

Nov. 29, 1932.

A. H. GAMES

1,889,438

DISPLAY CARD

Filed Nov. 19, 1930

2 Sheets-Sheet 1

Fig. 1.

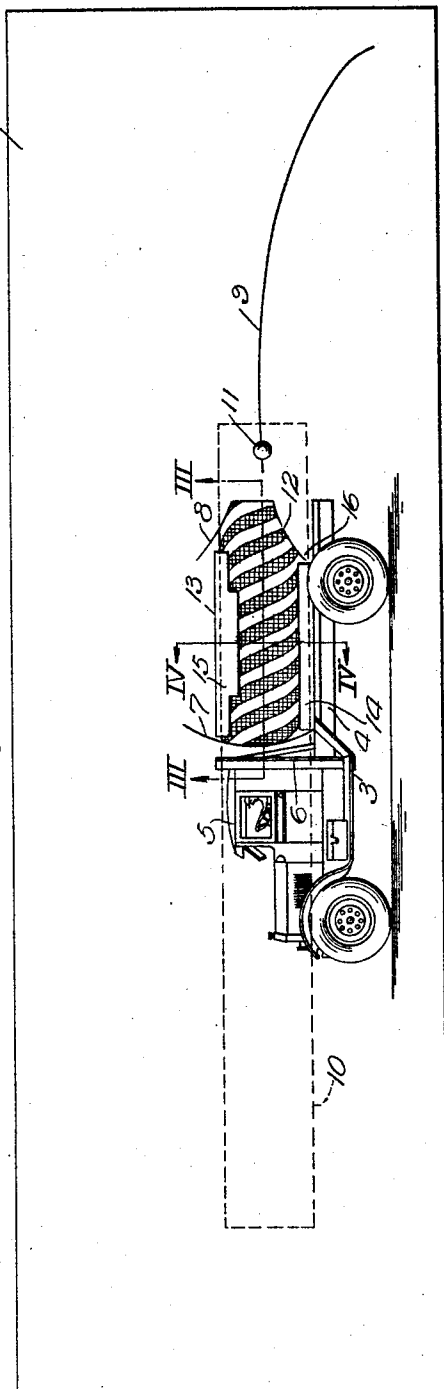
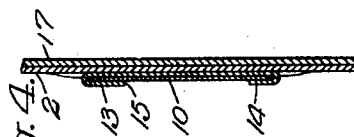
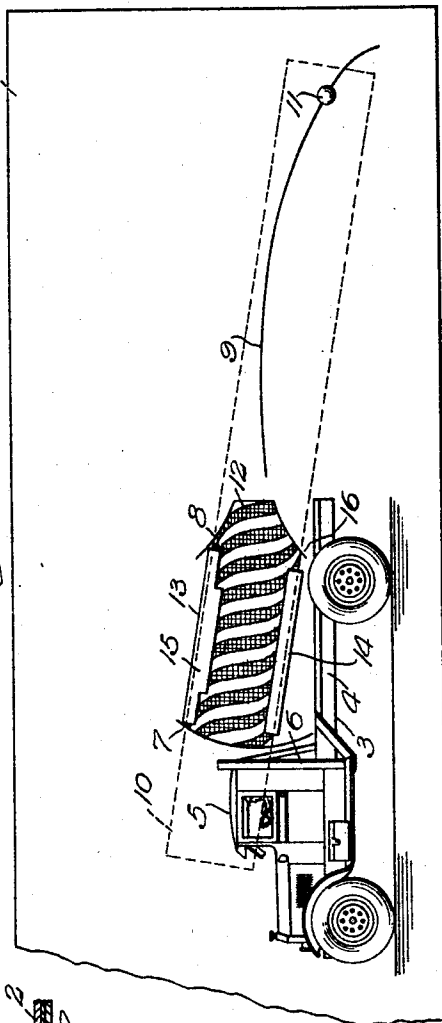


Fig. 2.



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2 Sheets-Sheet 2

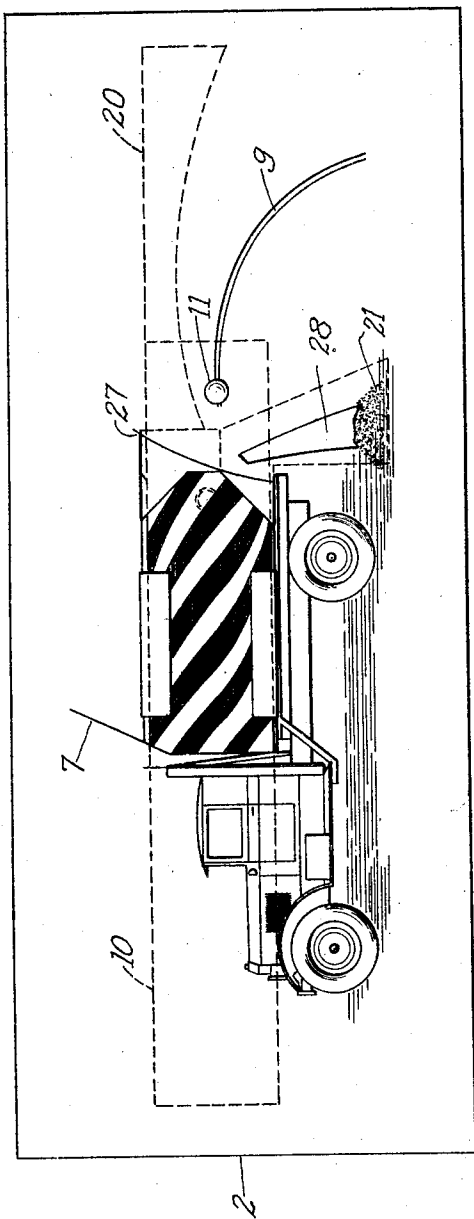


Fig. 5

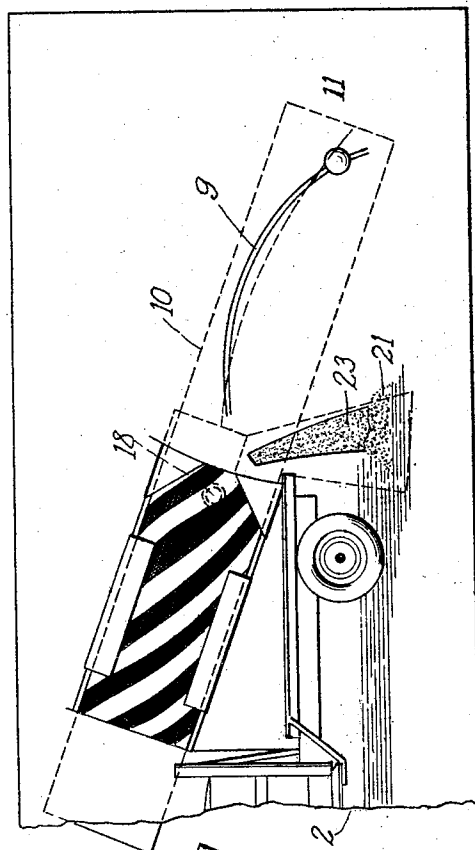


Fig. 6

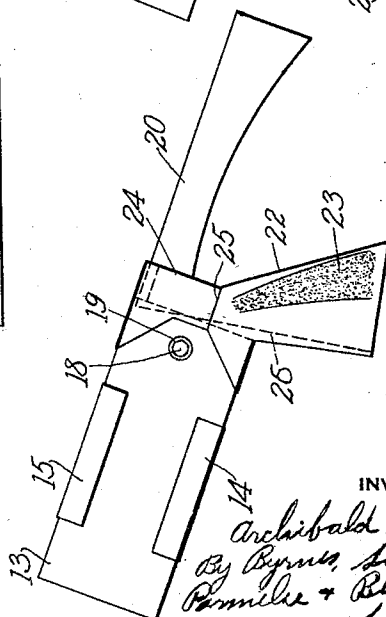


Fig. 7

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UNITED STATES PATENT OFFICE

ARCHIBALD H. GAMES, OF PITTSBURGH, PENNSYLVANIA, ASSIGNOR TO McCRADY, RODGERS COMPANY, OF PITTSBURGH, PENNSYLVANIA, A CORPORATION OF PENNSYLVANIA

DISPLAY CARD

Application filed November 19, 1930. Serial No. 496,675.

This invention relates to display devices, and is for a novelty especially intended for advertising purposes.

The device is especially intended to provide appropriate advertising for persons or concerns connected with the manufacture or operation of trucks having concrete mixers thereon by means of which dry materials can be mixed in transit and delivered ready mixed to the place where the concrete is to be used.

According to the present invention there is provided an advertising card, such for instance, as a card suitable for the top of a blotter, having a pictorial representation of a truck thereon, and means for creating the illusion that the concrete mixer on the truck revolves, tilts and dumps.

The invention may be readily understood by reference to the accompanying drawings in which

Figure 1 is a plan view of the advertising card with the parts in normal position;

Figure 2 is a similar view with a part of the card broken away showing the parts in position to create the illusion that the truck is dumping;

Figure 3 is an enlarged section in substantially the plane of line III—III of Fig. 1;

Figure 4 is a transverse section on a slightly larger scale in substantially the plane of line IV—IV;

Figure 5 is a view similar to Figure 1 of a modification of the display card;

Figure 6 is a plan view of a member used with the modification illustrated in Figure 5; and

Figure 7 is a view similar to Figure 5, partially broken away, showing the parts in position to create the illusion that the material is falling from the mixer.

In the drawings, 2 designates a display card, preferably made of opaque celluloid, cellophane, or the like, and which is designed to carry advertising. As shown in the draw-

ings, the card is conveniently shaped to cover the top of a blotter. The card 2 has a pictorial representation of a dumping truck chassis thereon, this being designated generally as 3. The chassis has a bed portion 4 and a cab 5 behind which is the upright frame structure 66 which carries the mechanism for tipping the truck body. In the card 2 just back of the cab 5 and frame 6 is a vertically extending arcuate slot 7. Over the rear portion of the bed of the truck is a slot 8 the contour of which defines a truncated cone.

To the rear of the truck is a relatively long parabolically curved slot 9 in the card. At 10 is a relatively long narrow strip having the forward portion thereof extending through the slot 7 and having the rear portion thereof extending through the cone slot 8, so that only the intermediate portion of the strip between the slots 7 and 8 is exposed to view. Secured to the rearmost end of the strip 10 is a button 11 adapted to ride along the parabolic slot 9. The strip 10 is marked throughout substantially its entire length with spirally pitched stripes 12.

Under the exposed portion of the strip 10 is a loose strip of paper 13 having its lower edge 14 partially bent over the exposed surface of the strip 10 and having its upper edge 15 bent down over the exposed portion of the strip.

By reference to Fig. 1, it will be seen that the exposed portion of the strip between the curved slot 7 and the conical slot 8 creates the picture of a cylindrical truck body having a conical rear end portion. The edges 14 and 15 of the sheet 13 distinctly define the top and bottom lines of the cylindrical truck body and conceals the edges of the strip 10.

When the button 11 is moved toward the right from the position shown in Fig. 1, the strip 10 is pulled horizontally for a short distance. The longitudinal movement of the strip 10 with its spiral stripes 12 creates the illusion that the truck body is rotating. As

the button continues to move along the slot, the slot, being downwardly curved, causes the whole strip 10 to swing into the angular position shown in Fig. 2. The point about which the strip 10 fulcrums is at the lowermost end of the cone slot 8, at the point marked 16. This swinging movement of the strip, the strip also moving longitudinally, gives the impression of the revolving mixer body being tilted to a dumping position. When the strip 10 moves through an arc from the position shown in Fig. 1 to the position shown in Fig. 2 the member 13, whose edges 14 and 15 conceal the edges of the strip 10, tilt with the strip.

By pushing the button to the left the parts can be restored to the normal position. As shown in Figs. 3 and 4, a blotter 17 is secured to the under face of the card 2 and serves to confine and conceal the portions of the strip 10 which are under the card 2. Also the blotter or bottom cover sheet 17 is preferably cemented or glued to the card 2 just under the point 16, so as to provide a more effective fulcrum for the rocking of the strip 10. Portions of the representation of the truck, as well as the card itself, are available for advertising matter. As an advertisement for persons engaged in the sale or use of concrete mixing and delivering trucks the invention is particularly of interest as providing appropriate advertising, but the invention is of course not confined to use with the advertising of any particular product, and may be produced entirely as a novelty or toy.

Referring to Figures 5 to 7, inclusive, I show a modification in which the member 13 is actually pivoted at 18 by means of a loose rivet 19 to the card 2. In this modification, the member 13 is also provided with an extension 20 for sliding in back of the slot 9 when the strip 10 is moved to the right as viewed in Figure 5 to the position shown in Figure 7. To create the illusion of the material falling from the mixer as it is being dumped, the card 2 is cut out as indicated at 28 between the representation of the ground 21 to the back of the mixer. The member 13 is provided with an extension 22 which is arranged back of the opening 28 so as to be moved in position under the cut out portion 28, thereby moving the representation 23 of mixed material illustrated on the extension 22 to be moved into position as the strip 10 is being moved to the right. In Figure 7, the representation 23 of the mixed material is shown in position under the cut-away portion 28 of the card 2.

The member 13 is, of course, provided with an upper flap 15 and a lower flap 14 for covering the top and bottom of the strip 10 as it passes through the truck in its movement from the right to the left by manipulation of the finger piece 11. The member 13 is preferably formed from a sheet suitably cut and the flaps 14 and 15 are creased into proper

position. At the back of the member 13, an additional flap 24 is provided of the shapes shown which is also creased into position. The extension 22 is formed by properly cutting out the shape as indicated and then the extension is creased along the lower edge of the member 13 so that the upper part of the extension 22 is in line with the lower part of the flap 24, as indicated by the line 25. Next, the member 20, which is of the shape indicated, including the dotted line 26, is pasted or glued to the back of the extension 22 and the inside of the flap 24. This provides a rigid construction which is not liable to be worn out by repeated use of the slide 10. The member 13 with its extensions is then pivoted to the card 2 at the point 18, as indicated above, so that when the strip 10 is moved to the right or left, it is pivoted at 18 to give the illusion of the truck dumping.

In this modification, the card 2 is provided with a curved slot 27 through which the member 13 and the strip 10 is passed. The member 13 is thereby permitted to turn freely about the point 18 carrying with it a strip 10. Furthermore, in this modification, the slot 7 comprises 2 straight lines which intersect near the back of the top of the cab, as shown in Figure 5.

The operation of the modification illustrated in Figures 5 to 7, inclusive, is similar to that described above in connection with the other modification, that is, the finger piece 11 is moved to the right along the line of the slot 9, thereby pulling the strip 10 which gives the appearance of rotation to the mixer. The continued movement of the finger piece 11 to the right along the path of the slot 9 pulls the member 10 downwardly, thereby turning the member 13 about the point 18, giving the appearance that the mixer is dumping. At the same time, the extension 22 is moved under the opening 28 and the representation of material is moved into view, giving a very realistic appearance of the material falling from the mixer to the ground 21.

Upon moving the finger piece 11 back along the path of the slot 9, the strip 10 is moved upwardly and to the left and the extension 22 is moved back into place and the operation may be repeated indefinitely.

In connection with the modification illustrated in Figures 5 to 7, it is to be noted that the extension 20 is moved back of the slot 9 as the finger piece is moved to the right so as to hide the strip 10 from view through the slot 9. The extension 20 acts as a curtain which is moved into place by the rotation of the member 13 about the pivot 18 and is effective to strengthen the illusion of the device.

While I have described one specific embodiment of my invention, it will be understood that the invention is not to be limited to the particular construction and arrangement described, but may be otherwise embodied, and

various changes and additions may be made thereto and the longitudinal movement of the strip 10 may be employed for the operation of other elements forming a part of the picture.

I claim:

5 1. A display card having a pictorial representation thereon, the card having spaced apart slots therein juxtaposed with reference to the pictorial representation, an elongated strip having its opposite ends passed through
10 the slots whereby only the intermediate portion of the strip is exposed, the exposed portion of the strip complementing the pictorial representation on the card, and means for moving the strip longitudinally and arcu-
15 ately with respect to the pictorial representation to create an illusion.

2. A display card comprising a card member having a pictorial representation of a truck having a bed portion and a frame portion, said card having a vertically extending
20 curved slot therein immediately back of the frame portion of the picture, said card having a slot in the form of a truncated cone above the bed portion at the rear end of the
25 picture, a strip having its opposite ends passed through the slots whereby only the intermediate portion of the strip is exposed at the surface of the card, a guide slot in the card spaced away from the picture of the
30 truck, and means on the strip projecting through the slot by means of which the strip may be pulled back and forth, said strip having helically pitched markings thereon.

3. A display card comprising a card member having a pictorial representation of a truck having a bed portion and a frame portion, said card having a vertically extending
35 curved slot therein immediately back of the frame portion of the picture, said card having a slot in the form of a truncated cone above the bed portion at the rear end of the
40 picture, a strip having its opposite ends passed through the slots whereby only the intermediate portion of the strip is exposed at the surface of the card, a guide slot in the card spaced away from the picture of the
45 truck, means on the strip projecting through the slot by means of which the strip may be pulled back and forth, said strip having heli-
50 cally pitched markings thereon, and a loose piece under the exposed portion of the strip having edges which overlie the exposed edges of the strip.

4. A display card intended to represent
55 a dumping concrete mixing truck comprising a card of stiff material having the picture of a truck thereon, the truck having a vertical frame portion and a bed portion, an arcu-
60 ately extending guide slot in the card immediately back of said frame portion, a slot substantially in the form of a truncated cone in the card over the rear end portion of the picture of the truck, a relatively long nar-
65 row strip having one end passed through the

arcuate slot and the other end passed through the cone slot whereby only the intermediate portion of the strip is exposed to view, oper-
ating means at one end of the strip for moving it, means for guiding the operating
70 member through a substantially parabolic path, and a member under the exposed portion of the strip having its edges folded over the edges of the strip for substantially con-
75 cealing the longitudinal edges of the strip, said strip having helically pitched markings thereon.

5. Display means comprising a support having pictorial representation of a vehicle chassis and body, means supporting the body
80 for movement relative to the chassis, and means for effecting movement of the body relative to the chassis, said body being so constructed as to create the appearance of rotation when so moved. 85

6. Display means comprising a support having a pictorial representation of a vehicle chassis and body, means supporting the body
for movement relative to the chassis, and means for effecting movement of the body
90 relative to the chassis in a plurality of directions, said body being so constructed as to create the appearance of rotation when so moved.

7. Display means comprising a card having
95 a pictorial representation of a vehicle chassis, spaced slots on said card defining the limits of the body of the vehicle, a member pivoted to said card between said slots and an elongated strip which passes through said slots
100 over the face of said member, said member having flaps embracing said strip, means including a slot and finger piece for moving said strip and at the same time rotating said
105 member to present the illusion that the body is dumping, an opening in the card near the back of the body and an extension projecting from said member for movement back
110 of the opening having a pictorial representation of material thereon for giving the illusion that material is flowing from the body as the truck is being dumped, and means associated with said member for hiding said strip as it is moved under said slot.

8. Display means comprising a card hav-
115 ing a pictorial representation of a vehicle chassis and having slots defining the body, a guide member pivoted to said card between said slots, a strip embraced by said member that is capable of being slid back and forth
120 between said slots, means for sliding said strip back and forth and rotating it together with said guide member about the latter's pivot comprising a curved slot in said card and a finger piece carried by said strip and
125 extending through said last named slot, means for giving the illusion that material is flowing from the body as the strip is rotated comprising an extension projecting from the member having a pictorial representa- 130

tion of falling material and an opening in
said member under which said extension is
adapted to move upon the rotation of said
member, and means for hiding the strip from
5 view through said curved slot, comprising a
curtain supported by the member 13 and
adapted to be rotated therewith under the
slot when the strip is moved under the slot.

10 In testimony whereof I have hereunto set
my hand.

ARCHIBALD H. GAMES.

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