

Nov. 8, 1927.

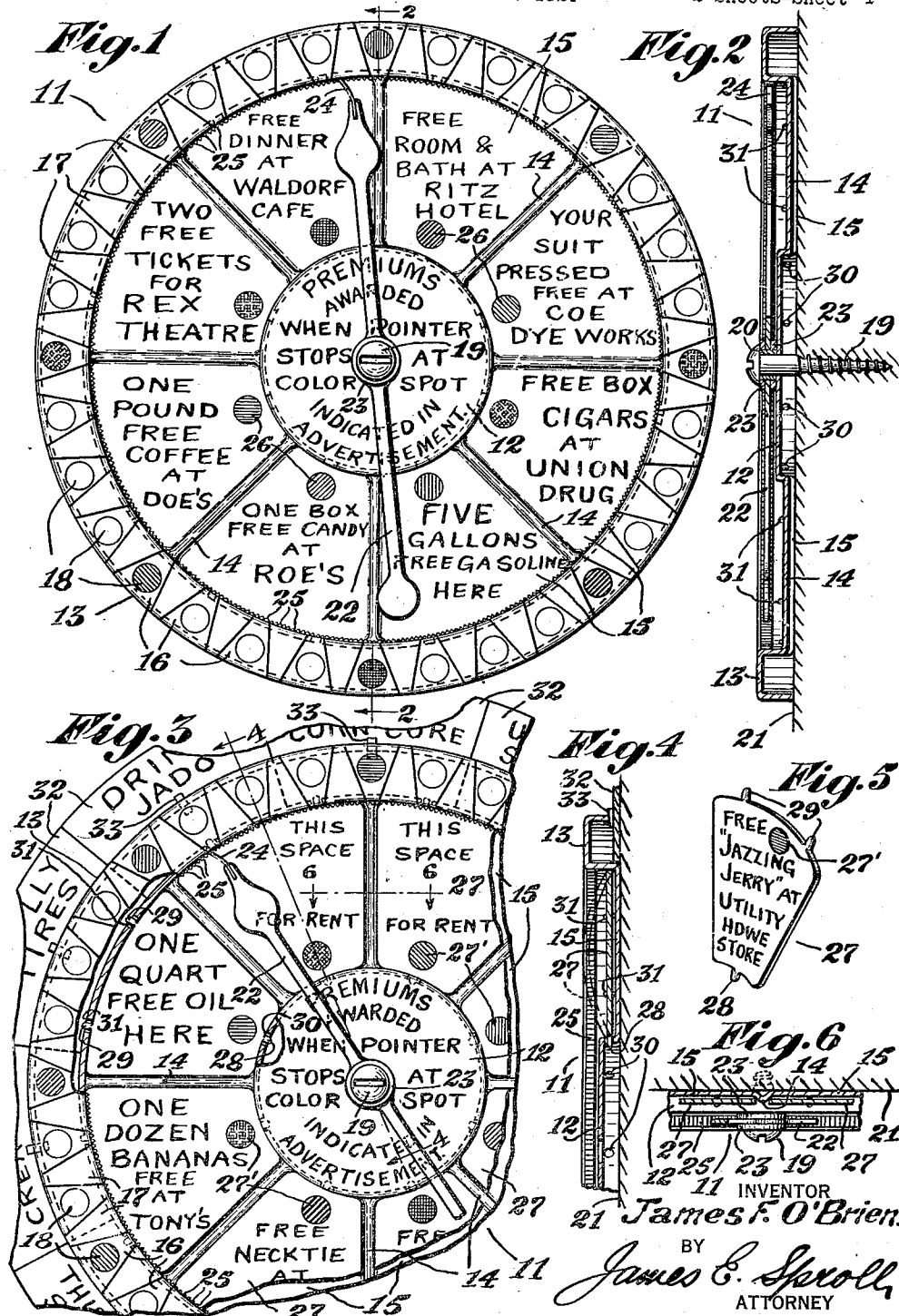
J. F. O'BRIEN

1,648,360

ADVERTISING GAME

Filed Jan. 25. 1926

2 Sheets-Sheet 1



Nov. 8, 1927.

1,648,360

J. F. O BRIEN

ADVERTISING GAME

Filed Jan. 25, 1926

2 Sheets-Sheet 2

Fig. 7

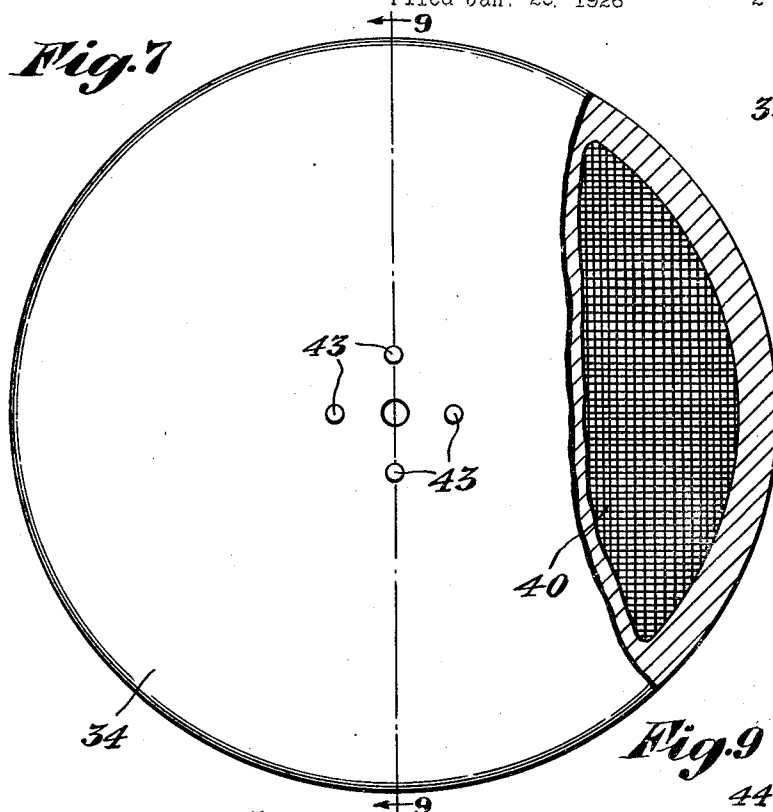


Fig. 10

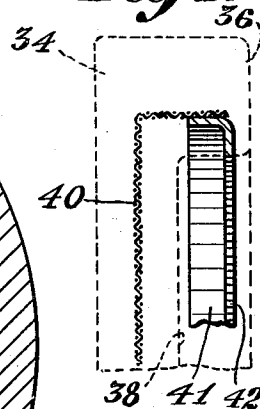


Fig. 9

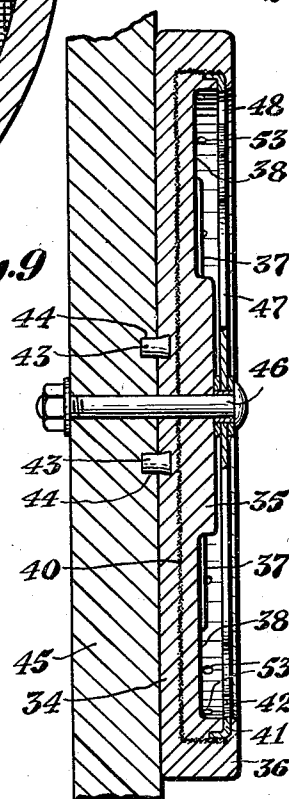
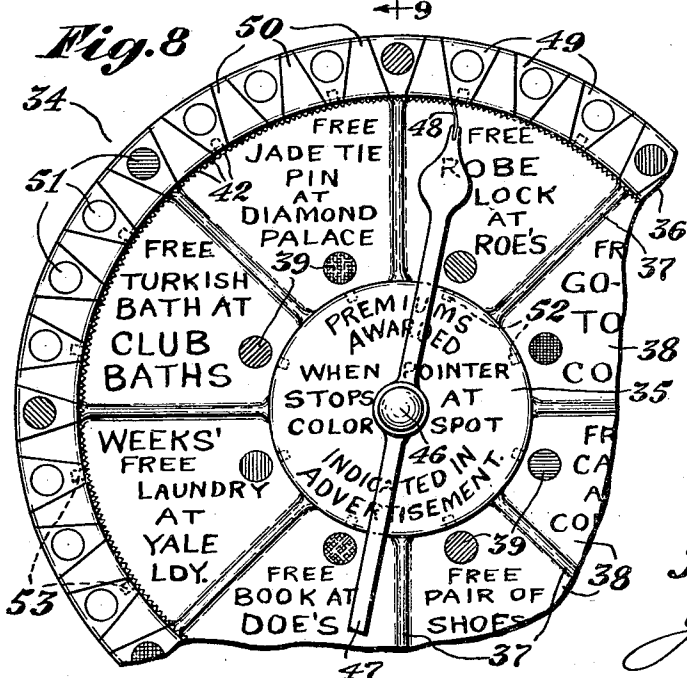


Fig. 8



INVENTOR

James F. O'Brien.

BY

James E. Sproll,

ATTORNEY

UNITED STATES PATENT OFFICE.

JAMES F. O'BRIEN, OF SEATTLE, WASHINGTON.

ADVERTISING GAME.

Application filed January 25, 1926. Serial No. 83,495.

This invention relates to improvements in advertising games, having more particular reference to improvements in the advertising game disclosed and claimed in United States Letters Patent No. 1,538,967; issued May 26, 1925, to Edwin A. Boardman, of Centralia, Washington, assignor to James F. O'Brien, of Seattle, Washington, and the primary aim and fundamental object of the present invention is the provision of an advertising game, especially designed and particularly adaptable for the sole use and purpose of advertising and economically promoting the sale of the goods or commodities of a selected group of merchants, wherewith free premiums are offered and awarded prospective purchasers or customers by such merchants, and which is manually operable by said purchasers or customers to determine the premium, if any, to be awarded, without any charge, expense or hazard whatsoever to the latter.

With these and other ends in view the invention consists in apparatus embodying a circular plate or disk having a forwardly projecting rim formed thereon; a series of symbols affixed to the forward or annular face of said rim; a series of serrations annularly formed upon said rim; a pointer revolvable upon said plate having a flexible tip engageable with said serrations and adapted to stop at any one of said symbols for selecting the symbol indicated, and advertisements on said plate each bearing a symbol comprised in said series of symbols.

The invention further resides in the provision of an advertising game of simple, durable and economical construction, that is positive, efficient and reliable in use and operation, and that will not readily get out of order.

The invention still further resides in the novel construction, combination, adaptation and arrangement of parts, as will herein-after be more fully described and succinctly defined in the appended claims.

Referring now to the accompanying drawings, wherein is illustrated the invention in the several forms, as at present preferred:—

Figure 1 is a front elevation of an advertising game fabricated in accordance with the invention.

Fig. 2 is a vertical transverse section thereof taken through 2—2 of Fig. 1.

Fig. 3 is a fragmentary front elevation of a slightly modified form of the same em-

bodying a series of removable sector-shaped flexible plates, and a series of removable peripheral plate sections.

Fig. 4 is a fragmentary transverse section taken through 4—4 of Fig. 3.

Fig. 5 is a perspective view of one of the sector-shaped plates removed from the correlated device thereof.

Fig. 6 is a horizontal section taken through 6—6 of Fig. 3.

Fig. 7 is a rear elevation of another modified form of the invention with certain parts broken away and certain other parts being shown in section for clarity of illustration.

Fig. 8 is a fragmentary front elevation thereof.

Fig. 9 is a vertical transverse section taken through 9—9 of Fig. 7, and

Fig. 10 is an enlarged fragmentary vertical transverse section of the re-inforcing structure employed therewith.

In the drawings and in the following description similar reference characters designate similar parts throughout the several views.

The numeral 11 designates a metallic circular plate or disk having an outwardly projecting hollow hub or central boss 12 formed thereon, and having the peripheral edge portion thereof bent to form a forwardly projecting hollow annular rim 13 thereat, said boss 12 and rim 13 are preferably die stamped or pressed from the plate 11, as shown more clearly in Fig. 2. Similarly formed in the annularly shaped part of the plate 11 between the hub 12 and rim 13 thereof and extending therebetween are a series of radially disposed dividing ribs or ridges 14, whereby and whereat a plurality of sector-shaped portions 15 are formed and arranged in circular formation within the plate 11, and whereon a series of selected advertisements are impressed, painted, or otherwise affixed, as indicated in Fig. 1.

The annular or forward face of the rim 13 is circumferentially divided by a series of lines into a plurality of outwardly divergent sector-shaped spaces 16 and a plurality of alternate outwardly convergent sector-shaped spaces 17. A series of spots 18, some of which are colored, are affixed, in an obvious manner, to the said annular face of the rim 13, in symmetrically disposed relation within the spaces 16.

A lag screw 19 having a sleeve 20 mounted upon the forward end thereof serves to se-

cure the device upon any suitable support, such as a wall 21.

Revolubly mounted upon the sleeve 20 is a pointer 22, said pointer being spaced from the face of the hub 12 and the head of the lag screw 19, as by washers or annular spacers 23, to thereby reduce friction therebetween and to permit of the ready spinning of said pointer upon the correlated sleeve 20 thereof. Rigidly secured within one end of the pointer 22 is a flexible tip 24, which latter normally engages during the spinning or rotation of the correlated pointer thereof a plurality of serrations 25 annularly formed or milled upon the inner wall of the rim 13 adjacent the forward edge thereof.

The advertisements affixed to the sector-shaped portions 15 of the plate 11 are each provided with a colored spot 26, which relates and corresponds to one of the colored spots comprised in the series affixed to the rim 13, to thereby identify each individual advertisement with a particular or specific colored spot of such series and determine the premium to be awarded when the pointer 22 stops at such spot.

In the structure disclosed in Figs. 1 and 2, the advertisements are affixed, in any desired manner, directly to the faces of the sector-shaped portions 15, but, to permit of such advertisements being readily removed, interchanged, or replaced, in the event one or more advertisers of a group desire to discontinue and new advertisers are obtained therefor, I have found it expedient in practice to provide the plate 11 with removable sector-shaped plates 27, whereon advertising matter and colored spots 27' are affixed, as more clearly shown in Figs. 3 to 6, inclusive, which plates may be repeatedly used for successive advertisements during the life of the device.

The plates 27 are preferably fabricated from any suitable flexible material, and are each provided upon the inner curvilinear edge thereof with a pin 28 and upon the outer curvilinear edge with pins 29 disposed thereon in spaced relation. The pins 28 are insertible and seat within apertures 30 formed in spaced relation within the peripheral wall of the hub 12, while, the pins 29 are insertible and seat within apertures 31 formed in similar relation within the inner wall of the rim 13 adjacent the rear edge thereof. The plates 27 are interposed between the radially disposed dividing ribs 14 and normally fit and seat within the sector-shaped portions 15 formed thereby, substantially as shown in Figs. 3, 4 and 6. To position the plates 27 within the portions 15, such plates are flexed or buckled, in the manner indicated in dot and dash lines in Fig. 4, whereby and whereat the pins 28 and 29 thereof may be readily inserted within or withdrawn from the correlated apertures 30

and 31. Manifestly, therefore, by fabricating the plates 27, as herein shown and described, such plates are positively retained in operative or display position within and upon the plate 11, and cannot become accidentally dislodged therefrom.

Mounted within the rear peripheral edge of the rim 13 are a series of circumferentially arranged arcuate plate sections 32, the ends of which abut as shown, to form and constitute thereat a continuous flange or annulus for the plate 11, said plate sections are utilized for additional advertising matter, as indicated in Fig. 3, and may or may not as desired be provided with colored spots to relate and correspond to similar spots upon the face of the rim 13, for the same purpose as hereinbefore described for the sections 15 and plates 27. The inner curvilinear edges of the plate sections 32 normally abut or seat upon the inner wall of the rim 13, as shown more clearly in Fig. 4, and such sections 32 are fixedly secured within the said rim 13 against dislodgement therefrom by wedges 33. In some instances I provide an integral flange for the rim 13, as a substitute for the plate sections 32 disposed in annular formation thereon, while, in other instances I provide an annular, or ring, plate to fit upon the inner wall of the rim 13 and to extend outwardly beyond the periphery of the latter the desired distance.

In Figs. 7 to 10, inclusive, I have illustrated a circular plate 34 for an advertising game, of molded or cast re-inforced construction, preferably fabricated from a composition of magnesite (magnesium chloride) and a woody substance, such as sawdust, said plate 34 having upon the forward face thereof a hub 35, a rim 36, and radially disposed ribs 37 extending therebetween to form sector-shaped advertisement bearing portions 38 having colored spots 39 affixed thereto, substantially in the manner and for the purpose hereinbefore described for the plate 11. I desire to have it understood that while I now prefer to employ and utilize magnesite in the fabrication of the plate 34 other similar or suitable moldable material may be employed in such fabrication, with equally and uniformly efficient results.

The plate 34 is re-inforced by a layer or disk of wire mesh 40 embedded therein, as shown in Fig. 9, said layer having the peripheral portion thereof bent forwardly to form an annulus of wire mesh, which is embedded within the rim 36, and to the forward edge of which is rigidly secured, in any suitable manner, a metallic ring 41, preferably angular in cross-section, and having the outwardly projecting edge thereof provided with a series of serrations 42. Embedded within the rear face of the plate 34 adjacent the center thereof is a series of rearwardly projecting dowel pins 43, the

outer or rear ends of which register and seat within recesses 44 formed within a suitable support, such as a wall 45, when the plate 34 is operatively disposed thereon and
5 fixedly secured thereto by a bolt 46, as shown more clearly in Fig. 9.

A pointer 47, having a flexible tip 48 normally engaging with the serrations 42, is revolvably mounted upon the bolt 46, in the
10 manner and for the purpose as hereinbefore set forth for the pointer 22.

The forward or annular face of the rim 36 is divided into sector-shaped spaces 49 and 50, respectively, and affixed to the said
15 annular face in symmetrical relation within the spaces 49 is a series of spots 51, some of which are colored, all in the manner and for the purpose as hereinbefore described for the plate 11.

The peripheral wall of the hub 35 is provided with a series of apertures 52 formed therein in spaced relation, and the inner wall of the rim 36 is similarly provided with a series of apertures 53, whereby removable
20 sector-shaped advertisement bearing plates, such as disclosed in Fig. 5, may be used with the plate 34 if found expedient.

As hereinbefore stated each advertisement in the game is provided with a colored spot, which corresponds and is related to a similar colored spot on the annular rim face of the device, as for example, a specific advertisement may have a red spot and read "five
30 gallons of free gasoline here," assuming the device of the invention to be operatively displayed in a service station, or again a specific advertisement may have a blue spot and read "one pound of free coffee at Doe's," and so on and so forth, so that when
40 a prospective purchaser spins the pointer of the device, and said pointer stops on the red or blue spot on the annular rim face, aforesaid, such purchaser will receive the free premium awarded by the particular merchant represented in the specific advertisement, which is "five gallons of gas" or "one pound of coffee," without any charge or expense, or without having taken any hazard
45 whatsoever, the sole purpose of the device being to economically promote the sale of the goods of the selected group of merchants through the advertising thereon.

While I have herein shown and described my invention with sufficient detail to enable
55 those skilled in the art to understand the mode of construction and the principles involved, it is to be understood that there is no intentional limitation herein to the specific form and precise details of construction of the invention shown and described, except as expressly defined by the appended claims, and that various modifications of said construction may be resorted to without departing from the invention or the benefits
60 derivable therefrom. I also desire to have it

understood that certain features of the invention herein shown and described may be employed in other combinations than those herein shown.

Having thus fully described my invention, 70 what I claim as new and desire to secure by Letters Patent is:—

1. In an advertising game, in combination, a circular plate having a forwardly projecting annular rim formed thereon, a series of
75 symbols on the face of said rim, a series of serrations annularly formed upon the inner curvilinear wall of said rim, a pointer revolvable upon said plate having a flexible tip engageable with said serrations and adapted
80 to stop at any one of said symbols for selecting the symbol indicated, and an advertisement on said plate bearing a symbol comprised in said series of symbols.

2. In an advertising game, in combination, 85 a circular plate having a forwardly projecting annular rim formed thereon, a series of radially disposed ribs on the face of said plate forming a plurality of sector-shaped advertisement bearing sections, a series of
90 symbols on the annular face of said rim, a series of serrations annularly formed upon the inner curvilinear wall of said rim, a pointer revolvable upon said plate having a flexible tip engageable with said serrations
95 and adapted to stop at any one of said symbols for selecting the symbol indicated, and a symbol affixed to each of said advertisement bearing sections comprised in said series of symbols. 100

3. In an advertising game, in combination, a circular plate having a forwardly projecting annular rim formed thereon, a plurality of spots of different colors arranged in circumferential spaced relation upon the annu-
105 lar face of said rim, a series of serrations annularly formed upon the inner curvilinear wall of said rim, a pointer revolvable upon said plate having a flexible tip engageable with said serrations and adapted to stop at
110 any one of said spots for selecting the spot indicated, and a series of advertisements on said plate each having a colored spot comprised in said plurality of spots.

4. In an advertising game, in combination, 115 a circular plate having a series of radially disposed ribs formed upon the face thereof to provide a plurality of sector-shaped sections therefor, a series of symbols affixed to the face of said plate, a series of serrations
120 annularly formed upon said plate adjacent the peripheral edge thereof, a pointer revolvable upon said plate having a flexible tip engageable with said serrations and adapted to stop at any one of said symbols for selecting the symbol indicated, and an advertisement for each of said sector-shaped sections having a symbol comprised in said series of symbols. 125

5. In an advertising game, in combination, 130

a circular plate having a forwardly projecting hub and annular rim formed thereon, a series of symbols on the face of said rim, a series of serrations annularly formed upon the inner curvilinear wall of said rim, a pointer revoluble upon said hub having a flexible tip engageable with said serrations and adapted to stop at any one of said symbols for selecting the symbol indicated, and a series of advertisements on said plate each having a symbol comprised in said series of symbols.

6. In an advertising game, in combination, a circular plate having a forwardly projecting annular rim formed thereon, a series of radially disposed ribs formed upon the face of said plate to divide the same into a plurality of sector-shaped advertisement bearing sections, a series of white and colored spots arranged in circumferential spaced relation upon the annular face of said rim, a series of serrations annularly formed upon the inner curvilinear wall of said rim, a pointer revoluble upon said plate having a flexible tip engageable with said serrations and adapted to stop at any one of said colored spots for selecting the spot indicated, and a colored spot affixed to each of said advertisement bearing sections comprised in said series of colored spots.

7. In an advertising game, in combination, a circular plate having a forwardly projecting perforated circular hub and annular rim, a plurality of sector-shaped advertisement bearing plates having pins upon the curvilinear edges thereof adapted to be removably seated within the said perforated hub and rim, a series of symbols on the annular face of said rim, a series of serrations annularly formed upon the inner curvilinear wall of said rim, a pointer revoluble upon said hub having a flexible tip engageable with said serrations and adapted to stop at any one of said symbols for selecting the symbol indicated, and a symbol affixed to each of said advertisement bearing plates comprised in said series of symbols.

8. In an advertising game, in combination, a circular plate having a forwardly projecting circular hub and annular rim each having a plurality of apertures formed in circumferentially spaced relation therein, a plurality of sector-shaped advertisement bearing flexible plates having pins upon the curvilinear edges thereof adapted to be removably seated within said apertures, a series of spots of different colors affixed to and arranged in circumferentially spaced relation upon the annular face of said rim, a series of serrations formed upon the inner curvilinear wall of said rim, a pointer revoluble upon said hub having a flexible tip engageable with said serrations and adapted to stop at any one of said colored spots for selecting the spot indicated, and a colored spot affixed to each of said flexible plates comprised in said series of colored spots.

9. In an advertising game, in combination, a plate of moldable material having a forwardly projecting annular rim formed thereon, a series of symbols upon the forward face of said rim, a re-inforcing layer of wire mesh embedded within said material having the edges thereof bent forwardly and embedded within said rim, a metallic ring having the peripheral edge portion thereof secured to said edges and embedded within said rim, a series of serrations formed upon the outwardly projecting edge of said ring, a pointer revoluble upon said plate having a flexible tip engageable with said serrations and adapted to stop at any one of said symbols for selecting the symbol indicated, and an advertisement on said plate bearing a symbol comprised in said series of symbols.

In testimony whereof I affix my signature.

JAMES F. O'BRIEN.