

Feb. 19, 1929.

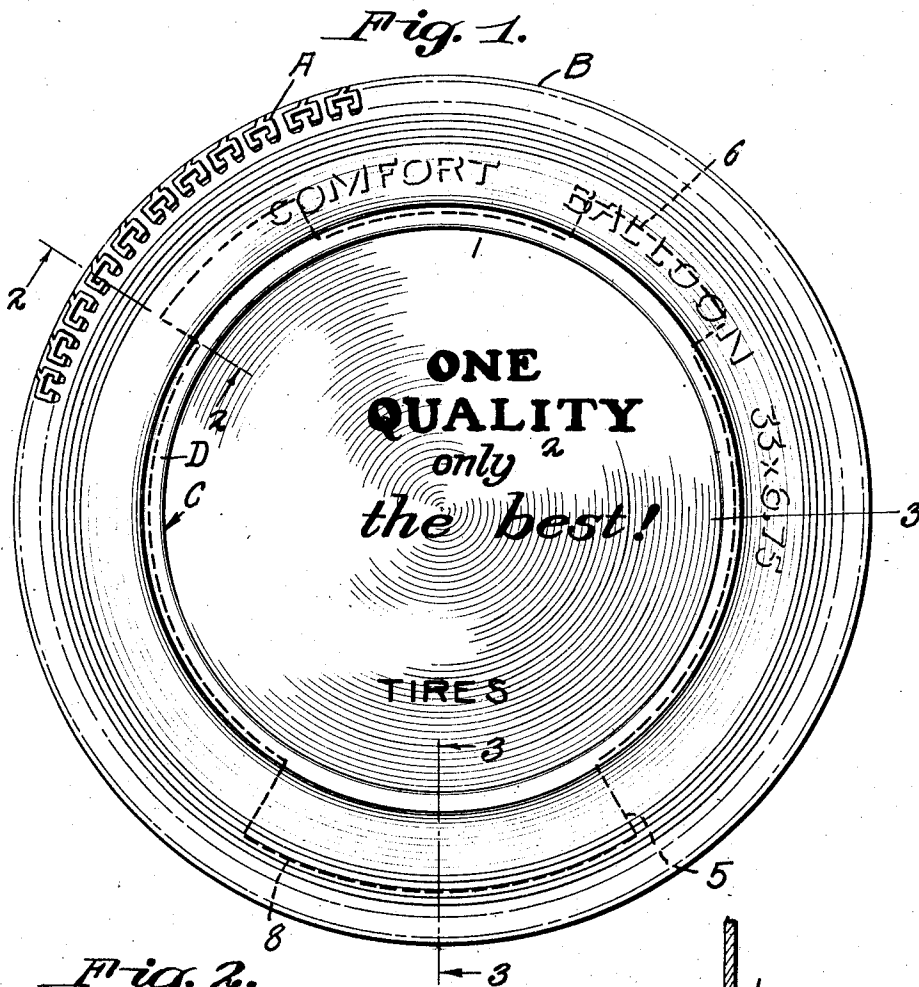
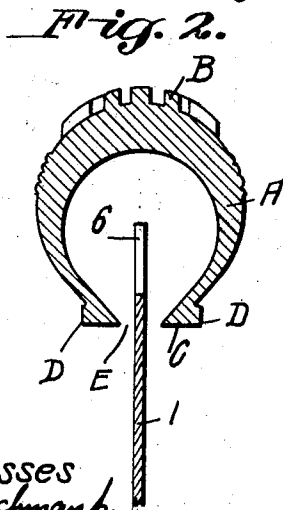
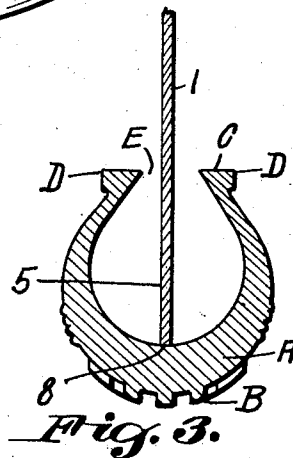
1,702,469

B. EPSTEIN

ADVERTISING DEVICE

Filed Sept. 13, 1927

2 Sheets-Sheet 1



Witnesses
C. E. Churchillman

W. R. Smith

Barnett Epstein, INVENTOR.

BY Richard B. Oliver
ATTORNEYS.

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2 Sheets-Sheet 2

Fig. 4.

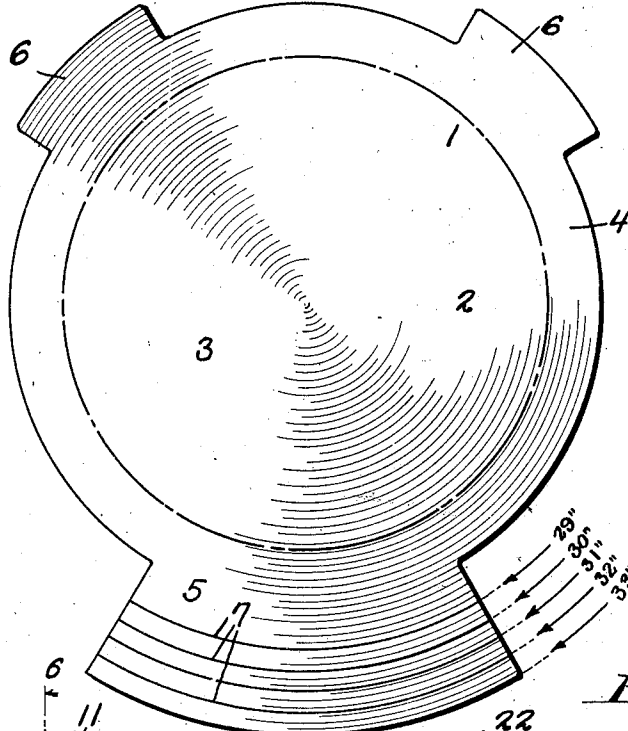


Fig. 5.

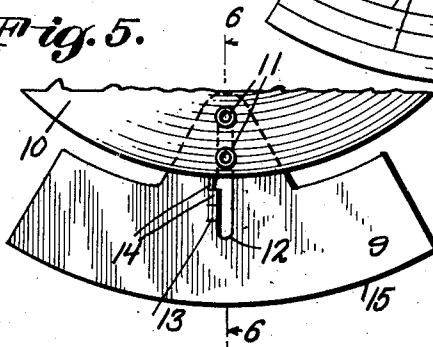


Fig. 9.

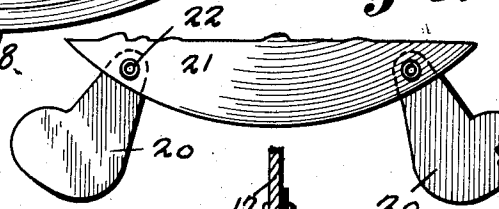
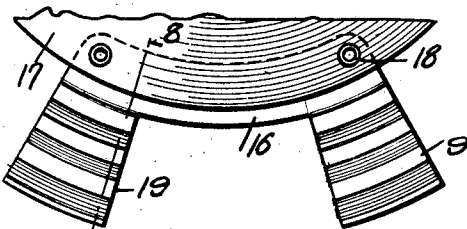


Fig. 7.

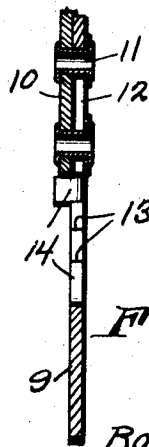


Fig. 6.

Fig. 8.

INVENTOR.

Barnett Epstein

BY

Richard B. Owen
ATTORNEYS.

Witnesses
C. E. Churchillman
Wm. P. Smith

Patented Feb. 19, 1929.

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UNITED STATES PATENT OFFICE.

BARNETT EPSTEIN, OF NEW YORK, N. Y., ASSIGNOR TO THE DIARY PUBLISHING CORPORATION, OF NEW YORK, N. Y.

ADVERTISING DEVICE.

Application filed September 13, 1927. Serial No. 219,333.

This invention relates to an advertising device and more particularly to a display card and has for its primary object the construction of a display card that may be effectively adapted to tires of different diameters for displaying an ad centrally of the tire and of a design to be economically manufactured due to the simplified machine process involved.

10 An object of the invention is the construction of a display card that may be brought into interlocking engagement with the tire so as to provide the proper support for the card to prevent sagging or distortion of the display card.

15 Another object of the invention is the provision of a display card adaptable to all makes of tires of different diameters to provide a neat appearing article thereby impressing the observer as to the quality of the merchandise displayed.

20 A feature of the invention is the simplicity of construction which not only materially reduces production cost, but enables an inexperienced user to readily adapt the card to a tire.

Besides the above my invention is distinguished in the use of supporting means or elements capable of adjustments in a manner to align the center of the card with the axis of the tire at all times irrespective of the diameter of the tire.

30 With these and other objects in view, the invention will be better understood from the following detailed description, taken in connection with the accompanying drawings, wherein:

Figure 1 is a side elevation of a display card in applied position,

40 Figure 2 is a sectional view on the line 2—2 of Figure 1,

Figure 3 is a sectional view on the line 3—3 of Figure 1,

Figure 4 is a plan view of the display card,

45 Figure 5 is a detailed view of a modified form of support,

Figure 6 is a sectional view on the line 6—6 of Figure 5,

Figure 7 is a detailed view of another form of support,

50 Figure 8 is a sectional view on the line 8—8 of Figure 7 and

Figure 9 is a detailed view of a fourth type of support.

55 Referring to the drawings, illustrating one

of the many constructions of my invention, I have shown a well known make of tire A having the usual tread B, inner peripheral surface C provided by the beads D normally spaced apart to provide the opening E. 60

My improved display device illustrated in this particular instance as a display card 1 is of blank formation and preferably formed from a flexible material such as cardboard so as to be flexed to facilitate the arrangement of the card in place. The card 1 is shaped to provide a disc 2 providing a display space 3 and a marginal border 4, the latter of the required area to be partially visible at all times irrespective of the interior diameter of the tire. Referring more particularly to Figures 1 to 4 inclusive, it will be noted that I provide a plurality of supporting tabs of different areas and arranged in independent positions. The lower supporting tab or reducer 5 is considerably larger than the upper auxiliary tab or supporting element 6 so as to facilitate the insertion of the tabs into the interior of the tire. The positioning of the card is accomplished by first inserting the supporting tab 5 into the opening E and then inserting the auxiliary tab 6. It is, of course, to be understood that during the foregoing operations, the disc 2 is flexed so as to enable the same to be passed by the beads D to spring back into abutting relation with the beads D, thereby providing an interlocking engagement and a neat connection which materially adds to the attractiveness of the device. 85

It is of vital importance from an advertising standpoint to have the center of the disc coincide with the center of the tire irrespective of the diameter of the tire and to accomplish this desired result, one of the tabs preferably the supporting tab, is provided with rulings or graduation marks 7 corresponding to the diameters of popular makes of tires, that is to say the outer marginal edge 8 is cut on an arc of a circle corresponding to the largest size of tire with the graduation marks spaced inwardly from the edge 8 corresponding to the smaller size tires. These graduation marks are provided to guide the user in cutting a strip from the tab to adapt the card to a tire of a particular diameter. For instance, cutting the tab along the first graduation mark to remove a strip of a half inch width, enables the card to be effectively applied to a tire having an interior diameter of 32 inches, the outer edge 8 as illustrated 110

corresponding to a tire of an interior diameter of 33 inches. It will be appreciated that it is only necessary to cut off the required number of strips to adapt the card to tires of various diameters.

Particular attention is called to the fact that the supporting element or tab 5 forms the sole support for the card as this is the tab that bears directly upon the bottom portion of the interior of the tire with the tabs 6 loosely fitting in the upper portion of the tire, but having an interlocking arrangement therewith. As the diameter of the disc of the card is greater than the interior diameter of the largest size tire, it will be appreciated that the center of the card positively coincides with the center of the tire, with the former positively held against dislocation.

Due to the substantial, neat manner of mounting the display card within the tire an impression of quality and durability is conveyed to the observer, which when coupled with the advertising matter on the advertising space 3, fully convinces the observer of the desirability of purchasing the merchandise associated with the display card.

In the form of my invention just described, the tabs or supporting elements are integral with the body of the card which assures dependability and durability and besides materially reduces the production cost, but as it may be found advisable in practice to provide an adjustable connection between the supporting tab and the disc, I have illustrated in Figures 5 and 6 a sliding connection between the supporting tab 9 and the disc 10. This sliding connection consists of one or more staples or eyelets 11 mounted in the disc and having a sliding relation with a slot 12 in the tab. As the frictional sliding engagement between the parts just mentioned, may be accurately regulated it will be appreciated that the tab may be properly adjusted relative to the disc to enable the proper supporting of the disc centrally of tires of different diameters.

For the purpose of providing an interlocking connection between the tab 9 and the disc 10, I have provided the tab with a plurality of slits 13 which may be used as graduation marks but providing a plurality of flexible tongues 14 which may be selectively bent laterally, as shown in Figure 6, to have abutting relation with the adjacent edge of the disc to prevent accidental dislocation of the tab relative to the disc when the latter has been adjusted. With this type of adjuster just described, it will be appreciated that in a mechanical manner the distance of the edge 15 from the center of the disc may be accurately changed to accommodate tires of different diameters and when the adjustment has been made a tongue may be bent laterally to retain the adjusted position of the tab.

In Figures 7 and 8 I have illustrated a construction of tab fixed to the disc and preferably of a bendable material so as to be properly adjusted to tires of different diameters. To accomplish this desired result the tab is provided with a body strip 16 riveted rigidly to the disc 17 as indicated at 18, and provided with legs 19 of a corrugated formation so that the same may be contracted or extended by a bending operation, thereby enabling the legs to adapt themselves to tires of different diameters to accomplish the proper aligning of the center of the disc with the center of the tire.

In Figure 9 I have illustrated a plurality of supporting tabs 20 capable of independent adjustments so as to change the point of contact of the tab with the interior of the tire and with relation to the center of the disc, thereby enabling the device to accommodate tires of different diameters. These tabs 20 are swingingly connected to the disc 21 by the pivots 22 and as the tabs are of a particular curvature, it will be appreciated that when they are swung about their pivots, the position of the points of contact relative to the edge of the disc and the center thereof will be changed.

It will now be fully appreciated that I have designed a display card adaptable to all makes of tires of various diameters and when in place properly supported as to assure the aligning of the center of the card with the center of the tire. It will also be appreciated that I have accomplished the foregoing results with a card of one piece formation having removable portions as shown in Figures 1 to 4 inclusive, or with a supporting element constructed as a separate unit slidably or pivotally associated with the body of the card as shown in Figures 5, 6 and 7, or rigidly secured thereto as shown in Figure 7, but having contractible and expansible characteristics. Thus I have endeavored to set forth the many ways in which the device may be constructed to accomplish the above desired results,

In view of the foregoing statements, I wish it to be clearly understood that I do not desire to be limited in protection in any manner whatsoever, except as set forth in the following claims, as the device may be constructed in various other designs and configurations than illustrated and removably supported in the tire in various ways.

What I claim is:

1. A display card of blank formation having integral tabs projecting therefrom, adapted for engagement with the interior surface of a tire, one of said tabs having graduation marks designating portions to be cut off to adapt the card to tires of different diameters.
2. A display card for tires of disc formation having a diameter greater than interior

diameter of the largest size tire and having a border associated with the marginal edge of the disc of a predetermined area to accommodate various size tires, and supporting elements projecting from said disc for engagement with the inner surface of a tire, one of said elements having removable portions to conform to tires of different diameters.

3. A display card for automobile tires of disc formation having a relatively large supporting tab at the bottom thereof for direct engagement with the interior surface of the tire and further provided with a plurality of individual smaller tabs for interlocking

engagement with spaced portions of the interior of the tire. 15

4. A display card for automobile tires formed from flexible material and including a disc, having a display portion and a plurality of individual tabs projecting radially from the marginal edge of the disc for engagement with the inner surface of a tire, one of which is provided with graduation marks for guiding the cutting of the tab to adapt said disc to tires of different diameters. 20 25

In testimony whereof I affix my signature.

BARNETT EPSTEIN.