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H. M. TARR.
TOY.
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1,440,944

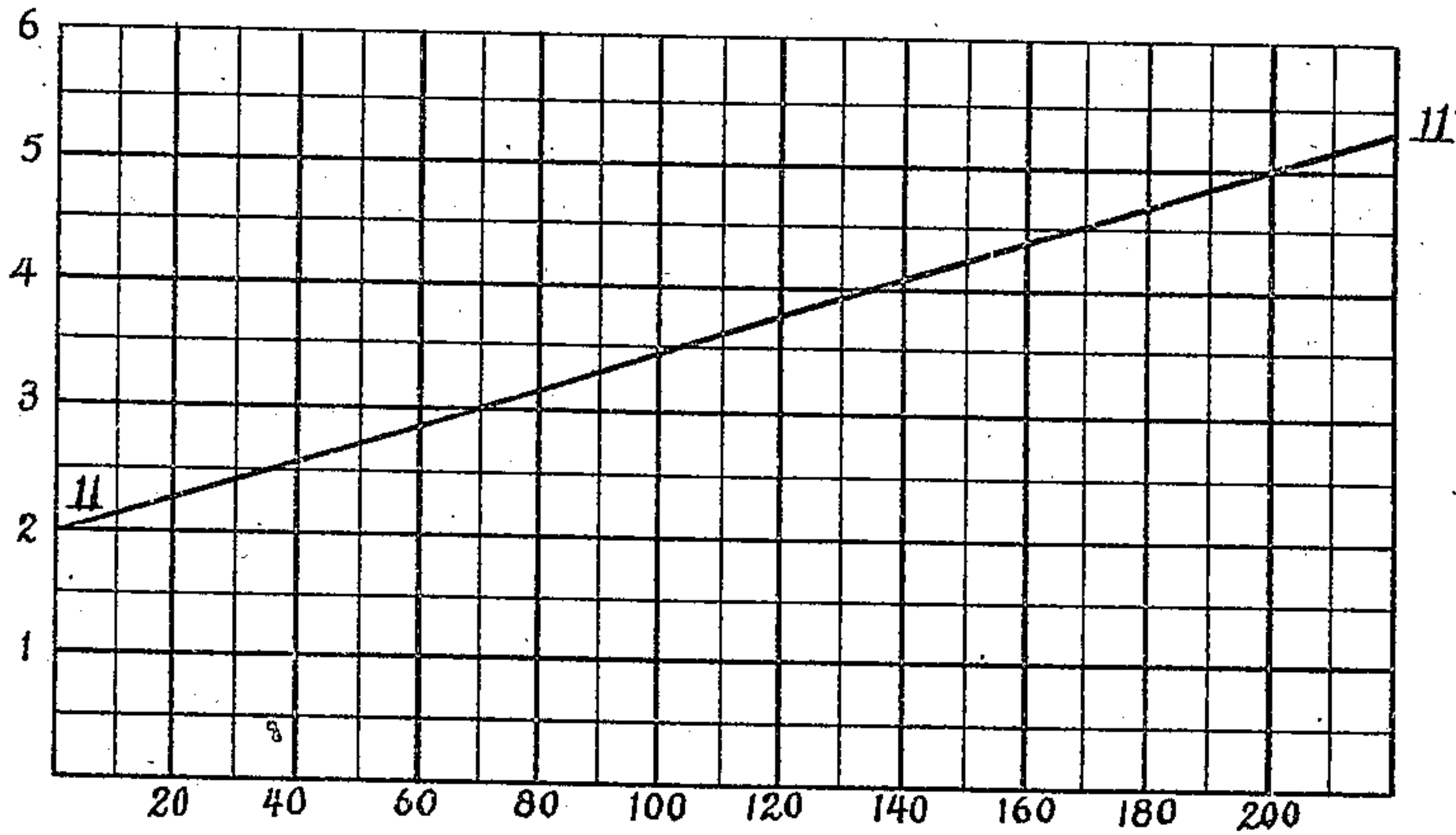


Fig. 2

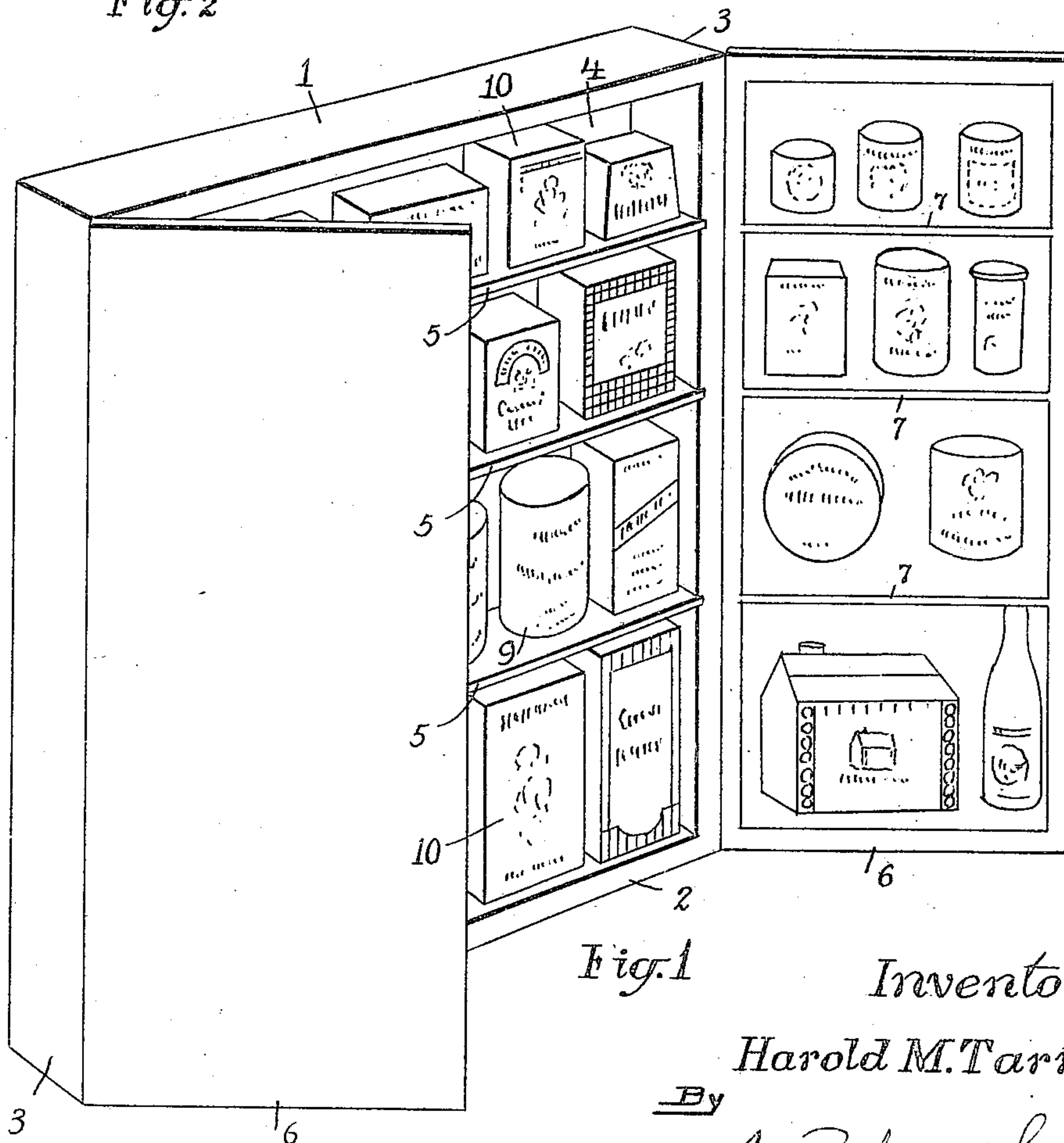


Fig. 1

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UNITED STATES PATENT OFFICE.

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TOY.

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To all whom it may concern:

Be it known that I, HAROLD M. TARR, a citizen of the United States, and a resident of Arlington, in the county of Middlesex and Commonwealth of Massachusetts, have invented certain new and useful Improvements in Toys, of which the following is a full, clear, and exact specification.

The object of this invention is the construction of a toy or game to enable children to play store, providing them with diminutive shelving upon which to locate small facsimiles of canned and package goods already on the market. To this end I provide such a shelving with small objects preferably wooden blocks of different forms and sizes, cylindrical ones for the canned goods, and rectangular ones for the package goods, the intention being to have manufactures of such goods furnish diminutive facsimiles of their labels, either with the goods or separately. These labels are to be pasted upon the blocks of appropriate shape and size by the children having the toy, and serve both as attractive additions to the toy as valuable advertising to the manufactures.

I have found it quite a problem to determine how much to reduce the sizes of the actual labels in order best to fit the facsimiles to my purpose. If a yeast cake and bag of flour are reduced in the same proportion, the cake will be too small to see, if reduced equally with the bag to enable the latter to be located on the shelves. On the other hand it is essential to have all the articles reduced with some kind of uniformity in order that their relative dimensions shall correspond as nearly as possible to those of the goods upon the market.

Moreover, it is not expedient to have the facsimiles reduced in accordance with any linear dimension, since some of the goods are low and wide, others high and narrow, and others with substantially equal dimensions.

I therefore have determined both that the facsimiles shall be reduced in accordance with a sliding scale, that the larger the article, the greater its reduction, and the smaller the article, the less the reduction of its label; and, in addition, that the unit for each article shall be its face-area, since that more closely approximates its size to the beholder.

In the drawings forming part of this

specification, Fig. 1 is a perspective view of a cabinet or set of toy shelving embodying a part of my invention, the same being shown with toy goods upon its shelves. Fig. 2 is a diagram showing the scale by means of which the various articles can be suitably produced in miniature.

The cabinet consists of a top 1, bottom 2, sides 3, back 4 and shelves 5. To each side 3 is hinged a door 6 having its width half that of the cabinet, so that when swung against its front the doors will meet edge to edge. Upon the inner faces of the doors are printed or otherwise indicated shelves 7 between which are to be pasted miniature labels or representations of various articles.

Upon the shelves 5 are to be placed the wooden blocks either cylindrical, as 9 or rectangular, as 10, the sizes of the blocks being made proportional to the articles represented thereby, and having the proper diminutive labels pasted thereon.

For thus determining the dimensions of the toy cans or packages, the diagram shown in Fig. 2 has an oblique line 11—11 thereon, with numerals 1, 2, 3, etc., located opposite the heavy horizontal lines, and 20, 40, 60, 80, etc., located beneath each vertical heavy line. If, now, a package has the area of its face approximately 45 square inches, then the point in the oblique line 11—11 where the vertical line from 45 intersects it is in a horizontal line represented by $2\frac{1}{2}$ at the left thereof. This signifies that the linear dimensions of the commercial article or label or both are to be divided by $2\frac{1}{2}$ for the toy article and label. If the commercial article has its facial area approximately 140 sq. inches, then the lines of the same are to be reduced to one-fourth for the toy; and so on, the larger the article, the greater its reduction, but all the time preserving a definite ratio of reduction so that the child playing store with the reduction will not fail to carry with him a suitable relative proportion between the same, and yet so modified as not to have the largest articles too large for a toy, and the smallest ones too diminutive to be seen.

By providing the case carrying the shelving, the child can suitably play with the various facsimiles of goods he sees in the stores, rearranging, dusting them, selling and purchasing them, while the doors of the case are provided with pictured shelves which are permanently pasted other labels

and pictured articles, thereby enlarging the apparent shop-space yet with no greater expense than the addition of thin board doors which serve to properly enclose and pre-
5 serve the loose articles on the shelves.

Inasmuch as it is a financially profitable thing for the manufacturers of the various goods to advertise the same in the home and especially among the children, the majority
10 of the manufacturers will undoubtedly co-operate and give to the children whenever purchasing their goods, more or less of the reduced facsimiles of their labels. Hence the toy itself need not be composed of more
15 than the case or cabinet of shelving and the various sizes of blank cylindrical and rectangular blocks, leaving to the children the fun of matching the labels to the proper size and shape of block, and of applying the
20 same thereto. Although I have shown in the drawings the inner surface of but one door and the representations of labels pasted thereon, it is to be understood that I also prefer to provide the other door with similar
25 representations of shelving and to have labels likewise applied thereto.

While I have described the objects 10, 11 as being of wood, in many cases it is preferable to make them from paper and in the
30 form of card-board cartons.

In case the manufacturers of the articles above referred to, fail to provide the re-

duced labels in sufficient number or at an early date, I design to manufacture and provide the same with the toys to be put out,
35 until such time as the others are forthcoming.

What I claim is:

1. A toy comprising a small case containing shelving, and numerous small objects, some cylindrical and others rectangular in
40 shape, the dimensions thereof bearing a predetermined variable ratio to certain well known articles of commerce.

2. A toy comprising a small set of shelves, and numerous small objects the dimensions
45 of which bear a predetermined variable ratio to certain well known articles of commerce, the reduction for the larger articles being greater than for the smaller articles.

3. A toy comprising a small set of shelving, and numerous small objects in the shape
50 of certain well known articles of commerce, the same being reduced in size in accordance with a ratio one element of which is the face-area of the articles.

4. A label for a toy article made in imitation of well known labels but dimensioned
55 to bear a predetermined variable ratio to the genuine labels.

In testimony that I claim the foregoing invention, I have hereunto set my hand this
60 19th day of March, 1921.

HAROLD M. TARR.