then appear as answers to the respective questions on page 2, about which the players are presumed to have already made their guesses. The answers can be framed in such a manner as to effectively point out a commercial quality or selling point of the commodity advertised. Below the sensitized paper, directions for playing the game can be printed, if desired, and on the front and back pages advertisements may be printed.

Thus the article is, among other things, of such a character that the commercial nature and purpose of the article is not, as in most

advertising articles, manifest at first sight, nor is such ascertainable until the use of the device, to get the amusement out of it, thereby simultaneously accomplishes the advertising purpose of the article, thus rendering it unusually effective as an advertising medium.

It is further contemplated, according to the present invention, to frame the questions and answers, if desired, like those of the ordinary "Ask Me Another" book, that is, on and around non-commercial subject-matter of general information, so that the article may be sold on its merits as a game, instead of being given away as an advertising medium. The element of suspense, coupled with the informative nature of the game, render it quite salable to the general public purely as a pastime-device instead of only to commercial organizations for distribution as an advertising medium.

In Fig. 3 the idea is shown adapted to another form of game, and comprises a table on page 2, the columns consisting of numbers of "races", and the rows of names of "horses", for which names the names of various brands of a line of goods are here shown substituted. Upon moistening the blotter 3 and rubbing the strip 2′ with it, the winners, or those "in the money", can be ascertained. The names of the winners, may be coupled with additional matter so framed as to emphasize still further commercial points of the goods advertised.

The folders may be furnished and distributed singly, or a number of them may be bound together in a book if desired. The article can be quickly made in large quantities in an ordinary printing press arrangement without necessitating any changes therein, and can be satisfactorily constructed of quite inexpensive materials. It is obviously susceptible of other arrangements and adaptations than those herein described.

I claim:

1. In an educational appliance, a sheet of material bearing a light-sensitive substance and having indicia invisibly photographed therein, a water activated developer dissolved in a gum spread over said invisible indicia, and a sheet of hygroscopic material attached to said first sheet and adapted to contact with said developer and activate same when moistened.

2. In an educational appliance, a sheet of material bearing a light-sensitive substance and having indicia invisibly photographed therein, a developer on said invisible indica adapted to be activated by water, the sheet being adapted to be folded, and means within the fold and attached to the second portion for receiving and applying water to render the developer active.

In testimony whereof I affix my signature.

JACOB G. COHEN.