Sept. 20, 1938. J. KATZ 2,130,428

MOTION PICTURE ADVERTISING MACHINE

Filed Dec. 11, 1937

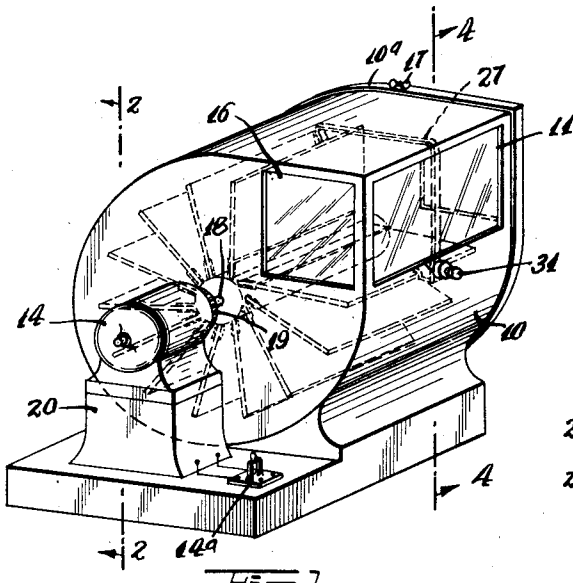


Fig. 1.

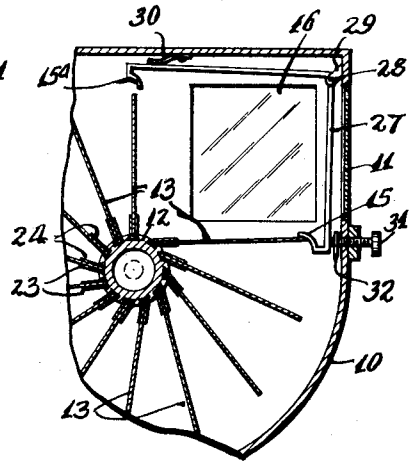


Fig. 4.

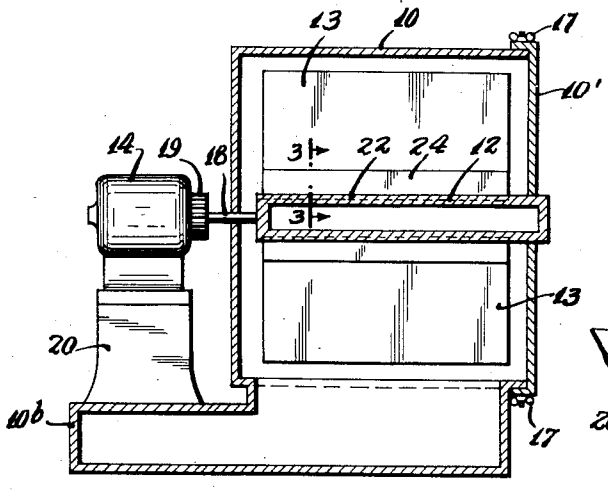


Fig. 2.

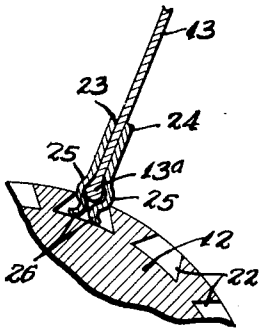


Fig. 3.

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MOTION PICTURE ADVERTISING MACHINE

Jack Katz, New York, N. Y.

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5 Claims. (Cl. 40—35)

This invention relates to new and useful improvements in a motion picture advertising machine.

The invention has for an object the construction of a machine as mentioned which is characterized by the fact that it includes a rotatively mounted shaft, a plurality of picture cards adapted to be seen in succession, and a novel means for removably securing said cards upon said shaft. This construction permits a change of the pictures and thus a change of the moving picture.

Still further the invention proposes a novel construction of the housing for the device characterized by windows at the sides to permit the entrance of light, and openings at the front through which one may view the moving pictures.

Another object of the invention resides in an arrangement whereby the shaft may be rotated in one direction or the other, and cooperative means engageable with the cards to make it possible to run the pictures forwards or backwards so that the moving picture may be run in reverse if desired.

For further comprehension of the invention, and of the objects and advantages thereof, reference will be had to the following description and accompanying drawing, and to the appended claims in which the various novel features of the invention are more particularly set forth.

In the accompanying drawing forming a material part of this disclosure:—

Fig. 1 is a perspective view of a device constructed according to this invention.

Fig. 2 is an elevation partly in section on line 2—2 of Fig. 1.

Fig. 3 is a fragmentary enlarged sectional view taken on the line 3—3 of Fig. 2.

Fig. 4 is a fragmentary sectional view taken on the line 4—4 of Fig. 1.

The motion picture advertising machine, according to this invention, comprises a housing 10 with a window opening 11. A shaft 12 is rotatively mounted through said housing. A plurality of picture cards 13 are adapted to be seen in succession through the window opening 11. Holding means are mounted upon the periphery of the shaft 12 and are cooperative for holding the cards 13 in a series radially about the shaft. A means is provided for rotating the shaft 13 and includes an electric motor 14. A means is also provided for momentarily engaging the outer edges of the cards during the rotation of the shaft for holding the cards in succession so that one is visible at a time through the window opening. This means includes a finger element 15.

The housing 10 is substantially of hollow cylindrical form except for the fact that at one side it has a corner portion as clearly shown in Fig. 1. At the sides of this corner portion there are windows 16 through which light may enter to light the interior of the housing so that when one looks through the front windows 11 it is possible to clearly see the picture cards 13 therein. The housing 10 has a removable end wall 10′ which is normally fixedly held in position by several clamp screws 17. This removable end 10^a serves as a bearing for one end of the shaft 12 as clearly shown in Fig. 2. It also serves as a cover for closing the end of the means which holds the picture cards 13.

The shaft 12 is connected with the drive shaft 18 of a speed regulating device 19. This speed regulating device is mounted on the motor 14 and is connected therewith to transmit rotations. The motor 14 is mounted on a pedestal 20, in turn attached to a projecting portion 10^b at the base of the housing 10.

The means for holding the picture cards 13 on the shaft 12 includes a plurality of longitudinally extending dove-tailed grooves 22 formed upon the surface of the shaft 12 and extending fom end to end. In each groove 22 a pair of cooperative plates 23 and 24 are adapted to engage. These plates have opposed bulged portions 25 near their bases, and outwardly flanged ends 26 adapted to frictionally engage the base portion of the groove 22 to maintain the position of the plates. Each card 13 is formed with a beaded inner end 13^a adapted to engage within the compass of the outwardly bulged portions 25 to maintain the position of the card. The arrangement is such that when the cover 10^a is removed it is possible to laterally pull out the cards 13 and re-engage either the same cards or different cards in their stead. The cards 13 preferably are printed with pictures on both sides so that first one side may be used to show one moving picture, and then the cards may be reversed to show the moving picture on the other side.

The means for engaging the outer edges of the cards includes the finger 15 which is flexible. This finger engages the edges of the cards and flexes the cards in a manner so that the held cards are substantially horizontal (see Fig. 4) and when each card is released it stands up to the vertical position. Looking through the window opening one sees the cards in the vertical positions only. As the shaft 12 turns a different card will assume

the vertical position in succession and this gives the impression of moving pictures.

An arrangement is provided which permits the moving pictures to be run backwards. This arrangement is as follows: The resilient finger 15 is mounted on a bell crank 27 which is pivotally supported by a pintle 28 intermediate of its arms on a bracket 29 mounted within the housing 10. This bell crank 27 has its other arm provided with a finger 15a. A resilient leaf spring 30 tends to urge the finger 15a downwards to engage the edges of the cards. The spring 30 is restrained by the fact that the bell crank 27 is held. There is a screw 31 which threadedly engages through the wall of the housing 10. The outer end of the screw has a head by which it may be turned. The near end engages the end of the bell crank 27 immediately adjacent the resilient finger 15. A flange 32 is fixedly mounted on the screw 31 to limit its retracted position.

When the screw 31 is retracted the bell crank 27 will pivot so that the finger 15 is moved to an inoperative position and no longer engages the edges of the cards. Simultaneously, the finger 15a will be moved into its operative position engaging the cards. The fingers 15 and 15a are spaced substantially 90° from each other and work in opposite directions. It is now possible to rotate the shaft 12 in the reverse direction and the moving pictures will be seen to run backwards.

The electric motor 14 is controlled by a reversing switch 14a by which it may be run in one direction or the other to cause the shaft 12 to turn in one direction or the other.

While I have illustrated and described the preferred embodiments of my invention, it is to be understood that I do not limit myself to the precise constructions herein disclosed and the right is reserved to all changes and modifications coming within the scope of the invention as defined in the appended claims.

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

1. A motion picture advertising machine comprising a housing with a window opening, a shaft rotatively mounted through said housing, a plurality of picture cards adapted to be seen in succession through said window opening, holding means mounted on the periphery of said shaft for holding said cards in a series radially about the shaft, means for rotating said shaft, and means for momentarily engaging the outer edges of said cards during the rotation of said shaft for holding the cards in succession so that one is visible at a time through said window opening, said holding means comprising pairs of opposed plates for each card, each pair of plates having flanged bottom edges engaging the bases of dovetailed grooves formed in the surface of said shaft.

2. A motion picture advertising machine comprising a housing with a window opening, a shaft rotatively mounted through said housing, a plurality of picture cards adapted to be seen in succession through said window opening, holding means mounted on the periphery of said shaft for holding said cards in a series radially about the shaft, means for rotating said shaft, and means for momentarily engaging the outer edges of said cards during the rotation of said shaft for holding the cards in succession so that one is visible at a time through said window opening, said holding means comprising pairs of opposed plates for each card, each pair of plates having flanged bottom edges engaging the bases of dovetailed grooves formed in the surface of said shaft, each card having its inner end provided with a bead engageable within an opening formed by opposed bulged out areas of said plates.

3. A motion picture advertising machine comprising a housing with a window opening, a shaft rotatively mounted through said housing, a plurality of picture cards adapted to be seen in succession through said window opening, holding means mounted on the periphery of said shaft for holding said cards in a series radially about the shaft, means for rotating said shaft, and means for momentarily engaging the outer edges of said cards during the rotation of said shaft for holding the cards in succession so that one is visible at a time through said window opening, said holding means comprising pairs of opposed plates for each card, each pair of plates having flanged bottom edges engaging the bases of dovetailed grooves formed in the surface of said shaft, each card having its inner end provided with a bead engageable within an opening formed by opposed bulged out areas of said plates, said housing having a removable end, and said cards being adapted to be slipped out from between said plates through the open end of said casing.

4. A motion picture advertising machine comprising a housing with a window opening, a shaft rotatively mounted through said housing, a plurality of picture cards adapted to be seen in succession through said window opening, holding means mounted on the periphery of said shaft for holding said cards in a series radially about the shaft, means for rotating said shaft, and means for momentarily engaging the outer edges of said cards during the rotation of said shaft for holding the cards in succession so that one is visible at a time through said window opening, said latter means comprising a resilient finger, mounted on a bell crank pivotally supported intermediate of its ends, another resilient finger mounted on the other arm of the bell crank 90° from said finger, and means for holding the bell crank in pivoted positions so that one finger or the other finger engages the edges of the cards.

5. A motion picture advertising machine comprising a housing with a window opening, a shaft rotatively mounted through said housing, a plurality of picture cards adapted to be seen in succession through said window opening, holding means mounted on the periphery of said shaft for holding said cards in a series radially about the shaft, means for rotating said shaft, and means for momentarily engaging the outer edges of said cards during the rotation of said shaft for holding the cards in succession so that one is visible at a time through said window opening, said latter means comprising a resilient finger, mounted on a bell crank pivotally supported intermediate of its ends, another resilient finger mounted on the other arm of the bell crank 90° from said finger, and means for holding the bell crank in pivoted positions so that one finger or the other finger engages the edges of the cards, and a means for changing the rotation of said shaft.

JACK KATZ.