

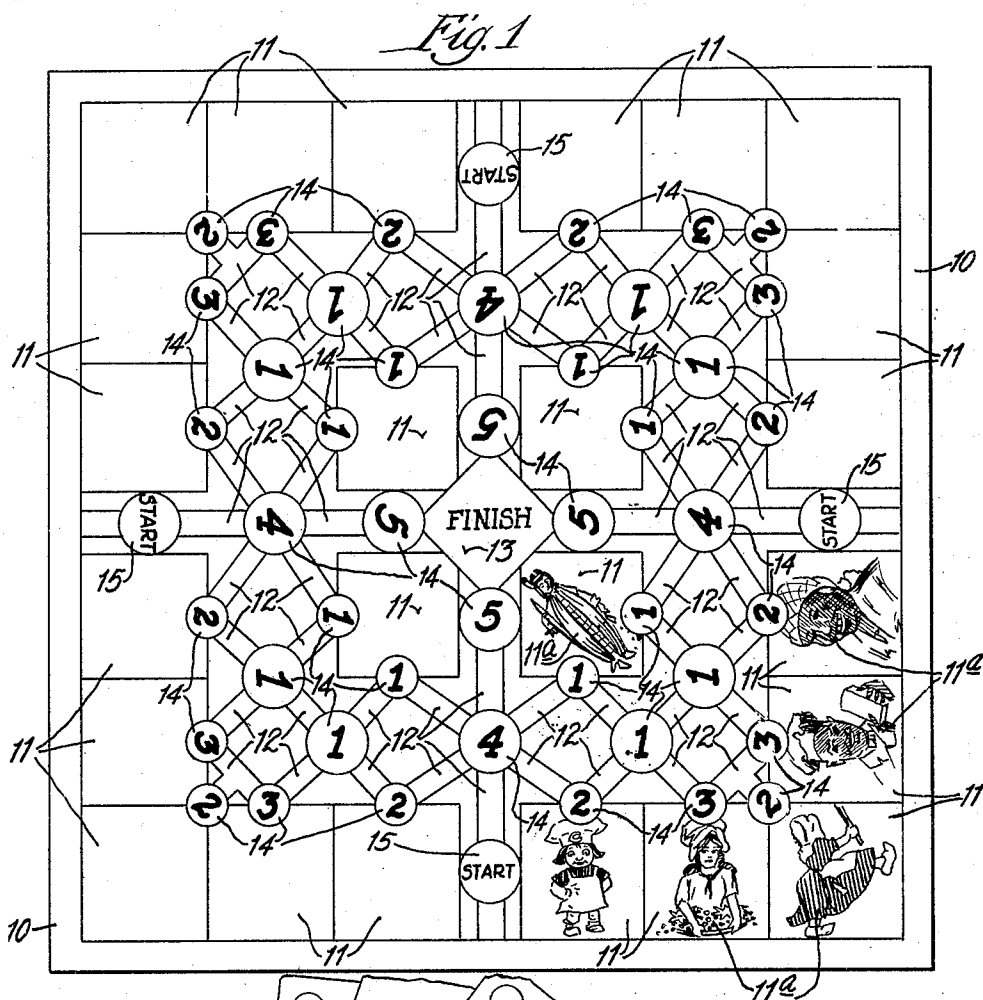
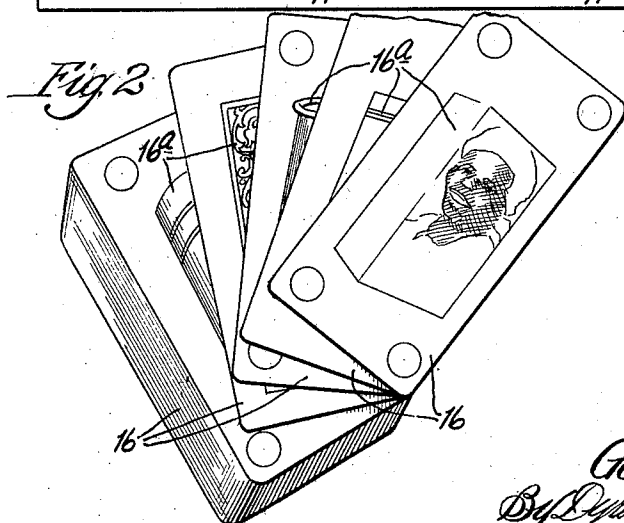
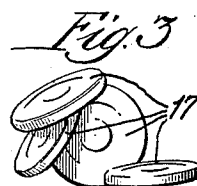
Feb. 18, 1930.

G. W. FRENCH

1,747,767

GAME

Filed May 5, 1928



Inventor:
George W. French,
By *Dumfries, Co. & Co., Attys.*

UNITED STATES PATENT OFFICE

GEORGE W. FRENCH, OF CHICAGO, ILLINOIS

GAME

Application filed May 5, 1928. Serial No. 275,450.

This invention relates to improvements in games and more especially a game that is not only entertaining, but also instructive and serves as an advertising device.

One of the features of my invention is the provision of a game board having pictured thereon the trade-marks of well-known products.

Another feature of the game is the provision of a set of cards having pictured thereon the products, the trade-marks of which are shown on the board. Obviously, the pictures on the board and cards may be reversed.

In the playing of my improved game, the players become familiar with the trade-marks and packages of the products which are pictured, thus advertising such products. This is an important feature of my game since it may thus serve as an advertising medium for any desired products. Anyone playing the game is not only entertained, but also becomes familiar both with the trade-marks and packages of the goods portrayed, and likewise learns to associate the trade-marks shown with the goods to which they belong.

Other features and advantages of my invention will appear more fully as I proceed with my specification.

In that form of device embodying the features of my invention shown in the accompanying drawings, Figure 1 is a plan view of the game board showing only one-quarter completed. It is to be understood, that the rest of the board is filled in in a similar manner. Fig. 2 is a view in perspective of a deck of cards, and Fig. 3 is a view of the counters or "men" used in the playing of the game.

The rules for the playing of the game may be devised as desired. As an example of how the board and cards may be used, I shall outline a method of playing the game.

As shown in the drawings, the game may include a board 10, here shown as square, and provided with smaller squares 11, 11, each containing portrayed thereon the trade-mark of a certain product. I have shown only one corner of the board filled in with trade-marks, but it is to be understood that each of the squares 11 on the board has the trade-marks

of some advertised product. The smaller squares 11, 11 are interconnected by paths or travel routes 12, 12. In the center of the board may be provided a square 13 to designate the finish. The intersections of the paths 12 are provided with circles 14 and similar circles 14 are provided where these paths touch squares 11, 11. Each of the circles 14 is preferably provided with a number for the purpose to be hereinafter explained.

On each side of the board is a circle 15 which may indicate the "start" for a player's counter.

The cards are indicated in Fig. 2 by 16 and there is preferably one card corresponding to each square 11 on the board. Such card contains a picture of the product, the trade-mark of which is shown on the corresponding square 11. For example, the top card 16 shown in Fig. 2 contains a picture 16^a of a package of pancake flour. The trade-mark for this pancake flour is indicated by 11^a in one of the squares on the board 10.

In Fig. 3 are shown four counters or disks as indicated by 17 adapted to be used by the players, one disk being used by each player participating.

The cards 16 are dealt to the players participating and they represent the goods which must be "purchased". The board represents the store where the goods are to be obtained. The purchase is effected by moving the counter to the square containing the trade-mark of the article shown on a certain card. As each purchase is effected, the card is discarded from the player's hand. The first one to discard all his cards and bring his counter around into the finish square 13 wins the game. Any desired rules may be made for regulating and determining the number of moves, the direction of travel, the order of play and the like. If desired, the numbers in the circles 14 may indicate the number of moves that the next player is entitled to. For example, the order of play may be to the left. In such case, after one player's counter is brought to rest on a certain circle 14, the number thereon may indicate the number of moves that the player on his left is entitled to. In this way, the play may go around to the left

in succession, each player, after bringing his counter to rest on a certain circle 14, thus indicating the number of moves that the player at his left is entitled to. The start may be
5 determined by throwing a die or in any other suitable way. The counters or disks 17 may be differently colored in order to distinguish the same.

While I have shown and described certain
10 embodiments of my invention, it is to be understood that it is capable of many modifications. Changes, therefore, in the construction and arrangement may be made without departing from the spirit and scope of the
15 invention disclosed in the appended claims, in which it is my intention to claim all novelty in my invention as broadly as possible in view of the prior art.

What I claim is new, and desire to secure
20 by Letters Patent, is:

1. A game of the character described comprising; a deck of cards having pictures of advertised products thereon; a game board having pictured thereon the trade-marks of the
25 products shown on the cards, such trade-marks being connected by travel paths; and counters adapted to be moved along said travel paths from one trade-mark to another.

2. A game of the character described comprising; a deck of cards having pictures of advertised products thereon; a game board having pictured thereon the trade-marks of the products shown on the cards, and also containing a start and finish indication with
35 interconnected travel paths between said start and finish indication and the trade-marks pictured on the board; and counters adapted to be moved from the start indication over the travel paths to the trade-marks and thence
40 to the finish indication.

In witness whereof, I have hereunto set my hand, this 3rd day of May, 1928.

GEORGE W. FRENCH.

45

50

55

60

65