

Oct. 7, 1930.

C. D. DUFFUS

1,777,719

ADVERTISING DEVICE

Filed March 21, 1928

Fig. 1.

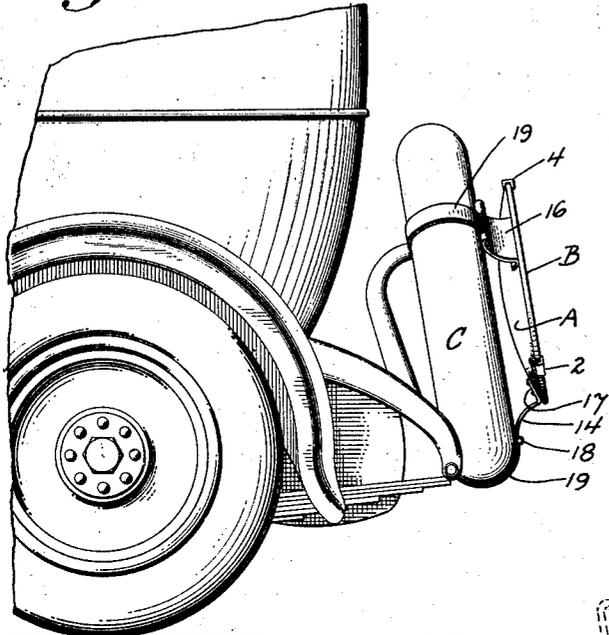


Fig. 2.

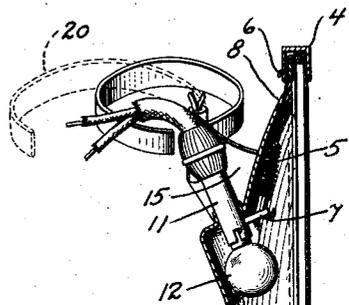


Fig. 4.

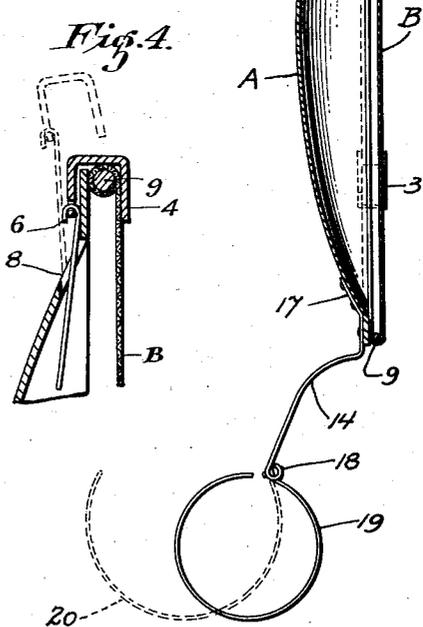
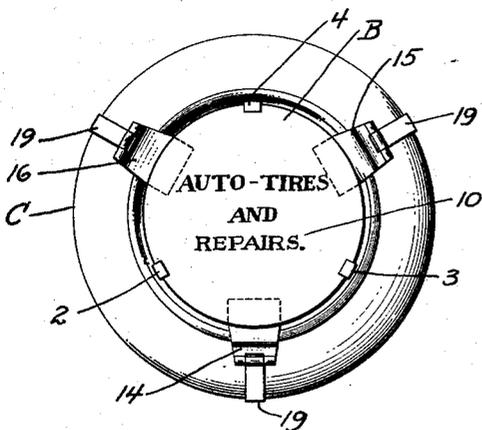


Fig. 3.



INVENTOR.
Elyde D. Duffus.
BY *Townsend, Loftis*
& Abbott
ATTORNEYS.

UNITED STATES PATENT OFFICE

CLYDE D. DUFFUS, OF SACRAMENTO, CALIFORNIA

ADVERTISING DEVICE

Application filed March 21, 1928. Serial No. 263,259.

This invention relates to an advertising device, and more particularly to an improved advertising display device adapted to be attached to the rear end of an automobile.

5 The object of the present invention is to generally improve and simplify the construction and operation of devices of the character described; to provide an advertising device which is adapted to be attached to the spare tire or rim of an automobile and to be positioned rearwardly thereon so as to display advertising matter or the like, printed, painted, or otherwise formed thereon; to provide an attachment which permits quick application or removal of the advertising device and which is adjustable to fit tires or rims of varying size and diameter; to provide an advertising device from which the sign or display may be readily removed for cleaning or changing, etc.; and further, to provide means whereby the sign may be illuminated or displayed during night driving.

One form which the invention may assume is shown by way of illustration in the accompanying drawings, in which—

Fig. 1 is a side elevation of the rear end of an automobile, showing the attachment of the advertising device to the spare tire.

Fig. 2 is a central vertical section of the advertising device.

Fig. 3 is a rear view of the spare tire shown in Fig. 1, said view also showing the advertising device attached thereto.

Fig. 4 is an enlarged vertical transverse section of the upper end of the housing showing the detachable latch whereby the sign B is secured.

Referring to the drawings in detail, and particularly Fig. 2, A indicates a circular concave disc-shaped housing, on the peripheral edge of which are formed two or more clips such as indicated at 2 and 3. Slidably mounted near the upper end of the housing is a clip 4 to which is attached a spring 5, one end of the spring being fastened to the clip 4 by a hook or the like, as shown at 6, while the opposite end is secured to a bracket 7 mounted within the housing. The spring proper is also mounted within the housing,

but the upper end of the housing is perforated as shown at 8 to permit the hooked end 6 to extend therethrough. Hence, by pulling upwardly on the clip it may be raised with relation to the peripheral edge of the housing, and by releasing the clip it is pulled downwardly against the peripheral edge by means of the spring.

The stationary clips 2 and 3, together with the movable clip 4, form a fastening means for a sign or display device generally indicated at B. This device consists of a wire ring or the like, such as shown at 9, over which is stretched and suitably secured, a fabric. The fabric is preferably treated with a material which renders it more or less translucent and waterproof, and an advertisement or display may accordingly be printed, painted, or otherwise formed on the surface thereof, such as shown at 10 in Fig. 3.

The housing is provided with a lamp-socket 11 which carries an electric globe 12. This is mounted within the housing rearwardly of the translucent sign. The inner face of the housing co-operates with the globe to form a reflector; and the sign may thus be illuminated during night driving.

The sign or advertising device is preferably attached to the rear end of the automobile, but may be displayed at the sides thereof or at any point convenient. Where it is attached to the rear end it is preferable to secure it to the spare tire or rim indicated at C, and it is accordingly necessary to provide a fastening means which is flexible and adjustable to take care of tires and rims of varying size and diameter. It is also necessary to dispose the housing and the sign rearwardly of the rim and the tire, as obstructions such as wheel hubs, etc., must be cleared—for instance, when wire wheels are carried as spares.

The attaching mechanism consists, first, of three or more arms such as shown at 14, 15 and 16. These are preferably made of sheet metal or the like. The inner ends are riveted or otherwise secured to the rear face of the housing A as indicated at 17, while the outer ends terminate in loops 18 which form hinges or pivots for spring clips generally

indicated at 19. These clips are pivoted in the hinges or lugs 18. They are preferably constructed of spring steel and as such may be expanded or extended as shown by dotted lines at 20, to embrace tires of varying diameter and size. By constructing the arms 14, 15 and 16 of sheet metal or the like, it is possible to bend them to increase or decrease the spacing between the tire carrier and the housing A so as to clear projecting hubs or other obstructions.

The attaching mechanism proper are the spring clips 19. These may be quickly applied or removed, and comparatively no time is required to attach or remove the device as a whole.

The sign indicated at B may be removed by merely lifting the clip 4 upwardly and disengaging it with the rim, as this leaves the sign free to be lifted from between the lugs 2 and 3, and the operation of changing or removing the sign for cleaning or otherwise, may as such also be quickly and readily accomplished without disturbing any other parts of the advertising device.

The globe 12 may be connected in the lighting circuit of the car or it may be inserted in a separate circuit. If inserted in the lighting circuit it is automatically switched on with the head lights and the sign is accordingly illuminated during night driving.

While certain features of the present invention are more or less specifically described, I wish it understood that various changes may be resorted to within the scope of the appended claims; similarly, that the materials and finishes of the several parts employed may be such as the manufacturer may decide or varying conditions or uses may demand.

Having thus described my invention, what I claim and desire to secure by Letters Patent is:

1. An advertising device adapted to be attached to the spare tire or rim mounted on the rear end of an automobile, comprising a housing, detachable and adjustable means for securing the housing to the tire or rim, flexible spacing arms on the housing and maintaining the housing spaced from the tire and rim and rearwardly thereon, and a sign detachably secured with relation to the housing.

2. A device of the character described comprising a housing, a plurality of arms secured to the rear side thereof, a plurality of flexible ring-shaped spring clips secured one on each arm and adapted to detachably embrace a spare tire on an automobile, and a sign insertable in the housing.

3. A device of the character described comprising a housing, a plurality of arms secured to the rear side thereof, a plurality of flexible ring-shaped spring clips secured one on each arm and adapted to detachably embrace a spare tire on an automobile, a sign, and means

for detachably securing the sign to the housing.

4. A device of the character described comprising a housing, a plurality of arms secured to the rear side thereof, a plurality of flexible spring clips secured one on each arm, a sign, and means for detachably securing the sign to the housing, said means comprising a pair of stationary clips engageable with one edge of the sign and a movable spring actuated clip engaging an opposite edge of the sign.

CLYDE D. DUFFUS.

70
75
80
85
90
95
100
105
110
115
120
125
130